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GLOBAL MARKET EXPANSION: SUSTAINABLE MARKETING STRATEGIES FOR ROPE PRODUCTS

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Abstract

This research aims to analyze in depth the marketing strategies implemented by Jaya Abadi (JA) in an attempt to promote its refinery products in the global market. Through a qualitative approach combining literature reviews and in-depth interviews, this study concludes that JA has implemented an integrated segmentation, selection, and positioning strategy to reach the global market. In addition, the company has established an effective distribution network, both locally and internationally. The results show that refinery products have significant competitive advantages, namely strength, durability, and respect for the environment. These advantages align with global market trends, which increasingly favor sustainable products. The economic analysis shows that using raffia is good for the environment and can also increase a company's profitability. Therefore, this study concludes that raffia has great potential as an alternative sustainable packaging material and could open up greater opportunities in the global market. Further research is recommended to explore more specific practical applications and the commercial potential of raffia.

Keywords: Segmenting, Targeting, Positioning

1. INTRODUCTION

Marketing is an essential component in the life cycle of a business, playing a significant role in generating profits and fostering growth (Sutrisna et al., 2024). Various scholars have provided different definitions of marketing. According to Dewi & Nasution (2023), marketing is defined as the interaction between sellers and buyers during transactions involving products or services. Consequently, the market extends beyond just a physical location; it includes all buying and selling activities between producers and consumers. Adinda & Suwartiningsih (2015) highlight that marketing serves as the foundation for a company's ongoing success and should not be regarded as a separate function. Satriadi et al. (2022) offer a more comprehensive definition, describing marketing as a series of activities performed by organizations to satisfy market demands through processes such as creation, pricing, communication, distribution, and adding value for consumers. From these expert perspectives, marketing can be understood as the process of addressing consumer needs by offering valuable products or services, to achieve profitability for the business.

Each firm seeking to market its goods globally and extensively must possess an efficient marketing strategy (Ulfah et al., 2021). This marketing approach is vital in enhancing sales volumes, thereby promoting corporate revenue expansion. By employing an appropriate marketing strategy, businesses can broaden their target markets and optimize earnings opportunities. As highlighted by Putri & Dirgantari (2023), a marketing strategy constitutes a well-organized plan intended to attain organizational objectives.

The effectiveness of a marketing strategy largely depends on two key factors: a thorough understanding of consumer characteristics and precise market segmentation (Haque-Fawzi et al., 2022). Furthermore, companies need to create unique added value for their target markets through

product differentiation and strategic positioning. Anam, K. (2013) highlights the significance of these two elements in developing an effective marketing strategy. Additionally, prior research by Putri, Y. A., et al. (2023) demonstrates that a well-designed marketing strategy can make a substantial contribution to a company's overall financial and strategic performance.

Hutabarat, B. (2017) asserts that a marketing strategy is a comprehensive plan aimed at achieving a company's marketing goals. This strategy involves identifying target markets and developing the appropriate marketing mix. The marketing mix, which includes product, price, place, and promotion, is essential for executing the marketing strategy. Companies must continually manage and develop their products and services to meet the evolving needs of the market. An effective pricing strategy, such as offering discounts or flexible payment options, can enhance the appeal of products to consumers (Masida & Fauzi, 2022). Furthermore, choosing strategic locations and employing various distribution channels are vital for achieving extensive market reach (Dewi & Fransiska, 2023). Lastly, vigorous promotion through multiple media outlets can effectively introduce products to consumers and encourage them to make purchases (Tolan et al., 2021).

Mangu, B., & Beni, S. (2021) emphasize the significance of segmentation, targeting, and positioning strategies in promotional efforts. Market segmentation involves grouping consumers based on specific characteristics such as interests, purchasing power, and demographics to facilitate tailored product offerings (Yoebrilanti, A., 2014). After segmentation, companies can identify the most relevant and promising target market. On the other hand, product positioning is the process of creating a unique perception in consumers' minds about the company's product or brand (Aprilia, T. L., 2016). By effectively positioning their products, companies can gain a competitive edge and minimize market confusion. An effective marketing strategy should meet consumer needs and foster customer satisfaction. This process encompasses market segmentation, targeting, positioning, and differentiation, as outlined by Ilmi, M., & Zulkarnain, C. A. (2023).

Globalization has prompted significant changes in marketing strategies, forcing multinational corporations to continually innovate and adapt their methods to stay relevant in a dynamic international market (Setiawan et al., 2024). The intensifying competition in business necessitates that companies optimize their marketing management as a crucial factor for achieving growth and competitive advantage. An effective marketing process entails meticulous strategy formulation, which includes identifying target markets, segmenting the market, and establishing appropriate product positioning. The complexities of the global marketplace require companies to interact with various international business stakeholders and capitalize on opportunities for bilateral cooperation to boost national revenue.

Fatkullah, M., et al. (2021) highlight that global marketing emphasizes the optimization of all company resources, including physical assets, capital, and human resources, to achieve wider business goals. Global marketing is a complex phenomenon shaped by various internal and external factors, resulting in a dynamic and ever-evolving marketing landscape in the present day (Rachmad et al., 2023).

Contemporary marketing strategies rely on a profound comprehension of customers and market segmentation. Siagian & Cahyono (2021) underscore the significance of differentiation and product positioning in creating value for the target audience. During this period of globalization, business rivalry has intensified, with enterprises from diverse nations vying to secure market shares and attract consumers.

Global competition compels companies to decide between two main approaches in their marketing strategies: standardization and customization (Djakasaputra et al., 2020). The standardization approach prioritizes consistency in products and services worldwide, aiming for cost efficiency and high-profit margins. Conversely, the customization approach concentrates on addressing the specific needs of consumers in each local market, to improve customer satisfaction.

The concept of customer satisfaction, as highlighted by Sudirjo, F., et al. (2023), is particularly significant within the framework of global marketing strategies. Customer satisfaction serves as a crucial element in fostering loyalty and enhancing market share. The customization approach, which is consistent with the idea of customer satisfaction, enables companies to adapt their product and service offerings to align with the preferences of consumers in each specific market.

JA, recognized as one of the leading producers of raffia rope in East Java, has successfully established itself as a specialist in the manufacturing and distribution of high-quality raffia products that cater to the needs of various sectors, including agriculture, plantations, industry, and packaging. In a progressively competitive global business environment, JA must continuously refine its business strategies to sustain its competitive advantage. Effective strategies encompass enhancing customer service quality, improving product quality, establishing competitive pricing, increasing flexibility in addressing customer needs, and optimizing marketing strategies.

The strong market demand for raffia rope as a packaging material creates substantial opportunities for producers. This is due to the diverse applications of raffia rope, which range from household uses to large-scale industrial applications. Consequently, manufacturers of raffia rope must devise effective marketing strategies to target various potential market segments.

Based on the literature review, various studies have explored different aspects of marketing strategies related to this topic. Yusran, R. R. (2023) concludes that competitive strategies depend not only on pricing or competitive advantages but also on a company's ability to identify and target specific niche markets. Octavini, N. A., et al. (2023) discovered that sales volume can be increased through a combination of strategies, including the use of high-quality raw materials, competitive pricing, diverse payment options, strategic location selection, and leveraging social media for promotion. Sijabat, R., et al. (2024) identified several strategies for global product development, such as manufacturing new products, standardizing and customizing products, and extending marketing communications. Meanwhile, research by Tirtayasa & Daulay (2021) shows that price is a key factor in enhancing sales volume, although promotion, location, and product also play significant roles.

2. RESEARCH METHOD

This study employs a qualitative approach to provide a comprehensive description of phenomena related to marketing strategies in the global market. Data were gathered through in-depth interviews with five key informants, including the company owner, secretary, engineer, and two sales representatives. Fadli, M. R. (2021) defines qualitative research as an effort to gain a holistic understanding of social phenomena within their natural context. Interviews, as a primary data collection method in qualitative research, enable researchers to explore the perceptions, motivations, and behaviors of informants in greater depth (Rukin, S. P., 2019). In this study, structured interviews were conducted using a pre-established question guide to ensure the consistency of the data collected.

This study presents several key questions to gain insight into JA's marketing strategies within the raffia rope industry. *First*, it aims to explore how JA effectively distributes its products in both

domestic and international markets. *Second*, the research seeks to identify the types of raffia rope products that consumers prefer most and the factors that influence those preferences. *Third*, it will analyze how variations in location and demand levels affect operational costs in the segmentation of the raffia rope market. *Fourth*, the study will investigate the strategies JA employs to target different consumer segments and develop products that cater to the specific needs of each segment. *Finally*, it will assess the impact of branding and pricing on JA's sales performance. By addressing these questions, the research hopes to provide a more comprehensive understanding of the marketing strategies utilized by JA.

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3. RESULT AND DISCUSSION

3.1. Result

3.1.1. Product Distribution: *How has JA successfully distributed its products effectively in both domestic and international markets?*

According to the interview findings, "JA has effectively expanded its market presence both domestically and internationally through a range of distribution strategies. The company actively forges partnerships with various distributors, agents, and business partners in different regions. Furthermore, JA participates in trade shows and industry events as an effective way to enhance its business network and attract potential customers."

3.1.2. Consumer Preferences: *Which types of raffia rope products are most popular among consumers, and what are the primary reasons driving the high demand for these products?*

According to the interview findings, "colorful raffia rope is the most popular product among consumers. This is due to the high aesthetic flexibility that colorful raffia offers. Consumers are inclined to select products that enhance the visual appeal of their packaging or decorations. With a wide range of color options available, consumers can easily coordinate the raffia rope with their preferred theme or style."

3.1.3. Market Segmentation and Operational Costs: *In what ways do variations in location and demand levels impact operational costs within the segmentation of the raffia rope market?*

According to the interview findings, "the operational expenses associated with the distribution of raffia rope are greatly affected by geographic and logistical factors. As the distribution area expands nationally or internationally, the supply chain becomes more intricate and challenging to manage. This complexity results in higher logistics costs. Furthermore, insufficient transportation infrastructure in certain regions, especially in remote areas, significantly contributes to increased operational expenses."

3.1.4. Market Targeting and Product Development: *What strategies does JA employ to engage different consumer segments and create products that cater to the preferences of each segment?*

According to the interview findings, "the company takes a proactive approach to product development with the aim of addressing the diverse preferences and needs of each market segment. This involves conducting thorough market research to gain insights into the unique characteristics of each segment. Furthermore, the company adopts a more targeted market segmentation strategy by categorizing consumers based on common interests and preferences. Consequently, the products created can be effectively tailored to meet the specific needs of each segment. The

company also leverages various relevant communication channels, such as social media, print advertising, and partnerships with influencers, to reach more defined target markets."

3.1.5. Positioning and Sales: *In what ways do branding and product pricing impact the sales performance of JA's raffia rope?*

According to the interview findings, "branding and pricing strategies are essential for boosting the sales of raffia rope. Effective branding enhances brand awareness among consumers, broadens market reach, and attracts a greater number of potential customers. Competitive pricing is also a critical factor influencing consumer purchasing decisions. Offering lower prices than competitors can be particularly enticing; however, the company must also consider long-term profitability. To cater to various consumer preferences, the company can adopt a pricing differentiation strategy by providing a range of products with different qualities and price points. This enables the company to target a wider market segment, from price-sensitive consumers to those looking for premium products."

3.2. Discussion

3.2.1. Product Distribution

a. Marketing and Sales Strategies.

JA has adopted a comprehensive marketing strategy to access both domestic and global markets. The company actively forms alliances with multiple entities, including distributors, agents, and business associates, to broaden its distribution network. Moreover, involvement in trade exhibitions and industrial events proves to be an efficient method for increasing brand recognition and drawing interest from prospective clients (Maharani & Setyowati, 2023). These tactics reflect the firm's dedication to establishing robust connections with numerous parties within the sector.

b. Local Distribution

To address the needs of the domestic market, JA has developed a strong distribution network. By establishing warehouses and distribution centers in various strategic locations, the company ensures consistent product availability. Utilizing land transportation methods, such as trucks and trains, allows for efficient and timely delivery of products to various regions within the country (Winarso, B., 2015). This local distribution strategy enhances the company's commitment to delivering exceptional service to its domestic customers.

c. International Distribution

In its pursuit of global market expansion, JA has considered a range of complex factors. The company understands the importance of adhering to international trade regulations, efficiently managing logistics, and ensuring that product quality aligns with the standards set in each target country. To accomplish this, JA partners with global logistics providers experienced in handling international supply chains. Furthermore, the company establishes collaborations with local distributors or agents to enhance its reach and better understand the market dynamics in the countries it aims to enter.

d. Certification and Compliance.

JA is dedicated to adhering to international quality and safety standards. The company has acquired the necessary certifications to sell its products in several countries, including Singapore, Malaysia, Thailand, Vietnam, and the Philippines. These certifications demonstrate that JA's products have undergone thorough evaluation and comply with the criteria set by recognized

certification organizations. As a result, the company is able to foster customer trust and broaden its market opportunities.

e. Product Innovation

JA acknowledges the significance of innovation in maintaining relevance within a dynamic market. The company actively develops new products that offer a broader range of colors, sizes, and strengths. Additionally, JA stays attuned to market trends and customer needs to create products that align with consumer expectations. This innovation strategy not only aids the company in preserving its current market share but also creates opportunities to penetrate new market segments (Miradji et al., 2024).

From these five points, it can be concluded that PT. JA has adopted a comprehensive strategy for marketing and distributing its products. The company has successfully built a robust distribution network at both local and international levels. Moreover, its commitment to product quality and adherence to regulations are crucial factors contributing to its business expansion success (Suganda, D. A., et al., 2024).

3.2.2. Consumer Preferences

a. Aesthetics and Visual Appeal

Colorful raffia rope has effectively attracted consumers because of its ability to enhance the aesthetic appeal of a product or visual presentation. The wide range of colors enables consumers to select raffia rope that best matches their personal preferences or the design theme they aim to achieve. Colorful raffia can provide a unique personal touch across various applications, from product packaging to interior decoration. Furthermore, vibrant and eye-catching colors can evoke positive emotions and create a more pleasant experience for consumers (Zain & Sungkono, 2024).

b. Creativity Inspiration and DIY (*Do It Yourself*)

The boundless potential for creativity is one of the primary appeals of colorful raffia rope. Many individuals, particularly craft enthusiasts, see raffia as a versatile medium for expressing their creative ideas. Through various weaving and knotting techniques, raffia can be shaped into a diverse array of artworks, crafts, and accessories. Furthermore, the wide range of colors offers limitless inspiration for artisans to produce unique and original creations (Dewi, R. U., 2018).

c. Identification and Branding

In a business context, colorful raffia rope is crucial for establishing brand identity and distinguishing products from competitors. The selection of specific colors for raffia can foster strong associations with particular brands or products. For example, the color green is frequently associated with organic or eco-friendly products. Therefore, colorful raffia can be an effective instrument for boosting brand awareness and fostering customer loyalty (Kejora, M. K., 2024).

d. Function and Quality

In addition to its aesthetic appeal, colorful raffia rope provides significant functional advantages. Its high strength and durability make it suitable for a variety of applications, from packaging to binding. Additionally, raffia is resistant to different weather conditions, making it usable both indoors and outdoors. Consequently, consumers can depend on colorful raffia to offer optimal protection for their belongings.

Colorful raffia has effectively won over consumers due to its blend of aesthetics, functionality, and versatility (Suparyanto, M. K., 2010). By continually innovating and adapting to the ever-evolving market needs, this product has the potential for sustained growth and development in the future.

3.2.3. Market Segmentation and Operational Costs

a. The Influence of Location and Demand Quantity on Transportation Costs

The distance between production facilities and the market is a key factor in determining transportation costs (Ferdian, A., 2021). A shorter distance results in more efficient and cost-effective expenses. In contrast, longer distances lead to higher transportation costs due to the necessity for a greater variety of transportation modes and extended travel times. Furthermore, the volume of demand is positively correlated with transportation costs. As demand increases, the required shipment volume also rises, which can potentially raise operational costs.

b. The Impact of Demand Quantity on Fulfillment Costs

Market demand has a direct impact on the production capacity required (Bachtiar, A., 2018). When demand is high, companies must boost their production capacity to satisfy market needs. This leads to an increase in operational costs, such as labor, energy, and equipment depreciation. Conversely, when demand is low, companies can decrease their production capacity to optimize expenses. However, it is crucial to recognize that a significant reduction in production capacity may pose a risk of losing market share.

c. Logistics and Distribution Complexity

Distributing products to various geographic locations presents a range of logistical challenges. As the distribution reach expands, the complexity of the supply chain that needs to be managed also increases (Abbas et al., 2020). Factors such as transportation infrastructure, customs regulations, and fluctuations in currency exchange rates can lead to a significant rise in logistics costs (Martono, R. V., 2022). Furthermore, difficult geographical conditions, such as mountainous areas or remote islands, can further increase distribution expenses due to the requirement for specialized handling and different modes of transportation.

d. Variation in Labor Costs by Location

Labor costs are heavily influenced by geographic location (Waluya & Adhitya, 2010). Wage rates, labor productivity, and the availability of skilled workers can vary significantly between different regions. For example, urban areas with a high level of industrialization typically have higher labor costs compared to rural regions. Additionally, government policies related to minimum wage can also impact overall labor expenses.

A comprehensive understanding of how operational costs affect businesses is vital for strategic decision-making (Sugiana & Musty, 2023). Companies should take into account factors such as factory location, production capacity, distribution networks, and labor costs when developing effective business strategies. Moreover, it is essential to conduct a detailed cost-benefit analysis before making investment or expansion decisions.

3.2.4. Market Targeting and Product Development

a. Thorough Market Research

To develop products that are relevant and attractive to different consumer segments, companies must undertake thorough market research (Rosidah & Rohman, 2024). This research extends

beyond simply identifying preferences for colors and patterns; it also explores consumers' values, lifestyles, and behaviors in greater depth. By gaining a comprehensive understanding of consumers' needs and desires, companies can create products that not only serve functional purposes but also deliver emotional satisfaction (Setiawan, Z et al., 2024).

b. Effective Market Segmentation

Following market research, companies can carry out more precise market segmentation. This segmentation can be based on a variety of factors, including demographics (age, gender, income), psychographics (lifestyle, interests, values), and behavior (level of product usage, brand loyalty). By breaking the market into smaller segments, companies can create more targeted and effective marketing strategies (Suhairi, S et al., 2023).

c. Product Personalization

Product personalization is crucial for attracting the attention of consumers who are becoming more individualistic (Susanti, D. A., 2016). By providing a range of choices in colors, sizes, and features, companies allow consumers the freedom to select products that align with their specific needs and preferences. Additionally, personalization can be achieved through customization services, enabling consumers to create their designs (Santoso, O. C., 2013).

d. Sustainable Product Innovation

Product innovation extends beyond the creation of new products; it also encompasses the ongoing enhancement of existing ones (Hendrayanti, E., 2011). Companies must stay attuned to dynamic market trends and embrace the latest technologies to develop improved and more sustainable products. Furthermore, innovation may involve creating more environmentally friendly products, such as those utilizing recyclable materials.

e. Effective Marketing Communication

Effective marketing communication is essential for conveying the value of products to consumers. Companies must choose the right communication channels to reach each market segment. Furthermore, marketing messages should be customized to align with the characteristics and interests of each segment. Utilizing relevant language, attractive visuals, and appropriate influencers can significantly improve the effectiveness of marketing communication (Alfianto et al., 2023).

f. Focus on Product Benefits

In engaging with consumers, companies should prioritize the benefits of their products over merely highlighting their features. Consumers are interested in how a product can address their problems or improve their quality of life. Therefore, companies need to identify the primary benefits of their products and communicate them clearly and persuasively (Ramdan et al., 2023).

To capture the interest of diverse consumer groups, companies must possess a thorough understanding of the market, conduct appropriate segmentation, and create innovative and relevant products (Hermawati et al., 2023). Additionally, effective marketing communication that focuses on product benefits is vital. By adopting these strategies, companies can establish strong relationships with consumers and achieve lasting success.

3.2.5. Positioning and Sales

a. The Influence of Branding

Branding is a process that involves establishing a unique image and identity for a brand in the minds of consumers (Andrianto et al., 2024). In the raffia rope industry, branding plays a vital role in influencing consumer purchasing decisions. *Firstly*, effective branding increases brand awareness, enhancing visibility among consumers (Syahrullah, 2023). Through various branding activities such as advertising, promotions, and sponsorships, companies can embed their brands in consumers' memories. The greater the brand awareness, the more likely consumers are to choose that product when they need raffia rope. *Secondly*, strong branding contributes to the formation of a quality perception, indicating that the products offered are superior and trustworthy (Chalil, R. D., 2021). This perception is shaped by various branding elements, including packaging design, selection of raw materials, and quality assurances. Consumers are inclined to prefer products from brands known for their quality. *Lastly*, in a competitive market, branding enables companies to differentiate their products from those of their competitors (Susanto et al., 2024). By developing a unique and distinctive brand identity, companies can create a competitive advantage that is challenging for rivals to replicate. Elements such as logos, slogans, and brand values can serve as important differentiators.

b. The Influence of Price

Price is an essential factor that influences consumer buying decisions (Widyastuti, 2018). Properly determining the price can have a substantial effect on the sale of raffia ropes. Initially, *Perceived Value*: The price assigned to a product impacts consumers' perceptions of the value they obtain (Pardede & Haryadi, 2017). When the price seems reasonable relative to the product's quality and benefits, customers will generally be content with their purchases. On the other hand, if the price appears excessively high, despite excellent quality, potential buyers might remain uncertain about making a purchase. Secondly, *Competitive Pricing*: Prices also play a critical role in market competitiveness (Secapramana, 2000). Lower prices compared to competitors can draw in cost-conscious shoppers. Nevertheless, businesses must exercise caution against aggressive pricing tactics, which could lead to reduced profits and harm to the company's brand reputation. Branding and pricing are two pivotal elements that can significantly impact the success of selling raffia ropes. By effectively managing branding and setting appropriate prices, companies can establish a robust brand image, increase customer loyalty, and ultimately achieve their business goals.

4. CONCLUSION

Based on the research findings, it can be concluded that JA's success in navigating global competition is largely due to its comprehensive marketing strategy. The company has effectively identified market opportunities, differentiated its products, and established strong relationships with customers. This achievement can serve as an inspiration for other companies aiming to compete in an increasingly competitive market.

4.1 JA has adopted a comprehensive marketing strategy to tackle global competition. The company has successfully entered both local and international markets through integrated efforts in distribution, marketing, and sales. Continuous product innovation and adherence to

international regulations are essential factors contributing to JA's success in competing in the global market.

- 4.2 The appeal of colorful raffia rope in attracting consumer interest can be attributed to a combination of several factors. Beyond its attractive aesthetics, colorful raffia rope provides flexibility in usage, aids in product identification, and offers reliable quality. This blend of factors makes colorful raffia rope a popular choice among various consumer groups.
- 4.3 Operational costs are a critical consideration in the market segmentation of raffia rope. The location of the market and the volume of demand significantly influence costs related to transportation, production, and distribution. Companies must conduct a detailed analysis of these costs to establish effective and efficient segmentation strategies.
- 4.4 To successfully engage different consumer segments, companies need to implement suitable targeting strategies. This requires comprehensive market research to understand the specific needs and preferences of each segment. Additionally, product personalization, ongoing innovation, effective marketing communication, and responsiveness to consumer feedback are vital for building strong customer relationships.
- 4.5 Branding and pricing are two fundamental elements that can enhance sales. Strong branding helps create a positive brand image and distinguishes products from competitors. At the same time, appropriate pricing can shape consumers' perceptions of value and influence the company's competitiveness in the market. To formulate effective branding and pricing strategies, companies should conduct thorough market research and gain insights into consumer behavior.

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