

CHAPTER I

INTRODUCTION

1.1 Background of the Project

In a marketing, there are many forms and various kinds of food from small to large and from cheap to expensive. For daily needs, there are many activities that are carried out by everyone. With increasingly dense activities, many people need additional food intake that is beneficial for body health.

The food business is one of the most promising forms of business. Various types of food appear with a variety of interesting creativity. Ordinary food is created into food that has a high taste and selling value. One of the foods that we often encounter is tofu with a high protein content. However, people are getting bored with mediocre forms and knowledge, and there is no innovation (Putri, 2022).

Recently, the culinary business is booming. This business opportunity is very well utilized by entrepreneurs who are interested in this promising business. Many new food products appear, which are packaged as creatively as possible to attract buyers. One of them is a food that is often found in everyday life, namely Tofu. Tofu is one of the most popular Indonesian food products. Since the first, Indonesian people have been accustomed to eating tofu as a side dish to accompany rice or as a snack.

Tofu is a food that is in great demand by the people of Indonesia because it tastes good and the price is also relatively cheap. Tofu contains several nutritional values, such as protein, fat, carbohydrates, calories, minerals, phosphorus, and vitamin B complex. Tofu is also often wrong in making low-calorie diet menus because of its low carbohydrate content (Astuti, 2021) and most importantly, with an unsaturated fatty acid content of about 80%, tofu does not contain much cholesterol. In addition, tofu is also good for preventing breast cancer and consuming tofu can slow down the aging process in women (Gardjito, 2019).

Tofu is a food product in the form of soft solids made through processing soybeans (*Glycine sp*) with protein deposition, with or without the addition of other

permitted ingredients (National Standards Agency, 1998). Tofu is a food that only lasts 1 day without preservatives (Harti et al., 2013). Tofu consists of various types, namely white tofu, yellow tofu, silk tofu, Chinese tofu, hard tofu, and kori tofu. The difference between different types of tofu is in the processing process and the type of agglomerate used (Sarwono and Saragih, 2004). The tofu used to make nessu tofu is white tofu because it is denser, has less water content and is easily available. As people get older, people's consumption patterns slowly change.

Consumption of food today is more likely to consume food in the form of instant and fast food. Most Indonesian people do not know how to process tofu which is more interesting, usually they only process tofu by frying and seasoning, they feel bored and lazy to consume this healthy food. For this reason, the author makes new creations from tofu, namely by processing tofu into Tofu Nessu. Tofu Nessu is a food made from tofu, vermicelli and wheat flour. Can be used as a snack or a side dish for rice. The name Nessu comes from the name of the business owners, Agnes and Sulaiha, which is shortened to Nessu. The author sees an opportunity to make products with new innovations from tofu in Bengkalis Regency, the method of making it is quite simple and the ingredients needed are also affordable, plus the price of Nessu Tofu is quite affordable for all people.



Figure 1.1 Tofu Nessu Product
Processed data, 2022

Based on the description above, the writer is interested in conducting a final project with the title "**PLANNING AND MAKING OF TOFU NESSU (MARKETING ASPECTS REVIEW)**"

1.2 Identification of the Project

Based on the explanation from the background above, the problems that arise are what are the marketing aspects of Tofu Nessu products?

1.3 Purposes of the Project

The purpose of this project is divided into 2 (two), namely the general project purpose and the specific project purpose. The purpose of the project are as follows:

1.3.1 General Purpose

The general objectives of the Tofu Nessu final project is to find out the marketing aspects of the Tofu Nessu product.

1.3.2 Special Purpose

The specific purpose of the final project in the Tofu Nessu product business are as follows:

1. To find out the marketing strategy used in business ventures Tofu Nesu
2. To find out the marketing mix used in business ventures Tofu Nessu.
3. To find out what problems are faced when marketing Tofu Nessu.
4. To find out what solutions are faced when marketing Tofu Nessu.

1.4 Significances of the Project

Everything that is done must have a benefit, while the benefits of the final project "Marketing Aspects of Tofu Nessu " are as follows:

1. For Entrepreneurs

This research can be used as a material consideration in making decisions about a product's marketing strategy to increase the sales volume of Tofu Nessu and other products, especially in the same field.

2. For Researchers

This study can be used as additional experience, knowledge, and as a guide to the completion of final project that became one of the requirements for completing the Diploma IV in its International Business Administration study program, majoring in Business Administration. It is hoped that this final project can be used as a means to increase the development of author creativity and innovation.

3. For the Community

This research is expected to provide insight in the form of a final project that can be used to increase knowledge in studying the activities of a product's marketing process.

4. For Other Parties

The results of this study are expected to help increase the value of income. Can be used as additional information and insight that can help especially in the same field

1.5 Place and time of Project Implementation

The location and time of project implementation are as follows:

1.5.1 Place of Project Implementation

The site for the planning and manufacturing project of Tofu Nessu will planned to open a left in the shop to the shop.

1.5.2 Time of Project Implementation

The implementation time of this project of Tofu Nessu will be from September to October 2022.

1.6 Writing System

Systematics of writing projects Aspects of Product Marketing Tofu Nessu this is as follows:

CHAPTER I: INTRODUCTION

In chapter 1 explains the background of the problem, project Identification, project objectives and the systematics of writing a project in the final project report

CHAPTER II: LITERATURE REVIEW

Chapter 2 describes general and specific theories in the final project report, namely for general theory explaining the identification of business planning, and for specific theory explaining marketing identification.

CHAPTER III: METHOD AND COMPLISHMENT PROCESS

Chapter 3 describes the identification of project preparation plans, project implementation plans, project completion plan sand project reporting plans which include project activity implementation reports and project activity implementation financial reports.

CHAPTER IV: RESULT AND DISCUSSION

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

CHAPTER V: CONCLUSION AND SUGESTION

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