

MARKETING STRATEGY ANALYSIS IN A GLOBAL MARKET

Muhammad Ilham Wardhana Haeruddin¹, Ichwan Musa², Agung Widhi Kurniawan³

^{1,2,3}Study Program Management, Faculty of Economics, Makassar State University

e-mail: ilham.wardhana@unm.ac.id

Abstract

This study uses qualitative research, analysis of the author's point of view, and relevant literature citations, expert opinions, and previous findings to support their arguments. This article explains how marketing strategies are practiced in Indonesia's global or international market. As we already know that global promotion is an act of demonstrating global marketing that a company has with a global advertising strategy, global business sectors, global items and global standards in various locations. Another challenge for companies using promotional strategies is globalization. Companies have to compete with companies that have a lot of money and high-quality goods as a result of globalization. Indonesia has been a controversial target market to date. All leaders must concentrate on the global climate due to globalization and market competition. The purpose of this study is to determine the driving factors that influence marketing strategies in the Indonesian market and the company's development in the global market

Keywords: Marketing, Global Marketing Strategy, Globalization.

INTRODUCTION

An international company is a company that operates in many countries and while gaining manufacturing, marketing, and financial advantages at a higher cost and reputation than its competitors (Husnah et al., 2022). A global industry in which a company's ability to compete in specific domestic and local markets is affected by its global position. To compete with other companies as in business and market, you must have a good strategy and plan. In this situation, you need a marketing strategy or management strategy on things that should be practiced to move the company forward.

Globalization is now clearly visible as a continuous process of global development, many academic specialists and business professionals consider it a very interesting subject to monitor. This is in line with the statement made by (Sunarsi & Arsal, 2023) that the political realm, state territorial order, culture, and economy are increasingly influenced by globalization. The integration of commodity markets, services, investments, and knowledge-based networks and organizations (knowledge networks and organizational competencies) is becoming more apparent within companies and internationally. Products and services are created, produced, and sold around the world using dynamic production chains and are able to cross national and corporate boundaries.

According to (Widianti, 2022) Globalization is the process of bringing something to a global scale so that national boundaries disappear. Various variables including advances in science, technology, transportation, and telecommunications, among others, encourage globalization and have an impact on changes in various fields of society. For example, in the economic field, globalization has resulted in the creation of a free market that allows trade between countries to be conducted more freely.

Due to this globalization, there are many problems with Indonesian companies not being able to compete effectively in the international market. Eventually making Indonesia a target market for foreign companies (Said L.R, 2020). To illustrate, all the top car manufacturers can be found in Indonesia and are making huge profits. Chinese, Korean, and Japanese businesses dominate the electronics industry. According to (Ananda et al., 2022) One way that can be used to improve the marketing competitiveness of Indonesian businesses is the idea of a global marketing strategy. Evidently, the majority of foreign businesses operating in Indonesia sell goods that meet international standards.

All companies that want to compete in the global market must overcome the difficulties of globalization. Due to globalization, businesses must have a global marketing strategy to gain a competitive advantage in the local market (Salsa & Fadhillah, 2023). The local market demand for the goods the company sells must also be taken into account because each country has unique characteristics. Implementing a global strategy in line with market realities is necessary when demand differs. This strategy approach is referred to as adaptive marketing strategy.

In the era of globalization, the language used to promote goods or services is familiar to the general public and is even getting better. The marketing function of a company is a task that is often performed for financial gain. The relationship between producers and consumers benefits from promotion. According to (Widyaningsih, 2020) Marketing is the value that businesses provide to consumers to reward them through developing solid connections.

According to (Putri et al., 2022) Companies still face difficulties in dealing with the external environment, and marketing plays an important role in designing strategies that create a network of relationships with the external environment. The author emphasizes that the purpose of marketing is to meet consumer demand, benefit the business, and satisfy these desires. The company's revenue will increase if marketing is carried out effectively.

According to (Maulidah & Sahro, 2023) marketing strategy is Making decisions about marketing costs based on the marketing budget while considering projected environmental and competitive factors. In general, the success or failure of a company's development depends on how it chooses the marketing strategy it uses, as well as on careful investigation and observation of the factors that influence a company's marketing strategy.

One of the main tasks that companies offering goods and services must accomplish to maintain business continuity is marketing. This is due to the fact that one of the tasks of consumer-facing companies is marketing. As a result, actions related to marketing can be seen as human activities connected to the market. According to (Pramesti, 2023) marketing is the process of collaborating with target audiences to actualize possible exchanges that will satisfy human needs and wants. As a result, business success can be attributed to marketing success.

(Aripin, 2021) defines marketing as a complete operational system of a company dedicated to organizing, pricing, advertising, and delivering services or goods that satisfy customer desires, both current and potential. (Indasari, 2019) The development, pricing, improvement, and distribution of products and services that satisfy the needs of current and potential clients are the main objectives of marketing.

From the above description, the author conveys that marketing is a sophisticated business that involves strategic planning aimed at satisfying the needs and desires of consumers to generate the necessary profits through exchange or transaction procedures. Consumers must be happy with the company's marketing efforts so that they can respond favorably.

A management process called marketing planning develops marketing strategies to achieve marketing objectives by using various techniques and methodical coordination to provide planning, marketing, and innovation solutions (Astuti & amanda, 2020). Marketing that targets one or more than one country is referred to as international marketing. By utilizing worldwide marketing strategies, international markets, and international goods and standards, multinational businesses that conduct business in many countries around the world engage in what is known as globalization. (Muhammad, 2018) The mutually agreed exchange of products and services between citizens of different countries is referred to as international trade.

To prepare for competition in the global market, companies need to be aware of their strengths, limitations, and opportunities. This will help their company better capitalize on every opportunity. If your marketing plan aims to put your company in a favorable marketing position then it should be implemented in the company's marketing strategy. This is due to the fact that we no longer live in a time when producers force what consumers should buy, but rather where customers force what producers should produce.

Awareness of the global environment is a must for all managers due to globalization and market competition. International marketing is the practice of commercial operations, such as pricing, promotion, and distribution of goods (goods and services) to customers/consumers in more than one country for profit. (Sofiah et al., 2023). This sector is the largest contributor to GDP, or gross domestic product, in developed countries and is a major source of employment in both

developed and developing countries. In developed and developing countries, the modalities of key services often differ. In the service industry, low-skilled professions are usually found in tourism, wholesale and retail, and specialized services.

According to (Fachrozie et al., 2023) two approaches to developing a global marketing strategy. Adoption and standardization of marketing tactics according to the needs of the countries where the company's products are sold. Global markets with consistent clients are the focus of traditional marketing strategy strategies. Businesses can use the same methods to sell the same goods and services globally at lower costs and with higher profit margins.

Proponents of a standardized worldwide marketing strategy argue that consumers have universal needs and wants. Moreover, they don't care where consumers come from because they think regional climates and consumer behavior are becoming more equal around the world. A global marketing strategy that favors standardization will lead to a single market with lower prices and the same level of client demand.

According to (Suhairi et al., 2022) previous research is considered relevant to the subject of this research and is useful as a reference that strengthens the theory related to company performance to satisfy consumers.

The results of this study are about Kopiko in setting prices after taking into account a number of costs that have an impact on the production process. The price of each packaged product is considered reasonable because it offers an authentic coffee flavor that is difficult to find in many other coffee candy items. In addition, Kopiko's own items highlight the flavor of Indonesian coffee, making it very popular among consumers for its distinctive taste. Kopiko can be found in many Indonesian markets or Asian stores. Since copies fall under the category of Asian products, it will be easier for customers to purchase the desired items. Customers will find it easier to find the required products in pre-planned key places thanks to its identification. To facilitate the dissemination of information regarding Kopiko products, Kopiko produced under the supervision of PT Mayora Indah has conducted promotions through online and offline media, including advertising flyers and others.

In terms of market segmentation, PT Mayora Indah has promoted Kopiko by first catering to the domestic market and then expanding into exports or international shipments. In addition, by capturing consumers who have a tradition of importing or importing coffee from other countries, PT Mayora Indah touched a number of countries. Due to the shortage of coffee raw materials in the country, PT Mayora Indah will definitely benefit because each country has different coffee needs when advertising Kopiko. The opportunity taken by PT Mayora Indah is considered successful because many countries that lack the supply of coffee ingredients will be very interested in tasting this coffee candy so that the number of sales to enter the global market can compete with a number of other products with their respective advantages. PT Mayora Indah adopts demographic segmentation based on population, gender, and educational background, especially for Kopiko products. However, since Kopiko is a coffee-flavored candy snack, it is not surprising that many people enjoy it. Kopiko itself sells well because adults of all genders enjoy it.

According to (Fachrosie et al., 2023) this previous literature review is considered relevant to the subject of this research and is useful as a reference that strengthens the theory related to marketing strategies to satisfy consumers.

MS GLOW continues to create various cosmetic products for consumer needs. Offers a range of additional skincare products in addition to standard skincare needs including facial wash, toner, and moisturizer. Created body skincare products including body lotion, body soap, and body scrub. MS Glow expanded the market by offering skincare products for men in addition to concentrating on women's skincare products. They introduced the MS Glow trademark by providing skincare items suitable for men's needs. MS GLOW uses good marketing strategies when entering the world market to ensure that the goods they trade are successful and can be spread all over the world. In addition, MS GLOW offers facial treatments for all ages, which makes it very popular and strengthens its purchasing power in the market.

According to (Agustiansyah et al., 2023) shows that global marketing strategies use two methods: standard marketing strategies and marketing strategies tailored to the needs of the countries where the corporation markets its goods and services (Standardization and adaptation of marketing strategies). Marketing plans using the standard approach emphasize international markets with homogeneous consumer attributes.

From the definition of global marketing strategy stated above, it raises a number of questions. So that the author has the aim of summarizing the driving factors that affect marketing strategy in the Indonesian market and the development of companies in the global market.

METHOD

Type of Research

This research uses qualitative research, analyzing the author's point of view, and citing relevant literature, expert opinions, and previous findings to support their arguments. The researcher's data comes from various sources, including theories that examine the effectiveness of marketing strategies in the global market and the factors that influence company growth.

Location or Object of Research

The research location set by the researcher is a company in Indonesia. Determination of users as objects and samples of research using purposive sampling.

Population and Sample

Population is the totality of all factors (people, opportunities, and goods) from which conclusions can be drawn. The entire group of research participants is referred to as the population. the research population is companies in Indonesia. The sample is part of the population. Taken because in many cases it is not possible for us to examine all members of the population, therefore we form a representative called a sample.

Type and Source of Data

This research was conducted using a descriptive study approach by collecting data from secondary data. Secondary data is obtained through data that has been published on the internet and books related to global product marketing.

Data Collection Technique

The data collection technique in this research is to collect secondary data in the form of literature review and literature, and analyze the data obtained.

Data Analysis Technique

The analysis technique that will be used in this research is by reviewing all data obtained from various secondary sources, and data from official sources.

RESULTS AND DISCUSSION

As indicated in the previous section, competition has changed in the era of globalization from a battle for market share to a battle for opportunities. To capitalize on new emerging opportunities, most companies have improved their capacity to predict the future. companies that can foresee future potentials and have honed their capacity to capitalize on them early on are those that succeed in competition.

Indonesian businesses have yet to realize the potential value of international markets. It can be seen that most of Indonesia's leading companies are still dominant in the domestic market and have not penetrated the global market. (Franadita et al., 2023) Currently, there are only two choices available to all global companies: either they will develop into world-class companies or not (have no class). This suggests that companies must be able to compete globally to survive and grow.

Given that Indonesia has the fourth largest population in the world and is therefore a potential future market for multinational companies. The role of global marketing is crucial for entrepreneurs to fulfill future potential. Indonesia's market characteristics are very different from other countries. This is because Indonesia has such a wide political, economic, social, cultural and geographical diversity. According to the research, a combination of adaptive marketing strategies

and traditional marketing strategies can be used as an approach to global marketing strategies in the Indonesian market. This is in accordance with various aspects of Indonesian culture.

Companies must actively engage in product sales in order to compete and adapt to current market developments. To keep their existing clients loyal to the goods they offer, companies should focus less on acquiring new clients and more on retaining the ones they already have. To increase sales, corporations must address two main issues: attracting new clients and retaining current clients. Sales will continue to increase as long as you attract new clients and retain your current clients.

Competition between businesses in today's global marketplace creates problems that also undermine the ability of businesses to attract new clients, retain existing clients, and increase sales. combined with simple access to information online, it allows any buyer to evaluate and compare the products needed. It is undeniable that the existence of competitors is inseparable from a particular region, but any company with comparable products from a different region is a true competitor.

According to academic analysis, efforts to increase marketing must be accompanied by efficient methods or tactics to attract new clients and maintain the loyalty of existing clients. Here are some ways to increase sales in the face of global market competition.

a) Maintaining customer loyalty

As mentioned earlier, efforts are needed to maintain customer loyalty in order to increase sales. Companies should take a number of steps to ensure that customers stick with the product and stay informed about new products as they are released. For example, by rewarding loyal clients with bonuses and special offers. The company should have customer contacts to follow up when there is exciting information about new products coming to market to maintain client loyalty.

b) Focus on the target market and product quality

It is crucial for businesses to conduct market research ranging from products, prices, and competitors to find the right target market for their products. If the information is accurate, it is likely that increasing revenue will not be difficult as the products are given to individuals who really need them.

c) Maximize digital marketing

Digital marketing is a cutting-edge idea in marketing that utilizes online and internet digitalization tools. Although the concept of digital marketing is simple, its execution is very difficult and requires sincere and persistent effort. Businesses can promote their goods from home through internet marketing, saving them the time and effort of going door-to-door. Moreover, since the market is much larger and more global, businesses will be more successful in promoting their goods.

d) Creating superior products and branding

Every business is required to always make specific plans to face market competition, attract customers, and increase revenue. Every business always expects sales to increase in line with the goals outlined in the business strategy. Creating a new, better product is one way to stand out from the existing products in the market. The focus of new and improved products is on the features and increased value they provide. So that the product has a positioning that makes it a superior new product.

e) Build a High-Performance Sales Team

If the company is able to develop a sales team with high performance and strength, then sales will be maximized. The company will be able to gain the market thanks to the cooperation of salespeople who have skilled expertise. To implement these tactics and maximize sales, a sales team is required. Companies should strive to develop the best sales crews.

f) Super Apss to increase sales

Companies must be able to facilitate the work of the sales team and enable them to make the best sales. Your company's sales team will definitely operate quickly, simply, and to the

maximum extent possible using SimpliDOTS Sales Force Automation (SFA). Many useful features, such as automatic visit routes, ordering, product knowledge, customization of promotion schemes, billing records, and delivery management complete with navigation capabilities, will be useful for salespeople.

Global marketing also carries great risks. Great dangers are associated with global marketing as currency changes, unstable governments, protectionist barriers, high costs of product adaptation and communication, as well as a host of other factors, all contribute to this. However, the international product life cycle is consistent with the idea that comparative advantage will move from high-cost to low-cost countries in most industries. Therefore, a company cannot just stay in the local market and expect to retain its market.

Nevertheless, since the existence of the global market has such a significant impact on the economic development of a society, it must be further developed to guard against the dangers of the local economy. The following are six major factors that can drive global marketing:

a) Communication and Transportation

With improved communication and transportation, any entrepreneur will find it easier to manage all aspects of shipping goods across international borders. Thanks to advancements in transportation, people can now travel to different countries more easily.

b) Quality

One area of intense competition in the business sector is product quality. Every business owner needs to improve the quality of his goods if he wants to stay ahead of the competition in the market. Every entrepreneur should improve his goods immediately to avoid competition or imitation from other business owners.

c) Technology

Technology will be very important in delivering various goods or machines needed for global marketing. People can live comfortably and survive because the use of technology in it can start with the transformation of natural resources into simple tools that can support human activities. Technology is a world force that drives global marketing and transcends national and cultural boundaries. When a technology is created and is able to produce a good, then the good will eventually be accessible in all countries. The internet is a direct illustration of the technology that can enhance international marketing.

d) Product Development Costs

Product development costs are a significant consideration as accessing the global market requires a certain amount of money or expenditure. A long development time frame may require spending a lot of money.

e) Regional Economic Agreements

The existence of regional economic agreements can accelerate the progress and growth of global marketing. Regional agreements are basically commercial documents signed by many important countries. Some examples of regional economic agreements are NAFTA, GATT, and AEC.

f) World Economic Development

The only element that has a significant impact on the global economy is international economic development. Due to the global economy's ability to create business opportunities that allow companies to grow globally while limiting the number of foreign businesses that enter or disrupt local economies.

It was analyzed that companies in the automotive sector have also adopted global marketing tactics. For the Indonesian market, a number of well-known car manufacturers have successfully produced cars, including Toyota with the Kijang and Avanza models, Daihatsu with Xenia, Suzuki with Carry, and Nissan with Livina. It is noted that the majority of automotive goods on the market

are vehicles with large passenger capacity. This is in line with the family-oriented quality of Indonesia's automotive industry, which states that wherever you go, you always bring a sizable number of family members.

In developing a global marketing plan for Indonesia's tourism sector. Indonesia is a nation with resource advantages (comparative advantages) such as natural beauty, richness of flora and fauna, as well as the friendliness of the people, the uniqueness of regional culture, etc. which are real assets in nature as a forerunner to the realization of a marketing strategy adopting a tourism satisfaction approach model. The benefits of having these natural resources as tangible assets need to be matched with intangible assets such as technology, culture, and reputation as well as human resources with superior knowledge and skills. For the purpose of developing "Strategic Marketing" based on competitive advantage, competitive advantage can only be generated at the macro (country) and micro (business entity) levels through the process of "Collective Learning".

Electronics and mobile phone manufacturers, such as Blackberry, Samsung, LG, and Nokia, are among the corporations that apply standard business practices in the Indonesian market. The majority of them introduce international products that are similar to those sold outside. However, the majority of these electronics and telecommunications goods are customized to the Indonesian market conditions in terms of content. For example, Facebook and Twitter apps are present on most mobile devices. The majority of Indonesians who are used to conversing and chatting with each other are eager for these two applications.

In conclusion, the analysis of the combination of normal marketing strategies and modified marketing strategies is an element that has a significant impact on the global economy in international economic development. Due to the global economy's ability to create business opportunities that allow companies to grow globally while limiting the number of foreign businesses that enter or disrupt local economies.

CONCLUSION

Companies no longer think about avoiding markets outside their scope. Today's global economy cannot be changed by company decisions. However, even if they don't want to, every company will eventually have to face globalization because they can fight international competitors who have entered the market for various reasons. In the current context, businesses need to start focusing on their presence in the global market. All international goods are now encouraged to compete in the global market due to the changing nature of competition. The need for companies to make international sales is inevitable. Companies that do not adapt to the global market will experience a decline in sales.

The capacity of international businesses to package and adapt global marketing methods for the Indonesian market is responsible for their success in the country. In terms of politics, economy, socio-culture, geography, and technology, Indonesia's market conditions are unique compared to other countries. Therefore, international businesses will successfully compete in Indonesia if they can incorporate the features of Indonesian society into their customized global marketing plans. Combining conventional marketing strategies with marketing strategy adaptations creates a global marketing strategy that is suitable for the Indonesian market.

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