

## CHAPTER I

### INTRODUCTION

#### 1.1 Reason for Choosing the Title

Nowadays business competition is becoming harder and harder because of the growing number of companies, big and small. Competition is obstacle factor that must be done by companies which is moved in the same field. Since national economy crisis in 1997, many changes have happened in this country. Many companies would go bankrupt, so the other companies have an opportunity to exchange the companies which would go bankrupt.

One of the activities done by the company and also the important role of it is marketing, such in PT Mekar Cargo Semarang . Marketing is the first face of company. Marketing is one aspect in business which has to be handled seriously.

A company must have a marketing strategy if it wants to succeed in its market. The reform of marketing strategy in the company is expected to join the competition. Usually, the companies with good marketing strategy can win the competition. On the other hand, the companies with bad marketing strategy will go bankrupt. Gito Sudarmo (1999 : 135 – 139) claim that “ *to win a competition the company must have good strategy on marketing*”.

The success or failure of marketing strategy would influence the company. That is why all of companies must be able to create a competition strategy to compete with other companies.

Based on this fact, the writer chose the title "The Marketing Strategies of PT. Mekar Cargo Semarang".

### 1.2 Statement of the Problem

The statement of the problem mentioned in this paper is What are the Marketing Strategies of PT. Mekar Cargo Semarang?

### 1.3 Objective of the Study

The objective of this study is to describe the Marketing Strategies of PT. Mekar Cargo Semarang.

### 1.4 Significance of the Study

The significance of the study are as follows :

#### 1. For the Writer

To get new experience and knowledge from Marketing Strategies of PT. Mekar Cargo Semarang.

#### 2. For the Academic

To find out how the students deeply understand the Marketing Strategies.

#### 3. For the Company

To receive indirect benefits from the study.

### 1.5 Implementation of the Study

The study was conducted for two weeks (From February 17 to March2, 2003). The activities that the writer did during the study are:

DATE	ACTIVITIES
On February 17 th, 2003	to get acquainted with the employee of PT. Mekar Cargo
On February 18 th, 2003	to interview the Marketing Manager
On February 19 th, 2003	to collect shipping line documents
On February 20 th, 2003	to input the data customer's
On February 21 th, 2003	to visit the port with the General Manager and other staff to know shipping line system
On February 22 th, 2003	to prepare the letters to the the customer
On February 24 th, 2003	to input the data customer's
On February 25 th, 2003	to interviewing with General Manager
On February 26 th, 2003	to visit the port
On February 27 th, 2003	to prepare shipping line documents
On February 28 th, 2003	to translate the corespondence into english
On March2, 2003	to input the data customer's

### 1.6 Method of Data collection

To write this paper the writer used several data, while the metliods used in collecting the data are as follows:

#### 1. Observation

According to Kartini Kartono (1990:157) observation is" studi yang disengaja dan sistematis tentang fenomena sosial dan gejala –gejala alam

dengan jalan pengamatan” (The systematic study about social and natural phenomena by observation).

By using this method the writer observed directly the marketing activities of PT. Mekar Cargo Semarang.

## 2. Interview

According to Sutrisno Hadi (1987:193) Interview is “Metode pengumpulan data dengan jalan tanya jawab sepihak yang dikerjakan dengan sistematis dan berdasarkan pada tujuan penyelidikan.” (the method of data collection by interviewing systematically and based on the objective of the research).

By using this method the writer interviewed the Marketing Manager of PT. Mekar Cargo Semarang.

## 3. Library research

According to Moh Nasir (1983:3) Library research is “Metode pengumpulan data dengan menggunakan buku-buku literatur yang berhubungan dengan penelitian “(the method of data collection by using book related to the research).

In this case, the writer read the book related to the problems.

### 1.7 Paper Organization

Chapter I: INTRODUCTION. This chapter consists of Reason for Choosing the Title, Statement of the Problem, Objective of the Study,

Significance of the Study, Implementation of the Study, Method of Data Collection, and Paper Organization.

Chapter II: LITERATURE REVIEW. This chapter consist of Definition of Shipping Line, Definition of Export, Definition of Marketing, Definition of Strategy, Definition of Marketing Strategy, Definition of Marketing Mix, Marketing Mix Theory Concept, Payment Term, Promotion Method and Term Commercial.

Chapter III : THE MARKETING STRATEGIES OF PT. MEKAR CARGO SEMARANG. This chapter consists of History of PT. Mekar Cargo Semarang, Organizational Structure of PT Mekar Cargo Semarang, Job Description of PT. Mekar Cargo Semarang, The Marketing Strategies of PT. Mekar Cargo Semarang.

Chapter IV : CONCLUSION AND SUGGESTION. This chapter consist of Conclusion and Suggestion from the Marketing Strategies of PT. Mekar Cargo Semarang.