

CHAPTER I

INTRODUCTION

1.1 Background

Home industry is a home business product or also a small company. It is said to be a small company because this type of economic activity can be centered at home. According to Bustanul (2012:89) small industry is part of the processing industry with the simplest system. Where small industry is an industrial activity carried out in the homes of residents whose workers are members of their own families who are bound by hours and places.

Business competition in this era of globalization is very tight where every company is required to be able to know the needs of consumers and to be able to meet these needs in a more efficient and effective way. To meet these consumer needs, the company must give the time to study how consumer behavior is, so in this case the company can use marketing communications.

With its current development, marketing communication has emerged as a more complex form of communication. This is because marketing communication is a means in an effort to inform, persuade, and increase consumers directly or indirectly about a product and brand, and has the aim of knowing how the influence of communication in marketing. In order for marketing communication to run more efficiently and effectively, one way is to carry out an integrated marketing communication strategy.

According to Shimp (2010) in Kamala Nuri (2019), Integrated Marketing Communication (IMC) is a communication process that requires planning, compiling, merging and implementing various forms of marketing communication such as advertising, sales promotion, publicity, events and others that are continuously carried out to target consumers and other potential consumers. In IMC marketing functions such as advertising, sales promotion, publicity, events and others are combined in order to create good brand relationships. Integrated

Marketing Communication (IMC) itself began to be used by companies, because of the many effectiveness obtained from the application of these activities.

With this communication, Integrated Marketing Communication (IMC) seeks to maximize positive messages and minimize negative messages from a brand, with the aim of creating and supporting brand relationships in order to build long-term relationships. IMC is used to build and strengthen brands. Therefore, every company seeks to implement an Integrated Marketing Communication strategy. This condition also occurs on Home Industry Mie Sagu Barokah, which is a household industry that produces sago noodles and sago crackers. To face competition, reach target markets, create brand relationships, build and strengthen brands, the parties from the Home Industry Mie Sagu Barokah must carry out an integrated marketing communication strategy.

Based on the above background, the writer finds it interesting to understand and know the Home Industry Mie Sagu Barokah in carrying out an integrated marketing communication strategy that is creative, efficient and effective in an effort to increase customers. For this reason, the researcher wants to do research with the title **“Integrated Marketing Communication Strategy on Home Industry Mie Sagu Barokah in Increasing of Customers”**

1.2 Formulation of the Problem

Based on the background described above, a research problem can be formulated : How is the Integrated Marketing Communication strategy on Home Industry Mie Sagu Barokah in increasing of customers.

1.3 Purpose of the Study

From the formulation of the problems that have been stated, the following research objectives can be found:

1. To find out the Segmentation, Targeting and Positioning (STP) on Home Industry Mie Sagu Barokah.
2. To find out the Integrated Marketing Communication strategy on Home Industry Mie Sagu Barokah.

3. To find out the obstacles faced in implementing the Integrated Marketing Communication strategy on Home Industry Mie Sagu Barokah.
4. To find out the solution in facing obstacles in implementing the Integrated Marketing Communication strategy on Home Industry Mie Sagu Barokah.

1.4 Significance of the Study

The benefits obtained by conducting this research are:

1. For the company
This research is expected to provide input and consideration for the Home Industry Mie Sagu Barokah in implementing the Integrated Marketing Communication strategy.
2. For the community
This research is expected to make people aware of the products marketed by the Home Industry Mie Sagu Barokah.
3. For researchers
To increase knowledge and insight regarding segmentation, targeting and positioning (STP) and Integrated Marketing Communication so as to train researchers to apply theories obtained from lectures.

1.5 Scope and Limitation of the Problem

So that research does not become broad and its scope is clearer, the following are the limitations of the research problem:

1. This study focuses on the Integrated Marketing Communication strategy on Home Industry Mie Sagu Barokah.
2. This research was conducted on Home Industry Mie Sagu Barokah which is located at Air Putih Village.

1.6 Writing System

The systematics of writing research on Integrated Marketing Communication strategy on Home Industry Mie Sagu Barokah in increasing of customers are as follows:

CHAPTER 1 : INTRODUCTION

In this chapter, the researcher explains the background of the problem, the formulation of the problem, the objectives and benefits of the research, the scope and limitations of the problem and the systematics of writing.

CHAPTER 2 : LITERATURE REVIEW

In this chapter, the researcher explains about previous research taken from previous journals as well as literature reviews taken from theories that are in accordance with the subject matter of this study.

CHAPTER 3 : METHOD AND ACCOMPLISHMENT PROCESS

In this chapter the researcher explains the research implementation method, which consists of 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

This chapter contains the results of testing, discussion and limitations of research results. The results of the thesis proposal are made in the form of tables, graphics, photo images or other forms so that it is easier to follow the discussion description. The discussion about the results obtained is made in the form of a theoretical explanation, either qualitatively, quantitatively or statistically.

CHAPTER 5 : CONCLUSION AND SUGGESTION

This chapter contains the conclusions and suggestions of the research already implemented.

REFERENCES

APPENDICES

WRITER BIOGRAPHY