

Analysis of Marketing Mix Strategies to Increase Export Sales Volume in The Kawoel's Coir Pot Industry

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Research aim: The aim of this research is to determine the application of the 7P marketing mix used by the Kawoel's industry to increase the export sales volume of coir pot products.

Design/Method/Approach: The type of research used is descriptive research using a qualitative approach. The method used in collecting data is observation, interviews and documentation to describe the industrial situation in its operations. The sources in this research are owners, employees and customers.

Research Finding: The research results show that the 7P strategy (product, price, place, promotion, people, Physical Evidence, Process) has been successfully implemented in Kawoel's industry. These products are sold with good quality and contemporary designs. The prices applied are in accordance with the quality provided. The location used is to analyze the market potential of the export destination country. Promotion utilizes social media WhatsApp and Instagram as a tool to market products. This industry has employees who are friendly to consumers so they can serve customers well. Kawoel's industry has raw material suppliers so that making its products does not require a long time and already has adequate tools and facilities so that it can help to increase export sales of coir pots. Kawoel's industry should prioritize which countries have great opportunities and leverage e-commerce platforms and social media applications to increase sales.

Theoretical Contribution/Originality: The 7P marketing mix helps the industry more comprehensively design marketing strategies to create a better customer experience.

Practitioner/Policy Implications: The 7P marketing mix involves product, price, place, promotion, people, processes and physical evidence so it is necessary to understand how each element can influence business performance and meet customer needs.

Research Limitations: This research only focuses on marketing which is used to increase export sales.

Keywords: Marketing, Physical Evidence, Relationship Marketing, Service Quality, Purchase Interest

1. Introduction

Businesses today are increasingly difficult to survive because the business world is increasingly tight and full of competition. If they want to survive in the increasingly fierce competition, business people must have bold plans. Apart from having an impact on the level of competition, globalization also provides opportunities for businesses to carry out

international marketing. Businesses use this opportunity because international markets are more prospective than markets [1].

Industrial growth is growing. One of them is the creative industry. Creative industries can attract public interest because they can encourage very promising economic development. In Indonesia, the creative industry plays an important role in economic development because it is export-oriented labor intensive which is a priority in its development. The national creative industry is also considered capable of competing in the global market because of the diversity of unique local product patterns and designs, abundant and sustainable sources of raw materials and skilled craftsmen [2].

Industries operating in the handicraft sector choose exports as their sales strategy, because with exports their market share can expand to countries that have different natural resources to produce these products, similar products can provide profits for exporting entrepreneurs. The reason is because they believe that opportunities in foreign markets are greater [3]. All businesses want to survive so they will be very concerned about making profits. Achieving profits cannot be separated from the sales level that the company has achieved to continue increasing sales volume, so marketing strategies must always be implemented.

International marketing also known as "international business" is when a company may engage in business transactions with other countries, other companies, or the general public abroad. In general, international business transactions aim to market products made abroad, both goods and services. Businesses move more quickly and actively in international trade than in international marketing [4].

The export agent used by the Kawoel's Coir Pot Industry in carrying out its export marketing is an export broker. This means that the export broker as an agent only finds buyers for the products produced by Kawoel's Coir Pot Industry. So Kawoel's Industry only prepares goods or products if there is a buyer who has a good relationship with the export broker. The use of export broker services is bound by an agreement with the industry which regulates the obligations and rights of export brokers in carrying out export marketing as well as price agreements for Kawoel's industrial products. To carry out export marketing by finding buyers abroad, the export broker previously analyzed the potential market for Kawoel's Coir Pot products. Then analyze in detail the interested industry and all information about matters related to the transaction later.

Marketing Mix is a marketing strategy that integrates several elements in an interrelated system, with the aim of achieving success in business. Success in managing a business requires complex skills in overall business processing [5]. In marketing management it is known as the Marketing Mix concept. This concept aims to reach the target market targeted by the company. One of the important elements in the Marketing Mix is the 7Ps, namely Product, Price, Place, Promotion, People, Process and Physical Evidence. These elements are used as variables by companies to meet consumer needs and desires and direct their marketing efforts [6].

Coconut fiber crafts have the potential to increase export sales, they need to be developed and optimized using the 7P marketing mix method. Marketing strategy analysis will formulate the company's strategy for the market that has been entered and analyze the company's marketing mix to determine the strategy of product, price, place and promotion, People,

Physical Evidence (Physical Facilities), Process (Process) to increase export volume. The author analyzes and examines the incident with the title Marketing Mix Strategy Analysis in Increasing Export Volume (On Kawoel's Coir Pots).

A product is anything sold in a market for consumption or use by customers to satisfy their needs and wants. These needs and desires can be in the form of goods or services [7]. KAWOEL'S Industry sells various products, such as hats, mats, carpets and ropes, which are made from coconut fibers which are made into finished goods in various types and sizes. Products that are made creatively can attract customer interest and have extraordinary quality, encourage repeat purchases and foster a good brand image in the eyes of customers so that the product can be known to many groups and can penetrate the export market.

One part of the marketing mix that generates revenue for entrepreneurs and management is price. Price is a unit of money that can be exchanged to own or use goods or services [8]. Based on this idea, a business should consider various ways to make customers feel that the money they give is worth the product they receive [7]. Kawoel's Industry offers affordable prices and fits customer budgets. To increase sales of coconut fiber pot crafts, they also offer cheaper discounts, attracting customers to buy and become regulars.

Company location is an important component in determining a company; The company location must be strategic, accessible to customers, and allow transportation access to the company. Company location can also be considered as a choice of business and service location [9]. The Kawoel's industry is in Banjar Rejo Hamlet, Besuk Village, Gurah District, Kediri Regency. To determine its marketing location, the Kawoel's industry chooses countries that can be exported because by choosing countries that have the potential to control information, thereby reducing risks.

Promotion is an effort to encourage customers to use the goods and services offered by a company by communicating the benefits of a product and encouraging them to buy the item [7]. In the Kawoel's industry, promotion is carried out using social media technology such as Instagram and Whatsapp as well as conventional methods such as face to face or word of mouth and participating in exhibitions to expand market reach.

The role of each individual in a company who has a direct relationship with customers is people or people who are an important part of the marketing mix because all employees interact with customers, and their actions or behavior have a direct impact on the results received by customers [10]. The people strategy contains everything related to the human resources of employees, starting from recruitment, expertise and training in the Kawoel's coir pot industry.

Physical evidence includes everything that can be seen by the eye, such as tools, building features, interiors, and workers [11]. So, physical evidence can be defined as a situation or condition related to the company's environment, Kawoel's industry has provided samples of its products along with prices in the shop, so that consumers can easily choose and buy products directly, the shop appearance is also made attractive by displaying various products to provide attractive impression to customers.

The marketing process is the entire system that takes place in organizing and determining the smooth quality of service delivery that can provide satisfaction to its users [12]. Process

strategy relates to all forms of activities carried out by the company to make consumers happy and satisfied with the products or services provided.

Sales Volume is the way companies and intermediaries communicate and send messages with the aim of providing information about products, prices and locations. This information can inform, persuade, or alert customers, intermediaries, or a combination of both [13]. Selling is an interaction between people who meet each other for the purpose of establishing, improving, mastering, or maintaining exchange relationships in a way that is profitable for the other party [14].

One of the industries in Kediri Regency is Kawoel's coir pots. An industry that runs in the field of coconut fiber crafts. This industry is located in Banjar Rejo Hamlet, Besuk Village, Gurah District, Kediri Regency. Kawoel's craft industry was founded in 2018 and initially produced coir broom crafts. Then, because it was considered to have greater opportunities, the producers changed it to craft coir pots. Kawoel's Industry produces a variety of pots of various sizes, from the smallest for nurseries to those large enough for ornamental plants. Processing coconut fiber pots into a growing medium will be able to increase the economic value of coconut fiber so that it can be expected and increase the economic value because it is made into useful goods. Products sold as replacements for pots currently mostly use plastic-based materials which are not environmentally friendly and difficult to recycle. This coconut fiber pot is very useful for preventing damage to plants. They have exported the pot products they produce to Taiwan. Most foreigners are attracted to the uniqueness and environmentally friendly materials they use.

The Kawoel's industry also experienced a decline in sales in the past year because there was no demand for its export products. This is because the industry does not yet know how to enter each market segment, adjust product prices for each country, and align their promotions and communications to different cultures. Therefore, to restore the financial condition of the Kawoel's industry, a special approach is needed in the form of a more specific marketing strategy.

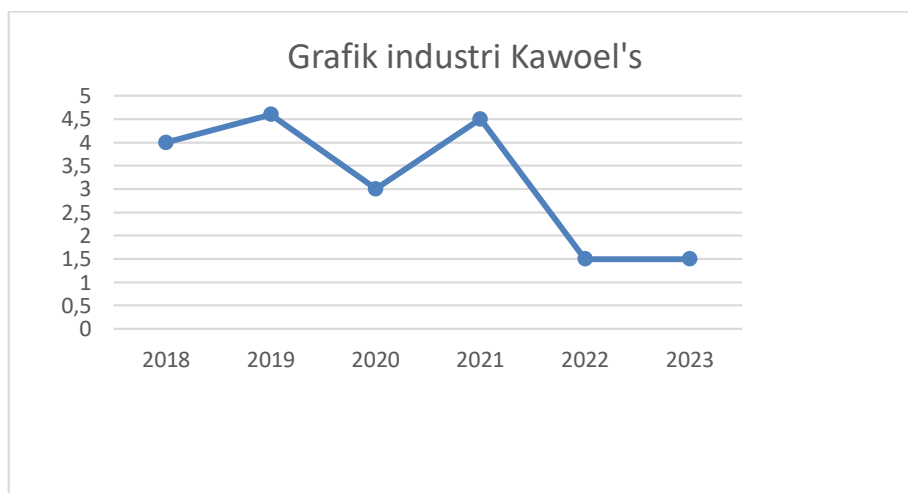


Figure 1. Kawoel's Industrial Sales Chart

Source: Processed by researchers (2023)

The author chose this research based on research gaps from several previous researchers. Based on research [15] and [3]. Both of these studies discuss how to increase the export volume of drum products, while my research discusses coconut fiber pot products [9]. This research discusses marketing strategies to increase sales volume in companies, while my research is in a craft industry [12]. This research discusses the Analysis of the Influence of Marketing Mix (7P) [10], this research discusses Marketing Strategy. Several studies have been carried out to find out how marketing strategies and marketing mix are used to increase product sales volume.

1.1. Statement of Problem

- a. What strategies does the Kawoel's coir pot industry use in marketing its products?
- b. How is the marketing mix implemented in increasing the export sales volume of KAWOEL'S coir pots?

1.2. Research Objectives

- a. To find out what marketing strategies are used by Kawoel's coir pots
- b. To analyze the marketing mix applied to Kawoel's coir pots in increasing export sales volume

2. Method

This research uses a descriptive qualitative approach. Descriptive research focuses on gathering information to gain understanding or confirmation of a concept to answer questions related to the current situation [16].

Kawoel's coir pot industry is located in Banjar Rejo Hamlet, Besuk Village, Gurah District, Kediri Regency. In this study, researchers actively collected data in the field with the help of owners, industry employees, and consumers who purchased coir pots. The purposive sampling method was used to select informants as samples according to the standards set by the researcher. Therefore, the main data source used in this paper consists of one source who is considered important and two other sources, which consist of the following:

No.	Name	Information	Reason	Age
1	Yuli Wantoro	As the owner of the Kawoel's coir pot industry	As the owner of the Kawoel's coir pot industry	55
2	Lilik	As an employee of Kawoel's coir potting industry	As an employee of Kawoel's coir potting industry. which is considered capable of providing clear information regarding the Kawoel's coir pot industry	28
3	Rahma	As an export intermediary for Kawoel's coir pot industry	As an export intermediary who often helps market products in the Kawoel's coir pot industry and often maintains communication relations with the owner of the Kawoel's coir pot industry	32

Observations were used to observe the export sales volume of Kawoel's coir pots and study the marketing mix strategy used. The main data was collected through direct recording and the results of interviews recorded using a cellphone. The data collection method uses documentation to obtain additional data that can support research.

Source triangulation is a data validity technique used in this research to check or compare the results of in-depth interviews with informants. This is done by asking the same questions to owners, employees and customers to show that the answers of service providers and users are commensurate [16]. The data analysis process consists of three stages: data reduction (taking relevant and important data and discarding unnecessary ones), data presentation (presenting and organizing the reduced data so that relationships are visible), and conclusion/verification (discussion, synthesis, explanation, and drawing conclusions).

3. Results and Discussion

Table 1. Characteristics of Coir Pot Industry Informants

No.	Role	Name	Gender	Age
1	Industry owner	Yuli Wantoro	Man	55
2	Employee	Lilik	Woman	32
3	Export intermediary	Rahma	Woman	28

Table 2. Description of Informants' Answers Regarding Products

Question	Informant 1	Informant 2	Informant 3	Conclusion
What are the advantages of Kawoel's products compared to competitors' exported craft products?	By maintaining and using coconut fiber raw materials which have premium quality and are different from other industrial production sites	By maintaining and selecting premium raw materials and having different product characteristics	It uses premium raw materials and has unique product characteristics because most pots use plastic, whereas in this industry they use coconut fiber	Maintaining product quality by using premium raw materials and different raw materials, namely using coconut fiber
Is the brand of Kawoel's industrial products known to many people?	It is quite well known in many circles, and the brand in the Kawoel's industry has been able to penetrate the international market.	By having the industrial brand Kawoel's, it can enter the international market and its name is already known.	The brand is already known abroad and there have also been articles on social media that the Kawoel's industry has succeeded in marketing its	With the brand that has been given to its products, Kawoel's industry has succeeded in marketing its products abroad

Question	Informant 1	Informant 2	Informant 3	Conclusion
Does Kawol's industry only sell coconut fiber pots?	Not only coconut fiber, there are also brooms, doormats, carpets and hemp ropes. But the product that is most in demand in this industry is coconut fiber pots.	Many products are sold from coconut fiber as raw materials, such as household utensils, but what is most often produced here is coconut fiber pots	products overseas. Actually there are many products, but I only help export coconut fiber pot products.	The products from Kawol's industry are not only coconut fiber, there are also brooms, doormats, carpets and hemp ropes. But the product that is much in demand and exported is coconut fiber pots

Table 3. Description of Informants' Answers Regarding Prices

Question	Informant 1	Informant 2	Informant 3	Conclusion
Can the price of Kawoel's products be compared with competitors when exporting?	In my opinion, the prices in the Kawoel's industry are competitive because the prices are quite affordable, starting from Rp. 15,000 to Rp. 65,000 and is in line with market standards.	In my opinion it is suitable because the price starts from Rp. 15,000 to Rp. 65,000 and before determining the price the owner has adjusted the competitor's price and the consumer's economic standard price.	For coir pot products, in my opinion the price is very affordable and can be compared with competitors	The price is set in accordance with the market and consumer economic standards, namely IDR 15,000 to IDR 65,000 so it is affordable and competitive
Is the quality of the product obtained in accordance with the price offered?	Yes, it is appropriate because I use premium raw materials and have good product quality	In my opinion, it is appropriate, because it uses good quality raw materials	Appropriately, I often sell the product and get a good response from buyers from other countries because the	The price of Kawoel's products is in accordance with the quality of the product, the price is affordable

Question	Informant 1	Informant 2	Informant 3	Conclusion
			product is durable and can last a long time with good quality.	among the public but has good quality and chooses premium raw materials

Table 4. Description of Informants' Answers Regarding Promotions

Question	Informant 1	Informant 2	Informant 3	Conclusion
What promotional media does the Kawoel's industry use to market its products overseas?	Utilizing social media platforms such as Instagram, namely kawoels_potse pet, WhatsApp and I also often participate in exhibitions to expand my business network so I can promote products on the international market.	Use online media via Instagram and Whatsapp, while offline you can participate in exhibition bazaars to expand your business network so that many people know your products.	My way of helping market products abroad is through websites, social media and marketplaces	Kawol's Industry markets its products abroad, namely by utilizing social media Instagram, namely under the name kawoels_potse pet and participating in exhibitions, apart from that, it is also assisted by export brokers to expand its business network.
How to manage Kawoel's industrial social media content to market exported products	When it comes to creating content on social media, it's not optimal because in this industry I don't know how to edit or create interesting content	Creating content is not optimal because there are no special employees assigned to create content here	If I look at social media, Kawoel's industry is not optimal enough to attract purchasing power	Management of Kawoel's industrial content on social media is not optimal because no special employees have been assigned.

Table 5. Description of Informants' Answers Regarding Location

Question	Informant 1	Informant 2	Informant 3	Conclusion
How do you choose a country that has the potential to export coir pot products?	The initial selection of the destination country is done by observing, analyzing the opportunities and needs of consumers so that they can master information about the country to be exported	If you choose a country that has the potential to export, you need to look for information to assess market potential.	Analyze the competition in order to compete in the export market.	Search for information by observing, analyzing opportunities and consumer needs so that you can find out which countries have the potential to export products.
Does Kawol's industry have specific targets for which countries have export potential?	Currently the export target is only to Taiwan	As far as I know, Kawol's industrial export target is Taiwan	I only help export to Taiwan	Kawol's Industry has a special target to export coconut fiber pot products, namely to Taiwan

Table 6. Description of Informants' Answers Regarding People

Question	Informant 1	Informant 2	Informant 3	Conclusion
How do you choose the right export broker for Kawoel's industry?	The export broker I chose was my friend because I think he knows how to manage the export process and collaborates with various consumers from abroad.	The choice of export broker is from a friend of the industry owner who can help with all the export processing processes	I helped export the product because I was trusted to be able to market the product abroad and help manage the export process for Kawoel's coir pot products.	Kawoel's Industry chooses its friends as export brokers who are trusted because they know how to manage the export process and collaborate with various consumers from abroad.

Question	Informant 1	Informant 2	Informant 3	Conclusion
What are the communication techniques to customers in the KAWOEL'S industry?	I teach employees to prioritize customer comfort by providing clear information about goods and services, such as transparent descriptions, specifications and prices, making customers more confident in brands that provide accurate information.	In terms of service, I am always polite and friendly towards customers. Establishing relationships with buyers is very important to improve Kawoel's industrial image. Therefore, I try my best to provide the best service and support for all customer needs	When I went to Kawoel's industry to help sell goods, the employees were friendly. The products I needed were also prepared quickly and well, so the employees were very helpful.	Communication techniques between employees and buyers in the KAWOEL'S industry have been running well and provide clear information about all products sold there so that buyers are satisfied with the service

Table 7. Description of Informants' Answers Regarding the Process

Question	Informant 1	Informant 2	Informant 3	Conclusion
Does the process of making coir pots in Kawoel's industry take a long time?	The process of making coir pots does not take a long time because the process takes about 3 days at most	The process of making coir pots does not take a long time because the raw material for coir pots is always in stock and the production process usually takes a maximum of 3 days.	The process of making coir pots does not take a long time, at the latest around 3 days, but if consumers order with different motifs, the manufacturing process can take up to 7 days.	The ordering process does not take a long time, at the latest around 3 days, for different motif designs it can take up to a week
What is the process of implementing buying and	For offline purchases, the payment transaction	For offline purchase transactions, only cash is	For overseas sales, the transaction process is	Kawoel's Industry serves offline and online

Question	Informant 1	Informant 2	Informant 3	Conclusion
selling transactions in Kawoel's industry, both domestic and foreign marketing?	process accepts cash payments, and we also accept delivery of orders for goods and COD from within and outside the country and payment can be made via transfer because we want to help make it easier for customers to make purchases.	accepted, while online purchases can be made by transfer because the goods need to be sent both domestically and internationally.	usually paid by transfer	purchases both domestically and abroad, for direct purchases the transaction only accepts cash but for online purchases you can make payments via transfer to make it easier for buyers

Table 8. Description of Informants' Answers Regarding Physical Evidence

Question	Informant 1	Informant 2	Informant 3	Conclusion
What equipment supports Kawoel's industry to produce coir pots?	The equipment used to support industrial activities are the tools and machines used to make coir pots and are supported by equipment such as shelves for displaying and placing goods for sale, computers for viewing item data, bright lights, and motorbikes for sending orders. and	The most important thing is the tools and machines used to make coir pots. Here, products are displayed with lots of shelves and pot hangers, so buyers can see the products directly when they come. After they buy, they will be given a plastic bag to store the products they have purchased.	When I came to the shop to see the products being exported, all the products were neatly arranged and arranged according to their respective variants, so when I took the goods they had already prepared them so there was no need to prepare any more.	Kawoel's industry uses tools and machines for the process of making its products, while to serve consumers it has arranged its products according to variants so that buyers can easily find the products they need.

Question	Informant 1	Informant 2	Informant 3	Conclusion
What physical evidence can consumers see from Kawoel's industrial shaving pot products?	<p>providing plastic bags to give to customers after they purchase</p> <p>In my opinion, the creativity and uniqueness of the product can make this industry develop and have a unique characteristic because most of the pots are made of plastic, so here they can compete in any aspect and succeed in attracting the interest of foreign markets.</p>	<p>It has unique artistic value so that it succeeds in attracting customers' attention and they can make repeat purchases</p>	<p>In my opinion, Kawoel's coir pot crafts have more benefits and opportunities to grow with a fairly large market share because of the superiority of the products being made from natural materials.</p>	<p>Customers often buy this coir pot because it has interesting benefits and uniqueness so that this coir pot can compete in any aspect and successfully enter the international market.</p>

Kawoel's Industry in Implementing its Marketing Strategy

Product: The results of interviews with owners and employees of the coir pot industry show that Kawoel's product strategy has advantages compared to competitors because it uses premium raw materials and has different product characteristics. By using premium raw materials and maintaining product quality, the Kawoel's brand has become known to many groups and can increase sales turnover both domestically and abroad. The results of interviews with 3 people from Kawoel's industrial export intermediaries show that using premium raw materials in the coir pot production process makes the brand known to many people and can increase export sales.

Price: based on the results of interviews with owners and employees of the Kawoel's industry in implementing a price strategy that is set in accordance with the market and consumer economic standards, namely starting from Rp. 15,000 to Rp. 65,000 so that it is affordable and competitive. The price of Kawoel's products is in accordance with the quality. The product has an affordable price among the public but has good quality and chooses premium raw materials. The results of interviews with 3 people from industrial export broker

Kawoel's show that the price of coir pot products is very affordable and can be compared with competitors because the materials chosen are of premium quality.

Promotion: The results of interviews with owners and employees of the Kawoel's industry show that, in implementing the promotion strategy carried out, namely by utilizing social media Instagram, namely with the name kawoels_potsepet and participating in exhibitions, apart from that, export brokers also help to expand the business network, even though the Kawoel's industry is not optimal in creating product content, but the Kawoel's industry also often participates in exhibitions to expand its business network so that it has many relationships that can help promote its products in the international market. The results of interviews with 3 Kawoel's industrial export intermediaries show that the Kawoel's industry uses social media to market its goods and participates in existing exhibitions to increase its marketing so that products can reach overseas.

Place/location: Based on the results of interviews conducted with owners and employees of the Kawoel's industry, a place strategy was used to observe and analyze opportunities and consumer needs in export destination countries for coir pot products. After that, choose a country that can be exported because by choosing a country that has the potential to control information. Apart from that, Kawol's Industry has a special target for countries where coconut fiber pot products will be exported, namely Taiwan. This is proven by the results of an interview conducted with a third person from Kawoel's industrial export intermediaries who said that Kawoel's industry has been able to penetrate the international market to Taiwan, which has become a marketing target outside the country.

People: The results of interviews with owners and employees in the Kawoel's industry show that the strategy of people or human resources in facing business competition is to choose friends as export brokers who are trusted to help in the process of exporting their products because they know how to manage the export process and collaborate with various consumers. from abroad. The results of interviews with 3 export intermediaries show that brokers can help export their products because they are believed to be able to market their products abroad and help manage the export process for Kawoel's coir pot products.

Process: Based on the results of interviews with the owners and employees of the Kawoel's industrial shop, the process strategy implemented by the shop in facing business competition is that the process of making coir pots does not take a long time, a maximum of 3 days, and the Kawoel's industry also accepts services by request, so no only compete with the coir pots on display, but here consumers can order coir pots according to the model or design they want. Then for payment transactions, cash is still used when purchasing directly, but for online purchases, both domestic and overseas, Kawoel's industry provides convenience for buyers by carrying out purchase transactions via transfer. This is proven by the results of an interview conducted with a third person from an export intermediary who said that the by request service for making coir pots according to the requested design does not take a long time, and the purchasing process is easy because distance is not a barrier to purchasing the product.

Physical evidence: According to findings from interviews conducted with coir pot industry owners and employees, the Kawoel industry has implemented a physical evidence strategy. This industry first uses the machines and tools used to make coir pot products and

uses shelves for display and pot hangers, so that buyers can easily see the products when they come. Kawoel's products have many benefits compared to plastic pots so they are chosen by customers and can make this industry develop. Customer survey results show that all products have been quickly arranged according to their respective variants, and customers often buy this coir pot because it has interesting benefits and uniqueness.

4. Conclusion

The results of research and discussions about marketing mix strategies in the Kawoel's industry can be used to draw conclusions about marketing strategy analysis to increase sales volume. Based on this research and discussion, the author can conclude as follows:

- a. Using various models and designs
- b. Using premium and high quality premium raw materials to make products durable and long lasting
- c. Setting affordable prices due to people's purchasing power.
- d. Determine product prices based on their quality.
- e. Using social media Instagram and Whatsapp for promotion.
- f. Introducing products directly through word of mouth and in public places.

This research found that the implementation of product, price, promotion, location, people, process and physical evidence strategies contributed to increasing the sales volume of coir pots in the Kawoel's industry. The quality of the products provided, prices adjusted to the quality and purchasing power of the community, promotional strategies that can attract consumers to buy, and export location strategies that choose countries have the potential to contribute to increasing the sales volume of coir pots. The results of this research can help Kawoel's industry in implementing marketing strategies to increase export sales.

According to the research results, these are some suggestions for Kawoel's industry:

- a. So that the Kawoel's industry continues to strive to maintain the product strategy that has been built
- b. So that the Kawoel's industry increases design variants to attract consumers.
- c. So that the Kawoel's industry continues to ensure affordable prices for everyone.
- d. Taking advantage of free trade, which can facilitate access to international markets, can help expand export market share.
- e. Maintaining Networking: The wider the company's network, the stronger the company in the market.
- f. So that Kawoel's industry can use more e-commerce platforms and social media applications to promote sales.
- g. Collaborating with Similar Businesses Companies need to implement strategies that have the potential to increase potential export markets in the long term
- h. So that Kawoel's industry provides an easily accessible location. Researchers can learn more about the importance of marketing strategies to increase sales volume in order to help more MSMEs.

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