

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Companies need a good marketing strategy in order to satisfy customers. Where the delivery of information must be timely, accurate, considerate, and friendly. The success of marketing is very dependent on the way the company communicates clear information to consumers so that they can upload the tastes of each consumer to buy the product. Basically, marketing activities are how goods or services produced by my a company can be recognized and purchased by the public. This is inseparable from efforts to meet and satisfy the needs and desires of consumers. The main objective in marketing activities is to meet market demand. Therefore, before every company produces goods or services, the right strategy needs to be applied so that later it will succeed in increasing purchasing decisions and can increase company profits (Wangko, 2013).

Many companies are competing with each other in implementing personal selling strategies. The implementation of personal selling and the description of its effectiveness can be seen from the factors that can provide information, presentations, services provided, meeting consumer needs, and good relations with consumers (Wibowo, 2015).

Yakult is a fermented milk drink that is practically similar to yogurt made from a mixture of fermented skimmed milk and sugar with lactobacillus casei. Lactobacillus casei itself can be found in the digestive system, because of that Yakult is promoted as a drink that is good for health, especially the health of the intestine or digestive system. Yakult as a pioneer of packaged fermented milk is able to prove that Yakult is very effective in carrying out its marketing strategy (Mandasari, 2020).

Yakult's promotion method is unique and different from the others. Yakult Company, in addition to using the consignment method, also uses the Yakult Lady system, this system is a retail marketing net by involving housewives to distribute

Yakult products in the neighborhood where they live. The strategy taken by Yakult is to give the impression to the public that Yakult is an environmentally friendly product and loves the environment and utilizes the existing community in society so that Yakult can be known by the public (Pratama,2017).

This system is directly related to customers homes, schools, offices, shop houses, markets, and also small shops in the surrounding community so that this research is more directed to the Yakult Lady System. Because this Yakult Lady System aims to provide information to more people about Yakult drinks and information other additions. Otherwise, the Yakult Lady System also has the goal of serving the community, especially customers, as well as possible by delivering Yakult directly to the customers place in the work area of each Yakult Lady (Pratama, 2017).

The reason the researcher chose this title was to find out the strategy used by Yakult through marketing by Yakult Lady in Dumai. With this strategy, it will be easier for consumers to buy the products on the market, as well as the best services provided to consumers. Given the importance personal selling by Yakult Lady and Product Knowledge that may influence and improve purchasing decisions. So, it is necessary to conduct a study entitled **“Analysis of Yakult Market Penetration Strategy Through the Yakult Lady Sales Strategy in Yakult Center Dumai 1.**

## **1.2 Formulation of the Problem**

Based on the background described above, the researchers formulate the problems to be studied are:

1. What is yakult market penetration strategy through the Yakult Lady Sales in Yakult Center Dumai 1?
2. How is the implementation of the penetration strategy through the Yakult Lady sales in Yakult Center Dumai 1?
3. What is the obstacles in implementing the Yakult Lady sales strategy in Yakult Center Dumai 1?
4. What is the solution of the Yakult Lady sales strategy obstacle?

### **1.3 Purpose of Study**

The purpose of the study is to collect data and information as material for preparing a proposal, where this proposal is one of the requirements that must be met to obtain an Applied Bachelor degree at the Bengkalis State Polytechnic. The purpose of this research are as follow:

1. To find out the yakult market penetration strategy through the Yakult Lady sales in Yakult Center Dumai 1.
2. To find out the implementation of the penetration strategy through the Yakult Lady sales in Yakult Center Dumai 1.
3. To find out the obstacles in implementing the Yakult Lady sales strategy in Yakult Center Dumai 1 .
4. To find out the solution of the Yakult Lady sales strategy obstacle.

### **1.4 Significance of the Study**

Each research is carried out to obtain useful benefit for all parties concerned.

The benefit expected by the outor in conducting this reseach include the following :

1. For Author  
This research can provide information to researchers about how to penetrate the Yakult market and as a condition for completing the DiplomaIV International Business Administration Final Project.
2. For Entrepreneurs  
This research is expected to contribute ideas and reveal problems that ariseas well as provide suggestions in solving problems, so that in the end it canprovide benefits for business development.
3. For Other Parties  
This project can be used as additional information and reference for researchers from other agencies who want to do further research on the title.

## **1.5 Scope and Limitation of the Problem**

Based on the background of the problem described, the author can identify that this research is only limited to 2 factors, namely :

1. This study focuses on analyzing the yakult market penetration strategy through the Yakult Lady Strategy in Yakult Center Dumai 1.
2. The scope of the research subject is Strategy Yakult Lady in Yakult Center Dumai 1.

## **1.6 Writing System**

The research conducted for the Analysis Of Yakult Market Penetration Strategy Through the Yakult Lady Sales Strategy in Yakult Center Dumai 1 is as follows:

### **CHAPTER 1 : INTRODUCTION**

In chapter 1 explain the background of the problem, the formulation of the problem, the purpose of study, the Significance of the Study, the Scope and Limitation of the Problem.

### **CHAPTER 2 : LITERATUR RIVIEW**

In chapter 2 describes the literatur review and the basis for the previous theory that will be used in the completion of the research.

### **CHAPTER 3 : METHOD AND ACCOMPLISHMENT PROCESS**

In chapter 3 will explain about the location and place of the study, starting from the location, time and object of research, types and source of data, data collection teqnique, data analysismethod, types of the study.

### **CHAPTER 4 : RESULT AND DISCUSSION**

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

### **CHAPTER 5 : CONCLUSION AND SUGGESTION**

In chapter 5 this will explain the conclusion and suggestion of the research carried out.