

**DEVELOPMENT AND OPTIMIZATION OF MARKETING STRATEGIES  
FOR JACAL.CO GINGER POWDER BEVERAGE IN THE  
GERMAN MARKET**

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**ABSTRAK**

Penelitian ini mengeksplorasi pengembangan strategi pemasaran untuk JACAL.CO, minuman bubuk berbahan dasar jahe yang diproduksi oleh PT Agriutama Mandiri Indonesia Jaya, dengan target pasar di Jerman. Meningkatnya preferensi konsumen terhadap produk yang sehat dan berkelanjutan menunjukkan potensi besar bagi minuman jahe di Eropa. Studi ini menganalisis potensi pasar, tantangan, dan strategi masuk yang dapat diterapkan oleh JACAL.CO di Jerman. Pendekatan penelitian kualitatif digunakan, termasuk tinjauan literatur, analisis pasar, dan studi kasus, guna memperoleh wawasan mengenai dinamika pasar, preferensi konsumen, serta posisi kompetitif. Hasil penelitian menunjukkan bahwa meskipun Jerman memiliki permintaan yang meningkat terhadap produk organik dan berkelanjutan, tantangan seperti kepatuhan terhadap regulasi, kesadaran merek, dan biaya logistik perlu diatasi. Studi ini menyimpulkan bahwa JACAL.CO memiliki potensi pasar yang kuat di Jerman jika dapat menyesuaikan diri dengan preferensi konsumen serta persyaratan regulasi yang berlaku.

***Kata Kunci: Minuman Jahe Bubuk, PT Agriutama Mandiri Indonesia Jaya, Strategi Ekspor, Pemasaran Internasional, Jerman, Pembangunan Berkelanjutan.***

### **ABSTRACT**

*This research explores the marketing strategy development for JACAL.CO, a ginger-based powdered beverage produced by PT Agriutama Mandiri Indonesia Jaya, targeting the German market. The increasing consumer preference for healthy and sustainable products highlights the potential of ginger beverages in Europe. This study examines the market potential, challenges, and strategic entry points for JACAL.CO in Germany. A qualitative research approach, including literature reviews, market analysis, and case studies, is employed to gain insights into market dynamics, consumer preferences, and competitive positioning. Findings indicate that while Germany presents a growing demand for organic and sustainable products, challenges such as regulatory compliance, brand awareness, and logistics costs must be addressed. Implementing a digital marketing strategy, obtaining necessary certifications, and collaborating with local distributors are crucial steps for successful market penetration. The study concludes that JACAL.CO has strong market potential in Germany if it aligns with consumer preferences and regulatory requirements.*

**Keywords:** *Ginger Powder Drink, PT Agriutama Mandiri Indonesia Jaya, Export Strategy, International Marketing, Germany, Sustainable Development.*

