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## **Analysis Of Promotion And Marketing Strategies In The Global Market**

**Suhairi<sup>1\*</sup>, Raihan Saputra<sup>2)</sup>, Raihan Sultani<sup>3)</sup>, Shelvi Fadillah Harahap<sup>4)</sup>**  
<sup>1,2,3,4)</sup> Management Study Program Faculty of Economics and Islamic Business  
North Sumatra State Islamic University

\*Corresponding Author

Email : [suhairi@uinsu.ac.id](mailto:suhairi@uinsu.ac.id)

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### **Abstract**

*Small, micro and medium business competition continues to increase, so efforts are needed. so that MSMEs can maintain the continuity of their business in facing the global market era of the ASEAN Economic Community (AEC). One of the efforts is to improve the strategy that has the lowest risk of failure known as the go-to-market strategy. Globalization is another test for companies when implementing advertising methods. Due to globalization, organizations have to compete with organizations that have large capital and quality assets. So far, Indonesia has become a competitive target market. Globalization and market competition require all executives to focus on the global climate. Advertising is something every business should do. The most important thing in advertising is conveying effective and persuasive messages that attract consumers' attention. This article aims to study advertising and marketing strategies in the global market. This research method uses qualitative methods. The strength of global trade unions in the Indonesian market lies in their ability to develop global marketing strategies adapted to the Indonesian market.*

**Keywords : Promotion, Marketing Strategy, Global Market**

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## **INTRODUCTION**

The global market is a market where transactions between sellers and buyers reach all over the world from one country to another. Philip Kotler & Kevin Lane Keller say that the global market is a way of attaching importance to all resources, namely human resources, physical assets or deposit capital, and various other corporate directions for the continuation of the global market petition and to carve out the same ingenuity in the global market.

Globalization forces every country to commit to the world market. Domestic goods can be filed Ala effectively in the world market and traded to varied countries. Likewise, requests from one country, which sometimes cannot be granted directly by the actual country, can be channeled by several countries. Here various countries really need the work of the nation's children. Each country thus imports its goods to the Adrift country in order to conquer the average row of objects in each of them. Universality is very difficult for all associations that need to reach the world market. Due to universality, organizations need to adopt presentation patterns around the world until they captivate neighboring markets, especially markets where the organization's products are advertised. However, each country holds a different advantage, so the company must also consider the interest of the market regarding the products it sells. Thinking about the quality of different interests, it is important to carry out an action procedure corresponding to the economic situation around the world. This main technique is understood as the process of broadcasting modifications.

The market mood will switch following a series of tactics the company worked on. The struggle and progress of the market dominate the society in manifesting its trade. Explaining that a position of struggle emphasizes the disputed scheme that is also far away. The consortium in the same resistance

settlement should apply this interpretation to design a market auction that inherits more budget than the opposing negotiation

## **RESEARCH METHODS**

In this review, the author uses qualitative research tips, responsive conversations in terms of the author's observations, and is supported by literature research, citations, expert opinions, and previous knowledge on the topic. The origin of the clues that the reviewer finds is not only the basic data from the first reviews in scientific reading, but also the theory that analyzes how slick the marketing strategy is in the global market and what variables drive the order of the company in the global market.

## **RESULTS AND DISCUSSION**

### **Advertising**

Basu Swatha States: "advertising is a non-individual communication with a range of costs, carried out through various means by corporations, non-profit charts, and individuals." Advertising is aimed at the wider community (Mass), not personally, but directly to the audience (impersonal), and can convey ideas persuasively and produce dramatic effects (expressive).

Advertising Functions According To Basu Swatha

1) giving information

By displaying publicity somewhere, we indirectly provide information about what products or services are being sold and thus, the buyer also knows that it is our product.

2) persuade or influence

Through broadcasting, we can persuade consumers to buy by explaining that our product is much better than other products.

3) Creating An Impression

Create the best impression in the advertisement that we will show so that buyers come to our stand.

4) satisfy the desire

When the buyer needs advice on which product will be suitable for use, we must explain in as much detail as possible. That way, buyers will feel satisfied with our service and they are satisfied because they want the same.

5) as a means of communication

With this advertising, interaction between the seller and the buyer is created.

### **Agent Selection**

Please note before marketing products abroad, we must find the appropriate agent in the same field. The most important thing is his honesty. So, to find the appropriate agent at the desired done two ways, namely :

1. Personal Contact

The point is to find an agent in the immediate environment, such as family or closest friends who we know he is a trustworthy person.

2. Impersonal Contact

That is, looking for agents in several places, such as employment agencies or cooperation with business entities or institutions that are legal entities or can be in advertising agencies.

**Selecting Media**

To do the promotion, we need to choose a good media and according to the needs and desires. There are many media that can be used for promotion. One example is online media. With these media, we can promote our products on social media such as instagram, Facebook, or even tiktok, which has been booming lately. By applying these media, make the minimum cost that we spend and make it easier for us to reach consumers not only one city in Indonesia, but even all over Indonesia or maybe all over the world.

**Pricing**

There are different pricing options. Which rules are carried out is broken down on the tariff intentions that must be achieved. Payment is usually decided by adding profit to the estimated cost of production in the case of industry, or to capital in the case of goods. In contrast, pricing in a service business is usually done by monitoring the funds involved and the dedication of energy and time in bequeathing facilities to service customers.

**Marketing Strategy****Market Leader Strategy**

Is a market Leader (Market Leader) is a company that according to Tjiptono (2002:303) is recognized as a leader in the industry concerned. Companies that occupy market leader positions have the following characteristics:

1. Has the largest market share (40%) in the relevant product market.
2. Superior to other companies in terms of the introduction of new products, price changes, coverage of distribution channels and the intensity of promotion.
3. It is central to the orientation of competitors (attacked, imitated, or shunned).

**The Challenger Market Strategy**

According to Kotler (2005, p.291), the market challenger strategy is a strategy often followed by second-or third-placed firms, with the firm attacking the market leader and other competitors with aggressive bidding to gain more market share. The characteristics of market challengers are:

- 1) it is usually a large company viewed from the point of sales volume and profit (market share  $\pm$  30%).
- 2) always try to find weaknesses on the part of the market leader or other company, and then attack it either directly or indirectly.
- 3) market challengers usually also concentrate their efforts on taking over weak firms.

A piece of gadang companies have advanced their power to predict the future will seize the actual opportunities that present. Companies that benefit from competition are companies that hold expertise later and have controlled the ability to utilize these skills early on.

Indonesian companies have not yet realized the potential of global market points. It is concrete that most of the largest companies in Indonesia still dominate the Indonesian market and are not confident in expanding into international markets. According to Maulana (1999) and reference Keegan (1999), all companies in the world today only put two choices: to be a world class industry (world class company) or not at all (non class). This means that in order for any organization to stand firm and grow as a trade, it must be adept at competing on a global scale. Companies that are not accepted to fight globally are nimble or slow to fail. Throughout meeting the talents of the future, the obligation of global marketing is very important for the company, especially in the Indonesian market which holds the fourth largest community in the world, sparking Indonesia a potential future market for global companies

making companies. The characteristics of the Indonesian market are very far from other countries in the world. This resulted in the high diversity of Indonesia in all lines: political, economic, social, customs, and geographical. From the effect of interpretation, the method of global marketing strategy that can be devoted in the Indonesian market is an affiliation between tailor-made marketing tactics and conventional marketing strategies. This is comparable to the perspective of Indonesian tradition which is very nuanced

## CONCLUSION

The global fight change has optimized all the global made matches in the global market. the industry is inevitably forced to enter the global market. Companies that fail to enter the global market will be wasted independently. This is happening in Indonesia. Many global assemblies penetrated into Indonesia and managed to conquer pekan Indonesia. In the food industry appeared the name of fast food restaurants namely KFC and McDonalds, in the electronics and Telecommunications Industry appeared Blackberry products, Samsung and Nokia, while in the automotive kongsi appeared two big players namely Toyota and Suzuki.

The success of global companies in the Indonesian market lies in their expertise in revamping global marketing strategies tailored for the Indonesian market. Politically, economically, socio-culturally, geographically and technologically, Indonesia's market conditions have their own peculiarities compared to other countries. Therefore, global companies will grow rapidly in competing in Indonesia if they can develop a global marketing strategy that is in accordance with the personality of the Indonesian people. The right global marketing strategy for the Indonesian market is a matching combination of marketing strategy and standard marketing strategy.

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