

Strategic Approaches To University Product Marketing In The Global Market

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Abstract.

This community service program, conducted by Universitas Syiah Kuala (USK) in collaboration with Thaksin University (TSU), aimed to promote effective marketing strategies for university best local products to expand their presence in global markets. The program focused on the utilization of Aceh's patchouli oil, a product with substantial international demand, as an example of how local resources can be developed into competitive products for the global market. The methods used included dissemination sessions, interactive discussions, and demonstrations of products produced by the cooperative to both local farmers and academic partners in Thailand. The results indicated increased participant awareness of the potential of local products, with the Inovac ARC Cooperative playing a key role in the development and marketing of these products. The success of the program was attributed to the integration of product innovation, strategic marketing, and collaboration with international partners. Future programs should focus on strengthening international partnerships and exploring digital marketing strategies to enhance market access for local products. Decision-makers are encouraged to support cooperative initiatives that combine local expertise with global market standards.

Keywords: *Community service program, best local products, University product strategy and Global market expansion.*

I. INTRODUCTION

Best local products represent a significant resource for various regions across Indonesia. These products not only hold substantial economic value but also embody distinct cultural and historical importance, enhancing their uniqueness and appeal in both domestic and international markets. Numerous regions in Indonesia are widely recognized for their best local products. For instance, Batik from Java, which UNESCO has designated as a cultural heritage, has a strong presence in the domestic market and is also exported globally. Likewise, Gayo Coffee from Aceh is renowned for its distinctive taste. At the same time, Tenun Ikat from East Nusa Tenggara is admired for its unique designs, making it highly sought after in international markets. Through effective marketing strategies, these products are able to compete globally and make a meaningful contribution to the local economy. Another best local product from Aceh is patchouli, which is the main raw material used in the production of patchouli oil. Indonesia supplies 90 percent of the world's patchouli oil, with 70 percent of that originating from Aceh. Aceh's patchouli oil stands out due to its higher Patchouli Alcohol (PA) content, exceeding 30 percent (Ernawati et al., 2019). As one of the largest producers, Aceh holds significant potential for developing high-quality patchouli-based products. However, despite having abundant natural resources, this potential has yet to be fully realized to maximize its economic value.

A crucial obstacle lies in the insufficient knowledge and skills among farmers and industry players pertaining to efficient production techniques and effective marketing strategies. Consequently, innovation in the production process is crucial to improving both efficiency and product quality (Santosa & Nazir, 2022). To address these challenges, Universitas Syiah Kuala (USK), through its community service program, partnered with PT Nat' Green and PT UGreen Aromatics International (UGreen) to form the Aceh Patchouli Innovation Producer Cooperative (Inovac). This cooperative is focused on developing and promoting the best local products in Aceh, particularly patchouli oil, which has a strong demand in international markets. Inovac has successfully exported 1.2 tons of raw materials for patchouli-based fragrances and nutmeg seeds to

France, with exports valued at Rp 1 billion. These exports are conducted regularly, every three months. Alongside its export activities, the Inovac Cooperative has begun processing and manufacturing its own patchouli oil. Of each production batch, 20 percent is reserved for the domestic market, while the remaining 80 percent is exported.

So far, approximately 30 products have been successfully marketed within Indonesia. The Inovac Cooperative has achieved remarkable success in promoting Aceh's finest local products on the global stage due to its comprehensive and innovative approach. Inovac places significant emphasis on not only increasing production capacity but also on developing and implementing highly effective marketing strategies. Furthermore, its unwavering commitment to maintaining high quality, adding value, and harnessing the power of information technology for promoting and selling its products has firmly established Aceh's patchouli products as a force to be reckoned with in the global market. This community service initiative aims to promote marketing strategies that can enhance the competitiveness of the best local products from the university in the global marketplace. The study also includes the results of the dissemination activities, outlining the methods used, feedback from participants, and the impact on their marketing knowledge and skills. Additionally, we address the challenges encountered and the opportunities available to improve the visibility and acceptance of university products internationally. The goal of this study is to offer practical and sustainable recommendations for advancing the university's best local products in global markets.

II. METHODS

This Community Service (PkM) activity is an international-scale community service project. It was organized by the Department of Development Economics at the Faculty of Economics and Business of Universitas Syiah Kuala (USK) in collaboration with Thaksin University, Thailand. The theme of the project was "Marketing Strategy in Exploiting the University Products to The World," and this program is part of the lecturers' responsibilities as outlined in the *Tri Dharma Perguruan Tinggi*. Several lecturers from the Department of Development Economics actively contributed to the project, particularly in the area of marketing local university products. The project aimed to disseminate knowledge on effective marketing strategies to help develop the best local university products, specifically those produced from Aceh's patchouli oil, to enable them to compete in global markets.

The dissemination aimed to provide participants with valuable insights and knowledge on the significance of implementing proper marketing strategies to optimize the potential of local products for recognition and demand in international markets. The dissemination activity took place at a *cempedak* farm in Songkhla, Thailand, with the purpose of sharing knowledge, experiences, and practices related to the management and marketing of agricultural products on an international scale. The event was attended by *cempedak* farmers from Songkhla, lecturers and students from Thaksin University (TSU), the PkM team from the Department of Development Economics, and several students from the Department of Development Economics who were participating in a comparative study at TSU. Their presence enhanced the event by facilitating the exchange of ideas and experiences between academics and practitioners from two different countries. In summary, this activity aimed not only to improve the capacity to market university products on a global scale but also to foster stronger international collaboration between Indonesia and Thailand in the areas of academics and community service. This initiative is expected to create sustainable positive impacts for all parties involved, both at the local and international levels.

III. RESULT AND DISCUSSION

The International Community Service program, themed "Marketing Strategy in Exploiting University Products to the World," provided information about the best local products and marketing strategies. It also presented details about the cooperative responsible for producing the university's best local products, which operates under the guidance of Universitas Syiah Kuala (USK). The main topics covered during this program are as follows:

3.1 Introduction to the USK Cooperative

The community service team explained that the Inovac ARC Cooperative at Universitas Syiah Kuala (USK) is an initiative designed to support innovation and research development within the academic environment of USK. As part of a larger organizational unit, this cooperative plays a role in facilitating and maximizing the potential of students and staff in creating innovative solutions that benefit society. With a focus on advancing science and technology, the Inovac ARC Cooperative provides a space for its members to collaborate and develop new ideas. This cooperative was established with the goal of becoming a center for innovation development, creating products and services that provide added value to society through various programs and activities.

The community service team also explained the role of the Inovac ARC Cooperative in encouraging its members to actively engage in research and technology development that is relevant to both local and global needs. Additionally, the cooperative serves as a platform to enhance its members' entrepreneurial skills, enabling them to apply the knowledge and innovations generated in real business contexts. One of the strengths of the Inovac ARC Cooperative is its ability to establish partnerships with a wide range of entities, both on and off campus. The cooperative actively engages with industries, government, and other research institutions to guarantee that its innovations make a substantial impact. By taking this collaborative approach, the Inovac ARC Cooperative has fostered a vibrant innovation ecosystem where new ideas can flourish and be successfully put into practice.

Neelam Perfume		Biona		Body Care	
Parfums Premium (Moringa)	Rp 500k/Pcs	Paket Biona Serum	Rp 450k	Body Butter	Rp 120k
Cadenza (greentea)	Rp 180k/Pcs	Moisturizer	Rp 120k	Body Serum	Rp 90k
Citrus (citrus)	Rp 180k/Pcs	Facial Foam	Rp 110k	Hand Cream	Rp 35k
Coffee (kopi)	Rp 180k/Pcs	Toner	Rp 120k	Body Mist Jasmine	Rp 50k
Janna (jambu)	Rp 180k/Pcs		Rp 100k	Body Mist Passion Fruit	Rp 50k
Parfume non etanol	Rp 100k/Pcs			Body Mist Moringa	Rp 70k
Parfum 6 ml	Rp 35k/Pcs			Hand & Body Wash 500ml	Rp 100k
Parfum mobil	Rp 35k/Pcs			Paket Bodycare	Rp 265k
Alkina		Minyak Atsiri		U-Hansa Hand Sanitizer dan Bed Spray	
Alkina	Rp 18k/Pcs	Pala/Nutmeg	Rp 70k	Handsanitizer	
Alkina Pala	Rp 18k/Pcs	Citronella/Sereh Wangi	Rp 40k	100 ml	Rp 25k
		Pinus/Pine	Rp 25k	250 ml	Rp 40k
		Peppermint	Rp 90k	500 ml	Rp 65k
		Cajuput	Rp 70k	5 liter	Rp 160k
		Light Patchouli High Grade	Rp 40k		
		Heavy Patchouli High Grade	Rp 130k		
		Crude Oil	Rp 30k		
U-Hansa Sabun Cuci Piring				Bed Spray	
Kemasan 450 ml	Rp 12k			100 ml	Rp 35k
				250 ml	Rp 50k
				Bibit Nilam	
				1 Polybag	Rp 2k

Penjualan bisa dalam bentuk eceran maupun dalam jumlah besar. Terbuka peluang juga sebagai Reseller dan Distributor.

@nilam.inovac koperasiinovac 0811 6833 444

Fig 1. Products of the Inovac Cooperative

With the vision of becoming a leading innovation center in the Aceh region, the community service team outlined the efforts of the Inovac ARC Cooperative in developing various programs that support research, technology development, and entrepreneurship. The cooperative is also committed to making a positive contribution to society through the products and services generated from its members' innovative activities. Through continuous efforts, the Inovac ARC Cooperative at USK is expected to become a successful model cooperative in driving innovation and knowledge-based economic growth in Indonesia. The Inovac ARC Cooperative at Universitas Syiah Kuala (USK) has several best local products that focus on technological innovation and research-based development. Some of the cooperative's flagship products are shown in Figure 1.

3.2 Dissemination of the Potential of Best Local Products

Several members of the community service team who recently visited Thaksin University (TSU) are also actively involved as administrators in the Inovac ARC USK cooperative. They emphasized the distinctiveness of the ointment produced by the cooperative, which is made from patchouli oil sourced directly from Acehese farmers. Patchouli oil is well-known for its therapeutic properties and is commonly used as a key ingredient in aromatherapy and body care products. Its use not only provides a unique and refreshing fragrance but also offers therapeutic benefits, such as relieving headaches, reducing stress, and creating a warming sensation in the body. During the community service activity, the team also brought several products to be displayed directly to the participants. By showcasing these products, participants were able to experience the quality of the patchouli oil-based ointment firsthand. The community service team also shared information on how the cooperative collaborates with local farmers in developing raw patchouli oil into various health and beauty products.



Fig 2. The USK Community Service Team Explaining the Potential of Best Local Products

The dissemination of information about the potential of these best local products is expected to raise participants' awareness of the significant potential a region holds, which can open up broader market opportunities if developed properly. Each region has its own uniqueness.



Fig 3. The USK Community Service Team Handing Over Ointment Produced by the Inovac ARC USK Cooperative to *Cempedak* Farmers

The community service team highlighted several advantages of utilizing the potential of best local products, including:

a. Enhancing Competitiveness

Understanding the potential of best local products enables an organization or company to improve its competitiveness in the market. By recognizing the uniqueness and strengths of the products, they can develop effective marketing strategies that appeal to consumers.

b. Developing Appropriate Business Strategies

This knowledge helps in designing better business strategies, including decisions to expand markets, diversify products, or improve quality. By understanding the product's potential, organizations can focus on the most profitable aspects.

c. Empowering the Local Economy

Identifying and developing best local products often involves utilizing local resources. This not only increases income for the local community but also supports the regional economy and creates job opportunities.

d. Innovation and Differentiation

Knowledge of the potential of best local products fosters innovation and differentiation in the market. By continuously developing and refining products based on their strengths, organizations can create something unique and difficult for competitors to replicate.

e. Improving Adaptability

Understanding the potential of best local products also means being aware of changing market trends and consumer needs. This helps organizations become more adaptive and responsive to changes, ensuring they remain relevant and competitive.

Overall, the community service team emphasized that knowledge of the potential of best local products not only provides direct benefits to organizations or companies but also has long-term impacts that support business growth and sustainability.

3.3 Dissemination of University Product Marketing Strategies to the World

Marketing strategies for promoting university products to the global market refer to plans or approaches designed to promote and disseminate the works or products generated by the university, such as research, innovations, or services, to an international audience. The goal of these strategies is to broaden the reach and impact of these products, enhance the university's image and reputation at the international level, and open up broader commercial opportunities or collaborations.



Fig 4. The USK Community Service Team Conducting a Dissemination on University Product Marketing Strategies to the World

The Community Service (PkM) activity from Universitas Syiah Kuala (USK) in Songkhla, Thailand, highlighted the importance of effective marketing strategies to promote university best local products to the international market. During the dissemination, the PkM team from USK provided insights into the strategic

steps that higher education institutions can take to expand the reach of their products globally. One of the key success factors shared was the importance of having a deep understanding of the target market and adapting products to suit the needs and preferences of consumers in different countries. In this session, the PkM team showcased the cooperative at USK, which has successfully leveraged its best local product, patchouli oil, to penetrate international markets

. The success of the cooperative is closely tied to the careful implementation of marketing strategies, including strong branding, utilizing global distribution networks, and partnerships with international business partners. Patchouli oil, as the university's best local product, is considered highly competitive in the global market due to its assured quality and compliance with international standards. Additionally, the success of marketing patchouli oil internationally was also supported by innovations in packaging and promotion that attracted global consumers. The use of digital technology and e-commerce platforms was also identified as a key factor in expanding product access to various countries. This dissemination not only provided an understanding of effective marketing techniques but also inspired other universities to optimize their best local products to compete in international markets.

3.4 Question and Answer Session

At the Community Service (PkM) program held in Thailand, the question-and-answer session became one of the most engaging parts of the program. This session focused on how the raw materials from Universitas Syiah Kuala's (USK) best local products, produced by Acehnese patchouli farmers, were further developed and manufactured by the university's cooperative into various products with significant economic value and benefits. Through innovation and creativity, the Inovac ARC Cooperative successfully created a range of products with added value and high economic potential, such as ointment, perfume, car fresheners, hand sanitizers, and hand creams. These products not only leverage local resources but also offer relevant solutions for the global market. During the session, the international community service team from the Department of Development Economics, Faculty of Economics and Business, USK, also explained the profile of USK's cooperative, Inovac ARC. This explanation provided a comprehensive overview of how USK utilizes local resources to create high-quality products that can compete in both domestic and international markets.



Fig 5. The USK Community Service Team Engaging in a Question-and-Answer Discussion with Cempedak Farmers and Lecturers from Thaksin University

The discussion held in the cempedak farm provided practical insights into the production and development processes and opened opportunities for collaboration between the two institutions. This knowledge exchange strengthened the academic and cultural ties between Universitas Syiah Kuala and Thaksin University, Thailand. Participants from both institutions had the chance to exchange ideas and strategies, particularly in terms of cooperative management and community-based product development with global market potential. This discussion session not only offered academic benefits but also expanded international networking and collaboration, which is beneficial for both universities. For Universitas Syiah Kuala, the event was an opportunity to showcase the excellence of its products while also fostering closer

relationships with educational institutions abroad. Furthermore, this collaboration is expected to pave the way for the development of new products that combine local expertise with international standards, ultimately bringing broader economic benefits to the people of Aceh.

IV. CONCLUSION

The cooperative plays a crucial role in supporting innovation and research development within the academic environment. The Inovac ARC Cooperative not only serves as a center for research-based product development but also as a platform for enhancing entrepreneurial skills among students and staff. Through collaboration with various parties, both on and off campus, this cooperative has been able to create a dynamic innovation ecosystem, producing value-added products that are relevant in the global market. The strength of the Inovac ARC Cooperative in utilizing local raw materials, such as patchouli oil from Acehnese farmers, demonstrates how regional potential can be transformed into best local products with international competitiveness. Products like ointments and various health products made from patchouli oil serve as concrete examples of how this cooperative has successfully bridged market demands with local resources. As a result, this program not only contributes positively to the community but also strengthens the academic and cultural relationships between Universitas Syiah Kuala and educational institutions abroad, opening up broader collaboration opportunities in the future.

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