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".

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(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?

3. What is the procedure of marketing audit conducted by PT. Post Indonesia Semarang?"

1.3 Limitation of the Study

There are many problems which can be discussed about marketing, but the writer can not discuss one by one, because the time provided is limited and to avoid mistake from the main problem state above. This paper will be limited only on the procedure of marketing audit at PT. Pos Indonesia Semarang.

1.4 Objective of the Study

In marketing audit, PT. Pos Indonesia Semarang uses several ways. The purpose is to get wider market strategy.

Based on the statement above, the objectives of this study are:

1. To describe factors influencing marketing audit at PT. Pos Indonesia Semarang.

2. To describe the frequency of marketing audit at PT. Pos Indonesia Semarang.

3. To describe the procedure of marketing audit of PT. Pos Indonesia Semarang.

1.5 Significance of the Study

The significance of the study is:

1. For the writer

To know the marketing audit applied by PT. Pos Indonesia Semarang.

2. For a company

   To help a company in developing the marketing audit efficiently.

3 For Dian Nuswantoro University

   This paper can be used as a reference for Dian Nuswantoro students and for others students who are interested in studying marketing audit.

1.6 Implementation of the Study

The study was held for fifteen days (from March 15th until March 31st), while the activities the writer did during the study are:

NO	DATE	PLACE	ACTIVITIES
1	Thursday, March 15th, 2005	PKC (Pemeriksaan Kantor Cabang)	Introducing herself to all employee at PKC and place introduction
2	Wednesday, March 16th, 2005	PKC (Pemeriksaan Kantor Cabang)	Signing letters which are sent to state post office (as a witness)
3	Tuesday, March 17th, 2005	PKC (Pemeriksaan Kantor Cabang)	Stamping letters which are sent to state post office
4	Friday, March 18th, 2005	PKC (Pemeriksaan Kantor Cabang)	Counting letters (consist of stamps, envelopes, post card, revenue stamps, etc)

			which are sent to branch post office
5	Monday, March 20th, 2005	PKC (Pemeriksaan Kantor Cabang)	Returning and examining letters if there is a mistake in counting.
6	Thursday, March 21st, 2005	PKC (Pemeriksaan Kantor Cabang)	Packing letters and commodity which are sent to branch post office
7	Wednesday, March 22nd, 2005	PKC (Pemeriksaan Kantor Cabang)	Turning off the EMS (Express Mail Service) which is received with barcode on the computer monitor screen
8	Tuesday, March 23th, 2005	Developing office	Interviewing the team leader of PT. Pos Indonesia Semarang
9	Monday, March 28th, 2005	Developing office	Writing the organizational structure of PT. Pos Indonesia Semarang

10	Tuesday, March 31st, 2005	Developing office	-Writing job description -Looking for some data in the library of PT. Pos Indonesia Semarang

1.7 Method of Data Collection

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

1. Observation

   According to Nazir (1983:211) "Observasi adalah prosedur yang sistematik dan standar untuk memperoleh data yang diperlukan dengan observasi langsung".

   (Observation is systematic and standard procedure to get data which are needed by direct surveillance).

   By using this method, the writer observed PT. Pos Indonesia Semarang especially in developing department.

2. Interview

   According to Nazir (1983:234) "interview adalah proses memperoleh keterangan dengan cara tanya jawab sambil bertatap muka antara si penanya atau pewawancara dengan si penjawab atau responden dengan menggunakan alat yang dinamakan interview guide (panduan wawancara).

(Interview is a process to get information by face to face with interviewer with interviewee or respondent using a tool called interviewe guide).

To collect the data by interview, the writer interviewed the supervisor of the PT. Pos Indonesia Semarang.

3. Library Research.

According to Nazir (1998:112) "Studi pustaka adalah metode pengumpulan data dengan menggunakan buku-buku sastra yang berhubungan dengan penelitian."

(Library research is a method data collection by using literature books which are related with the research).

To collect the data by library research, the writer read some books in university and post office library.

1.8 Paper Organization

The organizations of this paper are:

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

Chapter II: Literature Review. This chapter consists of marketing, audit, marketing audit, type of marketing audit, audit area, the elements of marketing audit, the organizer of audit, and the steps of marketing audit.

Chapter III: The Marketing Audit at PT. Pos Indonesia Semarang. This chapter consists of the history of PT. Pos Indonesia Semarang, mission and vision of PT. Pos Indonesia Semarang, organizational structure, job description at PT. Pos Indonesia Semarang, and the procedure of marketing audit at PT. Pos Indonesia Semarang.

Chapter IV: Conclusion and Suggestion. This chapter consists of conclusions and suggestions.