

Optimization Of Foreign Market Entry Through Adaptation To Changing Market Trends In The Destination Country

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Abstract.

This research is qualitative research at Artistica Jewelry which aims to determine the optimization of foreign markets through adapting to changing trends, to determine the challenges faced by companies in adapting to changing trends. How new growth opportunities emerge in foreign markets as a result of the adaptations faced by the company. This research analyzes secondary data, including company reports and related literature. Data collection techniques use interview, observation and documentation techniques. The research results reveal that Artistica Jewelry Surabaya has succeeded in expanding its market share in the target country market by adapting to consumer desires, innovating in product design. The challenges faced by companies in adapting include: consumer tastes changing rapidly, aspects of technology and innovation, the rapid development of e-commerce, competitive competition, as well as aspects of sustainability and ethics in business which are currently intensely discussed by people. Opportunities that arise as a result of adaptation are being able to gain a competitive advantage in increasingly complex international markets. This provides useful insights for other companies looking to strengthen their presence in foreign markets.

Keywords: *Optimization; entering foreign markets; adaptation; changes in market trends and country of destination .*

I. INTRODUCTION

Globalization and the growth of international trade have influenced almost all countries' trading activities, which makes it an inevitable event. Exports and imports are the main drivers of economic activity in international trade, which then develops rapidly, leading to the formation of franchises, foreign investment, and other developments (Elzagi et al., 2023) Growth and change in marketing in global markets is a phenomenon that continues to change over time and is influenced by various factors, including technological developments, changes in consumer behavior, international trade policies, and other economic and political factors. Many companies seek growth opportunities in global markets by expanding operations and market penetration beyond their home country borders. This expansion may involve establishing branches, acquiring local companies, or partnerships. Technological advances, especially in the fields of communications and transportation, have made it easier for companies to operate globally. The internet and digital technology allow access to global markets without having to have a physical presence in each country. The easier foreign trade methods make this business obstacle closer, so that every company must reliably re-examine their general and productive organizational strategies, especially with the rapidly changing world economy (Siregar et al., 2021). Artistica Jewelry is a jewelry industry that was founded in 2003 and focuses on making jewelry and accessories. This is a successful business industry that has managed to penetrate the international market. At least 1,000 to 2,000 pieces of jewelry of various models and sizes with prices ranging from IDR 100 thousand to millions are sent every month to several countries. The countries that order the most are America, Japan, Australia and Sweden.

The jewelry ordered varies from rings, necklaces to bracelets. The company leaders who are also the owners have succeeded in turning their business into a jewelry industry that serves orders directly from consumers, where consumers can design their own jewelry according to their wishes and set their budget to resemble gold jewelry but with a minimal budget by using silver. or it can also be called gilded. These

customers come from abroad and customers from foreign countries. Globalization has a significant impact on Indonesia's domestic economy. Among the impacts is the large number of economic actors from abroad who come to Indonesia to buy domestic Indonesian products (Utomo & Shaleh, 2017) From the background above, the problem formulation of this research is: How to optimize foreign markets through adapting to changing trends? What are the challenges faced by companies in adapting to these changing trends? What new growth opportunities emerge in foreign markets as a result of adaptation? The aim of this research is: to determine the optimization of foreign markets through adapting to changing trends. To find out the challenges faced by companies in adapting to changing trends. To find out new growth opportunities that arise in foreign markets as a result of adapting to the challenges faced by the company.

II. THEORITICAL REVIEW

Foreign markets are areas that are outside the domestic boundaries of a company or individual. It may include one or more countries, regions, or economic blocs. A foreign market refers to a geographic region or country outside the home of a company or individual, where goods or services are offered for sale. In the context of international business, foreign markets become the focus when a company or business person decides to expand operations or carry out marketing activities abroad. According to (Tjiptono & Budiarto, 1997) global marketing is marketing that accepts the existence of complex world markets (geocentric in nature) through the integration of domestic, foreign and international marketing activities that can create synergies while maintaining the organization's strategic goals and advantages. compete as a force for global marketing efforts. Global business is a business activity that transcends and crosses the boundaries of a country and is connected throughout the world at the cultural, political and economic levels by eliminating communication and trade barriers (Sihite, 2016). Foreign markets often have differences in culture, language, and social norms that require special attention and adjustments in marketing activities. Each foreign market has unique characteristics and local interests that companies need to understand in order to successfully operate there. Competitor identification, financial risk management, and collaboration with local partners are key elements in building a solid foundation for success in the global market (Wahyuni & Ibrahim, 2024). Laws and regulations in foreign markets may differ from those applicable in domestic markets.

Knowledge of local regulations is important to ensure compliance and avoid legal problems. Economic factors, such as economic stability, inflation rates, and market conditions, play an important role in determining the success of a business in a foreign market. Factors influencing foreign market entry decisions include: the firm's specific assets, international experience, whether the firm invests abroad to pursue specific customers, whether the firm seeks complementary assets abroad, and perceived institutional differences between the firm's home country and the Host, (Chiao et al., 2010) Entry into foreign markets often involves planning and implementing international marketing strategies that differ from those implemented in domestic markets. In foreign markets, companies compete with local and international competitors. Understanding the global competitive landscape is the key to competing successfully. Entering foreign markets carries certain risks, including political risks, currency risks, and regulatory risks. Risk management becomes important in carrying out operations in foreign markets. Although they carry risks, foreign markets also provide growth and expansion opportunities for companies. Entering foreign markets cannot be separated from obstacles, Indonesia is rich in creative potential, especially in the industrial sector, including textiles, seeing exports as an effort to strengthen the competitiveness of Indonesian commodities and increase Indonesia's market share in the foreign arena. With opportunities, of course there are also potential obstacles that business people can face, such as barriers to international trade (Asrunputri & Nugroho, 2023)

Entering a foreign market requires a strategy, there is a significant positive influence of company-specific advantages, business network ties on the strategy of entering foreign markets, and there is also a significant positive influence of the strategy of entering foreign markets on company performance, which is the finding of (Mardiyono, 2023) According to (Kotler & Keller, 2009) there are several types of international product and communication strategies: direct expansion, product adjustment, product creation,

communication adjustment, and double adjustment. In general, the success or failure of a company's development depends on how the company decides on the marketing strategy it implements, and also depends on proper analysis and observation of the factors that can influence the company's marketing strategy (Rambe & Aslami, 2021). Adapting to market trends refers to the ability of a company or individual to adapt their strategies, products, and business practices to changes in consumer tastes, technology, or other factors influencing the market. In a business context, adapting to market trends is a necessity to maintain competitiveness, meet consumer expectations, and remain relevant in a dynamic business environment.

The findings of (Ananda et al., 2023)

Marketing strategies must be innovative and creative due to changes in consumer behavior, industry problems, and the pace of technological progress. In the digital era, managing change is critical to overcoming challenges and exploiting opportunities. Data-driven marketing methods, Organizations are expected to be able to keep up with trends, manage change effectively and adopt new things, technology and take advantage of new possibilities. Future business success depends not only on mastering technology, but also on the ability to innovate, adapt and have a thorough understanding of market dynamics. Meanwhile, the findings of (Prabowo et al., 2023) entitled Utilization of Information Technology and Change Management in Business Activities in the Era of Globalization are that the use of information technology in business activities, namely e-commerce, data analysis for decision making, use of artificial intelligence (AI), digital marketing and social media, digital collaboration and communication. Meanwhile, the use of change management includes the implementation of new technology, mergers and acquisitions, and flexibility within the organization. Some aspects related to the idea of adapting to market trends usually include: 1. Understand consumer changes, adapting to market trends involves a deep understanding of changing consumer preferences and needs. It includes analysis of consumer behavior, lifestyle trends, and factors that motivate purchasing decisions. 2. Technology and innovation, adapting to market trends often involves adopting new technology and innovation. Companies need to keep up with technological developments to ensure their products and services remain relevant. 3. Quick response to changes, the ability to respond quickly to changing market trends is key.

Efficient decision-making processes and operational flexibility are needed. 4. Product and service adjustments, adapting to market trends often requires adjusting or developing products and services. This could include changes to features, designs, or even the introduction of new products. 5. Appropriate marketing and branding, Marketing and branding strategies must be in accordance with market trends. This includes the way products or services are positioned, marketing campaigns, and interactions with consumers through various channels. 6. Competitor and industry analysis, Observing and understanding how competitors respond to market trends is also important. Competitive analysis can provide insight into how companies can compete effectively. 7. Commitment to quality and excellence, adapting to market trends is not only related to following trends, but also with maintaining a commitment to product or service quality and striving to be a market leader. 8. Understanding of the external context, a good understanding of external factors such as regulatory changes, economic trends, and social issues is also important in adapting to market trends. 9. Monitoring and evaluation, the adaptation process must be dynamic, with continuous monitoring and evaluation of business performance, consumer response, and changes in market trends. Adaptation to market trends is one of the keys to success in business, especially in a business environment that continues to change rapidly. Companies that can identify, respond to, and lead market trends have a greater chance of maintaining and increasing their market share.

III. METHODS

Data collection techniques are the most important step in research. Data collection techniques in this research used observation, interview and documentation techniques. (Hadi, 1986) stated that observation is a complex process, a process composed of various biological and physiological processes. Observational data collection techniques are used if the research concerns human behavior, work processes, natural phenomena and if the number of respondents observed is not too large (Sugiyono, 2016). So the reason why researchers use observation is to directly observe the situation and conditions of the company, to obtain actual and

systematic data related to the research. Interviews are one of the data collection techniques carried out by dealing directly with the interviewee, namely the manager of the jewelry company "Artistica Jewelry Surabaya". The purpose of the interview is to get answers related to the research. Documentation is used to search for data regarding things or variables in the form of notes, books, agendas, and so on which researchers use to explore sources and data related to this research. After the data is collected, it is then analyzed which includes three components, namely data reduction, data presentation, and drawing conclusions, so that results can be drawn that are close to the truth.

IV. RESULT AND DISCUSSION

Interviews were conducted with company managers and marketing divisions and consumers, who understand marketing strategies for entering foreign markets.

After carrying out the analysis, the following data can be obtained:

1. The company optimizes foreign markets through adapting to changing trends.

Changes in trends in the world of fashion, especially jewelry, occur continuously following consumer tastes, both in domestic and foreign markets. This change occurs quickly following world trends. In optimizing the foreign market, the Artistica Jewelry Surabaya Company adapts to ongoing trends, including adapting by following trends in raw materials that are preferred by jewelry lovers. Currently, many Artistica Jewelry Surabaya consumers in the foreign market like jewelry made from silver. In this case the company immediately adapts to consumer tastes. Sleek but charming models are also trending in foreign markets, Artistica Jewelry Surabaya also adapts to these trends, Artistica Jewelry Surabaya even creates elegant and charming jewelry models at lower prices than competitors, so that they become the choice of consumers in foreign market.

2. Analysis of the challenges faced by the Artistica Jewelry Surabaya Company in following and adapting to changing market trends

Facing challenges in very tight business competition like today is something that companies usually face in the business world. The challenges faced by the Artistica Jewelry Surabaya Company in adapting to changes in trends occurring in foreign markets include, among others, the following aspects:

- a. Changes in consumer tastes occur very quickly

The main challenge for Artistica Jewelry Surabaya is the rapid change in consumer tastes, both domestic and international, which has been triggered by the emergence of new jewelry companies. An increasingly connected society and easily accessible information can quickly influence fashion and lifestyle trends.

- b. Technology and innovation

Changes in technology and product innovation often force companies to continually adapt. With the development of new materials, production technology and product functionality trends, Artistica Jewelry Surabaya must ensure that its products remain in the hearts of consumers with the presence of the latest and competitive models.

- c. The rapid development of E-Commerce

The rapid growth of e-commerce is changing the way consumers shop. Companies must ensure that their business models and distribution strategies can compete and adapt to changing consumer preferences who are switching to online platforms, this has been done by Artistica Jewelry Surabaya.

- d. Competition in the global market is tight

Jewelry companies are very competitive, and global competition is increasing. Artistica Jewelry Surabaya has competed with new and innovative jewelry brands emerging on the market from the start.

- e. Aspects of sustainability and business ethics

Challenges related to aspects of sustainability and business ethics are increasingly important. Consumers are increasingly paying attention to environmentally friendly production practices and work ethics, in this case Artistica Jewelry Surabaya provides the best service to customers and potential customers and implements good customer relation management principles.

3. New growth opportunities that arise in foreign markets as a result of adaptation, To successfully adapt to changing market trends, Artistica Jewelry Surabaya must be creative and innovative and have strategic flexibility, a deep understanding of the global market, and a commitment to continuous innovation. Effective adaptation strategies can help companies mitigate risks and capitalize on growth opportunities in this dynamic industry. An increasingly connected society and easily accessible information can quickly influence fashion and lifestyle trends. Opportunities that arise from adapting to trends that occur in foreign markets are through online sales, companies communicating directly with consumers and building customer relationship management. Apart from that, the company also found new loyal customers where these customers could order products according to their wishes, so that the company grew.

V. CONCLUSION

The conclusions of the research entitled Optimizing foreign market entry through adaptation to changing market trends in the destination country, a qualitative study on Artistica Jewelry Surabaya products, are as follows:

The company optimizes foreign markets through changes in market trends, including adaptation by following trends that occur in the market, namely trends for jewelry lovers. Currently, many Artistica Jewelry Surabaya consumers in foreign markets prefer jewelry made from silver, in this case the company immediately adapts to consumer tastes. Sleek but charming models are also trending in foreign markets, Artistica Jewelry Surabaya is also adapting to these trends, Artistica Jewelry Surabaya even creates the latest jewelry models that are no less elegant and charming but at lower prices than competitors, thus becoming the choice of consumers in foreign markets. The company not only follows trends, but also proactively creates trends so that the company not only adapts its products to local needs but also succeeds in establishing a brand image that is relevant in various cultures.

The challenges faced by the Artistica Jewelry Surabaya Company in adapting to changes in trends occurring in foreign markets include the following aspects: consumer tastes change rapidly, technological and innovation aspects change rapidly so the company must immediately adapt, developments in e-commerce is booming, competitive competition is a challenge that Artistica Jewelry Surabaya must face, as well as aspects of sustainability and business ethics that are currently hotly discussed by consumers. New opportunities that arise as a result of adaptation are with online sales, companies communicating directly with consumers and building customer relationship management. Apart from that, the company also found new relationships that could become partners in developing its business in foreign markets. Entering foreign markets and adapting to changing market trends is a complex process, but with the right strategy, companies can achieve success in dynamic foreign markets.

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