

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

character in its identity, those are planning, organizing, coordinating, directing, controlling).

Based on the reason for choosing the title above, the writer chose the title "Marketing Strategies of PT. Mega Tata Mulia (Ray White) Semarang Candi".

1.2 Statement of the Problem

Based on the reason for choosing the title above, the statement of the problem in this paper is :

What are the marketing strategies used at PT. Mega Tata Mulia (Ray White) Semarang Candi ?

1.3 Limitation of the Problem

The problem mentioned in this paper is limited to the marketing strategies used at PT. Mega Tata Mulia (Ray White) Semarang Candi during the implementation of the study.

1.4 Objective of the Study

This paper is aimed at describing the marketing strategies used at PT. Mega Tata Mulia (Ray White) Semarang Candi.

1.5 Significance of the Study

The benefit and expectation of the study are:

1. For the writer

To get new experience, knowledge and also to gather information all at once to describe marketing strategies used at PT. Ray White Semarang Candi.

2. For the University (Dian Nuswantoro University)

This paper can be used as a reference for the faculty's library and for the student who are interested in studying marketing strategies to do further research.

3. For the company

To find out the student deeply understand about the marketing strategies used at PT. Ray White Semarang Candi.

1.6 Implementation of Study

The study was held for 1 month (February 1st-28th 2007), while the activities which the writer did during the study are :

No	Time	Place	Activities
1	1 st Week	PT Mega Tata Mulia (Ray White)	a. Interviewing the team leader of PT Mega Tata Mulia (Ray White).
2	2 nd Week	PT Mega Tata Mulia	a. Writing the history of PT Mega Tata Mulia (Ray White).

		(Ray White)	b. Writing the organizational structure and job description of PT Mega Tata Mulia (Ray White). c. Inputting the data into computer d. Visiting the place of the houses which will be sold.
3	3 rd Week	PT Mega Tata Mulia (Ray White)	a. Offering the houses which will be sold to customers b. Discussing about marketing strategies
4	4 th Week	PT Mega Tata Mulia (Ray White)	Interviewing with marketing staffs about transaction process of sales product.

1.7 Method of Data Collection

During the study, the writer used several methods of data collection, They are follows :

1. Observation

Based on Awat (1998 : 135) in his book entitled *Prinsip Ekonomi*, observation is method of data collection by observing object directly then taking notes accurately and systematically. If the observation is done

indirectly and does not fulfill procedure of the rule it can not be called observation.

2. Interview

Awat (1998) says that interviewing is "*Usaha mengumpulkan data dengan cara bertanya langsung kepada nara sumber*" (Method of data collection by interviewing the respondent directly).

By using this method the writer interviewed several staff of PT. Mega Tata Mulia (Ray White) Semarang Candi to get the data.

3. Library Research

According to Keraf (1994:161) "Library Research adalah pengumpulan data dengan mempelajari dokumen yang berhubungan dengan objek yang dipelajari." (Library Research is collecting data by studying document related to the object of the study).

1.8 Paper Organization

This paper is organized into four chapter, each consists of the following:

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 study, method of data collection , and paper organization.

Chapter II : LITERATURE REVIEW, this chapter consists of definition of marketing, definition of strategy, definition of marketing strategy, market segmentation strategy, marketing mix strategy.

Chapter III : THE MARKETING STRATEGIES USED AT PT. MEGA TATA MULIA (RAY WHITE) SEMARANG CANDI, this chapter consists of history of PT. Mega Tata Mulia (Ray White) Semarang Candi, Vision and Mission of PT. Ray White Semarang Candi, Organizational structure of PT. Mega Tata Mulia (Ray White) Semarang Candi, job description of PT. Mega Tata Mulia (Ray White) Semarang Candi and The Marketing Strategies use at PT. Mega Tata Mulia (Ray White) Semarang Candi.

Chapter IV : CONCLUSION AND SUGGESTION.