

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia's national development sub-sector of livestock is part of the agricultural sector, whether realize it or not, the livestock sub-sector has a strategic role in the economic life and development of Indonesia's human resources. This role can be seen from the function of livestock products as a provider of animal protein which is important for the growth and development of the human body. Therefore, it is not surprising that livestock products are referred to as "building materials" in this life. In addition, hypothetically, an increase in people's welfare will be followed by an increase in consumption of livestock products, thereby helping to move the economy in the livestock sub-sector (Abu Bakar, 2013).

The broiler business is in great demand by the public and is increasingly shifting large ruminants, especially beef cattle, in meeting national meat needs. From various studies and statistical data, the role of broilers tends to shift beef cattle as a source of animal protein in Indonesia. During the period of 2005-2009, the development of broiler meat production reached 30.76%; while beef is only 12.75%. The ratio (comparison) of broiler meat production to beef in 2005 was 2.17 and in 2009 it has increased to 2.52 (Setyono and Maria, 2012).

Broiler or chicken slaughter, Indonesian are more familiar with it as chicken meat, this type of chicken is specially reared for cutting and taking the meat. Chicken meat has been popular in Indonesia since the 1980s. Nowadays, chicken has been known by the Indonesian people with various advantages (Anita and Wage, 2011).

Indonesia is a developing country, along with the increase in per capita income of the population, the need for animal protein for the community is also increasing. Broiler is one of the poultry commodities that contributes greatly in meeting the needs of animal origin protein for the people of Indonesia. The need for broilers every year has increased, because the price is affordable. Broiler is the cultivation of poultry-type animals that are taken meat with large body size

properties full of fatty meat, slow growing with rapid growth, and the resulting meat is smooth textured, soft and tender (Setyono and Maria, 2012).

Business competition in the current era of globalization is very rapid and tight. This business competition requires companies to do various things to seize and even control of market share. To control market share, one company must provide good service for its consumers. Meanwhile, consumers are increasingly observant and careful in choosing products, while consumer tastes are also always changing, for that the company must respond to every change that occurs. To anticipate these problems, companies need to carry out a series of policies in marketing. Marketing is a planning and implementation process in thinking about a price, distribution, and promotion of ideas, goods, services, organizations, and events as the goal of individual and organizational interests to create relationships that will result in satisfaction (Sudaryono, 2016).

Then, according to Nasution and Prayogi (2017) that the notion of marketing is a whole system or a combination of all activities that are interconnected and designed to plan or analyze consumer needs by creating, pricing, offering, exchanging valuable products and services while developing promotion, distribution, service, and prices so that the needs of today's consumers are well satisfied at a certain level of profit. Based on Buchari Alma (2016), provides a definition of the marketing mix as a strategy to interfere with marketing activities, thus the maximum combination is sought so as to bring satisfactory results. The marketing mix consists of four components or called the 4Ps, namely product, price, place and promotion.

Based on the background that has been described above, as an author take the initiative to conduct a research with the title “**Implementation of Marketing Mix Strategy as an Effort to Increase Sales Volume at the Broiler Chicken Business In Bengkalis Island (Case Study from the Broiler Chicken Seller Agent Point of View at Bengkalis Island)**”.

1.2 Formulation of the Problem

Based on the background above, the author will identify the problems as follows: What is the product mix, the price mix, the place mix and the promotion mix which is implemented by broiler chicken seller agent in Bengkalis island.

1.3 Purpose of the Study

Based on the formulation of the problem, the objectives of this study are as follows:

1. To find out the product mix which is implemented by broiler chicken seller agent in Bengkalis island.
2. To find out the price mix which is implemented by broiler chicken seller agent in Bengkalis island.
3. To find out the place/distribution mix which is implemented by broiler chicken seller agent in Bengkalis island.
4. To find out the promotion mix which is implemented by broiler chicken seller agent in Bengkalis island.

1.4 Significance of the study

Based on the information of the problem, the author can mention the objectives of this study are:

1. Benefits for the Faculty

It is expected to be an additional reference medium for science and a reading source for other readers who want to know and learn about promising business opportunities, namely by doing business in the boilers business.

2. Benefits for Reader or Society

As a means to add insight and knowledge about the supporting aspects in marketing the products of a business/industry.

3. Benefits for author

As a medium to apply the theory obtained and the reality in the field in order to add experience and expand the way of thinking of researchers in studying the scope of the broiler business and as information material for further research.

1.5 Scope and Limitation of the Problem

Based on the background of the problem that has been described, the author can identify the scope of this study, namely about the boilers business in Bengkalis. In analyzing this chicken business, the author can find out why the seller agent of broiler is involved in this business. In order to be more focused, conceptualized, and get results that are applied, the authors need to limit the problems to be discussed, so that they do not get out of the topic of the problem, namely studying the factors surrounding this broiler chicken business.

1.6 Writing System

In order for the writing of this undergraduate thesis report to be systematic and neatly arranged, a systematic report writing is needed. The following is a systematic thesis report writing:

CHAPTER 1 : INTRODUCTION

In Chapter 1, explains the background of the problem, problem formulation, research objectives, research benefits, research scope and problem boundaries as well as report writing systematics.

CHAPTER 2 : LITERATURE REVIEW

In Chapter 2, it explains the literature review and the previous theoretical basis that will be used in completing the research.

CHAPTER 3 : METHODS AND ACCOMPLISHMENT PROCESS

In Chapter 3, will explain the implementation plan, starting from the location, time and object of research, types and sources of data, data analysis methods, types of research, research schedules and budgets.

CHAPTER 4 : RESULTS AND DISCUSSION

In Chapter 4, describes the test results, discussion and limitations of the research results. The discussion of the results obtained is made in the form of a theoretical explanation of the bail qualitatively. The results of this thesis research contain data that

includes, among others, to develop some of the existing strategies that are implemented in Broiler Chicken Business in Bengkalis Island.

CHAPTER 5 : CONCLUSIONS AND SUGGESTIONS

In Chapter 5, the author will explain the conclusions and suggestions from the research conducted.

