

## OPTIMIZATION OF INDONESIA'S TEA EXPORT STRATEGY TO SOUTH KOREA : AN ANALYSIS OF CONSUMER PREFERENCES AND INTERNATIONAL MARKET CHALLENGES

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### ABSTRACT

This study aims to explore the optimization of Indonesia's tea export strategy to South Korea by analyzing consumer preferences and the challenges faced in the international market. Utilizing a qualitative research approach, data was collected through in-depth interviews with industry experts, tea producers, and exporters, as well as a review of relevant literature and trade reports. The findings reveal key consumer preferences in South Korea, including flavor profiles, packaging, and perceptions of quality, which significantly influence purchase decisions. Additionally, the study identifies several challenges in the international market, such as regulatory barriers, competition from other tea-exporting countries, and fluctuating demand. These insights are critical for developing targeted strategies that align with market needs and enhance Indonesia's competitive advantage in South Korea. The study concludes with recommendations for stakeholders in the tea industry to improve export performance by addressing consumer demands and overcoming market challenges, thereby optimizing Indonesia's tea export potential.

Keywords : Export Strategy; Consumer Preference; International Market Challenge

### ABSTRAK

Penelitian ini bertujuan untuk mengoptimalkan strategi ekspor teh Indonesia ke Korea Selatan dengan menganalisis preferensi konsumen dan tantangan yang dihadapi di pasar internasional. Menggunakan pendekatan penelitian kualitatif, data dikumpulkan melalui wawancara mendalam dengan para ahli industri, produsen teh, dan eksportir, serta melalui tinjauan literatur dan laporan perdagangan yang relevan. Temuan penelitian mengungkapkan preferensi utama konsumen di Korea Selatan, termasuk profil rasa, kemasan, dan persepsi kualitas, yang secara signifikan mempengaruhi keputusan pembelian. Selain itu, penelitian ini mengidentifikasi beberapa tantangan di pasar internasional, seperti hambatan regulasi, persaingan dari negara pengekspor teh lainnya, dan permintaan yang berfluktuasi. Wawasan ini sangat penting untuk mengembangkan strategi yang tepat sasaran sesuai dengan kebutuhan pasar dan meningkatkan keunggulan kompetitif Indonesia di Korea Selatan. Penelitian ini diakhiri dengan rekomendasi bagi para pemangku kepentingan di industri teh untuk meningkatkan kinerja ekspor dengan memenuhi permintaan konsumen dan mengatasi tantangan pasar, sehingga dapat mengoptimalkan potensi ekspor teh Indonesia.

Kata kunci : Strategi Ekspor; Preferensi Konsumen; Tantangan Pasar Internasional

### INTRODUCTION

Indonesia's tea exports are one of the important sectors in the economy, considering that Indonesia is one of the world's largest tea producers. However,

Indonesia's tea export performance has fluctuated in recent years. In 2021, Indonesia's tea exports reached USD 89.16 million, reflecting the large international market potential. In 2022, there was a small increase to USD 89.99 million, but in some major buyer countries, such as Australia, there was a significant decline of up to 92.22% (BPS, Databoks). The year 2023 showed a drastic decline to USD 79.67 million, about 11.33% lower than in 2022 (BPS).

The decline in Indonesia's tea exports is caused by various factors, both on the production side and the global market. Decreased Production Capacity, Reduced tea supply is caused by a decrease in the area of tea plantations in Indonesia. Efforts to rejuvenate old tea plants were not maximized, which led to a decrease in national production capacity. Most tea plantations are smallholder plantations whose management has not met adequate technical standards. In addition, there are many old tea plants with populations that do not meet the standards, which negatively affects the quality of the tea produced (Explore Kompas).

In the period 2021 to 2023, Indonesia's green tea export prices experienced variations caused by several external and internal factors. In 2022, the total value of Indonesia's tea exports reached USD 101 million, with several major export markets such as Malaysia, Australia, Russia, and the United States being the main consumers. However, green tea exports, although growing, still face challenges due to fierce competition in the international market, especially from producing countries such as China and Sri Lanka that have excess supply, thus depressing green tea prices globally (The Observatory of Economic Complexity) (Tridge). Based on data from Tridge, Indonesian green tea is exported in various forms such as "bulk" and various qualities, ranging from Orange Pekoe to Fanning, and sold in leaf or powder form. For example, green tea in the form of gunpowder and fanning processed without fermentation are of different qualities, with prices varying depending on the type of packaging and destination market (Tridge).

The strategies implemented by Indonesian tea industry players are still not optimal in facing global challenges. Many producers have yet to utilize modern technology and product innovation to attract international consumers. For example, product innovations such as honey green tea-which is a combination of green tea and honey-have not been fully utilized to increase export appeal. In fact, this innovation can

be a solution to increase the added value of Indonesian tea products and attract the attention of international markets (Source: Ministry of Trade).

South Korea has a sizable market for tea and honey products. Based on data, demand for tea products, especially green tea, continues to increase along with the growing health trend among the public. South Korean consumers tend to favor products that have health benefits, and the combination of green tea with honey fits this preference perfectly (Lee & Kim, 2022). Therefore, a marketing strategy that emphasizes the health benefits of honey green tea can be an effective approach to increase exports to South Korea. South Korean Consumer Preferences for Tea and Honey. Consumers in South Korea show high interest in tea and honey products. According to research, about 70% of South Korean consumers consume tea regularly, and there is an increasing demand for premium and organic tea products (Han et al., 2021). In addition, honey is also gaining popularity as a natural sweetener that is considered healthier than sugar. Demand for honey in South Korea is estimated at 10,000 tons per year, indicating great market potential for honey green tea products produced in Indonesia (Korea Agricultural Marketing Center, 2023).

Trade between Indonesia and South Korea for products such as green tea from West Java and Wilbi honey from Sumatra has great potential, especially amid the growing health trend in South Korea. Consumers there are increasingly favoring natural and organic products, which opens up opportunities for the export of these two commodities. PT Kabepe Chakra, as one of the tea exporters from Indonesia, already distributes its products through major companies in South Korea such as CJ CheilJedang and major retailer chains such as Lotte Mart and E-Mart (Tridge).

According to the Central Statistics Agency (BPS, 2022). Indonesia's honey exports show an increasing trend and can be used for marketing honey tea in South Korea. For example, honey produced by manufacturers in Sumatra and Kalimantan has properties suitable for honey tea products, prioritizing the quality and authenticity of the raw materials (Sari, 2020) also stated in "The Impact of Natural Ingredients on Health Drink Trends in Asia" that honey tea producers must understand the origin story of the product and its health benefits to successfully enter the Korean market. Korean consumers are more likely to accept new products if their health benefits are clearly explained.

Therefore, a marketing strategy that combines a strong narrative with product quality is highly recommended, such as Wilbi honey from Sumatra (Sari, 2020). However, there are still obstacles in the introduction of the new product. Korean consumers may take time to develop trust in tea products that differ from their usual habits. Therefore, an intensive advertising and education campaign is needed to raise public awareness about honey tea. In introducing a new product like honey tea with Wilbi honey from Sumatra to South Korea, there are several challenges that must be faced. One of the main obstacles is the difference in taste preferences. Korean consumers prefer the natural taste of tea without added sweetness, which can make it difficult to market honey tea even if the honey is of high quality. For that reason, market research is very important so that the product can be tailored to the local consumer's taste (Park & Lee, 2020). In addition, import regulations and standards in South Korea also pose a significant obstacle. Food and beverage products in this country must meet various quality and food safety certifications, which require additional costs and time for exporters (Kim & Hong, 2019). This certification process can be a barrier for honey tea products to enter the South Korean market.

In terms of marketing, another challenge is brand recognition and consumer education. Because honey tea is a new product, consumers in South Korea are not yet familiar with it. An effective marketing strategy is needed to introduce the benefits and uniqueness of this product. Building trust in a new product also takes time, as Korean consumers tend to prefer products that are already familiar (Lee & Han, 2018). Additionally, the cost of digital marketing in South Korea, especially through popular platforms like Naver and Kakao, is quite high. For new products, promotion through digital ads requires a large budget to compete with other established products (Cho & Jung, 2021). Overall, the main obstacles faced in marketing Wilbi honey tea to South Korea include differences in consumer preferences, strict export regulations, and high marketing costs. However, with the right market research strategy, this product has the potential to succeed in South Korea if it can highlight its natural quality and health benefits.

### **Question**

1. How is the introduction of the Honey Tea product strategy in South Korea?
2. Optimization of the Honey Tea product marketing strategy among similar competitors.

## LITERATURE REVIEW

### Honey Tea as a Unique Product

Honey tea is a beverage that combines the natural sweetness of honey with various types of tea such as green tea, black tea, and herbal tea. Both ingredients have very good health benefits. Honey is known for its antibacterial, antioxidant properties, and its ability to boost the immune system, while tea contains polyphenols that are good for heart health and cancer prevention. (Nguyen & Vu, 2020). In Indonesia, the use of honey in beverages is widely known, especially in herbal traditions like herbal drink (Widiastuti, 2019).

Honey tea is a potential product in line with the global consumer trend that increasingly emphasizes health and natural products. In the international context, such as the Korean market, honey tea can meet the needs of consumers looking for functional beverages with health benefits (Park, 2019). Korean consumers who are already familiar with the health benefits of herbal tea and honey might be a suitable target group for this product.

### Optimization of Indonesian Tea Exports

Indonesian tea exports to the international market face significant challenges, even though Indonesia is one of the world's major tea producers. However, Indonesia's market share in South Korea remains low compared to countries like China and Japan (Nursodik, 2021). One of the reasons for the suboptimal export of Indonesian tea is the lack of product innovation that meets the needs of the increasingly developing South Korean market. In this export optimization, efforts to enhance competitiveness through product diversification and improving tea quality are key. The strategy for developing green tea and authentic honey like Wilbi from Sumatra, which has unique advantages, can be one of the solutions to attract the attention of South Korean consumers (Khaliqi, 2020). According to a competitiveness analysis study, Indonesian tea faces several major challenges in maintaining its international market share due to price and quality factors. Furthermore, the implementation of trade agreements such as IK-CEPA (Indonesia-Korea Comprehensive Economic Partnership Agreement) can open up greater opportunities for Indonesian tea products in South Korea through the reduction of tariffs and other trade barriers (Suprihatini, 2020).

## South Korean Consumers' Preferences for Tea

Ges in the Tea Export Market to South Korea The challenges of Indonesia's tea exports to South Korea include fierce competition from other tea-producing countries, such as China and Japan, as well as strict regulations regarding food quality and safety in Korea. (Khaliqi, 2020). Indonesian tea products are often considered to be inferior in terms of quality and branding, which are important factors for Korean consumers. On the other hand, trade cooperation through the IK-CEPA agreement provides a great opportunity to increase exports, as this agreement offers tariff elimination for several agricultural products, including tea (Suprihatini, 2020). However, the main challenge faced by Indonesian tea exporters is the strict quality standards and regulations related to organic and pesticide-free tea products expected by Korean consumers. Therefore, international organic certification and the innovation of healthier tea products need to be improved to penetrate a wider market (Khaliqi, 2020; Paramita, 2017).

## Product Introduction Strategy

The strategy of introducing honey tea in South Korea can utilize several important aspects. Highlighting the health benefits of honey and tea should be the focus of your marketing campaign. By utilizing scientific research that supports the effectiveness of honey as an immune booster and tea as an antioxidant, we can give our products credibility in the eyes of increasingly savvy consumers (Lee & Shin, 2021).

In this case, Wilbi honey from Sumatra is trusted as a high-quality raw material that also supports environmental sustainability as it is produced from local farmers in Indonesia (Prasetyo, 2022). Introducing this product through the right distribution channels. In South Korea, digital advertising through platforms such as Instagram and YouTube, which are often used by the younger generation to find information about health products, is very effective (Kang, 2020).

## Product Marketing Strategy

It is important to tailor the strategy to the unique tastes of consumers in the country. South Korea is a market that is very concerned about health and the environment. Therefore, honey tea's status as a high-quality healthy drink that uses natural ingredients can be an important selling point. In the country, consumers tend to prefer products with clear health benefits, especially those made from natural ingredients such as honey. Therefore, marketing honey tea as a drink that combines the

benefits of tea and natural honey while emphasizing health aspects such as immunity and antioxidant enhancement is very important (Kim.2020). Sustainability-based marketing strategies are also very important in South Korea.

Korean consumers are increasingly aware of the environmental impact of the products they consume. Therefore, honey tea made with honey from sustainable beekeeping in Sumatra will appeal to environmentally conscious consumers. Ensuring environmentally friendly product packaging, such as using recyclable materials, also adds significant value. According to research by Jeong (2021), Korean consumers, especially the younger generation, respond very positively to products that emphasize sustainability and social responsibility. In South Korea, selling through e-commerce or online platforms is one of the keys to marketing success. Given the high internet penetration rate and popularity of online shopping in South Korea, selling honey tea through platforms such as Coupang, Gmarket, and Naver Shopping can be very effective. In addition, using social media such as Instagram and KakaoTalk for advertising purposes can reach a wider consumer base, especially the younger generation who often search for health products through digital media (Park, 2021).

### **RESEARCH METHOD**

Method is a method of work that can be used to obtain something. While the research method can be interpreted as a work procedure in the research process, both in searching for data or disclosing existing phenomena (Zulkarnaen, W., Amin, N. N., 2018:113). This study employs a qualitative research method to explore solutions for overcoming international market challenges in the tea export industry. The approach is designed to provide an in-depth understanding of complex market dynamics and identify actionable strategies for Indonesian tea exporters. The research will involve several key steps:

1. Research Design
2. Data Collection
  - o Interviews
  - o Document Analysis
3. Data Analysis

## RESULT AND DISCUSSION

### South Korean Culture

South Koreans have a long tradition of consuming tea, especially herbal teas such as yuja-cha (citron tea) and saenggang-cha (ginger tea), which are often drunk during cold weather or when one wants to maintain a healthy body. Ginger tea, for example, is highly valued for its warming properties and ability to relieve colds and improve blood circulation (Choi, 2020). This culture thrives not only on taste, but also on the belief in the inherent health benefits of such teas. Therefore, the acceptance of new products such as honey tea, which also contains natural ingredients with health benefits, is very likely to gain attention in the Korean market.

When it comes to acceptance of new products, including honey tea, Korean consumers tend to be open to innovation as long as the product offers added value, especially in terms of health. According to Park (2021), products that contain natural ingredients and clear health claims, such as honey which is known for its antioxidant and anti-inflammatory properties, have a greater chance of acceptance. Korean consumers are increasingly looking for products with functional benefits, and with the rising trend of healthy lifestyles, products such as honey tea containing natural honey are likely to appeal to them. According to research by Yuliani (2021), Korean consumers highly value products with tested health claims, and they tend to research the ingredients used before making a purchase. With the increasing awareness of the importance of health and wellness, products such as honey tea may attract their attention, especially if the tea utilizes natural honey such as Wilbi honey from Sumatra, which has been recognized for its quality. In fact, experts suggest that the promotion of honey tea products focus on the health benefits associated with honey, as South Korean consumers are increasingly concerned about their health, especially after the COVID-19 pandemic (Lee & Kim, 2021).

For new products such as honey tea, there is great potential as South Korean consumers are increasingly interested in beverages with clear health claims. According to a trend study of the beverage industry in Korea, products containing honey and other natural ingredients are likely to be well received, especially those offering health benefits such as antioxidant and anti-inflammatory properties (Euromonitor, 2023). For example, functional products enriched with natural ingredients have caught the attention



of the Korean market, driven by a fast-paced lifestyle that demands practical health solutions (Research and Markets, 2023). As a new product, honey tea has quite bright prospects in the South Korean market. While there may be initial challenges to introducing a new product in an established beverage category, such as herbal tea, with an emphasis on the quality of natural ingredients and health benefits, honey tea has great potential to be positively received by South Korean consumers.

### **Strategies for Honey Tea Product Introduction**

In introducing a new product such as honey tea in the South Korean market, there are several important strategies that can be applied, especially considering the high interest of Koreans in herbal and natural-based products. Herbal beverage products have long been accepted in Korea due to their compatibility with the trending healthy lifestyle, especially in recent years. Korean consumers highly value the health claims of the products they consume, especially those with properties such as antioxidants and anti-inflammatory properties, such as those of honey tea (Euromonitor, 2023).

One effective way to introduce honey tea is by utilizing promotional campaigns that are both digital and offline-based. In South Korea alone, many social media platforms such as Instagram, KakaoTalk, and YouTube have a great influence, especially among young people and millennials who tend to seek health product recommendations through digital media. Engaging health influencers or food bloggers who have a good reputation in Korea can help raise awareness of honey tea products. According to Kim and Lee (2021), influencers have an important role in building a positive image of a new product, and with the right campaign, the product can be more easily accepted among Korean society. In addition to using social media as a marketing method, product introduction in large supermarkets such as Lotte Mart and E-Mart can be the right choice. These large retailers have a wide market share and high consumer confidence, especially in providing quality health products. Through direct promotion in supermarkets, new product introductions such as honey tea can be offered through sampling or tester strategies. Providing testers in strategic locations such as large supermarkets or health events will be very effective in introducing new products. This provides an opportunity for consumers to try before deciding to buy, and increases the chances of the product being well received (Park, 2021).

New products, especially herbal-based ones, are generally well received in South Korea if marketed with the right strategy. Koreans tend to value products that have strong health claims, especially if they are backed by valid clinical trials or scientific research. Therefore it is important for honey tea manufacturers to emphasize the health benefits of the product in marketing campaigns. In addition, cooperation with large retail chains allows the product to immediately gain wide exposure as large supermarkets such as Lotte Mart and E-Mart have access to consumers from various segments (Kim & Park, 2020). In terms of acceptance, testers or sample products are one of the most effective methods in South Korea. The use of testers in health events or in large supermarkets can increase consumer confidence in new products. Many herbal tea manufacturers in Korea use this approach to introduce their products, as consumers often want to try before they buy.

### **Product marketing strategy**

In marketing a new product, such as honey tea, it is important to understand that South Koreans are generally open to herbal-based products, provided the marketing strategy is appropriate. They highly value products that have strong health claims, especially if the claims are backed by scientific research or valid clinical trials. Nonetheless, by conducting careful market research, Indonesian honey tea has the potential to succeed in the South Korean market if it is able to highlight its natural qualities and health benefits.

SMEs in South Korea, particularly in the e-commerce and retail sectors, have great potential to become strategic partners in distributing tea and honey products from Indonesia. With the increasing use of digital platforms, such as Coupang and Gmarket, Indonesian products can be sold directly to Korean consumers, reaching a wider audience and reducing distribution costs.

Opportunities Through E-Commerce Coupang, known as “Korea's Amazon,” has a fast delivery system and various payment options, making it an ideal choice for health products such as tea and honey. By utilizing features such as “Rocket Delivery,” products can reach consumers in less than 24 hours. This is important for maintaining the freshness of products, especially tea which requires good storage to maintain its quality (Tridge). Gmarket, as another e-commerce platform, allows sellers to reach a wider range of consumers by providing an effective promotion and discount system.

With the right marketing strategy, tea and honey products from Indonesia can be more visible to consumers.

Bandung Street Wall as a Marketing Initiative, Bandung Street Wall in South Korea serves as a cultural bridge that promotes Indonesian products and traditions. It is an ideal place to introduce green tea and honey to Korean consumers, who increasingly appreciate the uniqueness of international products. The initiative offers local SMEs in South Korea the opportunity to participate in exhibitions and events, where they can showcase Indonesian products first-hand. This gives consumers a hands-on experience and a chance to sample the products, which often increases interest and purchases.

Creative Marketing Strategy, In exhibitions organized at the Bandung Street Wall, SMEs can provide samples of tea and honey. This hands-on experience not only increases consumer interest but also allows direct interaction between producers and consumers, which is invaluable for building trust and brand loyalty. In addition, these events can be linked to cultural activities, such as food festivals or cultural events, which will attract more visitors and strengthen the positive image of Indonesian products in the eyes of consumers.

Digital Marketing Support, Utilizing social media to promote product presence at Bandung Street Wall is essential. Collaboration with local influencers who have an interest in health and natural products can help reach a wider audience. Engaging visual content and digital marketing campaigns can raise awareness of the tea and honey products, as well as encourage visitors to come and try the products in person.

By leveraging SMEs in South Korea and support from digital platforms and cultural initiatives such as the Bandung Street Wall, tea and honey products from Indonesia can be introduced in an innovative and engaging way. This will not only expand market reach but also increase the competitiveness of Indonesian products in the international market.

In terms of regulations, South Korea has national standards known as Korean Standards (KS), as well as several international standards such as ISO (International Organization for Standardization) and ASTM (American Society for Testing and Materials). Complying with regulations set by the Korean Food and Drug Administration (KFDA) is an important step in marketing honey tea as a functional food.

## Discussion

### Data Collection

- **Interviews:** According to Assistant Deputy for Trade Facilitation at the Coordinating Ministry for Economic Affairs, Tatang Yuliono, Indonesia's tea exports have great potential to be increased, including to South Korea. Although Indonesia is the world's 13th largest tea exporter, its contribution is only two percent of total global tea production. Challenges faced include fierce competition, trade policies, and product quality. Improvement efforts through collaboration, infrastructure revitalization, and farmer education are needed to make Indonesian tea more competitive internationally (Antara News)
- **Document Analysis:** The main targets for honey tea products in South Korea are the health-conscious, including young people and housewives looking for healthy drinks for their families. The herbal drink trend in Korea is particularly strong among 20-40 year olds, where consumers are starting to turn to products that offer health benefits as part of their lifestyle. This is in line with the increasing interest in natural-based products that are not only delicious but also beneficial for health. In addition, these products can also target older consumers, who are more appreciative of the health benefits of honey and other herbal ingredients. With clear health claims, as well as product placement in the healthy drinks section of Lotte Mart or E-Mart, honey tea products can attract this segment (Euromonitor, 2023).

### Data Analysis

Honey tea can be categorized as a functional food if it contains ingredients that offer health benefits. This product is divided into two categories based on the need for approval: products that have undergone risk assessment by the Korea Food and Drug Administration (KFDA), and those that require approval if the risk assessment has not been conducted (AtoSeoul, 2023; nutraingredients-asia.com, 2023). Products must be accompanied by documentation demonstrating that their ingredients have been tested and meet established standards. Information regarding health claims, recommended daily doses, and warnings about potential allergies or side effects must be clearly stated on the product packaging (AtoSeoul, 2023; nutraingredients-asia.com, 2023). If the product claims to be organic, an organic certificate from a certifying body recognized by the International Federation of Organic Agriculture Movements (IFOAM) is required.

Each product labeled "organic" must obtain certification in accordance with the Food Industry Promotion Act (AtoSeoul, 2023; nutraingredients-asia.com, 2023).

Herbal teas, including honey tea, are typically categorized under HS Code 0902: this code encompasses all forms of tea, except green tea, which is regulated separately. This includes herbal teas and teas blended with other ingredients, such as honey. In the global market, the performance of Indonesian tea exports is under pressure due to excess supply in the world tea market, resulting in declining prices. Increased production in countries like China and Sri Lanka contributes to the global tea surplus, intensifying competition among producing countries. This has led to a decrease in tea prices at various auction sites, including Indonesian tea (Explore Kompas).

Korean society has a long tradition of tea consumption, and new tea products such as honey tea face challenges in attracting consumer interest. Furthermore, as healthy lifestyles continue to develop in South Korea, natural products such as honey are becoming increasingly popular. Honey is believed to offer various health benefits, including antioxidant and anti-inflammatory properties, and is highly valued by Korean consumers, particularly in health beverage trends. A study by Yuliani (2021) published in the journal *Tea Product Innovation in the Global Market* states the importance of leveraging current health trends when marketing honey tea. Korean consumers are increasingly seeking products with clear health claims, making natural honey-infused tea, such as Wilbi honey from Sumatra, potentially more appealing (Yuliani, 2021). Furthermore, Indonesian honey is known for its quality and competitiveness in the international market, including South Korea.

The export of Indonesian tea and honey to South Korea involves several important steps. Indonesian green tea and honey products are typically shipped in bulk to major importers, who then distribute them to large supermarket networks. Small and medium-sized enterprises (SMEs) in South Korea, particularly in the e-commerce and retail sectors, could also be potential partners in expanding the distribution of Indonesian tea and honey products. With the support of large digital platforms like Coupang and Gmarket, Indonesian products can be sold directly to Korean consumers, thus broadening market reach (Tridge). The Bandung Street Wall in South Korea offers creative and effective marketing opportunities. This initiative serves as a platform for promoting Indonesian culture and products, including green tea and honey. Local SMEs

in South Korea can participate in exhibitions and events held at the Bandung Street Wall to introduce Indonesian products to Korean consumers. This approach not only expands product reach but also highlights the health benefits of tea and honey products, aligning with the growing trend among Korean consumers towards a healthy lifestyle (Kompasiana.com). By combining distribution potential through major companies, collaboration with local SMEs, and innovative promotions such as those at the Bandung Street Wall, the export of Indonesian green tea and honey to South Korea can be significantly expanded.

### **Segmentation, Targeting, and Positioning (STP)**

**Segmentation:** The honey tea market can be segmented based on demographics, lifestyle, and behavior. Key demographics include age (20-40 years) and family status (housewife). In terms of lifestyle, this segment includes active and health-conscious individuals who are looking for natural and healthy beverages. In terms of behavior, they tend to make purchases based on health information and previous positive experiences with natural products.

**Targeting:** The main target of this product is young people and health-focused housewives. This is a segment that is very actively looking for beverage alternatives that are not only refreshing but also offer health benefits. In addition, older consumers who already recognize and appreciate the benefits of honey and herbal ingredients are also important targets. Marketing could focus on social media and promotional campaigns that highlight the health benefits of honey tea, such as antioxidants and the potential to boost the immune system.

**Positioning:** To position honey tea as a superior choice in the market, it is important to emphasize that the product uses high-quality natural ingredients with no added chemicals. Strong health claims, backed by research and clinical trials, can enhance the appeal of this product. Product placement in the healthy drinks section of major supermarkets such as Lotte Mart and E-Mart is very important, as this provides high visibility to consumers looking for healthy products. This strategy will help build the image of honey tea as a premium product that is healthy and beneficial.

Solutions to Strengthen Marketing, To ensure that honey tea is well received in the South Korean market, here are some solutions that can be implemented. Consumer

Education, Organize seminars or workshops on the benefits of honey tea and the proper way to serve it. This can help increase consumer awareness and interest in the product.

Product Education, Use clear and informative labels on product packaging to provide information on the health benefits, usage, and advantages of the product. Digital Marketing, Implement a digital marketing strategy that focuses on targeted advertising, SEO, and engaging content on social media to reach a wider and relevant audience. With the right STP approach and innovative marketing solutions, Wilbi honey tea products can gain a significant place in the South Korean market, especially among health-conscious consumers (Kotler & Keller, 2020).

### CONCLUSION

The introduction of Honey Tea products in the South Korean market requires a well-planned and integrated strategy to capture consumer attention and interest. Several strategic steps can be taken, including leveraging digital platforms such as social media and e-commerce, which enable creative digital marketing campaigns to reach various consumer segments, particularly the younger generation who are active online. Organizing sampling events at strategic locations can also enhance brand awareness and provide consumers the opportunity to experience the unique benefits and flavors of Honey Tea. Collaborating with influencers or bloggers in the food and health sectors will increase product visibility and help reach a broader audience, with their recommendations serving as decisive factors for consumers. Additionally, educational campaigns highlighting the health benefits of Honey Tea will attract health-conscious consumers. Conducting competitive analysis will provide insights into the product's positioning compared to competitors, thus allowing for the development of effective differentiation strategies. Competitive pricing and attractive promotions can drive sales volume increases. Testimonial-based marketing from satisfied consumers can enhance product trust and credibility. Finally, collaborating with Bandung Street Wall as a strategic partner in introducing Honey Tea products will strengthen the product's position in the market. By consistently implementing these strategic measures, Honey Tea is expected to stand out in the increasingly competitive South Korean market, meeting the demands of consumers seeking healthy and quality beverage alternatives.

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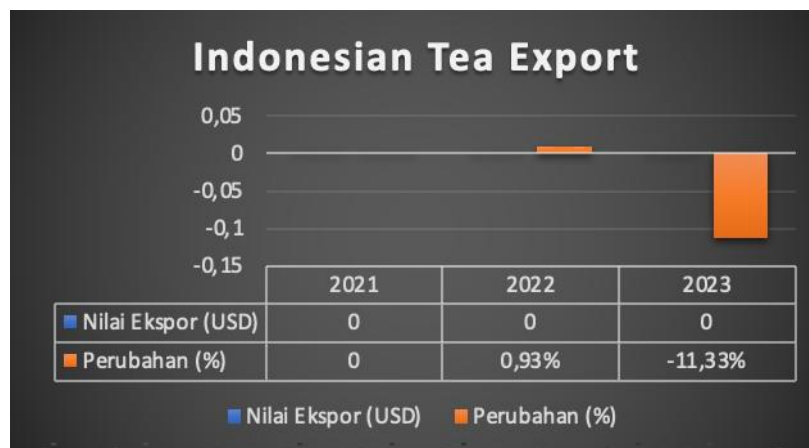
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### GRAPH



Graphic 1 : Indonesian Tea Export 2021-2023  
Source: (Statistics Indonesia)