

CHAPTER I

INTRODUCTION

Reason for Choosing The Title

In the globalization era, people tend to avoid traditional medicine because of its unpractical way to serve it, though actually traditional medicine has less side effect than chemical medicine. Seeing this condition, PT. Temu Kencono provides a new way to consume traditional medicine in a more practical way. For example, in the past, if people wanted to warm their body, and to gain weight, they should consume ginger by burning it, pounding it and so on. The processes it took at least an hour to make it drink-able, but with the "Jahe Kristal" (PT Temu Kencono's modern ginger drink) it only needs several minutes to serve it. Knowing that the market is so interested in the concept (the neo-traditional jamu), PT Temu Kencono faces a tight competition with other big company.

To maintain its product existence in the market PT Temu kencono needs a good marketing mix. Marketing Mix is one of the main activities that holds the important role. Marketing it has begun since the product was made and it continued until the product is distributed by interpreting all the market behavior and always try to increase the buyer satisfaction.

Distribution is one of the marketing activities that has to be taken carefully, because the selling volume is determined by the distribution ability

and successful distribution. Choosing the distribution channel is not an easy management task,

because it is involving dynamic organization structure and it is not static. Thus, producer and the distributor are linked-component to support the successful selling to the last consumers. To describe the marketing mix that has been presented above the writer takes PT. Temu Kencono that is runs in producing neo-traditional medicine as an object of study. According to the above explanation the paper an titled "Marketing Mix at PT. Temu Kencono Gunungpati – Semarang".

1.2 Statement of the problem

Remember that Marketing Mix is very important for companies to increase the product quality or to introduce the product to the consumers, so this statement of the problem is "How is the Marketing Mix applied at PT. Temu Kencono gunungpati – Semarang".

1.3 Limitation of the problem

In this Limitation of the problem the writer describes the Marketing Mix, which is applied in PT. Temu Kencono Gunungpati – Semarang.

2.4 Objective of the Study

PT. Temu Kencono is located in Gunungpati – Semarang as a branch of PT. Temu Kencono Tangerang. Although PT. Temu Kencono product is not so famous in Semarang but it can survive for 11 years, from 1994 until now because of its good marketing mix. Based on the above explanation, the objectives of this study is to describe the Marketing Mix at PT. Temu Kencono Gunungpati – Semarang.

2.5 Significance of the Study

1. For the writer

To know the marketing mix used in PT. Temu Kencono Gunungpati – Semarang

2. For the company

This paper can be used as an input for the improvement of marketing mix in PT. Temu Kencono Gunungpati – Semarang

3. For the university

This paper can be used as a reference especially for the student of Dian Nuswantoro about the marketing mix and as a complementary file for the student who has the same research.

1.6 Implementation of The study

This study was held for 3 weeks (Monday, March 14 2005 to Wednesday , April 6 2006). The writer held the study at PT. Temu Kencono Gunungpati - Semarang, in marketing Research Department. PT. Temu Kencono Gunungpati – Semarang at Jl. Sumurjurang Rt. 01 Rw 03 Gunungpati -Semarang.

While the activities the writer did during the study are:

No	Date	Place	Activities
1	14 th – 17 th March 2005	Plantation of PT. Temu Kencono	Joining plants growth with Pharmacy students
2	18 th – 23 rd March 2005	Factory	Packing the product into the package
3	29 th March – 1 April 2005	Office	Attending the trading division to look for some materials in Solo
4	2 nd – 4 th April 2005	Factory	Packing the product into the package
5	5 th – 7 th April 2005	Library	Searching the references for the paper work

Method of Data Collection

In writing the paper the writer used several data. While the methods used in collection the data are:

1. Observation

According to Asri (1996: 101) observation is “ *pengamatan langsung terhadap kegiatan _ kegiatan responden untuk mencocokkan dengan apa yang di bicarakan adengan wawancara* “ (Direct monitoring to the responden activities to compare with what the interview is talking about).

By using this method the writer observed directly the marketing mix of selling product at marketing research of PT. Temu Kencono Gunungpati – semarang.

2. Interview

According to Hadi (1987: 193) interview is “ *metode pengumpulan data dengan jalan tanya jawab sepihak yang dikerjakan dengan sistematis dan berdasarkan pada tujuan penelitian* ” (method of data collection with one side interview which is done systematically and is based on the investigation purpose).

In this method the writer interviewed marketing research staff, they are: Mr wibi sarastomo, as the branch manager, Mr. Yunus, Mr. Yoyok sutoyo, Mr. Budi Cahyono, Mr. Listiyanto, Mr. Amat. Mrs. Karlin as staff of marketing research Department.

4. Library Research

According to Moh. Nasir (1983: 3) library research is “ metode pengumpulan dengan menggunakan buku – buku literature yang berhubungan dengan penelitian” (The method of collecting data by using the books related to the study).

In this method the writer collected data about marketing mix by reading books related to the problem, not only at PT. Temu Kencono Gunungpati – Semarang, but also at several libraries.

Paper Organization

The organization of this paper is as follows:

Chapter I is Introduction. This chapter consists of reason for the choosing the title, statement of the problem, limitation of the problem, objective of the study, implementation of the study, method of data collection and paper organization.

Chapter II is literature Review. This chapter consists of defination of market, defination of marketing, definition marketing mix, definition channel, definition channel distribution

Chapter III is Marketing Mix at PT. Temu Kencono Gunungpati – Semarang. This chapter consists of the history of PT. Temu Kencono Gunungpati – Semarang, organizational structure of PT. Temu Kencono Gunungpati – Semarang, job describing of the PT. Temu Kencono

Gunungpati – Semarang, marketing mix at PT. Temu Kencono Gunungpati Semarang.

Chapter IV is Conclusion and suggestion. This chapters consist of conclusion and suggestion.

