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Analysis of International Marketing Development Strategies for Ornamental Coral to Increase Sales Turnover of PT. Panorama Alam Tropika Jakarta

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Abstract

PT. Panorama Alam Tropika is an agribusiness company that exports ornamental coral. The purpose of this research is to determine the international marketing strategy at PT. Panorama, to identify the obstacles faced by PT. Panorama Alam Tropika in increasing sales turnover, and also to determine the efforts made by PT. Panorama Alam Tropika in increasing sales turnover. Descriptive research can provide an overview of a problem, phenomenon, fact, event, and reality in a broad and deep way so that a new understanding is obtained, then the qualitative method will be more appropriate. For the development of international marketing strategies, the STP (Segmenting, Targeting, Positioning) model and 4P Strategy (Production, Promotion, Place, and Price) are used. This marketing mix is used for both the domestic and international markets. PT. Panorama uses a 4P marketing strategy that is good enough except for promotion where the company still focuses on advertising exported ornamental coral products only. Then the price of PT. Panorama's products is adjusted to the cost of raw materials needed, labor, promotion costs, product distribution costs, estimated profits that can be taken from the economic conditions of the market. The price of products for the international market is adjusted to the exchange rate of the destination country. Furthermore, PT. Panorama determines the location by finding a crowded location, a location with easy access, and the company also determines the business location by calculating in a representative location.

Keywords: International marketing, Ornamental coral, Sales turnover, PT. Panorama Alam Tropika, Marketing strategies.

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INTRODUCTION

The ornamental coral industry originated from the local market and has expanded into the international market (Abdullah et al., 2021; Kasmi, 2012; Tissot et al., 2010). Consequently, there are numerous plans to determine and implement strategies to penetrate the international market (Kasmi, Kumalasari, et al., 2022; Mastuti et al., 2022). Every company would be delighted to witness rapid growth in their business, achieve their goals, and even enter the international market. Currently, there are numerous organizations operating in the same industry, indicating the presence of many competitors, making the business landscape highly competitive, particularly within the same sector.

Marketing is the process through which a company creates value for customers and builds strong customer relationships to capture value in return (Pearson, 2016). To design superior marketing strategies, a company must first decide whom it will serve . This is done by dividing the market into customer segments (market segmentation) and selecting which segments to target (marketing targeting) (Kasmi & Rahman, 2015; Natsir et al., 2023). Next, the company must decide how it will serve the target customers (how the company will differentiate and position itself in the market).

In the face of intense competition in the current era, every company needs to accurately analyze their marketing strategies (Kasmi et al., 2020; Kasmi, Amir, et al., 2022). Analyzing marketing strategies is crucial for companies as it aims to increase sales turnover and achieve maximum profitability. In analyzing marketing strategies, companies must be aware of both internal and external factors. For internal factors, companies need to identify the strengths and weaknesses within the organization. As for external factors, companies need to understand the external environment's situation or conditions (consumers and competitors).

Marketing strategies are methods used to market and introduce products and services to the public (Stone et al., 2020). Marketing strategies are implemented by every company to achieve their objectives. Without appropriate marketing strategies, it becomes challenging to sell products and develop the business, especially as time progresses and competition increases. Additionally, in today's context, where nearly all companies aspire to enter the international market, companies can analyze international marketing strategies. Essentially, international marketing strategies are methods or strategies used to market products in various countries. Companies employ these strategies to expand their business reach worldwide.

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Companies can determine marketing strategies to realize their vision and mission. To achieve their vision and mission, companies must focus on determining and planning strategies to ensure smooth execution (Anwarudin et al., 2023; Kasmi et al., 2023).

In the current era, as time progresses, most people desire and prefer things that are fast or instant and at an affordable price. This can be interpreted as one of the needs of society, which is food. Something related to instant food, fast-serving, and reasonably priced is instant noodles. All people are familiar with and enjoy instant noodles.

PT. Panorama Alam Tropika is one of the well-known large companies in Indonesia. The company operates in the food and beverage production sector, such as instant noodles, dairy products, snacks, food seasoning, nutrition and specialty foods, and beverages. Among the various products, there are numerous brands, including CELEBES REEF, Sarimi, Pop Mie, Supermie, Mie Telur 3 Ayam, Pop Bihun, Sakura, Bimoli, Chiki, Chitato, Jet-Z, Promina, Sun, Indofood Kecap, Indofood Saus, Freiss Syrup, Indomilk Milk, Enak Milk, Ice Cream, Bumbu Racik, Maggie Seasoning, and many more.

In the field of instant noodle production, many people are fond of and recognize one of the ornamental coral cultivation brands called CELEBES REEF. Natural ornamental coral is one of the many products produced by PT. Panorama Alam Tropika. The products of PT. Panorama are not only recognized by domestic consumers but also well-known internationally, particularly in Asia.

PT. Panorama Alam Tropika has expanded its ornamental coral cultivation production sites to various countries, including Jeddah, Saudi Arabia. The company has been exporting natural ornamental coral and instant noodles to different countries.

PT. Panorama Alam Tropika has experienced an increase in product sales. The company achieved a sales increase of IDR 176 billion in Nigeria, IDR 157 billion in Egypt, and IDR 88 billion in Syria. In Egypt, the cultivation of ornamental coral reached 1.2 million packages for the local market in 2018. The company was one of approximately 17 Indonesian companies participating in the International Industry and Trade Exhibition held in the capital of Egypt.

This research aims to determine the international marketing strategies employed by PT. Panorama, identify the obstacles faced by PT. Panorama Alam Tropika in increasing sales turnover, and explore the efforts made by PT. Panorama Alam Tropika to enhance sales turnover.

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RESEARCH METHOD

The research was conducted at PT. Panorama Alam Tropika Jakarta from January to February 2023. This study utilized a qualitative descriptive research design. Qualitative research focuses on understanding and describing complex phenomena in-depth by exploring the perspectives and experiences of individuals or groups involved.

The data collection methods included in-depth interviews with key personnel from PT. Panorama Alam Tropika, such as marketing managers and executives, to gain insights into their international marketing strategies and efforts to increase sales turnover. Additionally, documentary analysis of company records, financial reports, and marketing materials was conducted to gather relevant information.

The collected data were analyzed through thematic analysis, where recurring themes and patterns were identified to understand the international marketing development strategies implemented by PT. Panorama Alam Tropika and the challenges encountered in increasing sales turnover.

RESULTS AND DISCUSSION

Based on the research findings presented in the previous subsection, it is evident that the strategies implemented by PT. Panorama Alam Tropika align with the company's established planning. The company's effective strategic planning enables it to operate in accordance with its desired outcomes. Despite encountering several challenges, PT. Panorama has effectively overcome them. The subsequent section will delve into the next phase, namely the discussion.

The results of this study lead to the conclusion that PT. Panorama Alam Tropika's marketing strategy, specifically through promotional activities, contributes to the increase in sales turnover. Every company strives to retain its customers and aims to achieve its targets and objectives. Therefore, companies must be capable of serving and fulfilling the existing market needs. From the observed results, the following discussions can be derived:

Marketing and Sales Department

Standard Operating Procedure for Document and Reporting Section

The work done by the Document & Reporting Division includes the creation of COO documents, SKA documents, CITES documents, and other supporting documents. The work structure of the Document & Reporting Division's procedures includes the creation of COO

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documents, the creation of SKA Fisheries documents, the creation of CITES documents, and their recording and reporting. The SKA documents help the recipient country to verify the origin of the product, including the name of the manufacturer and factory. The price of PT. Panorama's products is adjusted to the cost of raw materials, labor, promotion costs, product distribution costs, and estimated profits. The location is determined by finding a crowded location, a location with easy access, and a representative location.

COO Document Preparation Procedure

The procedure for creating a Certificate of Origin (COO) is essential for exporting to countries such as Europe, the Middle East, and Japan. The COO is a document issued by the exporter that authenticates that a product was manufactured in a specific country and contains information about the product, its destination, and the country of export. The procedure for creating a COO includes creating an invoice document that contains data on the type, quantity, and value of the product in US dollars. The amount of biota in the invoice document is based on the customer's order with an additional 20%. The COO is a mandatory document required by many treaty agreements for cross-border trade and can help determine if goods are eligible for import and to what extent they are subject to duties. The COO must be a separate document from the commercial invoice and packing list, signed by the exporter, notarized, and signed and stamped by a chamber of commerce.

The steps for creating the Invoice Document/Packing List are as follows: First, access the Invoice Program and select "Documents" followed by "Invoice Documents." Then, enter the desired customer code and the document creation date. Next, provide the quantity (pcs) of each organism, ensuring that the total quantity on the Invoice Document is not less than the order and is increased by approximately 20%. For example, if the total order is 2500 pcs, the Invoice Document should be created for around 3000 pcs. Finally, print the Invoice Document on A4 paper with the company letterhead. The Invoice Document/Packing List is used for various submissions, including Quarantine Documents, COO Documents, and SKA Documents.

To process the COO document, follow these steps: 1. Open the trade website (e-ska.gemendag.go.id). 2. Enter the username and password as follows: Username: aquatic, Password: tanaman. 3. Click on 'Kode' and then login. 4. Select 'Permohonan SKA' and click on 'Pengisian Form SKA.' 5. Click on 'Buat Baru' (Create New). 6. Choose the type of SKA form to be created: Form A for European countries, Form B for Middle Eastern countries, and Form IJEPA

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for Japan.

Invoice Creation Process. The process of creating an invoice involves several steps to ensure accurate documentation and billing. First, gather the necessary information such as the customer's name, address, and contact details. Next, include the invoice number, date of issue, and payment terms. Specify the products or services provided, including descriptions, quantities, and unit prices. Calculate the subtotal, any applicable taxes or discounts, and the final total. Ensure all calculations are accurate and properly formatted. Finally, include payment instructions and any additional terms or notes. Review the invoice for completeness and correctness before sending it to the customer. By following these steps, you can create professional and accurate invoices for your business.

The Goods column in the Certificate of Origin (COO) document requires specific information to be filled in. The procedure for filling in the Goods column includes several steps, such as creating an invoice document, filling in the number and date of the invoice, typing "Boxes" in the Mark column, and filling in the HS Number column with the appropriate code for fish or invertebrates. The Description column should contain the group of biota based on the invoice document, and the Origin Criterion column should be filled in with the code for the destination country. The Quantity column should be filled in with the quantity of fish or invertebrates based on the invoice document, and the Unit column should be filled in with "PCS." The Gross Weight column should contain an estimated weight, and the FOB Value in USD column should be filled in with the FOB value based on the invoice document. Once all the information is filled in, click "Save Goods" and then "Save Data." The COO is a mandatory document required by many treaty agreements for cross-border trade and can help determine if goods are eligible for import and to what extent they are subject to duties.

The procedure for filling in the Goods column for Invertebrates in the Certificate of Origin (COO) document is similar to the Live Tropical Fish module, with the only difference being that the "Mark" column should be left blank. The HS Number column should be filled in with the appropriate code for invertebrates, which is 0307999000. The Description column should contain the group of biota based on the invoice document, and the Origin Criterion column should be filled in with the code for the destination country. The Quantity column should be filled in with the quantity of invertebrates based on the invoice document, and the Gross Weight column should contain an estimated weight. The FOB Value in USD column should be filled in with the FOB value based on the invoice document, and once all the information is filled in, click

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"Save Goods" and then "Save Data." The COO is a mandatory document required by many treaty agreements for cross-border trade and can help determine if goods are eligible for import and to what extent they are subject to duties.

Customs procedures for import and export require a Certificate of Origin (COO) document, which is issued by the exporter and authenticates that a product was manufactured in a specific country. The COO document is essential for exporting to countries such as Europe, the Middle East, and Japan. The procedure for creating a COO includes creating an invoice document, filling in the Goods column with specific information, and uploading supporting documents such as the invoice, PEB, and Gargo Receipt in PDF format. The COO is a mandatory document required by many treaty agreements for cross-border trade and can help determine if goods are eligible for import and to what extent they are subject to duties. In addition, the Blender application is a free and open-source 3D creation software that can be used for modeling, animation, and rendering. The Blender manual provides a comprehensive guide to the application's features, including the interface, object organization, modeling tools, sculpting, texture painting, vertex painting, and more. The manual also covers additional functionalities such as scripting with Python and writing add-ons.

The process of certifying the Certificate of Origin (COO) document involves bringing the approved document to the Department of Trade office, located on Jalan Raya Puputan, Kompleks Nitimandala Renon, and attaching the document to a folder that can be purchased at the Department of Trade's cooperative. The document is then handed over to the Export Division officer for examination and signature. Next, it is handed over to the Stamp Division and signed by the Head of Export or representative. The COO document is then temporarily taken by the exporter or service user. Once the document is used for export and has obtained an Airway bill, the COO document is returned to the Department of Trade along with a photocopy of the Airway bill. The COO is a mandatory document required by many treaty agreements for cross-border trade and can help determine if goods are eligible for import and to what extent they are subject to duties.

Procedure for Making Fisheries SKA Documents

The procedure is designed to facilitate the issuance of the Fish SKA (Certificate of Origin) document by the Fisheries Department Office. The SKA document serves as an additional requirement for submitting the Quarantine Certificate. The work instructions include creating a duplicate of the Invoice Document by following the previously outlined steps, preparing a copy

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of the SKA application letter (a sample letter is provided in the Invoice folder), and acquiring the SKA Application Form from the Fisheries Department Office.

The process of certifying the SKA documents involves the following steps: The documents, which have been created and signed by the company's management, are taken to the Fisheries Department Office and submitted to the SKA department staff. The documents will be processed and ready for pickup within one day of submission.

CITES Document Application Procedure

This procedure aims to provide the CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) document, known as the SATS-LN (Foreign Plant and Wildlife Transport Letter), issued by the Directorate General of Forest Protection and Nature Conservation (PHKA). CITES is required to accompany every shipment of coral to foreign countries.

Work Instructions:

a. Prepare the necessary documents for CITES document application requirements to the Section Office of Natural Resources Conservation (KSDA), including:
    1. Coral Stock Inspection Request Letter.
    2. Assignment Order (SPT) containing the assigned officer's name from the KSDA Section Office for on-site inspections (Issued by the KSDA Section Office but inputted by the exporting company).
    3. Inspection Report for the type and quantity of coral to be exported (Issued by the KSDA Section Office but inputted by the exporting company).
    4. Attach the Application Letter addressed to the Biodiversity Conservation (KKH).
    5. Attach a recapitulation of Domestic Plant and Wildlife Transport Letters (SATS-DN) as the basis for the CITES submission for the respective types and quantities.
    6. Attach a photocopy of the SATS-DN.
b. Submit the Application Letter and SPT form to obtain the SPT number, SPT date, and BAP date.
c. Modify the SPT and BAP according to the information provided by the KSDA officer.
d. Print four sets of the SPT and BAP.
e. Arrange the submitted documents in the following order:
    1. Application Letter to the KSDA Section Office.
    2. Application Letter to the KKH.

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3. Assignment Order (SPT).
4. Inspection Report (BAP).
5. Recapitulation of SATS-DN.
6. Photocopy of SATS-DN.

f. Resubmit the SPT and BAP to the KSDA Section Office, including the above-mentioned requirements, for signing by the officers and Head of the KSDA Section Office.
g. After the document application is approved at the KSDA Section Office, the next step is to submit the document requirements to the Regional KSDA Office, including the following:
   1. Export Application Form (FPE) containing the types, quantities, customer names and addresses, export ports, and other relevant information.
   2. Attach the previously approved SPT from the KSDA Section Office.
   7. Attach the previously approved Export BAP from the KSDA Section Office.
   8. Recapitulation of SATS-DN.
   9. Photocopy of SATS-DN.
   10. PT. Agung Aquatic Marine's natural quota data.
   11. Application Letter to the Regional KSDA Office.
h. Submit the document with the above-mentioned requirements to the Regional KSDA Office and approach the officer in charge of FPE/FORM-C application.
i. After the document is signed by the Head of the Regional KSDA Office, request a stamp and agenda number from the administration officer at the Regional KSDA Office.
j. After the application is approved at the Regional KSDA Office, the next step is to send the document requirements to the Biodiversity Conservation (KKH) Office in Jakarta. The documents must be included and arranged in the following order:
   1. Application Letter to the KKH.
   2. Attachment of Recommendations from the Coral, Shell, and Ornamental Fish Association (AKKII).
   3. Instructions for breaking down the FPE (if applicable).
   4. FPE document certified by the Head of the Regional KSDA Office.
   5. Recapitulation of SATS-DN.
   6. Original copy of SAT
   7. riginal copy of SATS-DN (Domestic Plant and Wildlife Transport Letter).
   8. SPT (Assignment Order) certified by the Head of the KSDA Section Office.

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9. Export BAP (Inspection Report) certified by the Head of the KSDA Section Office.

k. The documents are then sent to the company's representative in Jakarta to be processed at the relevant government offices.

Marketing Mix

A product is a good or service offered by an organization or company. Without a product, there would be no exchange or sales. It is important to note that the success of marketing efforts, pricing decisions, and distribution strategies rely heavily on the presence of a quality product that is liked by customers. Therefore, companies must analyze which products to market, understand customer needs, and be aware of customer preferences in the current market. Based on interview analysis with informants, PT. Panorama's products have competitive value as they meet international standards for quality, such as CKIB and HACCP. Generally, the packaging or design of the products for export and domestic markets are similar, with the difference lying in the product descriptions tailored to the language of the target country or international language (English). Some may also use specific symbols or labels as requested by distributors in the target country. The packaging for export is determined by the policies of the destination country and the distributor's requirements, while maintaining aesthetic value and the distinctive characteristics of each product.

Price refers to the value assigned as a benchmark for a product, whether it is a tangible or intangible offering. It also represents the amount that customers are willing to pay. When determining the price, the company or seller must plan and consider various factors, as competition can be assessed from a pricing perspective. Based on interviews with informants, product prices are adjusted according to the cost of raw materials, labor, promotion, distribution, profit estimation based on market conditions, and various pricing strategies such as dynamic pricing, competitive pricing, high-low pricing, and penetration pricing. The payment methods employed by PT. Panorama include cash, bank transfers for the domestic market, and bank transfers along with letter of credit (L/C) for the international market.

Location refers to the place of production for goods or the site for service provision. Companies must determine a suitable location as it relates to where the company is established and conducts its operations. Location is also crucial in terms of product delivery to consumers and identifying strategic locations. Based on interview findings, companies select locations that are busy, easily accessible, and economically favorable for profitable transactions. The coverage

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area is also important as it significantly influences sales. A larger area allows for wider marketing and sales opportunities. In terms of transportation, PT. Panorama utilizes shipping containers, box trucks, trucks, containers, and ships for the domestic market, while employing shipping containers, ships, and airplanes for the international market.

Promotion is a marketing strategy used to advertise products in order to inform consumers about them. Promotion can influence a company's product sales and have an impact on the overall activities or operations of the company. Therefore, promotional costs can be considered high, as they can affect the sales of a company's products. Based on interview findings, PT. Panorama employs various promotion strategies such as traditional marketing, digital marketing, and direct marketing. This includes promoting through national and international media channels, such as television advertisements or social media platforms. PT. Panorama also utilizes distribution channels by collaborating with distribution companies in each target country. Additionally, PT. Panorama implements direct marketing strategies, such as setting up impromptu stalls at weekend morning markets or exhibitions, hosting events, and engaging in digital marketing activities, such as offering products through online shops, promoting on social media, and advertising on electronic media, online platforms, or the internet. PT. Panorama has encountered challenges in its promotional efforts, but the company has effectively managed these challenges. For example, dealing with policy or standardization issues in each country by ensuring that products meet the standards of the respective target countries. Another challenge is product damage during shipping or not meeting order specifications, which is addressed by recalling and re-delivering the appropriate products. PT. Panorama has exported various products such as instant noodles, sweet soy sauce, and chili sauce. The company has exported to several countries, including the Netherlands, Saudi Arabia, Japan, Korea, Dubai, the United States, Singapore, Malaysia, Germany, and many others. However, there is still room for improvement in promoting all of its products, as there are some products that have not been exported yet.

The term "people" refers to anyone directly or indirectly involved in a business. Every company must ensure that all individuals associated with its business possess a professional and friendly attitude, as well as receive adequate training to provide services. Based on the analysis of people, it can be explained that the work team and employees have a significant influence on the company, especially when they are motivated to give their best for the company. When the company provides motivation to its work team and employees, it boosts their enthusiasm for

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work.

The term "process" refers to a series of actions involved in delivering a product or providing services to customers. Based on the analysis, this process involves predetermined delivery methods and order placement determined by the company. Usually, the company utilizes predetermined transportation for product delivery.

Physical evidence can be defined as proof of the quality of products or services offered by a business. Based on the analysis, physical evidence can be seen in the form of PT. Panorama's expansion of business locations outside the country of origin. In addition to having buildings within the country, PT. Panorama has established business premises in countries such as Turkey, Nigeria, Yemen, and Dubai. The positive response from the people in these countries serves as evidence of the company's product quality.

Marketing Strategy

Marketing strategies should consider parameters for analyzing consumers, including consumer desires and needs, fulfillment of consumer needs, limited resources, changes in perception, preferences, purchasing power, and demand tendencies. Furthermore, changes in preferences through the decision-making process of purchasing a coral reef product are important. Generally, international market customers are greatly influenced by their desire to purchase, information-seeking prior to purchasing, evaluation of information, the decision to purchase the coral reef product, and subsequent evaluation of the purchased product. Supporting activities that can influence consumer behavior include the availability of market information by observing price fluctuations and market trends related to coral reef products. Economic parameters related to estimating the direction and achievement of PT. Panorama's company targets can be identified, as well as the availability of infrastructure to facilitate activities from upstream to downstream (coral reef agribusiness).

Marketing strategy is a company's way of informing and offering potential customers the products they have produced. PT. Panorama Alam Tropika has three promotional strategies to market its products and increase sales revenue:

a. Traditional Marketing

Traditional marketing involves building relationships with customers solely through advertisements without direct interaction. PT. Panorama conducts traditional marketing promotions such as billboards, posters, TV commercials, radio broadcasts, print media, direct mail (email), and tele-marketing (telephone, SMS).

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b. Digital Marketing

Digital marketing is similar to traditional marketing, but it utilizes digital tools. PT. Panorama engages in digital marketing promotions through social networks (Facebook, Instagram, Twitter) and websites.

c. Direct Marketing

Direct marketing is a promotional marketing strategy that involves direct communication with customers, both new and potential, without intermediaries such as media or advertisements.

Advantages of Marketing Strategies

a. Traditional Marketing

This strategy has a relatively high success rate, as the messages and explanations about the product are easier to remember and understand by consumers.

b. Digital Marketing

Digital marketing offers a wider marketing reach, and the marketing information can be measured in terms of its effectiveness.

c. Direct Marketing

This strategy helps to build strong relationships with consumers. It provides more detailed information to consumers and allows them to minimize the risk of choosing a product that does not align with their desires.

Limitations of Marketing Strategies

a. Traditional Marketing

Traditional marketing can be considered costly due to the utilization of media such as TV advertisements and radio broadcasts. Another drawback is the difficulty in measuring information and targeting specific audiences in this form of marketing.

b. Digital Marketing

Digital marketing faces higher levels of competition as numerous companies and organizations currently promote their products through digital channels. Consequently, it is highly likely that more companies will adopt this strategy to promote their products in the coming years.

c. Direct Marketing

The limitation of direct marketing is that it requires a greater time investment for

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promotional activities compared to other strategies.

STP (Segmenting, Targeting, Positioning)

PT. Panorama has conducted its first segmentation, which is geographic segmentation. The geographic segmentation performed by PT. Panorama covers the entire territory of Indonesia. Furthermore, PT. Panorama extends its segmentation beyond the domestic market of Indonesia and includes various other countries such as Saudi Arabia, Nigeria, China, the United States, Canada, and many more. Regarding targeting, PT. Panorama has established its target audience. For instance, the company targets the market for marine ornamental fish.

Moving on to positioning, it has been elucidated that the most recognized product among the public is the cultivated marine ornamental coral with the brand name "CELEBES REEF." PT. Panorama has made "CELEBES REEF" as the tagline or slogan for this product, which is easy to remember and well-liked by many consumers.

CONCLUSION

The conclusion of this research is that PT. Panorama Alam Tropika engages in the ornamental coral agribusiness for the international market, encompassing both natural and cultivated coral products, using market analysis and marketing mix strategies. The company employs the STP (Segmenting, Targeting, Positioning) model and the 4P (Product, Promotion, Place, Price) strategy for international marketing. This marketing mix is utilized for both the domestic and international markets. PT. Panorama's implementation of the 4P marketing strategy is generally effective, except for the promotional aspect where the company mainly focuses on advertising the exported ornamental coral products.

Furthermore, the pricing of PT. Panorama's products is adjusted based on the cost of raw materials, labor, promotion, product distribution, and estimated profits considering the economic conditions of the market. The pricing for international markets is also adapted according to the exchange rates of the respective destination countries. Additionally, PT. Panorama determines its business locations by seeking areas with high foot traffic, easy accessibility, and conducting calculations for representative locations.

In response to encountered obstacles, PT. Panorama Alam Tropika takes steps to enhance its marketing strategies, including: a) Offering exotic natural coral species and well-suited innovative cultivated products, and b) Aligning offers with pre-ordered ornamental coral

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specifications as requested by buyers.

Based on the conclusions drawn, the following recommendations can be made for PT. Panorama: Firstly, the company should further improve the promotion of all its products, especially exotic coral types, to increase the demand for these less popular ornamental corals in the international market. Secondly, before exporting and promoting their ornamental coral products in international markets, PT. Panorama should thoroughly research the policies and regulations of each destination country.

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