

TABLE OF CONTENT

	Page
TITLE PAGE	
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iv
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	v
ABSTRACT	vi
ABSTRAK	vii
PREFACE	viii
TABLE OF CONTENTS	x
LIST OF FIGURES	xiii
LIST OF TABLES	xiv
LIST OF APPENDICES.....	xv
CHAPTER I INTRODUCTION	
1.1 Background of the Study.....	1
1.2 Problem Limitation	6
1.3 Problem Formulation	6
1.4 Research Objective	6
1.5 Benefit of the Research	7
1.5.1 Theoretical Benefit	7
1.5.2 Practical Benefit	7
CHAPTER II LITERATURE REVIEW	
2.1 Theoretical Background	8
2.1.1 International Business.....	8
2.1.2 Marketing.....	10
2.1.1.1 The Concept of Marketing Strategy.....	14
2.1.1.2 Marketing Planning.....	17
2.1.1.3 Marketing Process	20
2.1.1.4 The Concept of Marketing Mix	21
2.1.3 International Marketing	23

2.1.4	The Concept of Export	27
2.1.5	The Importance of Export Performance	28
2.1.6	Relationship Between Marketing Strategy and Export	30
2.2	Previous Research.....	32
2.3	Framework of Thinking	35
CHAPTER III RESEARCH METHODOLOGY		
3.1	Research Design	36
3.2	Research Object.....	37
3.3	Data Collection Method	38
3.4	Data Analysis Method.....	39
3.4.1	Grounded Theory	39
3.4.2	Triangulation.....	40
3.4.3	Data Analysis Procedures	41
CHAPTER IV RESEARCH RESULT AND DISCUSSION		
4.1	General View of PT K2 Industries Indonesia	43
4.1.1	Brief Overview.....	43
4.1.2	Vision and Mission.....	49
4.1.3	Organizational Structure.....	49
4.2	Research Result and Discussion	60
4.2.1	The Market of Palm Oil.....	60
4.2.2	Marketing of PT K2 Industries Indonesia	62
4.2.3	Analysis of External and Internal Environment.....	63
4.2.3.1	The Analysis of External Environment.....	64
4.2.3.2	The Analysis of Internal Environment.....	70
4.2.4	The Marketing Mix (4Ps) of PT K2 Industries Indonesia	74
4.2.5	SWOT Analysis of Soap Exports Production in Asia.....	77
4.2.6	International Marketing of PT K2 Industries Indonesia.....	78
4.2.6.1	Malaysian Market	78
4.2.6.2	Pakistan Market	85
4.2.6.3	Thailand Market	91
4.2.7	Discussion	95

CHAPTER V CONCLUSION

5.1 Conclusion 99

5.2 Recommendation..... 100

REFERENCES 102

APPENDICES



LIST OF FIGURES

	Page
Figure 1.1 Soap Exports of K2 Industries Indonesia Between 2015-2021	4
Figure 2.1 Stages in Marketing Process	14
Figure 2.2 The 4Ps of the Marketing Mix	23
Figure 2.3 International Marketing Strategy	26
Figure 2.4 Framework of Thinking	35
Figure 4.1 Organizational Structure of PT K2 Industries Indonesia.....	50
Figure 4.2 Indonesia Palm Oil Exports	62
Figure 4.3 The Flow of Production Process and Operations	73
Figure 4.4 Total Sales of Soap Products for Malaysia Export.....	82
Figure 4.5 Total Sales of Soap Products for Pakistan Export.....	89
Figure 4.6 Total Sales of Soap Products for Thailand Export.....	93

LIST OF TABLES

	Page
Table 1.1 Soap Exports of PT K2 Industries Indonesia (2015 – 2021).....	4
Table 2.1 Key Activities Within a Marketing Plan	19
Table 4.1 Palm Oil Imports from Key Destinations.....	60
Table 4.2 SWOT Matrix at PT K2 Industries Indonesia	78
Table 4.3 Total Sales of Soap noodle Products for Malaysia Export in 2017 – 2021	81
Table 4.4 Total Sales of Soap noodle Products for Pakistan Export in 2017 – 2021.....	89
Table 4.5 Total Sales of Soap noodle Products for Thailand Export in 2017 – 2021	93



LIST OF APPENDICES

APPENDIX A	A-1
APPENDIX B	B-1

