

## Digital Marketing for Knitted Bag With Japan as an Export Target: Case Study of Crochetwoven

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### Abstract

This research delves into the digital marketing strategies employed by CrochetWoven, a brand specializing in woven bags, as it expands its presence in the Japanese market for export purposes. The primary goal of this study is to comprehend how digital marketing and the internet serve as effective tools to reach international markets, particularly in consumer industries like woven bags. The research methodology involves gathering and analyzing various literature, references, and marketing journals from diverse sources, ranging from conventional books to relevant E-books that align with the discussed theories. Emphasizing social media and e-commerce, the study presents a case analysis of how CrochetWoven successfully broadened its market share by leveraging prominent e-commerce platforms in Japan, such as Amazon Japan, Rakuten, and Rakuma. The findings highlight significant potential for CrochetWoven to expand its digital marketing through e-commerce utilization, with a deep understanding of consumer behavior in Japan being a crucial factor for the company's success in entering and thriving in the export market.

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**Keywords:** Digital Marketing; Japanese Market; Social Media

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### 1. Introduction

The world is rapidly and dynamically becoming more globalized due to advancements in technology, information, and communication (Wardani et al., 2023). Internet technology in the field of marketing has evolved beyond being a static means of promoting products and services; it has transformed into dynamic and interactive marketing (Suhairi et al., 2023).

Digital marketing has become exceedingly crucial in human life due to the widespread accessibility of gadgets across all sectors. In today's environment, digital marketing isn't solely about commercial transactions; it's also about how information and social developments significantly influence social media users. The presence of the digital world encourages society as a whole to access and utilize digital technology to keep pace with informational and social advancements.

In the context of this journal, digital marketing strategies are employed to expand the market for CrochetWoven's woven bag products, with a focus on the Japanese export market. The Japanese market is enticing due to its appreciation for craftsmanship and unique product quality.

The primary objective of this research is to understand how digital marketing and the internet serve as effective tools (Ravi, N & Arundathi, 2019) to reach international markets, particularly in consumer industries like woven bags. Through relevant content strategies, a strong internet presence, and effective social media platforms, attracting foreign customers can be significantly facilitated.

To achieve this goal, several important issues need addressing, such as the influence of social media on consumer behavior in Japan, the most commonly used social media platforms in Japan, and whether Japan is suitable as a target market for the desired marketing strategy.



CrochetWoven, as a case study, offers unique woven bag products with distinctive appeal. In this regard, case analysis can help comprehend how this brand utilizes various digital marketing tools such as social media, SEO (Search Engine Optimization), online advertising, and collaboration with influencers (Basha et al., 2021) to broaden its market reach in Japan.

This study focuses on the application of digital marketing strategies for woven bag products in the context of expanding into the Japanese market. In the continually evolving context of globalization, this research explores how digital marketing can serve as a key to expanding the market penetration of consumer products like woven bags into international markets, particularly Japan.

This study follows the conceptual framework shown in Figure 1.



Figure 1: Conceptual Framework  
Source: Developed by the Researcher

## 2. Empirical Literature Review

### Digital marketing

Digital marketing is a series of marketing strategies conducted via the internet or online platforms. With relatively low investment costs, this form of marketing can yield satisfying results. The primary objective of digital marketing strategies is to enhance visibility, facilitate access for customers and potential consumers, and increase exposure to products or services. One of the added values of this marketing strategy is its user-friendliness.

According to (Azizah & Siswahyudianto, 2022), digital marketing involves marketing through internet access, social media, and other digital devices to promote and market products and services, expanding into new markets previously limited by constraints of time, distance, and communication methods. The growth of the internet and technology has made digital marketing a highly popular strategy, utilized by almost all marketers worldwide, turning the internet into a highly prospective market (Ardani, 2022).

Several digital marketing strategies, as noted by experts and practitioners in the field, include: SEO (Search Engine Optimization), social media marketing, content marketing, leveraging influencers, email marketing, paid advertising (PPC), viral content, community engagement, affiliate marketing, and utilizing podcasts (Maulana & Saefudin, 2023).

In the context of exporting woven bags from CrochetWoven, digital marketing becomes a crucial foundation for effectively entering the global market. Through comprehensive digital marketing strategies such as SEO, social media marketing, and relevant content marketing, CrochetWoven can enhance the visibility of its products in the Japanese market and capture the attention of potential consumers. In efforts to expand the market, leveraging influencers or collaborating with influential figures in the Japanese online community can be an effective strategy.

This could aid in building trust and interest in CrochetWoven's woven bag products among consumers in the export market. Additionally, the use of paid advertising (PPC) and viral content strategies can efficiently expand market reach. Meanwhile, targeted email marketing and active engagement within online communities could serve as effective methods for maintaining long-term relationships with potential consumers in Japan.

The implementation of diverse and measured digital marketing strategies could serve as a crucial foundation for CrochetWoven to succeed in penetrating the export market,

particularly in Japan, by maximizing the opportunities offered by online platforms and digital technology.

## **E-commerce**

E-commerce, commonly known as electronic commerce, refers to the buying and selling of products or services conducted online via the internet. Currently, the internet serves as an ideal infrastructure for managing and running e-commerce, making it synonymous with business on the internet. According to (jakob Skovgaard, 2002) an e-marketplace is an electronic interactive business community forum that provides a market where companies can engage in Business to Business (B2B) e-commerce and other e-business activities. It involves the electronic exchange of information, payments, and goods delivery. In e-commerce, consumers can purchase goods or services through online stores, online markets, or other e-commerce platforms. They can browse product lists, select desired items, and make online payments.

E-commerce also encompasses various aspects of online business management, such as inventory management, pricing, digital marketing, and product delivery. This allows entrepreneurs to expand their market reach, connect with potential customers globally, and enhance their operational efficiency.

As per (Fernandes, 2019), the advantages of e-commerce include the ability to transact anytime, from anywhere, having distribution channels, making direct purchases, and cost savings. Payment in e-commerce transactions can be carried out through various methods, both conventional like credit cards or bank transfers, and online methods such as bitcoin, e-money, online banking, or e-gold. According to analysis, the use of debit and credit cards via mobile payments increases self-efficacy.

E-commerce serves as a crucial instrument in expanding products like woven bags from CrochetWoven into the global market. Through e-commerce, CrochetWoven can access international markets more easily, showcase their products on global e-commerce platforms, and participate in e-marketplaces facilitating B2B business. Consequently, they can efficiently and swiftly exchange information, make payments, and deliver goods.

The implementation of e-commerce also opens doors for CrochetWoven in terms of managing online business. They can organize inventory, adjust pricing, implement suitable digital marketing strategies, and optimize product delivery processes. The advantages of e-commerce in terms of time and space flexibility, along with diverse payment methods, can assist CrochetWoven in reaching more potential consumers worldwide, providing broader distribution channels, and ultimately reducing operational costs. With extensive accessibility and transaction ease, e-commerce provides an ideal means for CrochetWoven to expand their market share and enhance competitiveness in the export market.

## **Social Media**

Social media refers to software and online services that enable users to share information, comment, show appreciation, gather virtually, discuss, communicate, and participate in social interactions. These interactions can encompass text, audio, images, videos, and other media, either individually or in various combinations (Zulkarnain & Sembiring, 2022). The utilization of social media is an incredibly effective marketing tool due to the diverse backgrounds of active participants. Some examples of social media include:

1. Instagram: It is a platform for sharing photos and videos, allowing users to capture photos, record videos, apply digital filters, and share them across various social networks. This application has been widely used by users for various purposes, including promotional activities.
2. YouTube: This platform facilitates video sharing, enabling users to upload, watch, and share video content. A wide range of video content can be uploaded to this platform, from amateur vlogs to short original videos and educational materials.

3. TikTok: Originating from China and launched in September 2016, TikTok is a music video platform that serves as a social network allowing users to create short-format music videos.

### **Consumer behavior**

To succeed in competition, a company must strive to achieve its goals by retaining and expanding its customer base. To achieve these goals, companies seek to understand consumer behavior. According to Prabowo cited in (Haerulina & Triyunarni, 2020) consumer behavior refers to the actions of consumers wherein they illustrate the process of searching for, using, evaluating, and improving products and services. The focus of consumer behavior lies in how individuals decide to utilize their available resources for consuming a product.

Factors influencing consumer behavior, according to Kotler (2000) as referenced in (Ningsih, 2015), include several elements: cultural factors, social factors, personal factors, and psychological factors.

- 1) Cultural factors encompass culture, subculture, and social class.
- 2) Social factors involve a consumer's behavior being influenced by social factors such as social groups, reference groups, and family.
- 3) Personal factors influenced by
  - a. age and life stage
  - b) economic conditions
  - b. occupation and,
  - c. lifestyle.
- 4) Psychological factors influenced by motivation, perception, learning, and attitude.

Consumer behavior is vital in engaging the natural thoughts and feelings of consumers and can determine the actions they take (Khairunnisa & Jamiat, 2021). Therefore, understanding consumer behavior is key in the export strategy for CrochetWoven's woven bags. With a strong understanding of how consumers search, evaluate, and select products, CrochetWoven can plan appropriate marketing strategies to attract global markets' interest.

The success in selling woven bags in foreign markets is closely related to factors influencing consumer behavior. Consumer behavior is influenced by cultural, social, personal, and psychological factors (Hendarsyah, 2020). For instance, cultural factors involve understanding cultural values in Japan concerning style preferences, quality, and alignment with local trends. Social factors also play a significant role, such as how social groups in Japan influence consumer decisions in choosing specific products, or how families influence purchase decisions.

Moreover, personal factors like age, economic status, and lifestyle also play a significant role. Understanding the differences in lifestyle preferences among different generations in Japan, for example, can help CrochetWoven better adapt its products. Psychological factors such as motivation, perception, and belief also have significant implications in designing effective marketing strategies.

Considering these factors, CrochetWoven can address consumer behavior by adapting to the needs and desires of its consumers, as consumer behavior towards product consumption can change over time (Pura & Madiawati, 2021) based on adjustments to the needs and preferences of the export market, especially in Japan.

### 3. Method, Data, and Analysis

In this study, a literature review was conducted involving the collection and analysis of various literature, references, and marketing journals from diverse sources, ranging from conventional books to E-books related to the discussed theories (Gustiana et al., 2022). The aim was to generate relevant conclusions and new ideas. In its application, the literature review in this study had to be consistent with the methodological assumptions (Yandi et al., 2023), primarily focusing on deepening the understanding of theories associated with the research objectives.

The methodology for the literature review began with an extensive exploration across academic databases and industrial platforms to identify articles, reports, and scholarly studies. Selection criteria were established, prioritizing recent publications from 2019 to 2023 that directly addressed topics such as digital marketing, the potential Japanese market, social media impact, and e-commerce trends.

The selected sources underwent credibility checks, emphasizing peer-reviewed articles, reputable journals, and reports from recognized institutions. For analysis, a thematic approach was used to organize the review based on sub-themes: Export Market Research, Social Media Analysis in Japan, and E-commerce Trends in Japan.

The results of this analysis were synthesized and interpreted to achieve a coherent understanding, integrated into a comprehensive narrative aligned with CrochetWoven's market entry strategy. Beyond presenting key findings, the purpose of this literature review was to identify research gaps that could enhance CrochetWoven's market strategy. Strict adherence to accurate citation and organizational principles remained the primary focus to ensure the strength and relevance of this literature review throughout the process.

### 4. Result and Discussion

#### Company Profile

CrochetWoven is an export company specializing in woven bag exports, strongly committed to introducing the elegance of woven craftsmanship to the global market. Founded by an export startup team comprised of independent study students from the Export School, they focus on designing, manufacturing, and exporting a collection of modern-designed woven bags with high-quality standards. Their approach involves selecting the finest raw materials to create bags that are not only visually appealing but also practical and durable.



Figure 2: E-catalogue CrochetWoven

## Export Market Research

Exports and imports inherently cater to human demands, particularly in today's era of globalization (Husnah et al., 2022). According to (Kinski et al., 2023), the majority of countries engaged in export activities with Indonesia include Japan, China, Singapore, and South Korea. Presently, conducting market research can be accomplished by sourcing data or information related to export activities through export directories. These directories serve as online platforms that facilitate users in easily sourcing inventory, categorized by industry or product type. They offer concise information about companies, products, services, major clients, or successful projects, accompanied by product images, addresses, websites, and enable users to directly interact with these companies for inquiries or specific needs. Understanding the evolution, trends, and nuances in market entry modes and export strategies is crucial for both academics and practitioners (Yuniarti Utami et al., 2023).

Table 1. Bilateral trade between Indonesia and Japan in 2022 (HS 6110)

The image shows a screenshot of a trade data table from Trademap.org. The table has multiple columns, including 'Country', 'Product', 'Value', 'Volume', and 'Percentage'. The data is organized by country and product category. The table is quite large and contains many rows of data, which are partially obscured by the screenshot's resolution. The header row is highlighted in blue.

Source: *Trademap.org*

Based on the research conducted via Trade Map in the business intelligence analysis report released by the Consulate General of the Republic of Indonesia's Indonesian Trade Promotion Center Osaka, the export of Jerseys, pullovers, cardigans, waistcoats, and similar knitted or crocheted articles (HS 6110) from Indonesia to Japan in 2020 reached USD 86.87 million or a 9.87% share of the total global exports of these products. This indicates that CrochetWoven still has the potential to increase its market share in Japan. The performance of exports of Jerseys, pullovers, cardigans, waistcoats, and similar articles, knitted or crocheted (HS 6110) from Indonesia to Japan during the first quarter of 2021 was also highly satisfactory, as it significantly increased by 108.97% (yoy) to USD 18.66 million. This increase was driven by the rise in exports of man-made fiber Jerseys, pullovers, cardigans, waistcoats, and similar articles (HS 611030) and cotton Jerseys, pullovers, cardigans, waistcoats, and similar articles (HS 611020) by 76.02% and 191.31%, respectively.

In the business intelligence analysis report released by the Consulate General of the Republic of Indonesia's Indonesian Trade Promotion Center Osaka, the emerging trend in ready-to-wear clothing in Japan is 'fast fashion.' Sales in this category far exceed those of luxury brands. The trending fashion concept in Japan is 'unisex,' where clothing can be worn by both men and women. Through market research for fashion exports, particularly CrochetWoven's woven bag exports to Japan, it shows significant potential but also challenges that need to be addressed. Studies indicate that the Japanese market is appealing for high-quality handcrafted products like woven bags due to their appreciation for quality, uniqueness, and aesthetic appeal in products. Through export activities, CrochetWoven has the opportunity to compete in a broader market, thereby driving product innovation to remain competitive with businesses from Japan (Rohmah, 2023).

## Social Media Analysis in Japan

Social media serves as a link between product owners and the global market (Hilman, 2020). Brand and product communication through social media platforms, as depicted in the image below, highlights the dominance of the domestic messaging app LINE in Japan.

Besides LINE, internationally successful networks like Instagram, Twitter (renamed X in July 2023), and Facebook enjoy high popularity in Japan. Similar to many other countries, YouTube is a highly successful video-sharing platform, while TikTok is primarily used by teenagers and young adults around the age of 20

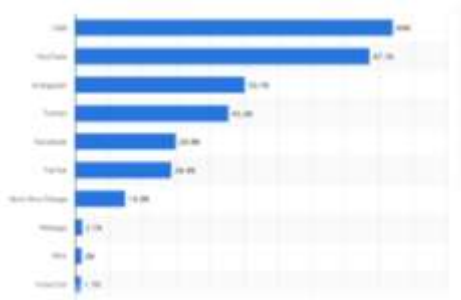


Figure 2. Most popular social media in Japan FY 2022

Source: *Statista Research Department*

CrochetWoven, with its unique woven bags, leverages digital marketing strategies such as SEO, social media, and relevant content to expand its market in Japan. Collaborations with influencers, paid advertisements, and viral content aid in broadening their reach. E-commerce serves as a pivotal tool in global expansion, offering broad access to international markets with diverse payment methods and flexible time and space constraints. In the fashion realm, online bloggers endorse products and can significantly influence consumer purchasing habits, particularly among Gen Z. Utilizing social media platforms like Instagram, YouTube, and TikTok, the company enhances brand awareness in Japan while studying consumer behavior, aiding in product alignment with export market preferences, especially in Japan.

With the substantial number of users on Instagram, TikTok, and YouTube in Japan, CrochetWoven can greatly benefit by creating dedicated accounts focused on their woven bag products. Efficiently managing these accounts, including providing information in Japanese and presenting innovative and engaging content, can enhance CrochetWoven's brand image and attract a larger following. Additionally, integrating social media presence into their digital campaigns can make CrochetWoven stand out with their innovative ideas and offered trends.

### Analysis of E-commerce in Japan

E-commerce has become pivotal in global expansion, providing broad access to international markets with diverse options in terms of timing, space, and payment methods. As reported by (CLICKPOST, 2023), people in Japan utilize various international and local e-commerce platforms. Below are some platforms commonly used by the Japanese community:

1. Amazon Japan is the fifth-largest e-commerce platform in Japan and the fifth-largest e-commerce site globally. Locally, the Japanese populace generally uses this site for retail e-commerce services, catering to a target demographic interested in products such as electronics, fashion, furniture, toys, jewelry, media, and more.
2. Rakuten is a Japanese e-commerce giant that enables retailers to sell directly to consumers across various categories, spanning electronics, clothing, accessories, home appliances, cosmetics, and more.
3. Rakuma is Japan's first mobile marketplace application focused on beauty and fashion products. The app has become a popular destination for buyers and sellers seeking swift and straightforward user-to-user transactions. Rakuma has emerged as one of Japan's most prominent flea markets due to minimal costs and the accessibility it offers through both computers and mobile devices.



E-commerce plays a crucial role in expanding the market for CrochetWoven's woven bag products in Japan. Platforms such as Amazon Japan, Rakuten, and Rakuma, widely utilized by the Japanese population, offer convenient access through mobile devices and computers. By leveraging these platforms, CrochetWoven can enhance its sales and product exposure across the Japanese market more extensively.

## 5. Conclusion and Implications

The conclusion of this case study is that CrochetWoven utilized digital marketing strategies to expand the market for its crochet bag products into Japan as an export market. Through a profound understanding of digital marketing, the company employed various tools such as social media, SEO, online advertising, and collaboration with influencers to broaden its market reach. Implementing these strategies aided in increasing the visibility of CrochetWoven's crochet bag products in Japan.

Digital marketing, particularly through social media, serves as a crucial foundation for effectively penetrating global markets. CrochetWoven leveraged the advantages of e-commerce for international expansion by utilizing platforms like Amazon Japan, Rakuten, and Rakuma, which are popular among the Japanese population. This provided broad access and ease for consumers to engage with CrochetWoven's crochet bag products, thereby boosting sales and product exposure in the Japanese market.

Furthermore, a strong understanding of consumer behavior, including cultural preferences and social, personal, and psychological factors, assisted CrochetWoven in devising appropriate marketing strategies. By considering these factors, the company could tailor its products to match the preferences of the export market, especially in Japan.

To stand out in the competitive digital market, CrochetWoven utilized social media platforms like Instagram, YouTube, and TikTok. By managing dedicated accounts that focused on their crochet bag products, the company enhanced its brand image and attracted a larger following. Integrating social media into digital campaigns also helped the company shine with innovative ideas and trends they offered.

Overall, a comprehensive digital marketing strategy, leveraging e-commerce, and a deep understanding of consumer behavior in Japan were key factors in CrochetWoven's success in entering and growing within the export market. This approach enabled the company to optimize its global market potential for its crochet bag products.

In conclusion, several recommendations are highlighted in this journal article. First, CrochetWoven could improve its online store design, manage product reviews, and develop specialized strategies on social media to attract customer interest. Second, fully capitalize on unique features offered by leading e-commerce platforms such as Rakuten or Rakuma to enhance product visibility. Lastly, conducting in-depth analysis of digital marketing metrics like engagement rates, conversions, and website traffic is crucial to understand the impact of implemented strategies.

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