

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Project

The development of the world economy continues to grow from time to time. Indonesia is a country that has high economic potential both nationally and internationally. In the current era of globalization, the world economy is progressing rapidly following increasingly sophisticated technology. In today's conditions, many people are trying to develop themselves through creative and innovative thoughts that can benefit society. Many people are willing to take risks to open a business on various occasions. However, business competition is also increasing every year which requires business actors to be more vigilant in developing their business, both in terms of packaging and flavor variants.

In accordance with Suhandi et al., (2019) Marketing is one of the main activities for every small and medium-sized industrial business for its home business such that it can continue to grow and survive to earn profits in accordance with the company's goals. In addition, they must also be able to analyze and assess market conditions and opportunities to implement product marketing strategies to achieve the goals of small and medium industries or home businesses. in accordance with the plans that have been set since the beginning of the start of the small and medium-sized industrial business or the home-based business itself.

Nata et al., (2020) in Cahyani et al., (2022) stated that potato (*Solanum tuberosum L.*) is one of the tubers that is widely used as a source of carbohydrates or staple food for the world community after wheat, corn, rice. Potatoes are also commonly used as an alternative to rice which is filling and makes the body energized. This type of tuber tends to have a bland taste so it is suitable to be eaten in various processed forms. These potatoes are easy to process into an appetizer, main or dessert menu, which of course is delicious. As tubers, potatoes are quite

prominent in their nutritional content. some people also use potatoes as the main ingredient to be processed into various healthy foods at home.

Peter and Fisher (1992) in Safnowandi et al., (2022) stated that corn is a very familiar food ingredient in our society. Not only fills the stomach, the taste of corn makes many people addicted. However, corn has not been used optimally as a raw material for snacks, cakes, or cooking. Corn is usually boiled, roasted, processed into flour or made into corn rice. Corn can also be a cooking ingredient that be able to processed into a contemporary snack. Processed corn be able to easily found in a number of areas. but this time corn is used as a food mixture to make it taste more savory and interesting.

Fau et al., (2019) argues Carrots are a good source of dietary fiber and are one of the high and beneficial sources of vitamin A for the body. Some people rarely process carrots for food. Here the business owner took the initiative to add carrot mixture to the Cornato Balls dough to make it look more attractive. The carrot mixture can give color to Cornato Balls products and make food look more beautiful and add nutritional value.

Various types of innovative processed foods are needed by business actors in leading the market to glance at their consumers. From the three raw materials above, a business idea emerged, namely planning and production of Cornato Balls. Food with raw materials of potatoes and corn that has its own uniqueness. Cornato Balls filled with mozzarella cheese are perfect for everyday consumption because they don't contain preservatives. Potato balls will taste more delicious when eaten hot because of the melted cheese that attracts consumers to try it. This type of food is suitable for all groups, especially the people of Bengkalis Regency who are the main targets in marketing this product. Competition in the business world is very tight. One strategy in marketing is a good product name can also attract people's attention to buy it. Cornato balls is a food made from potatoes and corn because the raw materials are easy to obtain and contain many benefits. The word Cornato is a combination of the words corn and potato. Because it is round so business people have the idea to make this business name with the name cornato balls. This effort was carried out by Bengkalis State Polytechnic students as a final project

assignment. To introduce this product, of course, a marketing strategy is needed, because marketing is important for all businesses, both large and small businesses. If there is no marketing in a business, then consumers will not know a product. Such that a good marketing strategy will make many people know the products of this business and allow many interested consumers.

Based on the above background, this effort was made by Bengkalis State Polytechnic students are interested in doing a project by taking the title of the Final Project **"PLANNING AND PRODUCTION CORNATO BALLS (MARKETING ASPECT)."**

## **1.2 Identification of the project**

Based on the background above, the results of the problem identification carried out from this project are how to market the Cornato Balls product.

## **1.3 Purpose of the project**

Based on the project identification presented, the purpose of The Cornato Balls project are divided into 2 (two) purpose, namely general purpose and specific purpose. The purpose of this project are as follows:

### **1.3.1 General Purpose of the project**

The purpose of this final project is to find out how the marketing aspect of Cornato Balls business.

### **1.3.2 Specific Purpose of the Project**

The specific purpose of The Cornato Balls final project are as follows:

1. To find out STP (segmenting, Targeting, positioning) on Cornato Balls products.
2. To find out the 7 P's Marketing Mix on Cornato Balls.
3. To find out the obstacle and solution in the marketing of Cornato Balls.

## **1.4 Significance of the Project**

This final project is expected to provide benefits for interested parties, namely as follows:

1. For business owners

To help increase the knowledge gained in lectures by practicing in the field as one of the requirements for taking the Diploma in International Business Administration. It is hoped that this final project be able to used as a means to improve the development of innovation and creativity of writers.

2. For the Community

This final project is expected to provide information to the public about new product innovations in the form of modern snacks that are delicious and savory with raw materials of real potatoes and corn at relatively and affordable prices.

3. For other parties

It is hoped that this final project can help increase the value of income for corn and potato farmers.

### **1.5 Time and Place of Project Implementation**

The manufacturing site for the product under this project is planned in the Selat Baru Village and Senggoro-Bantan Street, the residence of business owner Cornato Balls. And the project implementation time is gradually 4 months by implementing a pre-Order system and making sales through social media such as whatsapp,instagram,facebook and the Tiktok application as promotional support.

### **1.6 Writing System**

The writing systematic for the Cornato Balls business planning and Production final project (Marketing Aspect) is as follows:

#### **CHAPTER I : INTRODUCTION**

In this chapter the author describes the background of the project, project identification, project objectives, project benefits, place and time of project implementation, and writing systematics.

#### **CHAPTER II : LITERATURE REVIEW**

In this chapter, the author describes the theory needed to strengthen the reasons for making the project, namely previous research, entrepreneurship and marketing.

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

This chapter describes the project preparation plan, final project implementation plan, project accomplishment plan and project reporting plan consisting of project activity implementation reports and project activity implementation financial reports.

### **CHAPTER IV : RESULTS AND DISCUSSION**

In this chapter, the author describes the analysis of the results of the final project, namely the report on the implementation of the final project.

### **CHAPTER V : CONCLUSION AND SUGGESTION**

This chapter describes the conclusions and suggestions as an overview of the final project report.