

## CHAPTER I

### INTRODUCTION

#### 1.1 Reason for Choosing the Title

Marketing is a very complex problem, it is not only for those who run business but also for everyone for lower class to upper social one, because wherever we are, we will hear marketing term.

PT. Pos Indonesia is a company which runs in the services area especially in post service. Up to now, a company can watch technology advance proudly and also concern. Several years ago, for quiz (answering the question) was a good income for a company because for that time SMS (Short Message Service) was not famous yet, so the organizer used post media to send their answer.

Communication technology is going faster, especially when hand phone has been socialized. This time almost all social classes use it. It will be great threat for Post Company, because hand phone has decreased post office income opportunity used to as one of income source which is relied on. Other example is the lost of post office income because of congratulations card sending that changes by hand phone through SMS.

The Board of American Marketing Association quoted by Tunggal, (1992:1) states that "Marketing adalah proses suatu perencanaan dan pelaksanaan konsepsi, penetapan harga, promosi, dan distribusi ide, barang, dan jasa untuk menciptakan pertukaran yang memuaskan tujuan individual dan organisasi".

(Marketing is a planning process and concept execution, price decision, promotion, idea distribution, commodity, and service to create exchange which satisfy individual and organization purposes)

To face the condition above, of course post office does not keep silent. In this case, marketing audit has important role to repair marketing strategy. Before a company does marketing audit, the company has to know marketing strategy applied at PT. Pos Indonesia Semarang. The auditor must survey customers' interest, development product, test new product to the market (test marketed), and then introduce new product to the market. Other problem if operational expense increases without detection from a company, the operational auditor has a good chance to give value of new service for a company or organization to do marketing audit.

Based on the reason above the writer chooses the title "*The Procedure of Marketing Audit at PT Pos Indonesia Semarang*".

## **1.2 Statement of the Problem**

The problem mentions of this paper are:

1. What factors are influencing marketing audit at PT. Pos Indonesia Semarang?
2. What is the frequency of marketing audit conducted by PT. Pos Indonesia Semarang?

