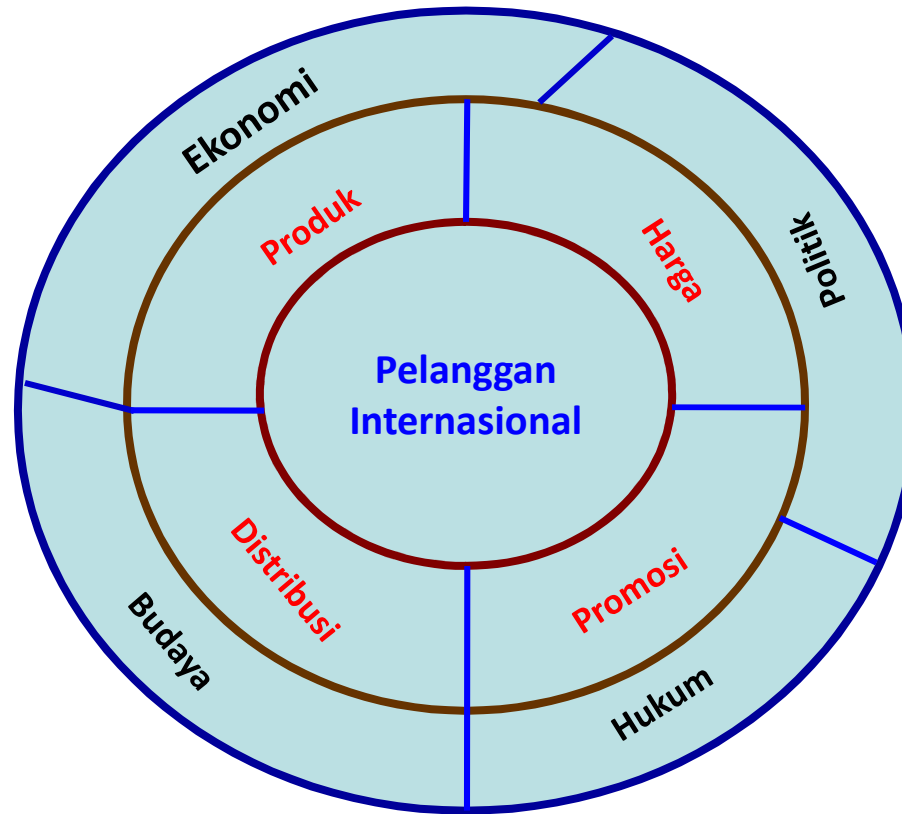


# **Lingkungan Pemasaran Internasional-Global**

*Musthofa Hadi*

*International Marketing*

# International Marketing Environment



*International Marketing*

# Economic Environment

**What is the level of new industrial growth?**

E.g. China is experiencing terrific industrial growth.

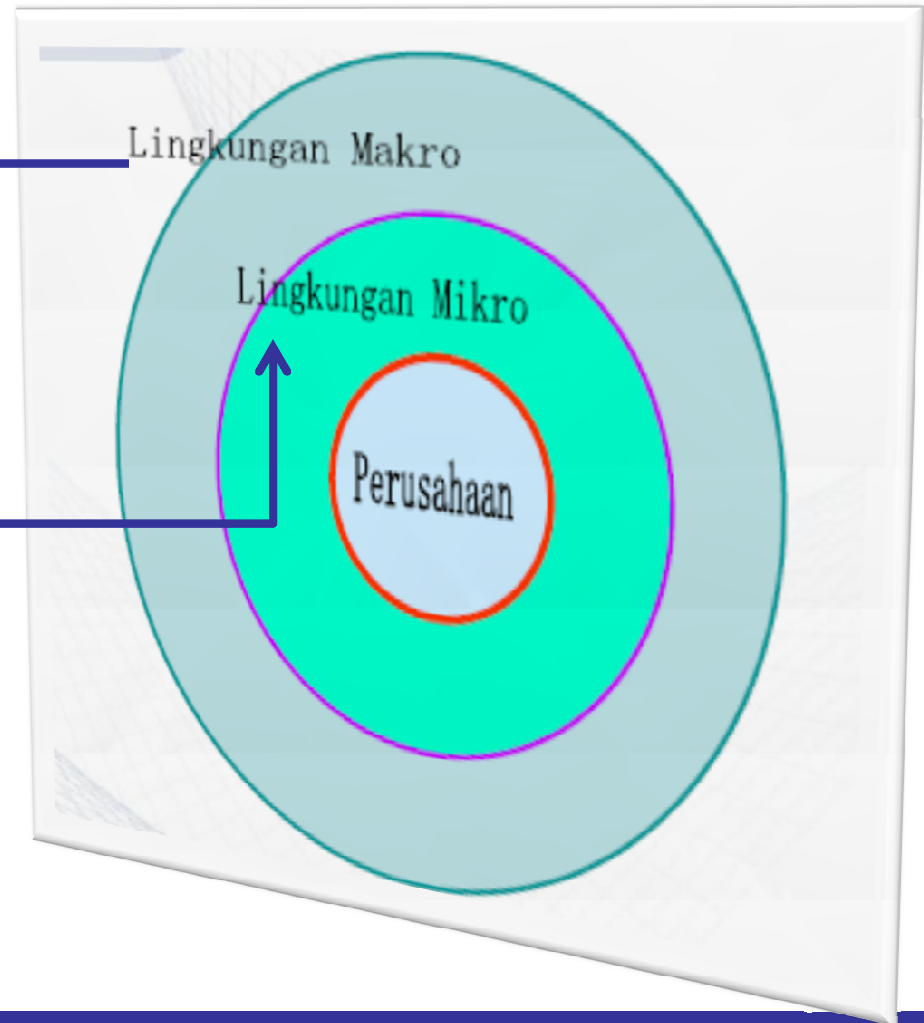
**What is the impact of currency fluctuations on exchange rates, and do your home market and your new international market - share a common currency?**

**There are of course the usual economic indicators that one needs to be aware of such as inflation, Gross Domestic Product (GDP), levels of employment, national income, the predisposition of consumers to spend savings or to use credit, as well as many others.**

# Economic Environment

1. Pasar
2. Neraca Pembayaran
3. Pola Perdagangan
4. Pola Konsumsi
5. Perkembangan Pasar
6. Indikator ekonomi lain

1. Sumber Persaingan
2. Keunggulan Kompetitif



# Economic Environment Analysis

## 1. Analisis Lingkungan Ekonomi

- Kriteria cost-benefit
- Kriteria risk/reward

## 2. Kerangka Sistematis Analisis Ekonomi Global

- Seleksi pasar nasional
- Penentuan strategi pemasaran
- Pengembangan rencana pemasaran

# Political Environment

**Is there any historical relationship between countries that would benefit or hinder international marketing?**

**What is the influence of communities or unions for trading?**

**E.g. The European Union and its authority over European laws and regulation.**

**What kind of international and domestic laws will your business encounter?**

**What is the nature of politics in the country that you are targeting, and what is their view on encouraging foreign competition from overseas?**

# Political Environment

1. General instability risk
2. Ownership / control risk
3. Operation risk
4. Transfer risk

## Upaya meminimisasi risiko politik

1. Merangsang pertumbuhan ekonomi global
2. Mempekerjakan tenaga kerja lokal
3. Lisensi, lobbying, menerapkan political neutrality
4. Membagi kepemilikan

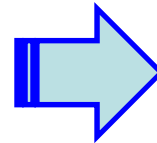
# Legal Environment

1. Domestik
2. Luar negeri
3. Internasional  
(IMF, WTO)

## Sistem hukum internasional

1. Common law
2. Code law

Hukum yang bisa menghambat



1. Tarif
2. Hukum anti dumping
3. Lisensi ekspor/impor
4. Insentif legal
5. Hukum pembatasan perdagangan



# Legal Environment Analysis

## Masalah-masalah Hukum Internasional

1. Peraturan tentang metode promosi, penetapan harga.
2. Pengendalian kualitas produk
3. Jaminan dan pelayanan purna jual
4. Hak cipta, lisensi, merek dagang

## Penyelesaian konflik Internasional

1. Bermusyawarah
2. Melalui arbitrase
3. Tuntutan

# Socio-Cultural Environment

Culture, religion and society are of huge importance.

What are the cultural norms for doing business?

E.g. is there a form of barter?

Will cultural norms impact upon your ability to trade overseas?

# Socio-Cultural Environment

## Unsur-unsur budaya

1. Kebudayaan material
2. Bahasa
3. Estetika
4. Pendidikan
5. Agama
6. Sikap dan nilai
7. Organisasi sosial



# Socio-Cultural Environment Analysis

1. Pendekatan etnosentris
2. Asimilasi
3. Keunggulan host country

## Memahami lingkungan kebudayaan

1. Teori Hirarki Kebutuhan Maslow
2. Self - Reference Criterion
3. Teori Difusi

# Technology Environment

**Do copyright, intellectual property laws or patents protect technology in other countries?**

E.g. China and Jordan do not always respect international patents.

**Does your technology confront to local laws?**

**Are technologies at different stages in the Product Life Cycle (PLC) in various countries?**

E.g. versions/releases of software.

***Terima Kasih***