LOCAL PRODUCTS’ MARKETING STRATEGIES TO GO INTERNATIONAL: A CASE STUDY ON ERIGO

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Abstract
Developing a product marketing strategy in order to get potential buyers and be able to compete with competitors is a very important thing for a business owner to think about. Even though the resulting product is unique and of good quality, it may not always be in demand by potential buyers. A good marketing strategy must be owned because the right marketing strategy aims to be able to introduce it to the wider community, both local and even overseas. This research model uses a qualitative approach with a document study method. The result of this research is that the CEO of Brand Erigo is very good at carrying out product marketing strategies in 2020 by expanding the reach of markets outside Indonesia through the Shopee export program. Sadad's courage to take a business capital loan and then use it with an effective product marketing strategy, then the Erigo brand successfully goes to America in 2020. This achievement certainly deserves to be an inspiration for local entrepreneurs and MSMEs who are now rising through the pandemic crisis.

Keywords: marketing strategy; local products; go international

INTRODUCTION
Erigo is a success story of a local brand that has grossed tens of billions in turnover. Erigo Store products include shirts, jeans, jackets, hats, and bags with modern designs and targeting the youth market. The local fashion brand business founded by Sadad in 2011 is experiencing various challenges to finally be able to display advertising its products in Times Square New York, United States. It is a pride to see local Indonesian products can be perched on solid city billboards that are often a benchmark for the popularity of a brand. Many people congratulated and rejoiced for Sadad. However, of course, the sweet fruit of Sadad's struggle to pioneer Erigo has begun 10 years ago.

In the early years of pioneering Erigo, Sadad made a studio room in Margonda residence apartment, Depok as his clothing warehouse. He fought alone for the first 9 months without a team or any employee. In fact, for the sake of cutting costs while attending the exhibition, Sadad willingly slept in musholla and bathed in the gas station. Worked hard to follow various exhibitions, build websites, and launch applications, then in 2015 Erigo was able to achieve a turnover of up to Rp 22 billion.

Marketing Strategy
One alternative that can be used as a basis for marketing strategy planning is swot analysis (Strength, Weakness, Opportunities, and Threat) (Kurniawati & Marlena, 2020). In addition to using SWOT analysis, product marketing also applies a marketing mix that can be grouped into
Strategies for Maintaining Business during the Pandemic Era at a Store in Tanjung Pura

7P namely product, price, place, promotion, people, physical evidence, and process (Nugroho & Japarianto, 2013). The seven variables in the combination are related to each other. SWOT and SWOT matrix are needed to know the strengths (Strengths), weaknesses, opportunities (opportunities), and threats (threats) and can apply product position (Product), price, distribution (Place), promotion, participants (People), physical environment (Physical evidence), and process so that product marketing can be on target and make the business acceptable in the market (Anggraini, Muhtarom, & Safaatillah, 2019).

Local Products

According to Armstrong et al. (2014), a product is everything that can be offered to the market for attention, purchase, use, or consumption that can satisfy the desires or needs of consumers. The product consists of goods, services, experiences, events, venues, people, ownership, organization, information, and ideas.

What exactly is the local product? According to Sudaryatmo (1999), there is no clear understanding of the word local product. But at least four references can be used to categorize a product as a local product or not. The four references are if a product is made from materials that come from within the country, the labor comes from within the country, the product uses a local brand, and lastly is the ownership of the company. Sudaryatmo (Sudaryatmo, 1999) said it can be concluded that a product can be said to be a local product if it meets one or even the four references.

METHOD

This research model is a qualitative approach model. Data collection techniques use document studies where document studies are conducted by reviewing documents related to research topics. The subject of the research is Erigo Brand’s products.

RESULT AND DISCUSSION

Surviving a Pandemic, Check out a Review of Erigo's Brand Marketing Strategy That Goes to America

When the Covid-19 pandemic crisis hit Indonesia in 2020, Erigo could not be separated from the issue of bankruptcy. Moreover, at that time Erigo was touring 40 exhibitions. However, because the visitors to the booth were very quiet because of social restrictions, there were some obstacles at that time. Starting from the event that was canceled at the last minute to the cancellation of Ramadan exhibitions at dozens of locations. It's certainly heavy. But unlike other brands that immediately take decisive steps to reduce employees and operational expenses, Erigo actually tries not to lay off any of its employees.

Sadad also focused on carrying out Erigo product marketing strategies to stay in demand despite the impact of the pandemic. In the struggle, Sadad is a person who dares to take risks, focus on completing responsibilities, and has a strong desire to move forward. Evidently when he took advantage of the eid moment in 2020 yesterday by expanding the business.
In order to implement Erigo's product marketing strategy, he applied for a trusted business capital loan with low interest. Sadad also chose peer-to-peer lending KoinWorks because of the ease of the submission process that does not require face-to-face. In order to realize an effective product marketing strategy while taking advantage of the eid moment where market demand increases dramatically, Sadad must also increase its product stock. Sadad revealed that when approaching Eid preparing enough products for Lebaran, must have additional funds. While the additional funds have been used for others as well. Incidentally, there is KoinWorks which alhamdulillah funds can be liquid and can be used for production and marketing.

**Review of Erigo Brand Marketing Strategy To Leverage E-Commerce to Attract Consumers**

Erigo sells its products through online and offline platforms. For online, he uses social media such as Instagram and the Official Website since 2015. In fact, Erigo Store already has its own application that can be downloaded through the PlayStore. But seeing the potential of e-commerce in making it easier for people to access Erigo products, Sadad did not want to miss opening an official store on e-commerce sites since 2017.

A review of Erigo's marketing strategy that goes to America can not be separated from Sadad's cooperation with online platforms such as Shopee to increase sales. In fact, throughout 2020, the Erigo brand managed to record an increase in sales up to more than 10 times compared to the previous year. Because Sadad is so shrewd to carry out product marketing strategies in 2020 by expanding the reach of existing markets outside Indonesia through the Shopee export program. Sadad's courage to take out a business capital loan and then use it with an effective product marketing strategy, then the Erigo brand successfully goes to America in 2020. This achievement should certainly be an inspiration for local entrepreneurs and MSMEs who are now rising through the pandemic crisis.

Preparing a product marketing strategy to get prospective buyers and be able to compete with competitors is very important to think about by a business owner. Although the resulting product is unique and of good quality, it is not necessarily always in demand to get prospective buyers, then what should be done? Of course, a good marketing strategy must be owned because the right marketing strategy goal is to be able to introduce more broadly to the community both locally can even get to foreign countries.

**CONCLUSION**

A review of Erigo's marketing strategy that goes to America can not be separated from Sadad's cooperation with online platforms such as Shopee to increase sales. In fact, throughout 2020, the Erigo brand managed to record an increase in sales up to more than 10 times compared to the previous year. Because Sadad is so shrewd to carry out product marketing strategies in 2020 by expanding the reach of existing markets outside Indonesia through the Shopee export program. Sadad's courage to take out a business capital loan and then use it with an effective product marketing strategy, then the Erigo brand successfully goes to America in 2020. This achievement
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REFERENCE