

CHAPTER I

INTRODUCTION

1.1 Background of the Project

A healthy lifestyle is a need that cannot be eliminated from life and is a requirement of a healthy society. Healthy society means healthy physically without any defects in the body, mentally healthy without any mental disorders, and being socially healthy such as being able to blend in well with other members of the community. Without realizing it, an unhealthy lifestyle and diet can cause disease and death, plus other causes such as genetic factors if a person has a disease because of heredity and environmental pollution, and has been approved by the World Health Organization (WHO) that heart disease is a killer disease number one in the world in 2021, almost 17,8 million people died from heart disease.

Moreover, according to data from World Health Organization (WHO) above in 2021, 17,8 million people died from heart disease and became the disease with the highest number of deaths in the world. Heart disease is related to people's lifestyles that are not healthy in choosing the food they eat. More than 3/4 of deaths cardiovascular disease occurs in low to moderate income developing countries. Furthermore, according to the Ministry of Health of the Republic of Indonesia in 2021, 7,7 million people in Indonesia died because of coronary heart disease and be the highest cause of mortality in all age groups after stroke.

From the data above, The Author can conclude that Cardio vascular disease is very dangerous for the community here a solution is needed to prevent cardiovascular diseases. One way is to get used to consuming herbal drinks, which is the best solution for society health. Herbal medicine such as turmeric and tamarind is a natural and fresh ingredient that is very good for maintaining nutrition and digestion of the body that suitable to consume every day, anywhere, and anytime.

From the large number of health drink product industries, this requires the right strategy to attract consumer interest in the product and maintain market share. To become a winner in competitive competition, steps are needed to excel and be able to compete with competitors. Not only superior in terms of quality but also in terms of marketing. This needs to be done in order to maintain sustainability in the business world.

One of the steps taken to sustain a business is by marketing aspect. A marketing specification is very important part of the continuity of a business. Whether it produces goods or services, after producing goods according to the quality and quantity needed by the consumers. A business is faced with various things that need to be considered, namely planning a marketing strategy regarding price, promotion and distribution.

In this project, the business has been run for five months with a sales target of 2000 bottles of Jamu Kunyit Asam Mbatour of herbal drink. The herbal drink has been served in bottles that are practical and easy to consume. Jamu Kunyit Asam Mbatouris served with fresh and clean ingredients to get the benefits of herbal plants that are used for body health as antioxidants, weight loss, blood sugar control and relieve menstrual pain. For the sustainability of the product correct and appropriate marketing steps are needed so that the peodct can be accepted in the market.

Based on the problem above, Jamu Kunyit Asam Mbatour product offers to the people of Bengkalis herbal health products in bottles with fast, easy, and practical to get nutrients in the body and vitamins. Moreover, to share a benefit and happiness to all consumers that consumes Jamu Kunyit Asam Mbatour. Because of that, Author interested in taking a final project entitled "**Marketing Mix of Jamu Kunyit Asam Mbatour**".

1.2 Identification of the Project

Based on explanation from the background above, the problems that arise are:

What are the Marketing Mix of Jamu Kunyit Asam Mbatur products?

1.3 Purpose of the Project

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

1.3.1 General Purpose

The general purpose of Jamu Kunyit Asam Mbatur is to find out the 7P's marketing mix of Jamu Kunyit Asam Mbatur product.

1.3.2 Special Purpose

The specific purposes of Jamu Kunyit Asam Mbatur are as follows:

1. To find out the marketing strategies used in Jamu Kunyit Asam Mbatur business.
2. To find out the problems and solutions are faced when marketing Jamu Kunyit Asam Mbatur.

1.4 Significance of the Project

The project that is done must have a benefit, while the benefits of the final project "Marketing Mix of Jamu Kunyit Asam Mbatur" are as follows:

1. For Entrepreneurs

This research can be used as a material consideration in making decision about a products marketing to increase the sales of volume of Jamu Kunyit Asam Mbatur and other products, especially in the same field.

2. For Researchers

This study can be used as additional experience, knowledge and as reference to the completion of final project that became one of the requirements for completing the diploma IV in International Business Administration study program, majoring in Business Administration. It is hoped that this final

project can be used as means to increase the development of author creativity and innovation.

3. For the Community

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

1.5 Time and Place of Project Implementation

1.5.1 Time of the Project

The implementation time of this project will be from middle of July to November 2022.

1.5.2 Place of the Project

The site for the planning and producing project of Jamu Kunyit Asam Mbatur will be in Deluk Street, Bengkalis District. As for the location of the marketing implementation in Bengkalis District.

1.6 Writing System

Systematics of writing project Marketing Mix of Jamu Kunyit Asam Mbatur this is as follows:

CHAPTER 1 : INTRODUCTION

In chapter 1 authors describes the background of the project, project identification, project objectives, project benefits, place and time of implementation and writing systematics.

CHAPTER II : LITERATURE REVIEW

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

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

In chapter 3 authors describes the identification of project preparation plans, project completion plans and project reporting plans which include project activity with schedule and budget of the project.

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter the author describes the analysis of the final project results, namely the final project implementation reports, which include project preparation, project implementation and marketing reports.

CHAPTER V : CLOSING

In the last chapter, there are a number of conclusions and suggestions after has been implemented as a description of the final project.