

CHAPTER I

INTRODUCTION

1.1 Background

Freight forwarding business is a trade specialist that provides a variety of functions and facilities for the transportation of goods. It has long been known that the delivery of goods has been known as the key intermediary involved in the transportation of goods (cargo) from the point of origin to the point of destination by sea or air. In more detail explain that the main business of freight forwarding is the delivery of transportation services from various shipping or ship owners and makes a series of shipments from several shippers in small and large quantities, to a specific destination at a lower price. From this perspective, freight forwarding services are seen as important by companies that work hard to achieve two goals as well as goals, namely customer satisfaction (delivery of products in the right conditions, time and place) and cost (avoiding unnecessary activities and costs for their own affairs. cargo and documents).

The role of freight forwarding in export and import is very large, including, namely carrying out the processing of documentation procedures and formalities required by government regulations of export, transit and import countries, completing documents related to the Letter of Credit/Certificate of Receipt/Bill of Lading/Sea Waybill/Air Waybill/House Bill of Lading/Delivery Order and so on, and settling costs incurred as a result of transportation activities, cargo handling at port/warehouses. The costs incurred by the freight forwarding will then be paid back by the order giver plus the service fee.

For a business that wants to survive in a market that has many players, it must adopt purely strategic management that will allow it to compete with other competitors in the market. Companies formulate strategies for pursuing competitive advantage when they seek to improve or maintain their performance through independent action in a particular market or industry. By using effective competitive strategies, organizations find industry opportunities and learn about

customers. This is done so that the company can survive in the midst of the times and can compete with competing companies. The survival of the company in the era of global competition requires management to formulate strategic planning in facing the changes that will occur. The changes that the company needs to respond to are not only oriented towards the company's products, but also on important aspects related to the performance of a company and the company's benefits for the surrounding environment.

The state of competition in an industry depends on the five main competitive forces mentioned by Porter in the above paragraph. Porter's five strengths framework is a powerful tool when it is in the hands of a skilled manager or analyst. The models presented here have been developed according to the needs and developments of the times. So far, the use of Porter's theory provides a better understanding and strategic insight. By utilizing Porter's five forces model as a basis, here we can understand the actions required, such as implementation, other processes, and techniques that can contribute to creating a competitive advantage for the organization. By using this process, an organization has the guidelines for taking the steps necessary to achieve a strategy that is comprehensive enough to create a competitive advantage.

Indonesia is known for its beautiful islands, beautiful nature and also a country full of natural resources. Pekanbaru is one of the largest economic centers on the island of Sumatra and the Gotrans Group is using this opportunity by building companies engaged in cargo. These companies consist of PT. Global Trans Nusa which is engaged in freight forwarding, PT. Global Internusa Lines which is engaged in shipping and PT. Dumai Global Trans is engaged in stevedoring. The researcher chose PT. Global Trans Nusa as the object of research.

PT. Global Trans Nusa essentially performs a function that aims to take care of all the activities that are needed so that the delivery and receipt of many via routes, through schedule, through the route, and through. With other words, freight forwarding is responsible for receiving many orders from the sender as many are delivered on the receiving end (consignee) and on the order of the order.

As more entrepreneurs carry out exporters, they also give us a chance to develop freight forwarding business which is also growing rapidly. PT. Global Trans Nusa is a limited liability company that is a logistics business and moves on the freight forwarding sector. To fight in the top competition of PT. Global Trans Nusa needs to choose a systematic and precise development strategy that includes all operational activities that are related to one another as a major support activity.

PT. Global Trans Nusa must have a strategic plan, which is to identify activities and performance in the future at least five years in the future. PT. Global Trans Nusa should also be able to compile strategy strategies as best as possible because of the competition in business that is tightly maintained without being overlooked while maintaining a high level of performance.

Riau has many freight forwarding companies and no one has conducted research on the marketing strategies of these service companies and based on these things the researcher wants to find out more about how the marketing strategy of freight forwarding services in supporting export and import activities with the research title “**Analysis Of Marketing Strategies Based on Porter Model in Freight Forwarding Companies for Supporting Export and Import Activities (Case Study at PT. Global Trans Nusa Pekanbaru)**”.

1.2 Formulation of the Problem

Based on the background, the authors will identify the following problems: How is the marketing strategy of Freight Forwarding services in supporting export and import activities at PT. Global Trans Nusa?

1.3 Purpose of the Study

This study aims to determine and obtain more detailed indormation about marketing strategies of PT. Global Trans Nusa and based on the formulation of the problem, the purpose of the study are:

1. To identify the porter model of PT. Global Trans Nusa
2. To get required marketing strategy based on porter model analysis at PT. Global Trans Nusa

1.4 Significance of the Study

The benefits that can be obtained from this research proposal for companies, communities and researchers are as follows :

1. **Benefits for Company**

To increase competitive advantage in freight forwarding. And improve the quality provided so that companies stay ahead of global competition in freight forwarding activities.

2. **Benefits for Community**

To add knowledge and insight into freight forwarding so that the public can know that their region has potential in the field of freight forwarding.

3. **Benefits for Researches**

To add insight and knowledge about shipping, logistics and marketing so as to train researchers to apply theories obtained from lectures. As well as being one of the requirements for completing education. And as a reference for further research.

1.5 Scope and Limitation of the Problem

Based on the background of the problem, the authors can identify the scope of this research, namely PT. Global Trans Nusa is a company engaged in freight forwarding services. In analyzing the marketing strategy of freight forwarding services as an effort to support export and import activities, this research is limited to service marketing strategies that can be applied by PT. Global Trans Nusa as an effort to support export and import activities.

1.6 Writing System

For the writing of this thesis report to be systematic and structured, it is required to prepare a systematic report. The following is the systematics of writing a thesis report:

CHAPTER 1 : INTRODUCTION

In chapter 1 explains the background of the problem, the formulation of the problem, the objectives of the research, the

benefits of the research, the scope of the research and the limitations of the problem and the systematics of the report.

CHAPTER 2 : LITERATURE REVIEW

In chapter 2 describes the literature review and the basis for the previous theory that will be used in the completion of 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 schedule and budget.

CHAPTER 4 : RESULT AND DISCUSSION

In chapter 4 this will explain the results and discussion of the research.

CHAPTER 5 : CONCLUSION AND SUGGESTION

In chapter 5, this will explain the conclusions and suggestions of the research carried out.

REFERENCES

APPENDICES