

Transformation of Product Marketing Strategies in Enhancing Trade Competitiveness in the Global Market

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Product Marketing Strategy, Trade, Global Market.

Abstract: Marketing strategy transformation plays a vital role for business actors, especially those affiliated with State-Owned Enterprises in North Aceh and Lhokseumawe City, in their efforts to increase the competitiveness of domestic products in the global market. This research is classified as field research adopting a descriptive qualitative approach. Research data was obtained through observation, interviews, focus group discussions, and documentation. Qualitative data analysis was conducted continuously until the collected data reached saturation point. The steps in data analysis began with data reduction, data presentation, conclusion drawing, and data verification. The findings of the study indicate that marketing strategy transformation is very important for business actors at State-Owned Enterprises in North Aceh and Lhokseumawe City to increase the competitiveness of domestic products in the global market. Despite producing high-quality products, business actors face challenges such as weak branding, limited distribution, intense competition, and a lack of understanding of the global market. Limited capital and infrastructure also pose obstacles. To compete, business actors need to adopt marketing strategies based on in-depth market research, improve product quality, and enhance their understanding of global market dynamics.

Kata Kunci:

Strategi Pemasaran Produk,
Perdagangan, Pasar Global.

Abstrak: Transformasi strategi pemasaran memainkan peran vital bagi pelaku usaha khususnya yang tergabung di Rumah BUMN Aceh Utara dan Kota Lhokseumawe dalam upaya meningkatkan daya saing perdagangan produk domestik di pasar global. Penelitian ini termasuk kategori penelitian lapangan dengan mengadopsi pendekatan kualitatif deskriptif. Data penelitian diperoleh melalui observasi, wawancara, FGD, dan dokumentasi. Adapun analisis data kualitatif dilakukan secara berkesinambungan hingga data yang dikumpulkan mencapai titik jenuh, langkah dalam analisis data dimulai dari reduksi data, penyajian data, penarikan kesimpulan, dan verifikasi data. Temuan penelitian menunjukkan transformasi strategi pemasaran sangat penting bagi pelaku usaha di Rumah BUMN Aceh Utara dan Kota Lhokseumawe untuk meningkatkan daya saing produk domestik di pasar global. Meskipun produk berkualitas, pelaku usaha terkendala oleh lemahnya branding, distribusi terbatas, persaingan ketat, dan kurangnya pemahaman tentang pasar global. Keterbatasan modal dan infrastruktur juga menjadi hambatan. Untuk bersaing, pelaku usaha perlu mengadopsi strategi pemasaran berbasis riset pasar yang mendalam, meningkatkan kualitas produk dan layanan, serta membangun branding yang kuat dengan diferensiasi produk. Memanfaatkan kekayaan budaya lokal Aceh sebagai identitas merek dapat menarik perhatian pasar global. Dengan strategi yang tepat, pelaku usaha di Aceh Utara dan Kota Lhokseumawe dapat sukses memasuki pasar global dan membangun hubungan jangka panjang dengan konsumen internasional.

INTRODUCTION

The era of rapid globalization has made competition in the international market more intense and dynamic. Every country is competing to optimize its local economic potential, including in the trade and industry sectors. Local products that were previously limited to the local market now have the opportunity to penetrate the global market. However, in order to survive and compete in the global market, businesses need to transform their marketing strategies to be more effective and innovative. Indonesia, as a country with significant economic potential, has superior products that are competitive in the international market. Sectors such as culinary, handicrafts, textiles, and digital products are part of local products with great potential. Although in December 2023 Indonesia's export contribution increased to USD 22.41 billion, up 1.89% compared to December 2022, the export value.¹ However,

¹ BPS, "Ekspor Desember 2023 Mencapai US\$22,41 Miliar, Naik 1,89 Persen Dibanding November 2023 Dan Impor Desember 2023 Senilai US\$19,11 Miliar, Turun 2,45 Persen Dibanding November 2023," Badan Pusat Statistik, 2024, <https://www.bps.go.id/id/pressrelease/2024/01/15/2298/ekspor-desember-2023-mencapai-us-22-41->

in January 2024, Indonesia's export value fell again to USD 20.52 billion, a decrease of 8.34% compared to the export value in December 2023. One of the reasons for this is that many products are still not optimally penetrating the global market.²

The majority of local products are of good quality, but they are less competitive in terms of marketing, distribution, and brand communication in the international market. For example, Indonesian handicrafts, despite their high quality and uniqueness, tend to face difficulties in introducing their brands to the global market. Ineffective marketing strategies and limited distribution and communication make these products less competitive than handicrafts from other more well-known countries such as Vietnam, China, and India. The same thing happens to other local products such as traditional food products, textiles and fashion, electronic equipment, and even cosmetics and skin care products.^{3,4}

This is where the importance of transforming local product marketing strategies to increase competitiveness in the global market comes in. Effective marketing does not only depend on product quality, but also on how the product is positioned, promoted, distributed, and maintained in the global market. Based on a report from the International Trade Centre, more and more developing countries are introducing local products to the global market, but only a small number are able to survive and thrive.⁵ This shows the importance of the right marketing strategy in supporting local products to compete with more established international products.

This study aims to explore how the transformation of appropriate and effective local product marketing strategies can increase trade competitiveness in the global market. The importance of this study lies in a deeper understanding of the dynamics of the global market and how local products in Indonesia can be better known and accepted in the global market. Through proper analysis, it is hoped that concrete solutions can be found that can be applied by domestic producers to increase product competitiveness and meet key global market competition standards. Moreover, by recognizing global market trends and adapting to international consumer preferences, Indonesian local products will not only be able to survive but also grow rapidly in the global market.

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² BPS, "Ekspor Januari 2024 Mencapai US\$20,52 Miliar, Turun 8,34 Persen Dibanding Desember 2023 Dan Impor Januari 2024 Senilai US\$18,51 Miliar, Turun 3,13 Persen Dibanding Desember 2023," Badan Pusat Statistik, 2024, <https://www.bps.go.id/id/pressrelease/2024/02/15/2335/ekspor-januari-2024-mencapai-us-20-52-miliar--turun-8-34-persen-dibanding-desember-2023-dan-impor-januari-2024-senilai-us-18-51-miliar--turun-3-13-persen-dibanding-desember-2023.html>.

³ Agatha Merih Trulin Ginting et al., "Analisis Persaingan Ekspor Tekstil Indonesia Dengan Vietnam," *Jumek: Jurnal Manajemen Dan Ekonomi Kreatif* 2, no. 1 (2024): 205–13, <https://doi.org/10.59024/jumek.v2i1.294>.

⁴ Didik Notosudjono, "Produk Indonesia Dalam Persaingan Global," 2007, 1–13.

⁵ International Trade Centre, "Annual Report 2023," 2023.

There are studies that have discussed local and global product marketing strategies in general, such as the study by Nazara (2025)⁶, which reviews strategic elements such as digital marketing and brand image for local products competing in the global market, but the study is general in nature without the specific location context of business actors in certain regions. Furthermore, the study by Safa'atin and Denata (2024)⁷ discusses marketing strategies in the global market, adapting to market needs, cultural factors, and global market competition, but does not explore the marketing transformation needed by specific local Indonesian businesses. A number of previous studies only used literature reviews or general approaches to understand global marketing strategies without strong empirical evidence from local MSME respondents in Indonesia. An example is the study by Manurung and Candraningrat (2024)⁸, which shows the case of East Luwu and global marketing strategies, but is limited to one specific region and does not integrate it with increased competitiveness in the global market. Referring to several empirical studies, it is known that there has been no research that holistically links the local context of business actors (State-Owned Enterprises in North Aceh and Lhokseumawe City) with the transformation of marketing strategies for global penetration.

The findings of this study contribute to the development of marketing strategies in Indonesia, especially for businesses affiliated with State-Owned Enterprises in North Aceh and Lhokseumawe City that want to increase the exposure and competitiveness of their products in the global market. Through the right approach, Indonesian local products can become better known and accepted in the international market, creating new opportunities in global trade and promoting more inclusive and sustainable economic growth. In addition, this research also provides in-depth insights to stakeholders, including the government, businesses, and the community, regarding the right strategies to improve export performance and make Indonesian products a preferred choice in the international market. This will certainly open up opportunities to improve the local economy, create jobs, and introduce the wealth of local products more widely to the world. This research is not only relevant to the business world, but also to improving Indonesia's image in the eyes of the world and encouraging a more significant contribution in the global trade arena.

⁶ Desman Serious Nazara, "Marketing Strategy Innovation: Enhancing Competitiveness and Differentiation of Local Products in the Global Market," *Journal of Management Economics and Accounting* 2, no. 3 (2025): 101–12, <https://doi.org/10.61942/oikonomia.v2i3.358>.

⁷ Haya Nur Safa'atin and Deni Lucky Denata, "Analisis Strategi Pemasaran Produk Lokal Pada Pasar Global," *Journal of Entrepreneurial Studies* 1, no. 1 (2024): 28–35, <https://doi.org/10.33508/jes.v1i1.5591>.

⁸ Melissa Lukmawati Manurung and Candraningrat Candraningrat, "Strategi Pemasaran Produk Lokal Dalam Meningkatkan Daya Saing Di Pasar Global Di Luwu Timur," *Gudang Jurnal Multidisiplin Ilmu* 2, no. 2023 (2024): 758–62, <https://doi.org/10.59435/gjmi.v2i12.1203>.

RESEARCH METHOD

This research is categorized as *field research* with a descriptive qualitative approach, in which the researcher attempts to examine and discuss issues that arise in the field based on existing phenomena and supported by empirical data. The main focus of this research is business actors who are members of State-Owned Enterprises in North Aceh and Lhokseumawe City. The data used in this study was sourced from primary and secondary data. Primary data was obtained through direct observation, interviews with key informants, and *Focus Group Discussions* (FGD). Considering the limitations in terms of cost, time, and resources, the selection of informants in this study was carried out using *purposive sampling* techniques, with the following specific criteria:

1. Business actors who have been members of State-Owned Enterprises in North Aceh and Lhokseumawe City for at least 6 months.
2. Business actors who have been running their businesses for at least 2 years.
3. Business actors who already have product halal certification.
4. Business actors who have implemented QRIS in their transaction systems.

Based on these considerations, 35 informants were selected for this study. This number of informants is considered adequate for qualitative research. This opinion is in line with Cohen's theory, which states that a minimum sample size of 30 people is required for qualitative research.⁹

The secondary data for this study was obtained from various reference sources, such as books, journal articles, *online* news, and other documentation relevant to the research issue, including business activity reports used as supporting material in compiling this research.

Observations were conducted directly by the researcher to observe and record the phenomena occurring in the field. The aim was to collect data related to the problems faced, which would then be analyzed and used in formulating an appropriate conceptual model for developing a targeted and appropriate marketing strategy framework for local products. In-depth interviews were conducted with predetermined key informants, namely administrators or advisors at State-Owned Enterprises in North Aceh and Lhokseumawe City and 15 business actors. The purpose of conducting in-depth interviews with key informants in this study was to explore more in-depth and specific information about the dynamics of the problems and challenges faced by business actors in marketing local products to the global market. These interviews aimed to obtain direct insights from individuals who had relevant knowledge, experience, and perspectives related to the transformation of the marketing strategy being implemented. Furthermore, interviews with key informants provided researchers with the opportunity to understand the direct perspectives of business actors and mentors regarding the changes and challenges faced in efforts to

⁹ Louis Cohen, Lawrence Manion, and Keith Morrison, *Research Methods in Education* (London: Routledge, 2007).

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 develop local products to penetrate international markets. The following is a list of informants who participated in the interviews for this study:

Table 1.1 Research Informants

No	Name	Business Capital
1	Tahjuddin	5-10 million
2	Edi Syahputra	>10 million
3	Hardianti Rusmana	1-5 million
4	Yulliana	5-10 Million
5	Siti Miftahussakinah	5-10 million
6	M. Safrizal	5-10 million
7	Wusifa Maulana	1-5 million
8	Faisal Bahari	>10 million
9	Cut Dhian	>10 Million
10	Dian Mira Putri	5-10 Million
11	M. Fathurrahman	5-10
21	Sujak Culinary	5-10
22	Soviana	1-5 million
23	Cut Dewi	>10 million
24	Asmar Helly	>10 Million
25	Oryza sativa	5-10 Million

Source: Primary data, 2024.

The researchers conducted a *Focus Group Discussion* (FGD) with the aim of exploring various new concepts that could be analyzed and implemented in developing a marketing strategy for local products in an effort to reach key global market standards. This FGD involved 20 business actors who had previously received enrichment material from competent sources in the field of business.

The data analysis process in this study followed the model proposed by Miles and Huberman as adapted by Sugiyono, namely that qualitative data analysis is carried out continuously until the collected data reaches saturation point, which is when no new information can be obtained. The steps in qualitative data analysis include data reduction, data presentation, conclusion drawing, and data verification to ensure that the findings are complete, accurate, and valid.¹⁰

RESULTS AND DISCUSSION

Problems in Marketing Local Products

Global trade can no longer be viewed as a realm separate from local economic dynamics. The era of globalization has changed the way businesses operate, bringing

¹⁰ Sugiyono, *Metode Penelitian Kuantitatif Kualitatif Dan R&D* (Bandung: Alfabeta, 2019).

increasingly fierce competition to the international market landscape.¹¹ In this context, transforming the marketing strategy for local products has become a crucial aspect of enhancing product competitiveness in the global market. This argument is reinforced by an analysis conducted by Mutiara and Ibrahim (2024), which reveals that the era of globalization demands marketing strategies that not only focus on promotion but also adapt to the needs and preferences of consumers in the global market. Without adapting strategies that are sensitive to the environment and global target markets, local products will lag behind foreign products that have a better understanding of global market dynamics.¹² This is in line with the problems faced by business actors in State-Owned Enterprises in North Aceh and Lhokseumawe City, who find it difficult to create effective marketing strategies due to their lack of literacy about the global market.

The right and effective marketing strategy for local products is the key to increasing competitiveness in the global market.¹³ However, the majority of local businesses, especially those affiliated with State-Owned Enterprises in North Aceh and Lhokseumawe City, often face various problems in implementing marketing strategies that can penetrate the international market. This issue is very relevant considering that the global market offers great opportunities, but is also very competitive. Several key issues in this transformation process need to be identified and addressed so that businesses can compete more effectively.

1. Weak product *branding*

Strong branding is one of the key elements in the successful marketing of a product, both in local and international markets. However, the majority of business actors at State-Owned Enterprises in North Aceh and Lhokseumawe City face major problems in this regard. Although businesses in State-Owned Enterprises in North Aceh and Lhokseumawe City have products of high quality, without the right *branding* strategy, these products find it difficult to attract consumers and expand their market share, both locally and globally. Businesses tend to struggle to create a brand image that is recognized and trusted in the global market. One of the main reasons is a lack of investment in building a brand image that is relevant to an international audience. A number of business products do not have a strong brand identity or sufficient differentiation to distinguish their performance from more well-known global products. In the global market, consumers tend to prefer brands that are already well-known or have a good

¹¹ Mutiara Rahmah and Hendra Ibrahim, "Strategi Pemasaran Untuk Meningkatkan Daya Saing Produk Dalam Perdagangan Internasional," *Jurnal Minfo Polgan* 12, no. 2 (2023): 2413–17, <https://doi.org/10.33395/jmp.v12i2.13281>.

¹² Amaliyah Mutiara and Hendra Ibrahim, "Pemasaran Global Menyesuaikan Strategi Dengan Kebutuhan Lokal," *Jurnal Minfo Polgan* 12, no. 2 (2024): 2700–2706, <https://doi.org/10.33395/jmp.v12i2.13345>.

¹³ Ulfah Amirah Khairi et al., "Strategi Pemasaran Dan Posisi Target Sebagai Kunci Keberhasilan Bisnis," *Jurnal Masharif Al-Syariah: Jurnal Ekonomi Dan Perbankan Syariah* 9, no. 1 (2024): 9–17, <https://doi.org/10.30651/jms.v9i1.21424>.

reputation. Therefore, effective and strategic branding is essential to build trust and attract the attention of international consumers.

2. Limited access to global distribution channels

One of the crucial challenges in marketing local products to the global market is limited access to international distribution channels. Although the products of businesses in State-Owned Enterprises in North Aceh and Lhokseumawe City are of good quality, limited distribution is often a major obstacle in reaching the international market. Without an adequate distribution network, it is difficult for products to reach global consumers. The majority of businesses at State-Owned Enterprises in North Aceh and Lhokseumawe City often struggle to find distribution partners who can help introduce their products to international markets. In addition, businesses must also consider the complex import regulations and policies in the destination country, which require additional costs and can make local products less competitive than foreign products.

3. Product competition is increasingly fierce with foreign products

The global market is a highly competitive arena. Local products often have to compete with international brands that already have a reputation, global appeal, and greater resources. Established foreign products that are known throughout the world have advantages in various aspects, including consumer trust, product quality, and wider distribution. Local products that are new to the global market often find it difficult to take advantage of existing opportunities due to limitations in facing this competition.

4. Low literacy about the global market

One of the main problems faced by business actors in State-Owned Enterprises in North Aceh and Lhokseumawe City is their limited understanding of the global market. The majority of local business actors are still very dependent on the local market and lack understanding of the dynamics and characteristics of the international market. Not only that, the dynamics of the global market are very diverse, with different consumer preferences in each country or region. Business actors at State-Owned Enterprises in North Aceh and Lhokseumawe City tend to fail in their efforts to conduct in-depth market research before entering the international market, which results in the products they produce not matching the needs or desires of consumers in the destination country. Marketing strategies that do not take into account cultural differences and preferences, including local needs, often fail even though the products are of high quality. Therefore, it is crucial for local businesses to conduct comprehensive market research to understand the characteristics of the market they wish to enter. Neglecting this aspect can hinder business growth in the international market. This finding is supported by the results of a study by Tarigan et al. in 2022, which confirms that the use of digital marketing is a crucial strategy for MSMEs to expand their access to the global market. With advances in digital technology, businesses can use

social media, international marketplaces, and other online channels to reach global consumers more efficiently and at a lower cost than traditional physical distribution. These findings support the need to strengthen digital literacy for local businesses that want to penetrate international markets.¹⁴

5. Limited capital and infrastructure

Infrastructure and capital constraints pose additional challenges for businesses at the State-Owned Enterprises (SOE) House in North Aceh and Lhokseumawe City. Inadequate infrastructure, in terms of transportation, logistics, and technology, makes shipping goods overseas more difficult and expensive. In addition, most businesses still lack the capital to expand and develop products in order to compete in the international market. Without sufficient financial support, businesses find it difficult to access foreign markets and face intense competition.

Transformation of Marketing Strategies in an Effort to Increase Trade Competitiveness in the Global Market

For businesses in State-Owned Enterprises in North Aceh and Lhokseumawe City that focus on developing local products, transforming marketing strategies plays an important role in introducing local products to the global market. In order for businesses in State-Owned Enterprises in North Aceh and Lhokseumawe City to compete in the global market, they need to understand and implement various effective marketing strategies. Here are some strategies that can be applied:

1. Conducting in-depth market research

One of the most important initial steps is to conduct comprehensive market research. This market research aims to understand the tastes and needs of consumers in various export destination countries, as well as to understand existing trends and consumer behavior. This allows businesses at State-Owned Enterprises in North Aceh and Lhokseumawe City to adjust their products and marketing strategies to be more relevant to the target market. For example, handicraft products from Aceh that are based on natural and environmentally friendly materials can be adapted to global market demand, which is increasingly concerned with sustainability and environmentally friendly products. In addition, proper market segmentation is also very important. Business actors need to identify target markets that are suitable for their products. For example, markets in Europe or America that prefer *handmade* products or products with local cultural value. This segmentation will help business actors formulate more focused and efficient marketing strategies. These findings are supported by research conducted by Safa'atin and Denata in 2024, which emphasizes that marketing local products in the global market requires a strategic approach that

¹⁴ Gloria Anitasya Tarigan et al., "Pemanfaatan Digital Marketing Dalam Pemasaran Komoditas Lokal Untuk Akses Pasar Global," *Dharmas Education Journal* 5, no. 1 (2022): 1182–92, https://doi.org/10.56667/de_journal.v3i2.152.

is relevant to international market conditions, such as adapting products to consumer needs, understanding culture, and different market policies in each country.¹⁵ This reinforces the finding that without a well-thought-out marketing strategy, local products will find it difficult to compete globally due to differing consumer preferences and market characteristics between countries. Therefore, local businesses need to conduct comprehensive market research and tailor their product marketing to suit the needs of consumers in their export destination countries.

This finding is supported by the analysis of Putri et al. (2024)¹⁶, which explains the importance of global market research in international marketing. Collecting and interpreting data on consumer characteristics, purchasing behavior, and preferences in various countries supports strategic marketing decisions. Such research helps companies understand the dynamics of different cultures and economies, allowing them to effectively tailor their marketing strategies based on valid insights. The implementation of systematic research enables businesses to reduce the risk of failure when entering new markets and increase the likelihood of success in competitive global markets. Similar findings are also expressed by Mutiara and Ibrahim (2024)¹⁷, emphasizing that global marketing strategies cannot be "one-size-fits-all." In order to penetrate the global market, businesses must understand the needs of consumers in each country, in terms of culture, preferences, and purchasing behavior. This study supports the need for comprehensive market research to identify the right market segmentation and tailor products to the characteristics of the target market.

On the same occasion, Suhairi et al., (2024)¹⁸ explained that in a global context, effective market research is now closely related to a company's ability to integrate technology and data analysis. This study shows that digital transformation in marketing research provides a competitive advantage because the latest data allows for a deeper understanding of consumer behavior and a quick marketing strategy response to market changes. Global market research is a fundamental first step in formulating effective marketing strategies because it provides empirical insights into consumer preferences and needs in various countries. With comprehensive, data-driven research, businesses can map out appropriate market segmentation and tailor their products and marketing mix to the characteristics of their target market. This not only enriches understanding of cross-cultural consumer behavior but also builds marketing strategies that are

¹⁵ Safa'atin and Denata, "Analisis Strategi Pemasaran Produk Lokal Pada Pasar Global."

¹⁶ Dinda Karunia Putri et al., "Pemasaran Dan Riset Pemasaran Global: Konsep, Manfaat Dan Tantangan," *Jurnal Masharif Al-Syariah: Jurnal Ekonomi Dan Perbankan Syariah* 9, no. 1 (2024): 48–53, <https://doi.org/10.30651/jms.v9i1.21360>.

¹⁷ Mutiara and Ibrahim, "Pemasaran Global Menyesuaikan Strategi Dengan Kebutuhan Lokal."

¹⁸ Suhairi et al., "Transformasi Digital Riset Pemasaran Global Dengan Integrasi Teknologi Terkini Untuk Menyusun Strategi Responsif Terhadap Perubahan Pasar Global," *Jurnal Pendidikan Tambusai* 8, no. 1 (2024): 1510–19, <https://doi.org/10.31004/jptam.v8i1.12602>.

responsive to global market dynamics. A systematic research approach enables businesses to reduce the risk of failure when entering new markets and create sustainable competitive advantages.

2. Improving product and service quality

Product quality must be improved consistently and comprehensively in order to meet international standards and global competition. In addition, the quality of after-sales services such as fast delivery, good response to complaints, and ease of product returns are also very important to retain customers and create loyalty. Responsive and professional after-sales services tend to strengthen brand image and ensure that consumers are satisfied with the products they purchase, as well as potentially make repeat purchases.

3. Building strong branding and product differentiation

Building strong branding is a key element in differentiating local products from global products. Good branding will build a positive perception in the minds of consumers, both in terms of quality, cultural value, and the story behind the product. Products from businesses in State-Owned Enterprises in North Aceh and Lhokseumawe City have great potential to be built with a strong identity based on local cultural values and the uniqueness of the product. Branding is not only related to logos or packaging designs, but also how a brand is able to communicate with consumers. For example, entrepreneurs can take advantage of Aceh's rich cultural history with its Islamic and cultural nuances and emphasize the quality of the raw materials used to create products that have added value in the eyes of international consumers. In addition, product differentiation also needs to be done. The products produced must have clear uniqueness, both in terms of design, materials, and the value offered. For example, handicraft products made from natural raw materials that can be used as symbols of Aceh's regional identity will be more attractive in international markets that value uniqueness and sustainability.

This finding is supported by a 2024 study by Siregar and Hendra, which states that branding and product differentiation are not merely visual identities, but key elements in becoming a global brand that can withstand competition from established foreign products. Without a strong branding strategy, local products will struggle to attract international consumers and build a credible reputation in the global market. This is directly related to the finding that businesses in Aceh are less capable of creating a strong brand image.¹⁹

CONCLUSION

Marketing strategy transformation plays a vital role for businesses in State-Owned Enterprises in North Aceh and Lhokseumawe City in their efforts to increase the competitiveness of local products in the global market. Despite having high-

¹⁹ Mirza Mahendra Siregar and Hendra, "Globalisasi Bisnis: Taktik Pemasaran Internasional Dan Penetapan Kebijakan Produk Yang Sukses," *Jurnal Ekonomika* 13, no. 1 (2024): 38–45.

quality products, businesses are often hampered by various factors, such as weak branding, limited distribution access, fierce competition with foreign products, and a low understanding of the global market. In addition, limited capital and inadequate infrastructure worsen the ability of business actors to compete in the international market. Therefore, in order to compete in the global market, it is important for business actors to adopt a more structured marketing approach based on in-depth market research. This should be followed by improving the quality of products and services that meet international standards, complemented by good after-sales service. At the same time, they must build consistent branding and product differentiation as very important distinguishing factors. Business actors can take advantage of Aceh's rich local culture to build a strong brand identity that not only attracts the attention of the global market but also creates deep added value in the eyes of international consumers. Through the right marketing strategies, including market research, quality improvement, and strong branding, businesses in North Aceh and Lhokseumawe City have the potential to enter the global market, introduce high-value local products, and establish sustainable relationships with consumers abroad.

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