

CHAPTER 1

INTRODUCTION

1.1 Reason for Choosing the Title

In the business world, we often hear about marketing term, especially for those who run and manage the company. Marketing strategy in a company is very important to get a market and customers. Because in this global era, the companies compete each other to snatch away market and customers to get market target and best income. Nowadays there are many new companies which run business in the same field and have the same goal, that is, sell its products.

Every company has marketing strategy in order to survive and continue its life, but the condition of business world is very dynamic and full of color from time to time. It encourages every company to make new ideas in order to widen company's marketing activity.

PT. Mega Tata Mulia (Ray White) Semarang Candi is one of the companies which runs its business in property such as houses, stores and buildings. It has strategies to get and maintain its target market not only to increase company's income but also to satisfy its customers.

Marketing strategy has an important role to improve the condition of company and reach its goal based on planning made by manager and staff. According to Winardi (1990:3) "*Marketing merupakan suatu aktifitas yang bersifat khas identitasnya, yang meliputi perencanaan, penetapan, koordinasi, pengawasan, pengarahan.*" (Marketing is an activity which has a unique

