

CHAPTER I

INTRODUCTION

1.1 Background of the Project

The development of economic activity continues to grow and experience ups and downs. This condition causes everyone to try to develop themselves with their competencies to develop ideas and achieve measurable opportunities and certain achievements (Suwinardi, 2018). Rivals in an effort to make business owners must be able to survive and develop so that their business does not stop, then there must be product innovation, especially in food products, both in the form of packaging and flavor variations that are the demands of the times. because it is not only concerned with taste and health but has become one of the trends but also many businesses have gone bankrupt or lost because they did not pay attention to their Marketing. The marketing concept occupies a strategic position to achieve success in a business. Even though a product has good quality, it will not be able to generate profits if it is not accompanied by a good Marketing.

Kotler and Armstrong (2008) argue that "Marketing is a process by which companies create value for customers and build strong relationships with customers with the aim of getting value from customers in return". This can be done by selling quality products and determining ways to attract the public or potential consumers to use these products and based on the miraculous.co.id article from andika (2020) one of the benefits of marketing is to increase profits because Marketing is a business process that aims to generate income. Without marketing, businesses will not be able to operate. Therefore, good marketing management can increase the profits earned as a result of successful product sales.

Before selling the product, owners of business should know the quality of the product with feasibility test. Organoleptic test and hedonic test can be done before the product is marketed, organoleptic test is a test method using human senses as the main tool to measure product acceptability. The product to be sold must of course be

prepared carefully where the product to be sold must be tested first whether it is feasible to be marketed or sold. Organoleptic testing has an important role in the application of quality. Organoleptic tests have a high relevance to product quality because they are directly related to consumer tastes, as well as hedonic tests which are used to determine the magnitude of quality differences between several similar products by providing an assessment or score on certain properties of a product and to determine the level of preference of a product. product.

Bengkalis is an area where the soil is suitable for planting various types of plants such as bananas, pineapples, sweet potatoes and other crops because it is peat soil. Therefore, we chose one of these plants, namely by processing bananas into a business in the culinary field because the raw materials are easy to obtain. Chocolate bananas are almost identical to a Filipino snack called turon, namely banana spring rolls. The difference with pisang, turon usually does not contain chocolate.

This Chocolate Banana can be used as an everyday snack, namely Chocolate banana Spring Rolls. Before frying, these bananas are wrapped in spring rolls that are made by themselves so that they can save costs and are safe because they do not contain preservatives. Bananas will feel crunchy when eaten. With varied toppings such as chocolate, strawberry and cheese. This type of food is suitable for all circles, especially children and teenagers, plus many students from inside and outside Bengkalis are studying in Bengkalis so that it becomes one of the targets, the taste of Chocolate bananas is as delicious as other Chocolate Bananas, especially the spring rolls that are made by themselves

Business actors must be more observant in setting strategies to market their products to the public. According to Kotler and Armstrong (2008) the marketing mix is a set of controlled tactical marketing tools that the company combines to produce the desired response in the target market. marketing to convey information widely, introduce a product of goods and services, stimulate consumers to give and even create personal preferences for the image of a product. The general variables in the marketing mix strategy consist of product, price, promotion, and place. These four variables have an important role, especially in the increasingly advanced business competition.

Chocolate Bananas with chocolate, strawberry and cheese toppings are the most popular banana-based snacks in Bengkalis, the raw materials are easy to obtain, the manufacturing costs are cheap and the bananas themselves contain many benefits. the author makes a project about how marketing can be done on the product and marketing mix with feasibility tests first (organoleptic and hedonic tests) and the author takes the title of the Final Project "**Marketing Mix of Chocolate Banana**".

1.2 Identification of the Project

Based on the above background, the identification of this project is to determine the Marketing Mix for Banana Chocolate products.

1.3 Purpose of the Project

The objectives of this Chocolate Banana product project are divided into 2 (two) objectives, namely general objectives and special objectives. The objectives of the project are as follows:

1.3.1 General Purpose

The purpose of this final project is to find out the Marketing Mix of the Chocolate Banana business.

1.3.2 Specific Purpose

The specific objectives in the final project of Chocolate Banana products are as follows:

1. To find out the Marketing Mix used in Banana Chocolate business.
2. To find out what obstacles and solutions are faced when marketing Chocolate Banana.

1.4 Significance of the Project

This final project is expected to provide benefits for interested parties, namely as follows:

1. For business owners

This project is expected to provide input or advice for business owners in relation to marketing preparation using the marketing mix which is expected

to help increase knowledge in marketing products that are useful for running their business..

2. For Writers

It is hoped that the author will be able to learn more about the activities carried out to increase capital and experience in entrepreneurship.

3. For parties.

For the community, this research is expected to be able to provide additional knowledge to the community, especially in marketing their products.

1.5 Place and Time of Project Implementation

The production site for this project is located in Tameran village, at the residence of the owner of the Chocolate Banana business. marketing is done by selling directly to consumers in the city of Bengkalis. , and promotions on social media by implementing a delivery order system starting at 04.00-07.00 WIB and has been running since 2019 or almost 2 years.

1.6 Systematics of Project Writing

Sistematika very necessary report writing order for writing a project report is to systematically and arranged with neat. Here it is systematic writing the final project of this.

CHAPTER I : INTRODUCTION

In this chapter the author describes the background of the project, project identification, project objectives, project benefits, place and time of project implementation, and writing systematics.

CHAPTER II : LITERATURE REVIEW

In this chapter the author describes the theory needed to strengthen the reasons for making the project and the design of the project to be discussed, namely previous research, entrepreneurship, and marketing.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

In this chapter the author describes the project preparation plan, project implementation plan, project completion plan, project reporting plan (project activity implementation report and project activity implementation financial report).

CHAPTER IV : RESULTS AND DISCUSSION

In this chapter the author describes the analysis of the final project results, namely the final project implementation report.

CHAPTER V : CLOSING

In this chapter there are a number of conclusions and suggestions as a description of the final project report.

