

CHAPTER 1

INTRODUCTION

1.1 Background of the Project

Following the development of today's era, competition between middle and lower entrepreneurs has become difficult where technological developments are very rapid. Business actors must optimize their performance in the marketing sector in order to compete with other entrepreneurs and maintain their business. One of the factors that can be used as an advantage in competing is the use of digital-based marketing strategies or e-marketing through internet media, one of which is the use of Social Media, this way of marketing using Social Media is one of the media for disseminating information that is very easy to access at a considerable cost. low for all levels of society.

E-marketing is part of e-business, the definition itself is all activities that can support all business processes carried out through electronic media, especially social media which can provide quite good benefits for entrepreneurs, especially in determining marketing strategies, this electronic media will also make it easier for business actors to reach markets and customers easily.

E-marketing is a form of business from companies to market goods and services and build relationships with consumers through online internet media (Kotler and Armstrong, 2008: 237).

Marketing using the media is currently a very interesting thing, where social media is usually used as a communication tool along with the current developments, social media is used as a tool to help develop a business because it is used as a marketing, sales, and consumer service media. . Marketing using social media tends to be more flexible because it not only makes it easier for producers to market their products but also makes it easier for consumers, besides that, marketing using social

media can also penetrate consumers who are outside the city and even abroad. E-marketing is the use of information technology in the process of creating, communicating, and delivering value to customers, and can also be used to maintain relationships with customers for mutual benefit (Salehi et., 2012).

Companies should consider e-marketing opportunities; Therefore, companies must find ways to create attractive websites (Kotler & Lee, 2008), research conducted by Hur et al. (2011) about the relationship between the quality of sports websites, e-satisfaction and e-loyalty concluded that sports fans and website satisfaction are obtained from the quality of the website itself. Therefore, a website, as an e-marketing tool, should provide better quality and satisfy users to return loyalty. There are 13 criteria that can be used to evaluate a website (Selim, 2012). The three criteria used in this study are accessibility (level of access of a website), currency/time associated with some updates on the website, and also accuracy/credibility (i.e. how factual and verifiable the information and materials provided by the website are). the use of 3 criteria in this study is appropriate for researching company websites that are not too complex, namely e-marketing media in the form of information about service products and other promos without attaching e-commerce applications. in other words, the company's website does not serve transactions.

Loyalty is an extension of the conventional loyalty concept that is applied online (Ghane et al., 2011). e-loyalty is the intention to revisit a particular website, either through online transactions (Hur et sl., 2011). Therefore, because the company's website is non-e-commerce (cannot serve online transactions), e-loyalty is measured using 3 of 4 indicators without involving action in this study, which consists of cognitive, effective, and conative with each each effect of e-marketing and e-CRM on e-loyalty.

The use of technology in the marketing process is expected to provide benefits for business actors. Business actors who are able to compete by implementing technology into their business. One type of technology implementation in terms of

increasing business competition and sales by business actors is by advertising on social media.

One of the businesses that is expected to be able to implement e-marketing is salted fish business actors in the village of East Bantan, where fishermen in the area currently market their salted fish products by selling them to collectors, and of course in this way the fishermen cannot produce salted fish in large quantities and the profits obtained are relatively small. So that with current technological advances, it is hoped that it can help fishermen in the village of East Bantan to market salted fish widely and can produce salted fish in large quantities.

Based on this background, researchers are interested in conducting further research on "**Implementation E-Marketing in Increasing Sales (Study on Superco Salted Fish Business in Bantan Timur Village)**"

1.2 Identification of the Project

In this project, based on the above background, the problem arises "How to implement e-marketing in increasing sales in the salted fish business in Bantan Timur village, Bantan district, Kab. Bengkalis.

1.3 Purpose of the Project

The objectives of this project are divided into 2 (two), namely general and specific project objectives.

1.3.1 General Purpose of the Project

The general objective of the project to be achieved in this thesis is the implementation of E-Marketing in Increasing sales (Study on Salted Fish Superco Business in Bantan Timur Village)

1.3.2 Specific Project Objectives

1. To do Diversification of products that are sold raw and ready to eat.
2. Determine product Packaging.

3. Determine Brand
4. Determine Promotion Tool.
5. To do Selling for Product.

1.4 Significance of the Project

1. For writers
Broaden the author's insight about marketing management, especially internet marketing strategies (e-marketing).
2. For Business Actors
As input for business actors in setting new policies in the marketing process, and to increase sales of salted fish products in East Bantan village.
3. For Readers
As a reference and also as a comparison material in conducting research in the same field in the future.

1.5 Time and Place of Project

1.5.1 Location

Jend. Sudirman, Street Bantan Timur Village, Bantan District, Bengkalis Regency.

1.5.2 Time

Time from June to October.

1.6 Writing System

The final project systematic analysis of the implementation of E-marketing in increasing case study sales in the salted fish business in the village of East Bantan is as follows:

CHAPTER 1: INTRODUCTION

In chapter 1 explains the background of the problem, project identification, project objectives, project benefits, time and

place of project implementation and the systematics of project writing in the final project report.

CHAPTER 2: LITERATURE REVIEW

Chapter 2 explains the general and specific theories in the final project report, namely the general theory that explains the identification of the e-marketing implementation that will be carried out, and contains the project framework.

CHAPTER 3: METHODS AND ACCOMPLISHMENT PROCESSES

Chapter 3 describes the identification of project preparation plans, project implementation plans, project completion plans, and project activity reporting plans.

CHAPTER 4: RESULTS AND DISCUSSION

Chapter 4 describes the profile of business activities, reports on the implementation of project activities, which include project preparation, project implementation and project completion.

CHAPTER 5: CONCLUTION AND SUGESTION

Chapter 5 describes the conclusions and recommendations after the project has been implemented.