

# **ANALYSIS OF YAKULT MARKET PENETRATION STRATEGY THROUGH THE YAKULT LADY SALES STRATEGY IN YAKULT CENTER DUMAI 1**

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## **ABSTRACT**

This study aims to determine the Market Penetration Strategy and implementation of Yakult Center Dumai 1, To find out the obstacles and solution in implementing the Yakult Lady sales strategy in Dumai 1. This research uses descriptive qualitative method, which is to explain systematically and describe accurately and clearly. Data collection techniques used in this study were interviews, observation, and documentation. The results of research that have been carried out show that Market penetration strategy through the sale of Yakult Lady in Dumai are Promotion Upgrade, Increase Usage, Barriers to Entry, Think out of the box. Yakult lady always has tricks and ways to increase promotion and quality. The way to increase usability is also done by the yakults through direct activities by making stands at certain events or places. Yakult Lady also faced several obstacles, namely product, weather, and external factors (Family). For the obstacles faced by Yakult Center Dumai I also has a way or solution to overcome this problem, namely as Lady Yakult we explain to consumers that 1 bottle only contains 6.5 billion LC. Only with 1 bottle, you can maintain intestinal health for 2 days.

**Key words: Market Penetration, Strategy**