

CHAPTER 1

INTRODUCTION

1.1 Background of the Project

Tea is a very common beverage in our daily life. The habit of drinking tea is not only known in Indonesia but also throughout the world. Tea turns out to contain many health benefits. According to some research results, tea contains compounds that can treat a number of minor ailments and prevent the attacks of various serious diseases. In addition, because tea is a natural drink, it is relatively safe from adverse health side effects.

Tea products are not only produced from tea leaves, but can be produced from other leaves such as Moringa leaves. Moringa is well known in Indonesia, especially in rural areas, but has not been fully utilized in society. In Indonesia, moringa trees are widely planted as living fences, planted along fields or on the edges of rice fields, functioning as green plants. In addition, the Moringa plant is also known as a nutritious medicinal plant by utilizing all parts of the Moringa plant from the leaves, bark, seeds, to the roots.

Moringa oleifera (*Moringa oleifera*) is a tropical plant that is easy to grow in tropical areas such as Indonesia. The Moringaceae plant is a plant from the Moringaceae tribe that has long been the prima donna for eating vegetables at home. This plant has a tree height of 711 meters. Moringa leaves are oval in shape with small compound sizes in one stalk. But now Moringa leaves seem to be forgotten along with the large variety of foods.

Usually processed Moringa leaves are only consumed for vegetables and as a food supplement. In fact, Moringa leaves are believed to provide many benefits for health, one of which can help cure cancer, high blood pressure, heart attacks, diabetes, rheumatism and others.

According to research by C. Gopelan, 2008, conducted at the National Institute of Nutrition in Hyberabad, India, that moringa nutrition will be higher if the moringa leaves are dried and pulverized. Moringa leaves also contain various

kinds of amino acids, including amino acids in the form of aspartic acid, glutamic acid, alanine, valine, leucine, isoleucine, histidine, lysine, arginine, venilalanine, triftopan, cysteine and methionine.

Tabel 1.1 Nutritional content of Moringa leaves

Komponen Gizi	Daun Segar	Daun Kering
Kadar air (%)	75,0	7,50
Protein (gram)	6,7	27,1
Lemak (gram)	1,7	2,3
Karbohidrat (gram)	13,4	38,2
Serat (gram)	0,9	19,2
Kalsium (mg)	440,0	2003,0
Magnesium (mg)	24,0	368,0
Fosfor (mg)	70,0	204,0
Vitamin A (mg)	6,80	16,3
Vitamin B (mg)	0,21	2,6
Vitamin C (mg)	220,00	17,3

Source: Krisnadi (2015)

When viewed from the nutritional content of fresh and dry Moringa leaves, compared to the table of nutritional adequacy figures issued by the Ministry of Health of the Republic of Indonesia and WHO / FAO, it is possible for Moringa leaves to be consumed to meet various nutritional needs, especially in children 1-3 years and mothers. pregnant / breastfeeding. Therefore, the latest innovation from the Moringa leaf plant was made by processing it as one of the herbal preparations, namely moringa oleifera herbal teabags.

From the increasing number of herbal beverage products emerging, a proper strategy is needed 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 and sustain a business requires a marketing aspect. The marketing aspect is a very important part of the continuity of a business, whether it produces goods or services. After producing goods in accordance with the quality and quantity needed by consumers, a business is faced with various things that need to be considered,

namely planning a marketing strategy concerning, setting attractive prices, promoting effectively, distributing products easily and retaining customers.

From the background described above, the authors are interested in making a final project entitled PLANNING AND MAKING HERBAL MORINGA OLEIFERA TEA BAGS (Aspects of Marketing).

1.2 Identification of the Project

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

1. What is the marketing aspect of the Moringa Leaf Herbal Tea Bag?
2. What are the obstacles and solutions faced when marketing the Moringa Leaf Herbal Tea Bags?

1.3 Purpose of the Project

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

1.3.1 General Purpose

The general objectives of the final project for this Moringa Leaf Herbal Tea Bag include:

1. To find out the marketing process that can be applied to the Moringa Leaf Herbal Tea Bag.
2. To find out the benefits that can be obtained from the business of Herbal Moringa Leaves Tea Bags.

1.3.2 Special Purpose

The specific objectives of the Moringa Leaf Herbal Tea Bag final project are as follows:

1. To find out the most effective marketing activities that can be applied in the product of Moringa Leaf Herbal Dip Tea.

2. To find out the most effective promotional activities in the marketing of Moringa Leaf Herbal Tea Dip products.
3. To find out the problems and solutions faced when marketing Moringa Leaf Herbal Tea Bags.

1.4 Significanance of the project

Some of the benefits of the final project “Kelor Leaf Herbal Tea Bags” are as follows:

1. For Entrepreneurs
This research is expected to be used as material for thought and consideration for entrepreneurs in making decisions about the marketing strategy of a product to increase the sales volume of Moringa Herbal Tea Bags.
2. For Researchers
This research can be used as an additional experience, knowledge and as a guide for completing the Final Project which is one of the requirements for completing Diploma IV in the 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
This research is expected to be used as additional information, knowledge and reference in the preparation of the next final project or similar projects.

1.5 Place of Project Implementation

1.5.1 Project Implementation Place

The project implementation site for the production of Moringa Herbal Tea Bags is located on Jalan Bantan Senggoro, Bengkalis District, Bengkalis Regency. As for the location of the marketing implementation in Bengkalis District.

1.5.2 Project Implementation Time

The implementation time of this project will be in mid-September to December 2020.

1.6 Writing System

The systematics of writing the final project Overview of the Marketing Aspects of this Moringa leaf herbal tea and mask products are as follows:

CHAPTER 1: 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 2: LITERATURE REVIEW

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

CHAPTER 3: METHOD AND PROJECT COMPLETION PROCESS

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

CHAPTER 4: RESULTS 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 5: CONCLUSION

Chapter 5 explains the conclusions and suggestions after the project is

