

# CHAPTER I

## INTRODUCTION

### 1.1 Background of The Project

Indonesian, economy has experienced a lot of improvement from the business aspect. Advances in technology and science have contributed to encouraging entrepreneurial practices which ultimately lead to the discovery of new products and services for consumers. According to Harjadi and Fatmasari (2015) business development is in line with the development of community needs which shows an increasing and diverse trend. The business field at first was unthinkable and did not even exist at all in the future it could develop into a very promising business. There are still many opportunities to run a business in Indonesia, especially in this Bengkalis city.

Companies must be able to market products effectively and efficiently so that products can be sold and make consumers interested in buying. Consumers feel satisfied and become regular customers if the products offered are in accordance with the wishes of consumers. One of the marketing strategies is to provide good service to consumers. Kotler in Indrasari (2019) definition service is any action or activity that can be offered by one party to another, which is essentially intangible and does not result in any ownership.

According to Putri (2017) marketing is a social and managerial process by which individuals and groups obtain what need and want by creating and exchanging products and services and value between one person and another. The role of marketing today is not only to deliver products or services to the hands of consumers, but also how these products and services can provide satisfaction to customers on an ongoing basis, company profits can be obtained by repeated purchases. The purpose of marketing is to attract new customers by creating a product that is in accordance with consumer desires, promising superior value, setting attractive prices, distributing products easily, promoting effectively and

retaining existing customers while still adhering to the principle of customer satisfaction.

Customer satisfaction depends on the perceived performance of the product in delivering value relative to buyer expectations. If the performance or achievement matches or even exceeds expectations, the buyer will feel satisfied. Smart companies focus on customer satisfaction by only promising what they can deliver, then delivering more than they promise, consumers are always loyal to the products produced by the company.

Before buying a food or beverage product, customers compare the quality of the product from taste, aroma, and texture. Taste has a major role in determining the quality of the product. The quality of taste must be maintained and maintained so that consumers do not feel disappointed and remain loyal customers. Many business competitors certainly compete in winning customers. A businessman must be able to maintain so as not to be rivaled by other products. In addition to the quality of the products offered, it must be useful for customers. Many foods or drinks with good taste but do not provide benefits to customers. In fact, many food or beverage content that harms the body with added preservatives so that the product lasts longer.

In the product concept, Consumers favor products that offer the best in quality, performance and innovative complements. Manufacturers must devote energy to produce superior products and continuously improve them. In this concept, the company assumes that buyers value a well-made product, and they can judge the quality and performance of a product. However, companies often have their own beliefs that the resulting product is the best product, thus ignoring the market or consumer response to the product.

Production is the core of a business and the kitchen of that business. If production activities stop, then all activities in the business desist. Likewise, if there are various obstacles in production activities, business activities will be disrupted. Without the production department, a business not run because no goods are produced and sold.

Mimilk Goldates is a healthy drink that is rich in benefits made from milk, dates, and real honey without the addition of preservatives. Mimilk Goldates is a processed date fruit that offers a myriad of benefits for the health of the body. The nutritional content of dates contains carbohydrates, protein, B vitamins, iron, and potassium. Meanwhile, milk is rich in fat, protein, and a myriad of other vitamins, such as vitamins A, B6, and D. The milk chosen is Ultra High Temperature (UHT) milk and the type of date chosen is golden valley dates. Honey also contains many nutrients and vitamins. By mixing three main ingredients that have many nutrients that are good for the body, this drink has many benefits.



**Figure 1.1 Mimilk Goldates Product**

*Source : Processed data, 2022*

The marketing of this product is done by using the marketing mix. In developing a marketing strategy, it is developed by applying a marketing mix or what is known as a marketing mix or 7P strategy. As well as Product, Price, Place, Promotion, People, Physical evidence and Process. These activities need to be

combined in order to perform the marketing task as effectively as possible. One of the important components in the marketing mix is the product. Its existence is a determining factor for other marketing mixes such as Price, Place and Promotion. Prices and places can be determined based on the products presented while promotions are carried out with brochures or advertisements for these products with the aim of attracting interest from customers. While people, physical evidence, and process is to analyze the product Mimilk Goldates.

Based on the above background, the selected project title is: “**Marketing of Mimilk Goldates Product**”.

## **1.2 Identification of The Project**

Based on the background made, the identification of the project to be discussed is as follows: “Marketing of Mimilk Goldates Product (Review aspect of Marketing)”.

## **1.3 Purpose of the Project**

The purpose of this Mimilk Goldates product project are divided of two goals, namely general purpose and Specific purpose. The objectives of this Mimilk Goldates project are as follows:

### **1.3.1 General Purpose**

The general purpose of this final project is to find out the marketing of the Mimilk Goldates.

### **1.3.2 Specific Purpose**

The specific purposes in the final project of Mimilk Goldates products are as follows:

1. To find out the Marketing Strategy of STP (Segmenting, Targeting and Positioning) for Mimilk Goldates products.
2. To find out the Marketing Mix of Mimilk Goldates products.
3. To find out the obstacles and solutions faced in marketing Mimilk Goldates products.

#### **1.4 Significance of the Project**

The benefits of this project research are expected to provide benefits for interested parties, namely as follows:

1. For business owners

This project is expected to provide input or advice for business owners in relation to marketing preparation using the marketing mix and marketing strategies which are expected to help increase knowledge and minimize the occurrence of failures in the marketing process for products that are useful in running a business.

2. For writers

In this project, the author is expected to learn more about the activities carried out to add insight into entrepreneurship and how to manage capital in running a business.

3. For parties

For the community, this project is expected to be able to provide additional knowledge or strategies in marketing products.

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

Marketing locations for this project are located in two places, namely in Siak Kecil District and on Bengkalis city, and promotions on social media by implementing a delivery order system starting at 14.00 – 17.00 WIB.

#### **1.6 Systematics of Project Writing**

Systematics of report writing is very necessary so that project report writing is systematic and can be arranged neatly. The following is a systematic project writing:

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

In this chapter, the author explains the background of the project, project objectives, time and time of project implementation, and systematic writing.

**CHAPTER II : LITERATURE REVIEW**

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

**CHAPTER III : METHOD AND ACCOMPLISHMENT PROCES**

In this chapter the author describes the project preparation plans, completion plans, reports and project implementation 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 : CLOSING**

In this chapter, there are several suggestions for conclusions as an overview of the final project report.