



Partnership Pattern Strategy between The Malaysian and Indonesian Governments in The Creative Industry Sector to Increase Exports of Creative Products through Digital Platforms

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Received: 29 August 2024. Accepted: 22 October 2024. Published: 30 November 2024

ABSTRACT

Industry 4.0 is a challenge for organizations, technological advances must be optimized as well as possible. Cooperation is a concept that can be done to build a stronger and more sustainable creative economy in the digital era. Strengthening creative ideas with marketing strategies and product design will increase consumer appeal such as through websites, e-commerce, social media with wide and easy reach. The purpose of this study is to develop international cooperation for branding the local creative economy through marketing strategies and creative product design. The research method uses action research, action research by developing collaboration between PVTM, Maeswara Basket and UiTM Malaysia. through the concept of marketing strategy including digital marketing, product design and catalog by collecting observation data, interviews and documentation and data analysis through collection, reduction and drawing conclusions. The results of the study describe international cooperation as an effort to improve strong marketing strategies through technology and the concept of local green economy through environmentally friendly products and more modern product design concepts and international branding are expected to provide appeal to consumers.

Keywords: Creative Industry Sector, Creative Product, Digital Platform

INTRODUCTION

Industry 4.0 will be a challenge for organizations, due to the lack of workers who lack digital competence, and research on new roles is limited [1]. Technological developments have affected various levels of aspects of life in the fields of economics, politics, art, culture and education [2]. The increasing use of technology and online platforms in economic activities is an indicator of the development of the digital economy in Indonesia [3]. The influence of digital economic growth on industrial restructuring, facilitating economic growth that is in accordance with restructuring decision-making and industrial improvement [4] Business model innovation has become a fundamental ability to survive in competition, especially for small and medium enterprises (SMEs) [5]. Rapid changes to information and communication technology (ICT) make companies adapt to innovate and produce quality and appeal to customers [6]. Social media has become an influential tool for SMEs to engage in environmental collaboration and promote environmentally friendly product innovation [7].

Regional digital development to facilitate corporate innovation can be done especially collaborative innovation activities between companies to increase business strength [8]. Digital transformation can facilitate substantial increases in green innovation within companies by increasing media attention and reducing financing costs [9].

However, digital transformation also brings significant challenges including managing competencies that need to be combined in an effort to improve business efficiency and digital innovation [10]. The digital divide is certainly an increasing concern for increasing economic and social development in various developing countries [11]. Governments and communities to strive for the growth of digital competencies and green behavior [12]. Digital competencies are considered important for the ability to participate in society in the digital era [13].

Education offers opportunities for collaboration between universities and preschools, to reduce the gap between theory and practice in strengthening digital competence [14]. The importance of sharing knowledge through collaboration and partnership means by establishing the right strategy to explore the efficiency of increasing digital literacy as social and cultural capital that can reduce the gap between communities [15].

Collaboration between creative economy actors and academics has an impact that can support innovation and creativity in digitalization. Economic cooperation in the international arena can accelerate the flow of capital, technological development, labor, and other factors between countries, to encourage the acceleration of sustainable development globally [16][17]. Coupled with the improvement of human resources in managing digitalization such as websites that

must have good capabilities in order to get maximum results. Increasing cooperation in the local industry will have a good impact on business sustainability. SMEs must work harder to maintain the quality of partnerships to overcome resource and development limitations, address market changes and customer needs, and create unique competitive advantages for further development in a dynamic business environment [18][19]. The implementation of information technology and digital transformation through regional and multilateral cooperation plays a crucial role in increasing Indonesia's economic competitiveness and facing the challenges of technological developments in the global market [20].

Based on the background that has been described, the objective of this research is to increase cooperation between universities and local SMEs through international cooperation to increase purchasing power through marketing strategies and market reach through digital platforms and more modern product design innovations.

RESEARCH METHOD

The research method uses action research methods. Action research method by developing collaboration between PVTM UST, Maeswara Basket and UiTM Malaysia. The marketing strategy concept includes digital marketing strategy, product design and catalogues. Data collection techniques are

carried out using observation, interviews, and documentation. The stages in the research include:

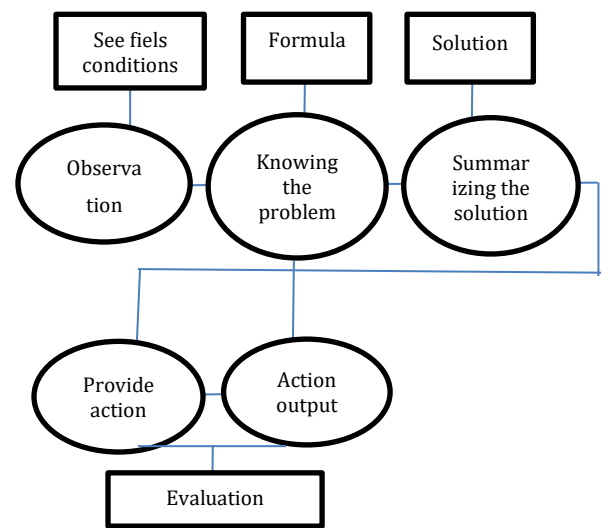


Figure 1. Research stages

Research instruments include researchers supported by supporting tools in research such as recorders, laptops, mobile phones and interview grids to develop marketing and products.

Table 1. Instrument grid

Variable	Sub	Indicator
Local and international collaboration opportunities	1. Opportu nities and Markets	a. Market interest
		b. Sales focus
		c. Marketing techniques
		d. Target community
production	2. SOUP	a. Clarity of the cooperation process
		b. Clarity of production process to export
	1. HR	a. Knowledge
		b. Skills
	2. Facilities and	c. Work experience
		a. Tools and materials

infrastructure	b. Network
3. Design and function	a. Color combination
	b. Product View
	c. Product function

The data results that have been obtained are then analyzed and presented using the Miles and Huberman analysis concept, including the data reduction process, data display and conclusion drawing/verification [21].

RESULT AND DISCUSSION

Product development carried out with a cooperation strategy between Indonesia and Malaysia is Maeswara's strategy in developing digital marketing to reach a wider and more accessible community. On the other hand, it provides a new concept with more creative and innovative products to increase consumer appeal to the product. The stages in developing marketing and product strategies at Maeswara Basket include the Observation and Interview stages, Implementation of product manufacturing.

1. Observation and Interviews

Observations were made by looking at the conditions of the buying and selling system carried out at Maeswara Basket. From the results obtained, Maeswara Basket divides the products into 2, namely general and special products. General products include products that are commonly sold in their marketplace with various forms and concepts that they

create themselves. Special Products are products that are made according to the buyer's request, both in shape, color, material and dimensions can be made to suit the buyer. So from the results of the observation, the purchasing flow carried out by Maeswara includes the following diagram

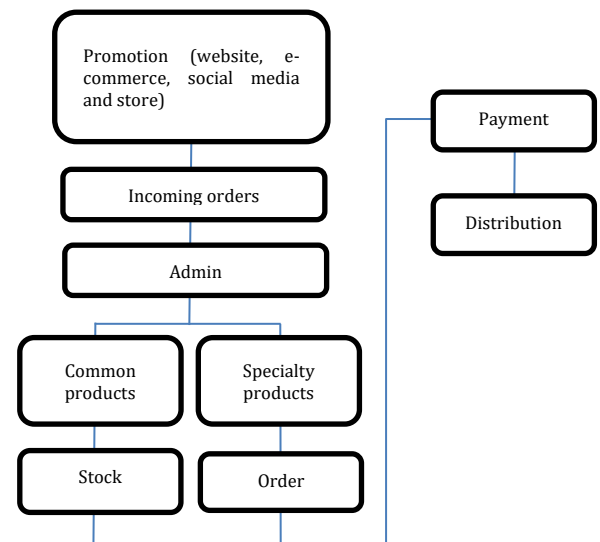


Figure 2. Purchase flow

Interview with the owner of Maeswara Basket, he said that he hopes that promotions and sales can be expanded through other platforms with this intention.

- Wider reach
- More modern concept and promotion
- More attractive product design

2. Product Design Implementation

The creation of product design combines the concept of home decor or decoration but can also be enjoyed for its function. So the product design that will be made is a resting place and a

scratching post for cats with the name "cako". The design process is carried out by applying various combinations of colors and materials as considerations of beauty and choice for consumers. The next consideration is the ability of human resources in making customized products to get neat, precise and quality results.

3. Implementation of Product Design and Marketing Concepts

The purchasing panel in the maeswara basket after the manufacturing process includes several stages that consumers must go through. The concept of this strategy includes:

Table 2. Cooperation strategy

Project	Maeswara	Malaysia
Draft	0	
Design		0
Control	0	

The process of collaboration in product design and marketing of Maeswara to support sales and promotions has several stages of implementation.

1. Create a Product

The product manufacturing concept maintains traditional values with a modern design concept. Maintaining the main material, namely nature as the main material through a combination of iron frame materials. The product is made by applying weaving techniques which are of course very well mastered by craftsmen to obtain maximum results and quality.



Figure 3. Products

2. Designing a Catalog

The marketing concept is also added in the form of a detailed catalog about the product. Covering details of the product composition that describes the basic materials of manufacture, then, the color choices on the product that can be selected include 4 colors on the frame or natural fiber, and the concept of layout and illustration of product use that is included to provide understanding to buyers.

The focus of cooperation between UiTM Malaysia includes marketing strategies, making E catalog designs and product designs that will be produced by Maeswara Basket. Making designs through research concepts and creative ideas from UiTM Malaysia by combining local Indonesian products and carrying the concept of a green economy as a marketing branding. The process of making product designs and E catalogs as an effort to provide a modern concept of the Maeswara

Basket website that can be accessed by consumers so that it can be more communicative and attractive, some design results include.

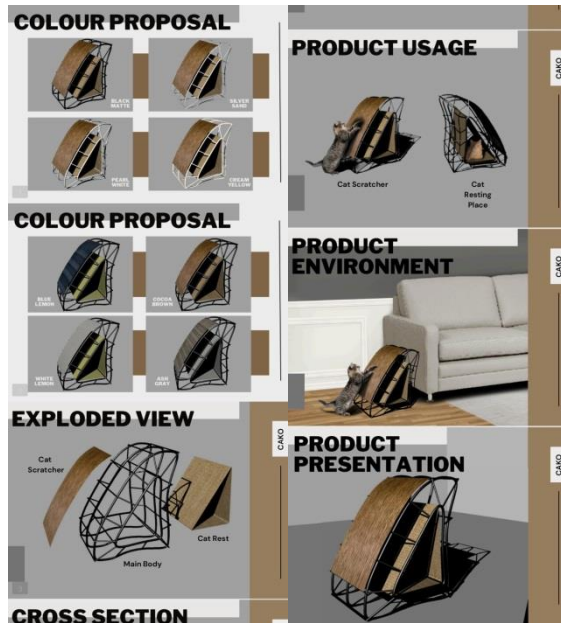


Figure 4. Design concept

Development of e-catalog and website design concepts based on open feedback from respondents and stakeholders involved in the collaboration includes:

Table 3. Validation from design concept

Variable	Sub	Results
Design	1. Is the concept concise and interesting?	✓
	2. Is the color combination appropriate?	✓
	3. Are all the detailed menus listed?	✓
	4. Is the delivery of the product acceptable?	✓

The development of attractive design concepts and management involving digital

marketing such as websites, e-commerce, social media, etc. in supporting sales in the rural economy is a progress. Rural areas have an important role as a framework for national development [22]. Towards independent and smart villages that are successful, advanced, independent, and prosperous, active participation from various parties is needed [23]. Cooperation between academics, international partners, and UiTM can encourage an attractive marketing branding concept. This development will certainly have an impact if it starts from every creative economy actor in it. Business actors in the creative economy sector occupy the key as the largest part of all economic activities of the Indonesian people [24]. The application of appropriate technology will certainly help support economic activities. The digital economy offers significant opportunities for SMEs to transform through digitalization, create markets, and participate in the global supply chain [25].

The cooperation carried out by Indonesia and Malaysia includes PVTM UST, UiTM and Maeswara Basket which focuses on covering the international market by introducing environmentally friendly local Indonesian products such as natural fibers. Natural fiber is one of the natural resources that has a lot of potential to be utilized in Indonesia [26]. Increasing standardization in the level of environmental friendliness can be done to increase product competitiveness and can create opportunities for a strong Indonesian

industry in the international market [27]. On the other hand, working towards a green economy helps reduce poverty [28]. Producing products with unique innovation and creativity will be an attraction for consumers. Through the development of design, concept and originality of international cooperation products will certainly increase consumer appeal. Increasing market orientation, innovation, and product creativity, the creative industry must know what customers want, how competitors' strategies are and increasing cross-functional functions [29]. The ability of SMEs to survive and be quite successful is certainly influenced by several factors in the implementation of entrepreneurship, such as creativity and innovation [30]. As well as increasing competence in facing the development of the times [31] will certainly awaken the power of creativity, innovation and strong marketing.

Maeswara, which is strong in branding, plus international branding through the UiTM marketing and design concept, adds to its appeal and wide market reach. Advances in information and communication technology can become a marketing tool that is able to reach the territorial boundaries of a country [32]. The key role of leaders is in shaping the direction of education and the development of innovation to encourage progress not only in academic aspects but towards the practical application of knowledge in reality implementation scenarios [33]. A marketing

concept with a strong emphasis on innovation and creativity in products becomes added marketing value and develops individual competencies. Partnership model between schools and the business world to produce quality people [34]. On the other hand, strengthening cooperation through creativity and marketing innovation can be one of the answers to challenges in the current digital era. Due to the challenges of increasingly modern advances in managing new technology, creating businesses, creating products and services by encouraging economic growth and technological progress [35].

CONCLUSION

The development of cooperation implemented through academic collaboration with SMEs through a strong digital marketing strategy concept through websites, social media and e-commerce to reach a wider reach through the concept of environmentally friendly products and strengthen international branding for local businesses. On the other hand, the ability of creativity and product innovation applied in the local industry through environmentally friendly product branding packaged with a modern product design concept in terms of function and beauty is expected to increase the enthusiasm of local and international consumers for the product.

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