

Global Marketing to Increase Income of Kele Honey Entrepreneurs in Balangan Sembung Mengwi Bali

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DOI - <http://doi.org/10.37502/IJSMR.2023.61205>

Abstract

This study aims to analyze the effect of global marketing on increasing the income of kele honey entrepreneurs in Balangan Sembung Village, Mengwi, Bali. A total of 42 respondents participated in the study. Global marketing is considered to have a major impact on revenue, so this study is important to examine the effect of global marketing on revenue. The hypothesis in this study states that global marketing has a positive and significant influence on the income of honey kele entrepreneurs in Balangan Sembung Village, Mengwi, Bali. The analysis was conducted to assess the extent to which global marketing affects the increase in income of honey kele entrepreneurs. The results of this study are expected to provide insight into the importance of global marketing in increasing the income of honey kele entrepreneurs in the region. The implications of these findings are expected to support the development of more effective marketing strategies to market kele honey products globally, having a positive impact on their future income.

Keywords: Bali, entrepreneurs, global marketing, income, Madu kele.

1. Introduction

The development of kele honey in Balangan Sembung Mengwi Village Bali can provide economic opportunities for beekeepers and honey producers in Bali. Longan honey, also known as longan honey or longan bee honey, is honey produced by bees from the nectar of longan flowers (Primayanti et al., 2020). Longan (*Dimocarpus longan*) is a popular tropical fruit in Asia, and kele honey is produced when bees collect nectar from longan flowers.

The impact of global marketing on revenue (Gutiérrez-Aragón et al., 2023; Taron et al., 2023; Yang et al., 2022) kele honey entrepreneur in Balangan Sembung Mengwi Bali can vary depending on a number of factors. Global marketing can help entrepreneurs (Chen et al., 2023) Kele honey to expand market access outside Bali. By selling their products internationally, they can reach new customers and increase sales volume (Ou et al., 2023; Ryabkov & Yashalova, 2019; Tapkir et al., 2021). On the other hand, global marketing also brings tougher competition (Barkidija Sotošek, 2019; Kim et al., 2020). Kele honey entrepreneurs in Bali need to compete with kele honey producers from various countries. Therefore, they need to improve product

quality and marketing strategies to stay competitive in the global market. Global markets can increase revenue (Amin et al., 2023; Bagdi et al., 2023; Chernonog & Levy, 2023).

In a global marketplace, consumer tastes and preferences can change rapidly (De Keyser & Lijesen, 2023; Dube et al., 2023; Yu et al., 2023). Honey entrepreneurs need to follow global market trends (Drobniak et al., 2023; Marousek et al., 2023) and adapt their products to suit the needs and tastes of international consumers. Changes in currency values and logistics costs can affect the price and profit margins of honey entrepreneurs. Therefore, they need to monitor these factors to manage financial risk.

Through global marketing, honey entrepreneurs can increase their brand awareness in the international market. This can help improve brand image and build global consumer trust in their products. Global marketing can also open opportunities for cooperation with stakeholders in foreign markets, such as distribution partners or raw material suppliers (Paksiutov, 2021; Sandoval-Gomez et al., 2022). This can provide long-term benefits for kele honey entrepreneurs.

Kele honey entrepreneurs need to comply with international regulations and standards to be able to operate legally in the global market (Biondi et al., 2020; Sáez & García, 2022). Compliance with these norms can ensure the credibility of their products in the eyes of international consumers. Therefore, while global marketing can bring new opportunities, kele honey entrepreneurs in Balangan Sembung Mengwi Bali also need to pay attention to the challenges and adjustments needed to succeed in the global market.

But in reality, the kele honey business actors in Balangan Sembung Mengwi Bali do not understand global marketing. In order for business actors to understand the global market, business actors should receive education and training related to the global market. This can include courses, seminars, or consultations with international market experts. Conduct a global market study (Biondi et al., 2020; Sáez & García, 2022) thoroughly to understand trends, consumer needs, and competition in international markets. Attend international trade shows and conferences to understand the latest developments in the industry, build business connections, and monitor global trends. Consult global market experts or international consultants who can provide guidance and advice based on their experience.

Kele honey business actors in Balangan Sembung Mengwi Bali do not understand the global market trend. In order for business actors to understand global market trends, business actors should conduct regular analysis of global market trends by monitoring industry developments, technology, and consumer behavior at the international level. Use social media and online platforms to follow discussions, feedback, and consumer trends around the world. Join industry groups and business associations to participate in discussion forums, gain industry insights, and network with global businesses. By taking these steps, businesses can understand global market trends better, enabling them to take informed decisions and remain competitive at the international level (Basu & Sondhi, 2023; Bosbach et al., 2020; Frisinger & Papachristou, 2023).

In addition, it is also proven that business actors understand regulations and international standards. Kele honey entrepreneurs need to comply with international regulations and standards to be able to operate legally in the global market. Compliance with these norms can ensure the credibility of their products in the eyes of international consumers (Fosgaard et al., 2023; Yin et al., 2023). Therefore, while global marketing can bring new

opportunities, kele honey entrepreneurs in Balangan Sembung Mengwi Bali also need to pay attention to the challenges and adjustments needed to succeed in the global market.

Global marketing has a great effect on the income. Therefore, this research is important to analyze the effect of global marketing on the income. This research aims to analyze how the effect of global marketing to improve the income of kele honey entrepreneurs in Balangan Sembung Mengwi Bali. The hypothesis in this study is that global marketing has a positive and significant effect on the income of kele honey entrepreneurs in Balangan Sembung Mengwi Bali.

2. Method

This study used quantitative methods. The population used is 42 business actors in Balangan Sembung Mengwi Bali and uses a saturated sample where the population is equal to the number of 42 business actors. The data collected for the study were first-hand data collected from participants. In this study, questionnaires were used to collect data using survey methodology. In this study, three months were issued. Software called Smart PLS is used to process and analyze data.

3. Result

1. Construct Validity Test

a. Outer Loading

The convergent validity test based on outer loading is presented in Table 1 and shows that all indicators have an outer loading above 0.7 on the intended construct.

Table 1: Outer Loading

| | X | Y |
|----|-------|-------|
| X1 | 0,898 | |
| X2 | 0,716 | |
| X3 | 0,875 | |
| Y1 | | 0,924 |
| Y2 | | 0,814 |
| Y3 | | 0,893 |

b. Fornell-Larcker Criterion

The Fornell-Larcker Criterion evaluation or AVE root values used in the discriminant validity test are shown in Table 2. The concept is legitimate if the AVE root (number when written diagonally) exceeds the correlation between constructions.

Table 2: Fornell-Larcker Criterion

| | X | Y |
|---|-------|-------|
| X | 0,834 | |
| Y | 0,838 | 0,878 |

c. Cross Loadings

If the correlation of the construct indicator is larger than the correlation of the indicator with other constructs, the construct is said to have strong discriminant validity. The maximum cross loading value for each indicator against its latent variable is shown in Table 3. This demonstrates that all indicators pass the cross loadings test's criteria for discriminant validity. In other words, all signs are valid.

Table 3: Cross Loadings

| | X | Y |
|----|-------|-------|
| X1 | 0,898 | 0,854 |
| X2 | 0,716 | 0,478 |
| X3 | 0,875 | 0,694 |
| Y1 | 0,832 | 0,924 |
| Y2 | 0,668 | 0,814 |
| Y3 | 0,695 | 0,893 |

2. Construct Reliability Test

The study model's Cronbach's alpha values from Table 4 indicate that every variable has a Cronbach's alpha value over 0.70. These findings indicate that the research model has met Cronbach's alpha requirements, making the study credible. Each variable in the research model has a composite reliability value above 0.70, according to the composite reliability value. These results confirm that all constructs are reliable and the research model has reached composite reliability.

Table 4: Construct Reliability and Validity

| | Cronbach's Alpha | Composite Reliability | Average Variance Extracted (AVE) |
|---|------------------|-----------------------|----------------------------------|
| X | 0,783 | 0,871 | 0,695 |
| Y | 0,851 | 0,910 | 0,771 |

Hypothesis Testing

As shown in Table 5, the Path Coefficient and P-value results can be used to evaluate the direct impact of one construct on another by the proposed link. The P-value is 0.000, indicating the significance of the association between X and Y.

Table 5: Path Coefficients

| | Original Sample | T Statistics | P-Values |
|--------|-----------------|--------------|----------|
| X -> Y | 0,838 | 25,503 | 0,000 |

4. Discussion

Results from tests for validity and reliability are accurate and reliable. The results of this study show that global marketing has a positive and significant influence on the income of kele honey business actors in Balangan Sembung Mengwi Bali. Business actors' understanding of global

marketing in the context of the kele honey business in Balangan Sembung, Mengwi, Bali can have a positive impact on the business's income. Understanding of global marketing can help kele honey business actors to expand their market to the international level. By exploring market opportunities outside Bali, they can increase the accessibility of their products to global consumers. Understanding the preferences and needs of global consumers allows businesses to adapt their marketing strategies. This includes adjusting to international tastes, trends and standards to make their kele honey products more attractive to customers from different cultural backgrounds.

Business actors who have understood the global marketing for kele honey business in Balangan Sembung, Mengwi, Bali, have a deep understanding of how to access and utilize international markets to increase revenue. That is, they are not only fixated on the local or national market, but also expand the scope of their business to the global level. Understanding global marketing covers several aspects, such as international market research, pricing in accordance with the global market, marketing strategies that into account cultural diversity and global consumer preferences, and the availability of products that meet international standards.

By understanding global marketing, kele honey business actors in Balangan Sembung, Mengwi, Bali can carry out more effective and efficient marketing strategies, identify new market opportunities abroad, and build a strong brand image at the international level. This can help them increase sales and business revenue significantly, not only in the local market but also in the global market.

Business actors' understanding of global market trends in the context of the honey kele business in Balangan Sembung Mengwi Bali can have several positive implications for the business revenue. Understanding global market trends can help businesses to identify expansion opportunities into international markets. By tailoring their kele honey products to suit global demand, businesses can expand their reach and increase the potential income of consumers outside Bali. By understanding global market trends, business actors can produce kele honey products that are in accordance with international standards and global consumer desires. This can increase the competitiveness of their products in the international market, so that more consumers around the world are interested in buying kele honey from Balangan Sembung Mengwi Bali.

Understanding of global market trends allows business actors to design the right marketing strategy. They can use information about global consumer preferences, lifestyle trends, or emerging values to direct their marketing efforts so that they more effectively attract attention and increase sales. Business actors can take advantage of understanding global trends to diversify their kele honey products. For example, they can create product variants that fit global health and wellness trends, such as organic honey or honey with specific health benefits, which can appeal to a wider segment of the market.

Understanding global market trends can also open up opportunities for international cooperation. Honey kele business actors in Balangan Sembung Mengwi Bali can establish partnerships with stakeholders in other countries, such as buyers, distributors, or production partners, to expand market footprint and increase revenue potential. Thus, a deep understanding of global market trends can be the key to success for honey kele business actors in Balangan Sembung Mengwi Bali in increasing their income and business sustainability.

Business actors' understanding of international regulations and standards in the context of kele honey business in Balangan Sembung Mengwi Bali has an important meaning for the sustainability of business income. Business actors who understand international regulations related to the production and distribution of kele honey will be able to ensure their compliance with food safety standards. This helps maintain product quality and ensures that the kele honey produced meets the requirements of international law, so that it can be sold in the global market. Understanding of international regulations and standards opens up opportunities for business actors to enter international markets. By ensuring that their kele honey products meet international requirements, businesses can access global markets and attract consumers in various countries, potentially increasing business revenues.

Compliance with regulations and international standards can improve the reputation of the kele honey business. Consumers tend to trust products that meet international standards because they are considered safer and of higher quality. This can create consumer loyalty, increase sales, and in turn, support business revenue. Understanding of international regulations allows businesses to establish partnerships and collaborations with international stakeholders such as business partners, distributors, or certification bodies. This can help in expanding market reach and increasing revenue earning opportunities through cross-border cooperation.

An understanding of international standards can also encourage innovation in the production and processing of kele honey. Businesses that are proactive in understanding the latest developments can create value-added products, such as eco-friendly or organic products, that can attract specific market segments and support additional revenue. Thus, a good understanding of international regulations and standards not only ensures legal compliance, but also opens up strategic opportunities to earn sustainable income in the kele honey business in Balangan Sembung Mengwi Bali

5. Conclusion

Global marketing has great potential to increase the income of kele honey entrepreneurs in Balangan Sembung Village, Mengwi, Bali. By accessing a wider market, increasing demand, setting competitive prices, developing a strong brand, diversifying products, and maintaining quality according to international standards, Madu Kele entrepreneurs can experience a significant increase in their income. Nevertheless, special attention needs to be paid to the regulatory aspects of international trade and appropriate marketing strategies for this global marketing effort to be successful and sustainable. By taking advantage of the opportunities offered by the global market, it is hoped that kele honey entrepreneurs can optimize their economic growth potential and positively contribute to local economic development in Balangan Sembung Mengwi Village Bali.

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