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## Marketing Strategy Innovation: Enhancing Competitiveness and Differentiation of Local Products in the Global Market

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**Abstrak:** Innovation in marketing strategy is an important element in improving the competitiveness and differentiation of local products in the midst of increasingly fierce global market competition. Local products, despite their high cultural value and uniqueness, often face challenges in expanding their market reach and competing with products from international brands. This research aims to analyze how marketing strategy innovation can be effectively used to increase the competitive value of local products and differentiate them from other products in the global market. Through a qualitative approach with literature study and case study analysis, this research identifies several key elements in innovative strategies, such as the use of digital technology (including social media and e-commerce), the development of a strong brand image based on local wisdom, product personalization according to the needs of the international market, and communication strategies that are adaptive to the culture of the target market. The findings show that when local businesses are able to adopt innovative marketing approaches that are responsive to global market dynamics, they can not only increase product visibility, but also build international consumer loyalty. In addition, collaboration with stakeholders such as the government, creative communities, and global distribution platforms also strengthens the position of local products. This research is expected to serve as a reference for MSMEs, local brand developers, and policy makers in formulating marketing strategies that are relevant, sustainable, and able to elevate local potential to the global level.

**Keywords:** Marketing Innovation, Business Strategy, Local Products, Global Competitiveness



### INTRODUCTION

Economic globalization has fundamentally reconfigured the competitive structure of markets, creating an increasingly complex, dynamic, and globally oriented business environment (Abdelsalam, 2025). The process of economic integration across countries, characterized by trade liberalization, advances in information technology, and increased mobility of goods, services, and capital, has eroded geographical boundaries in economic activity (Ionașcu, 2024). In this context, businesses of all sizes, both multinational corporations and micro, small and medium-sized enterprises (MSMEs), are faced with intensifying competitive pressures. Not only are they required to improve production efficiency, businesses must also be able to develop adaptive capabilities to changes in global consumer preferences, international regulations, and evolving technological disruptions. Globalization not only expands markets, but also standardizes consumer expectations for quality, sustainability, and added value of products (Tepliuk, 2023). Therefore, the ability to respond to global dynamics with innovative approaches is an essential aspect in maintaining business relevance and sustainability.

In the face of increasingly intense competitive pressures at the global level, innovation in marketing strategy plays a very crucial role in determining the success of local products to enter and survive in the international market (Sudirjo, 2023). Marketing can no longer be understood narrowly as a promotional activity alone, but rather as a strategic system that includes the entire process of value creation for consumers. Innovation in marketing includes adaptation to global demand dynamics, reformulation of the value proposition offered by products, and strengthening relationships with consumers through contextual and relevant approaches. Businesses are required to design marketing strategies based on comprehensive market research, paying attention to segmentation characteristics, target markets, and positioning in accordance with the norms, culture, and

behavior of consumers across countries. Innovative marketing strategies include the integration of digital technology as the main instrument in reaching global consumers efficiently and measurably. Digital platforms such as e-commerce, social media, and analytics technology enable local businesses to build two-way communication, strengthen consumer engagement, and establish an authentic and competitive brand image. By leveraging digitalization, local products not only gain wider exposure, but can also adapt quickly to market feedback and changing global trends. Therefore, marketing innovation serves as a catalyst that can transform the uniqueness of local products into globally relevant competitive advantages, while strengthening national competitiveness in a knowledge and creativity based economy.

In the era of globalization and rapid digital transformation, the challenges and opportunities for local products in entering the global market are becoming increasingly complex and dynamic (Carolin, 2024; Wijoyo, 2025). Local products, especially those from micro, small, and medium enterprises (MSMEs), often have their own competitive advantages in the form of authentic cultural values, traditions, and local wisdom. This uniqueness should serve as a key identity and attraction in a global market that increasingly values authenticity and sustainability. However, this great potential is still not fully optimized. Many MSMEs experience significant obstacles in accessing digital technology, understanding international market trends, and developing marketing strategies that are effective and adaptive to changes in global consumer behavior. Limitations in terms of human resources, funding, and distribution networks are also inhibiting factors in improving the competitiveness of local products (Afra, 2024; Adawiyah, 2011). Low digital literacy and a lack of understanding of the importance of branding and product storytelling make it difficult for many MSME players to differentiate their products in the international market. Without an innovative, data-driven and structured marketing approach,



it is difficult for local products to survive and thrive in the fierce competition.

The global marketing landscape has changed drastically along with shifting consumer preferences and advances in digital technology (Erdiana, 2024; Ausat, 2025; Sudalyo, 2024). Today's consumers no longer only consider aspects of quality and price, but also increasingly value products that have authentic stories, uniqueness, and values that reflect a particular cultural and social identity. Trends such as conscious consumerism and sustainable lifestyles make elements of locality and sustainability an important factor in purchasing decisions. This is a great opportunity that can actually be utilized by local products, especially those from MSMEs, which naturally carry distinctive narratives and values that are not owned by global mass products. The reality on the ground shows that most local businesses have not been able to package these values into a modern, structured and competitive marketing strategy. Many of them still rely on conventional approaches without optimally utilizing digital technology to reach a wider market. In fact, in various literatures and previous studies, innovation in marketing has been widely discussed, covering aspects of digital marketing, brand positioning, to export strategies based on e-commerce platforms and social media. However, there is a significant research gap, namely the lack of studies that specifically integrate marketing strategy innovation with local value-based differentiation approaches such as cultural heritage, traditional production processes, or community philosophies in the context of local product internationalization.

This gap indicates the need for a new approach in developing a marketing model that is not only adaptive to global market dynamics, but also able to highlight the unique character of local products as the main selling point. The development of innovative and globally-oriented locality-based marketing strategies is crucial, both in terms of practice and academic studies. This kind of strategy has the potential to be an effective bridge for MSMEs to lift the competitiveness of their products in the

international arena, while maintaining the sustainability of local identity in an era of homogenous globalization. Many studies are still conceptual or limited to specific sectors, without providing an implementation framework that is applicable to resource-constrained small businesses. Studies on how local businesses can utilize technological innovation, cultural narratives, and market adaptation to build strong positioning in the global market are still underdeveloped.

Based on these conditions, this research lies in developing a holistic approach to innovative marketing strategies for local products, which does not only emphasize technological aspects or distribution channels, but synergistically integrates the power of local values such as culture, product stories, production philosophy, and craft traditions with modern marketing instruments. This approach includes the strategic use of digital technology, the application of digital marketing that focuses on engagement and storytelling, co-creation-based collaboration with global consumers, and strengthening brand identity that reflects the cultural richness and uniqueness of the product's region of origin. Thus, marketing strategy is not positioned as an activity separate from the social and cultural context of the product, but rather as a tool to convey value and expand product meaning in a multicultural global landscape. This research seeks to formulate a differentiation strategy model that can serve as a theoretical reference as well as an applicative guide for MSME players. This model is designed to improve the competitiveness of local products not through generic approaches such as price competition, but through the creation of added value that is contextual, emotional and sustainable. By combining elements of locality and globality simultaneously, this model encourages MSMEs to position their products not only as consumer goods, but also as representations of cultural identity that have symbolic and commercial value at the same time. Another contribution of this research is the provision of a relevant strategic framework in the face of changing global market challenges including changing



consumer preferences, the dynamics of digital platforms, and the increasing demand for ethical, sustainable and authentic products. With this approach, this research is expected to provide theoretical contributions in the development of locality-based international marketing science, as well as practical contributions for business actors and policy makers in accelerating the penetration of local products into international markets through contextual and sustainable marketing strategy innovations

### METHOD

This research uses a descriptive qualitative approach that aims to understand in depth how innovation in marketing strategies can improve the competitiveness and differentiation of local products in the global market. This approach was chosen because it has the ability to capture social reality holistically and contextually, as well as explore the meaning behind the actions, views, experiences, and strategies implemented by local businesses, especially in facing the dynamics and challenges in the international market. This research is exploratory in nature, with the main focus on identifying and understanding various forms of marketing innovation that are still rarely documented systematically in the literature, especially among micro, small and medium enterprises (MSMEs). This explorative character allows researchers to open up the possibility of discovering new patterns, creative approaches, and unique practices that have not been revealed in previous studies.

The main data collection method in this study was semi-structured interviews, which were conducted with MSME players who have expanded or shown global market orientation, experts in marketing. This interview technique was chosen because it provides flexibility for researchers to explore certain topics more dynamically, adjust to the informant's background, and explore information that is contextual and reflective. In addition to primary data, this research also utilizes secondary data obtained from various documents, policy reports, academic publications, media articles,

and relevant case studies that support the understanding of marketing innovation strategies and international market penetration efforts by local products. The combination of primary and secondary data is expected to provide a more complete and in-depth picture of the innovative practices carried out by MSMEs in improving their competitiveness globally. The data collected was analyzed using the thematic analysis method. This process starts with reducing data, identifying important patterns, grouping information based on themes, and drawing conclusions based on in-depth interpretation of the categorized data.

### RESULTS AND DISCUSSION

The results of this study show that innovation in marketing strategy plays a very important role in improving the competitiveness and differentiation of local products in the global market (Majid, 2023; Maharani, 2024; Ashhab, 2024). MSME players who successfully penetrate international markets generally exhibit adaptive, responsive to market changes, and progressive characteristics in designing and implementing their marketing strategies. They not only rely on product uniqueness, but also actively integrate digital technology in various aspects of marketing, from promotion to distribution. One of the key findings of this research is the high utilization of digital technology, particularly social media, as a key tool in building emotional connections with consumers while significantly expanding market reach (Li, 2023).

Platforms such as Instagram, Facebook, TikTok, and YouTube are strategically utilized to showcase attractive product visuals, convey a strong narrative behind the production process, and introduce the cultural background and local values attached to the product (Okonkwo, 2023). This approach not only creates an emotional connection with consumers, but also shapes a brand image that is authentic and relevant to global market trends. International consumers, especially millennials and Gen Z, highly value content that is storytelling, personalized, and contains social

or environmental values. This digital marketing strategy is strengthened by the utilization of global e-commerce platforms such as Etsy, Amazon, and Alibaba. Through these platforms, local products are able to cross geographical boundaries and gain direct access to consumers in various countries without having to go through a complex distribution chain. This provides a significant competitive advantage, especially for MSMEs that have limitations in terms of capital and infrastructure. In some cases, successful MSMEs are even able to create a cross-border community of loyal customers, who not only buy products but also become indirect brand ambassadors through positive reviews and recommendations on social media. Thus, it can be concluded that innovation in digital marketing strategies that combine the power of technology, storytelling, and e-commerce are key factors in driving the internationalization of local products. This approach is not just about selling products, but also about building brand experiences that tap into the emotional aspects and values of increasingly complex and diverse global consumers. The findings underscore the importance of digital capacity building and creativity in marketing for MSME players to be able to compete sustainably in international markets.

A storytelling-oriented marketing strategy is now a very effective approach in building the image of local products in the midst of increasingly competitive and global market competition (Herlina, 2025). In this approach, businesses do not simply sell functional goods, but package their products in a narrative that evokes a story that represents cultural values, local history, traditional production processes, and the philosophy of life behind the product. Such narratives provide a rich and deep context, creating an emotional attachment between the product and the consumer. In a market that increasingly prioritizes authenticity and the meaning behind consumption, storytelling becomes a differentiating element that cannot be easily replicated by mass-produced products. For example, batik artisans in Yogyakarta not only market the fabric as a work of art, but also

convey the deep philosophy behind each motif such as the Parang motif which symbolizes strength, or Kawung which symbolizes purity and justice. Similarly, local coffee producers from West Java showcase manual harvesting, natural processing techniques, and environmental sustainability principles that demonstrate care for nature and farming communities. In Bali, silver craft entrepreneurs often associate their jewelry designs with Hindu mythology or local spiritual stories, enriching the symbolic value of the products. Even in the culinary sector, MSME players have begun to tell stories of hereditary recipes, traditional cooking processes, and cultural backgrounds that shape the flavor identity of a dish.

This strategy not only increases the aesthetic and emotional appeal of the product, but also creates deeper consumer loyalty. Modern consumers, especially millennials and Gen Z, tend to favor products that have social value, sustainability and inspirational stories (Saputri, 2025). They don't just buy products, they buy meanings and experiences. Therefore, storytelling becomes a bridge between local products and the global market, allowing consumers from different cultural backgrounds to understand and appreciate the local values that are promoted. In the long run, this approach is not only effective for building brand awareness and loyalty, but also for strengthening national cultural identity in the international arena. Local identity has proven to be a crucial aspect in creating product differentiation, especially in the context of a global market filled with homogenous and industrial-scale products. Products that reflect the characteristics of their region of origin have a greater chance of attracting the attention of international consumers because they offer something different, authentic and meaningful. This local identity can be manifested in various forms ranging from product naming that refers to a specific geographical or cultural region, the use of local languages in marketing elements, cultural symbols in packaging design, to the selection of regional raw materials that strengthen the link between the product and its origin. For example, tenun ikat products from



East Nusa Tenggara are not only appealing because of the aesthetics of their motifs, but also because of the cultural narratives and hereditary skills inherent in them. Similarly, producers of specialty foods such as Padang's rendang or Manado's sambal often use local names and iconography as part of brand identity, directly signaling to consumers that the product carries authentic flavors and traditions. Even in the beverage sector, such as tea or coffee, mentions of regional names such as "Gayo Coffee," "Wonosobo Tea," or "Kintamani Coffee" become quality and identity labels that sell, as they contain strong geographical associations with the quality and character of the product.

This locality-based uniqueness is a very strong branding element (Mastuti, 2024; Sandriana, 2014). Locality-based uniqueness not only provides visual and narrative differentiation, but also creates a higher perceived value in the eyes of global consumers. Products with a clear local identity tend to be viewed as more exclusive and have a story behind their creation, which makes them more than just a commodity. This kind of differentiation strategy does not rely on price competition, but rather builds excellence on aspects of value, story, and uniqueness that cannot be replicated en masse by global competitors. Thus, local identity is not just a marketing tool, but a strategic force that can strengthen the position of MSMEs in the international market, while preserving the nation's cultural heritage and identity in the midst of uniform globalization. On the other hand, adaptation to global market tastes, preferences and standards remains a key factor in determining the success of local product marketing strategies (Khairi, 2024; Julmasita, 2023; Bahri, 2024). In this context, business actors are required to be careful in making adjustments without sacrificing the essence and local values that are the main strengths of their products. Adjustments can be made in various aspects, such as design, taste, size, texture, color, and product packaging, with the aim of being more easily accepted by global consumers who have different cultural

backgrounds, habits, and expectations. This strategy is a form of adaptive and contextual innovation, which allows local products to remain relevant and competitive abroad.

For example, Indonesian food products such as rendang or sambal are being developed in different flavors, such as with less spiciness or the use of alternative ingredients to suit consumers in Europe or North America. In the beverage sector, some local coffee producers are changing packaging sizes or including nutrition labels and organic certification to meet international market regulations. Meanwhile, craft and fashion industry players are simplifying their designs to be more minimalist, contemporary and in line with global trends, while still maintaining their signature motifs, production techniques and local materials. The same is happening in the natural ingredient-based cosmetics sector, where formulations are adjusted to international safety standards, while still highlighting the richness of Indonesia's tropical flora as the main ingredient.

This ability to adapt intelligently reflects that innovation in marketing strategy cannot be applied rigidly or uniformly, but must be flexible, contextual, and based on in-depth market research. In fact, in many cases, the success of local products abroad stems from the unique ability of businesses to maintain product authenticity while wrapping it in a more universal format (Ali, 2025). Therefore, a successful marketing strategy is one that is able to bridge locality and globality, conveying cultural values in a language that the world understands and appreciates. External support from the government, private institutions, and non-governmental actors has proven to be one of the determining factors in the success of local product market expansion, especially for MSME players who want to penetrate international markets. In many cases, strategic interventions from external parties are important catalysts that help overcome the limited resources, market access, and technical knowledge that are often the main obstacles for MSMEs (Franky, 2025; Zaenudin, 2023). Various training programs facilitated by relevant ministries, export development

agencies, and private partners have provided capacity building in digital marketing, export management, product certification, and globally oriented branding strategies. In addition, the facilitation of participation in international exhibitions, trade missions, and business matching has provided direct exposure to global market potential and opened new distribution networks.

The successful internationalization of local products is not solely the result of internal initiatives of businesses, but is the result of a collaborative and sustainable ecosystem of support. This strategy shows that creating resilient and globally competitive MSMEs requires a synergistic and integrated multi-actor approach (Gustafsson, 2021). Overall, the results of this study indicate that innovation in marketing strategy is not just limited to technical aspects such as digitalization, but is a multidimensional approach that involves synergies between the use of digital technology, strengthening local identity, adaptability to global market tastes and regulations, and involvement in cross-sector collaboration. The success of a marketing strategy is not determined by one single element, but rather by the ability to integrate the various elements harmoniously and consistently in the brand narrative and business operations. This approach requires cultural sensitivity, keen market understanding, and a willingness to continuously learn and adapt to global changes.

Although businesses are increasingly aware of the importance of innovation in marketing strategies, its implementation still faces a variety of complex challenges. Many MSMEs find it difficult to translate innovative ideas into effective marketing practices due to internal capacity constraints (Mondal, 2025). Limited human resources, especially in terms of mastery of digital technology and data-driven marketing, are the main obstacles. Many businesses do not have competent teams to manage social media, create creative content, or optimize the use of digital platforms to strategically reach global markets. In addition to limited human resources, financial constraints are also a major barrier to the

implementation of marketing innovations. International marketing campaigns are costly, ranging from the production of international-standard promotional materials, digital advertising in foreign markets, to participation in international trade fairs and forums. MSME players, especially micro-scale ones, often do not have a dedicated budget for overseas marketing activities. As a result, their marketing strategies are limited to simple promotions, and they have not been able to develop a strong and globally competitive brand image. In the long run, this lack of funds hinders market expansion and slows down business growth.

In addition to internal factors, external challenges such as ignorance of overseas consumer behavior and cultural differences also complicate the marketing innovation process. Respondents in this study revealed that they often feel hesitant in crafting promotional messages for fear of communication errors or cultural mismatches. Different values, aesthetic tastes, and social sensitivities in different countries require a deep understanding and careful approach in cross-cultural marketing strategies. Therefore, the need for technology-based training, international marketing assistance, and increased literacy of global market characteristics is urgent. This approach will not only help businesses overcome current obstacles, but also build a stronger foundation for long-term growth.

Local products can compete effectively by highlighting culture-based added value, authentic stories, and uniqueness born from the roots of local traditions and wisdom. Such strong and authentic narratives not only strengthen the product's position in the eyes of consumers, but also create emotional closeness and long-term loyalty. In this context, culture is no longer positioned as a passive heritage, but as a strategic resource that can be capitalized on in an ethical and sustainable manner. In the midst of an increasingly competitive, complex, and dynamic global market landscape, local businesses, especially micro, small, and medium enterprises (MSMEs), are faced with the demand to continue to carry out value-based



innovation. This kind of innovation is not simply interpreted as adopting the latest technology or adjusting to market trends, but includes a more fundamental ability: reframing local identity, both in the form of cultural narratives, symbols, and local wisdom values, so that they can be communicated authentically, relevantly, and attractively to international audiences.

For innovations to have a sustainable impact, strengthening networks and collaboration across actors is crucial (Arumsari, 2025; Darmawan, 2025; Romarina, 2016). Strategic partnerships with governments, diaspora communities, international certification bodies, and digital distribution platforms such as global e-commerce or export-based marketplaces, play an important role in expanding market reach, building product credibility, and accelerating the process of adapting to international standards. Such collaborations also strengthen the bargaining position of MSMEs in the global trade ecosystem, which is often dominated by large businesses and multinational brands. With an approach based on value innovation and strategic collaboration, MSMEs not only have the capacity to survive amidst global market pressures, but also transform into cultural ambassadors, guardians of local identity, and drivers of the national creative economy. They can serve as concrete examples of how local values are integrated with global dynamics, creating synergies between tradition and modernity, and contributing to a more inclusive and diverse global economic narrative.

A comparative analysis between businesses implementing innovative strategies and those still using conventional approaches shows a marked difference in terms of business performance and market competitiveness. Businesses with conventional approaches tend to focus on traditional marketing activities such as word of mouth, static advertising, and limited participation in local exhibitions (Sharma, 2024). Such strategies are generally unable to respond to the fast-changing dynamics of the global market, resulting in stagnation of business growth. Products

marketed in conventional ways are often less competitive in terms of visual appeal, added value, and distribution reach (Yusup, 2023). In contrast, businesses that apply innovative approaches, especially in terms of digitalization, personalization of brand messages, and storytelling based on local values, have proven to be able to reach consumers across countries more effectively. Not only do they expand market coverage, but they also increase consumers' perception of product value. The use of digital technologies such as e-commerce, social media, and customer management systems (CRM) allows them to conduct more precise market segmentation, respond quickly to trends, and build stronger emotional relationships with customers. The long-term effects of this approach are increased customer loyalty, higher product competitiveness, and significant growth in profit margins, especially in export markets. This fact emphasizes the urgency for local businesses to change their mindset from simply selling products to creating sustainable value. Innovation in marketing strategies can no longer be considered an additional option, but rather a fundamental necessity to survive and compete in the global market. Therefore, technology adoption, strengthening brand identity, and a deep understanding of international consumer behavior should be an integral part of MSME business strategies. By building innovative capacity and strengthening global market orientation, local businesses will not only be able to lift the competitiveness of their products, but also contribute to broader national economic growth.

## CONCLUSIONS

This study highlights that innovative marketing strategies are crucial for enhancing the global competitiveness of MSMEs. Beyond digital technology, successful strategies integrate local values such as cultural identity, storytelling, and unique aesthetics to appeal to international markets. Storytelling, in particular, builds emotional connections by conveying the product's origins and meaning, adding authentic value. The use of social media



and global e-commerce platforms like Amazon and Alibaba enables low-cost, flexible access to global consumers. Co-creation with international audiences further strengthens engagement and product relevance. Overall, the synergy between local wisdom and modern marketing not only expands market reach but also positions MSMEs as cultural ambassadors. Their success relies on adapting to global standards while preserving local identity, creating distinct value through culture-based differentiation rather than price competition..

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