

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Business development can be determined from the company's ability to build and maintain a strategy, both from the production and marketing aspects. Broadly defined, marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. In a narrower business context, marketing involve building profitable, value-laden exchange relationships with customers (Kotler and Armstrong 2016: 27). Economic theory tells us that profit reasons govern strategy development. According to this reason, generating income is the first and foremost purpose of any enterprise. (Glauner 2016: 23).

Thus, financial success often depends on marketing capabilities that have marketing value and extend to society as a whole. This has helped introduce new and improved products that make or enrich people's lives (Kotler & Keller 2016: 25). And to realize successful marketing requires strategy and innovation in marketing. In practice in the field, people always want something new, be it in terms of marketing or production. The rise of culture following trends is one of the reasons for people's consumption patterns, especially in the culinary field, and dessert is one of the culinary fields that is currently of interest among teenagers to adults.

Making an attractive product is one of the marketing strategies and also a form of effort to defend the product from competitors. For this reason, the author chose Muffinku as the object of the project. Previously, in the 19th century muffins were one of the sweet treats to drink tea. There is always a muffin at every tea party that is often held by the nobles. Now muffins are not only in England and around Europe, but along with the development of culture and communication, muffins already exist in all corners of the world, including Indonesia.

Bengkalis, where the majority of the population is Malay people, also has the same thing in common, namely drinking tea in the morning. And muffins are the perfect companion to tea to this day. Muffins are cakes that are in a cup-like container made of special paper. This type of cake is suitable for consumption from children to adults. According to (Rosmania, 2013) in Gunawan et. al (2021) Muffins have a characteristic that is shaped like a cupcake but the top surface is cracked, the inside texture is solid and the muffin has a golden yellow color. Along with the times, technology and market demands are increasingly advanced, therefore the author gives a touch of innovation to muffin products such as flavors, toppings and types of cups and boxes in the packaging process as an effort to improve marketing strategies. In addition, the variety of flavors is chocolate, greentea, and vanilla with chocolate and cheese toppings. In addition, muffins can also be filled with chocolate so that the texture of my muffin products becomes softer and melted. This is what distinguishes my muffins from other products, where in addition to the soft texture of my muffins, the muffins from my muffins also add melted chocolate in them so that the texture of these muffins melts and melts when you bite them. Toppings in it can also vary, such as cheese and chocolate and nuts. This is what is meant as an innovation from muffin products that are usually sold in the market. Amin and Jaya with the title "Creativity and Innovation in Achieving Success in Traditional Cake Business". The results showed that creativity and innovation both simultaneously and partially have a positive effect on the success of traditional cake businesses. Where innovation has a more dominant influence than creativity in business success.

In addition to product innovation, market placement or determination is an important strategy in marketing. This distribution channel is included in the Positioning marketing strategy and is also a place in the 4P's marketing mix (Product, Price, Place, and Promotion). In this muffinku product marketing project, the product will be distributed through cooperation between breakfast shops that sell various kinds of cakes and pastries. those who become business partners have gone through

the survey stage so that it can be ensured that the product will be marketed in the right and appropriate market.

Based on the description above, the author chose the Muffinku business as a business run by Bengkalis State Polytechnic students which was then selected as a Final Project which analyzed the marketing strategy of muffinku with the title "**Planing and Production of Muffinku (Marketing Aspects)**".

1.2 Identification of the Project

Based on the above background, the business will fail if it does not pay close attention to market interest and provide solutions to what the market wants for the product, as well as the absence of a marketing strategy in an effort to market the product. Therefore, the identification of this project is how the **Marketing Aspects of Muffinku**.

1.3 Purpose of the Project

1.3.1 General Purpose of the Project

The general purpose of this final project is to find out marketing aspect of Muffinku.

1.3.2 Spesific Purpose of the Project

Specific project to be achieved in writing this final project are as follows:

1. To sell 3000 pcs muffin products in a period of 3 months
2. To find out what obstacles are being faced and what are the solutions for marketing Muffinku products

1.4 Significance of the Project

The hope that can be obtained from the end of this project is that it can provide benefits to related parties, namely as follows:

1. For the Author

Through this project, the author is expected to be able to learn more about activities around the project or more in order to increase knowledge and

experience in entrepreneurship and be able to expand the business that will later be run.

2. For the Entrepreneurs

The results of this project are expected to provide references, direction and input for business actors related to marketing preparations in running their businesses. In other words, the final result of this project can be used as a reference for the ins and outs of product marketing on a medium scale.

3. For the Community

For the general public, this research is expected to provide additional knowledge and can be used as a reference regarding marketing and its strategies in marketing its products to increase value, expand reach and sales volume for the business itself.

1.5 Time and Place of Project Implementation

The implementation of this project's production activities is located at Gang Dharma Karya Jl. Bantan, Senggoro Village which will then be marketed in the places as business partners, starting at 06.00-12.00, during August-October. In addition, Muffinku products can also be obtained through online orders such as Whatsapp and Instagram accounts. Products are ordered through social media accounts and will then be delivered according to the order and address provided during the months of August-October.

1.6 Writing System

The writing systematic is an important element in the completion of this final project, with the aim that this final project can be written in a systematic and neat manner. The writing systematic for the Muffinku final on marketing aspects is as follows:

CHAPTER 1: INTRODUCTION

Writing system in this chapter the author explains the background of the project, project identification, purpose of the project, significance of the project, time and place of project implementation, and writing systematics.

CHAPTER 2: LITERATURE REVIEW

Writing system in this chapter, the author describes the theory that is relevant to the subject of the final project of a business project, which explains the identification of business plans and project identification.

CHAPTER 3: PROJECT COMPELTION METHODS AND PROSESSES

Writing system in this chapter, the author describes the project preparation plan, the project implementation plan which consists of the project implementation schedule and process, the project completion plan and the project reporting plan, including the project activity implementation report and the project activity implementation financial report.

CHAPTER 4: RESULT AND DISCUSSION

Writing system in this chapter the author describes project activities and reports on the implementation of project activities.

CHAPTER 5: CLOSING

Writing system in this chapter contains conclusions and suggestions as a presentation of the final project report.