

UNDERGRADUATE THESIS
IMPLEMENTATION OF THE SWOT METHOD IN LOCALIZATION
STRATEGIES FOR FOREIGN COMPANIES IN INDONESIA

(Case Study on Cocolyze)



POLITEKNIK NEGERI BALI

This undergraduate thesis is submitted as one of the requirements to earn Applied
Bachelor's Degree in International Business Management Study Program,
Department of Business
in Politeknik Negeri Bali

NI MADE MARTHALIA WIDYANTI

NIM. 2015744079

INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM
DEPARTMENT OF BUSINESS
POLITEKNIK NEGERI BALI
BADUNG
2024

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Localization Strategies for Foreign Companies in
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STRATEGIES FOR FOREIGN COMPANIES IN INDONESIA

(Case Study on Cocolyze)

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MOTTO AND DEDICATION

Motto:

“Anything happens for a reason.”

Presentation:

This thesis was written with full struggle and gratitude to God Almighty. I would like to express my thanks for all the support, prayers and blessings given, especially to myself because I was able to struggle and survive to complete this thesis, to my family, my two supervisors, colleagues, and the management of Cocolyze.

Hopefully this thesis can be useful for those who read it.



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STATEMENT OF ORIGINALITY OF THE WORK

I, the undersigned, declare that the thesis with the title: **Implementation of the SWOT Method in Localization Strategy for Foreign Companies in Indonesia (Case Study on Cocolyze)** is the result of my work.

I hereby declare that in this thesis manuscript there is no work of another person that has ever been submitted for a degree at a university, and/or to the best of my knowledge there is also no work or opinion that has ever been written or published by another person, except those that are referred to in writing, in the text of this thesis, and mentioned in the bibliography.

If I do the above, I hereby declare that I am withdrawing the thesis that I submitted as the result of my work.

Badung, July 18 2024

That state



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ABSTRACT

Cocolyze is a French digital marketing company that specializes in SEO tools (Search Engine Optimization) for professionals and beginners. Cocolyze wants to make a design for market expansion to countries that have not been entered, Southeast Asia is one of the destinations and they are interested in entering the Indonesian market. This research aims to analyze the external and internal factors of the company in order to formulate a marketing strategy that will underlie Cocolyze's localization strategy as a foreign company in Indonesia. The research methods used are interviews, observation, qualitative, with additional calculations through the Internal Strategic Factors Analysis Summary (IFAS) and External Strategic Factors Analysis Summary (EFAS) matrix. This research is expected to provide appropriate suggestions and recommendations for Cocolyze in determining strategic steps to enter new markets outside its home country. The IFAS Matrix analysis results show that there are five points that describe the company's strengths from various points of view and show that there are five points of weakness identified. The EFAS Matrix results show that there are five points in terms of opportunities and there are five points of challenges identified. The SWOT diagram above illustrates that Cocolyze is currently in quadrant I, indicating that the company's current position is very favorable. By having available opportunities and strengths, Cocolyze can optimally utilize them. The appropriate strategy to adopt in this situation is to support an aggressive growth policy. The SO strategy utilizes all internal strengths to seize and make the most of external opportunities. This strategy is the most appropriate for Cocolyze and makes other strategies as alternatives that can be used by Cocolyze considerations to develop and maintain services to stay ahead of the competition.

Keywords: SWOT, Localization, Company, IFAS Matrix, EFAS Matrix.

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ABSTRACT

Cocolyze adalah perusahaan asal Prancis mengenai pemasaran digital yang khusus menawarkan SEO tools (Search Engine Optimization) untuk para profesional maupun pemula. Cocolyze ingin membuat perancangan untuk ekspansi pasar ke negara yang belum dimasuki, Asia Tenggara menjadi salah satu yang dituju dan mereka tertarik untuk memasuki pasar Indonesia. Penelitian ini bertujuan untuk menganalisis faktor eksternal dan internal perusahaan dalam rangka merumuskan strategi pemasaran yang akan mendasari strategi lokalisasi Cocolyze sebagai perusahaan asing di Indonesia. Metode penelitian yang digunakan adalah wawancara, observasi, kualitatif, dengan tambahan perhitungan melalui matriks Internal Strategic Factors Analysis Summary (IFAS) dan External Strategic Factors Analysis Summary (EFAS). Penelitian ini diharapkan dapat memberikan saran dan rekomendasi yang tepat bagi Cocolyze dalam menentukan langkah-langkah strategi untuk memasuki pasar baru di luar negara asalnya. Hasil analisis Matrix IFAS menunjukkan ada lima poin yang menggambarkan kekuatan perusahaan dari berbagai sudut pandang dan menunjukkan bahwa terdapat lima poin kelemahan yang diidentifikasi. Hasil Matrix EFAS terdapat lima poin dalam hal peluang dan terdapat lima poin tantangan yang diidentifikasi. Diagram SWOT di atas menggambarkan bahwa saat ini Cocolyze berada dalam kuadran I, menunjukkan bahwa posisi perusahaan saat ini sangat menguntungkan. Dengan memiliki peluang dan kekuatan yang tersedia, Cocolyze dapat memanfaatkannya secara optimal. Strategi yang sesuai untuk diadopsi dalam situasi ini adalah mendukung kebijakan pertumbuhan yang agresif. Strategi SO memanfaatkan seluruh kekuatan internal untuk merebut dan memanfaatkan peluang eksternal sebesar-besarnya. Strategi ini yang paling tepat bagi Cocolyze dan menjadikan strategi lainnya sebagai alternatif yang dapat digunakan oleh Cocolyze pertimbangan untuk mengembangkan dan menjaga layanan agar tetap unggul dalam persaingan.

Kata kunci: SWOT, Lokalisasi, Perusahaan, Matriks IFAS, Matriks EFAS,

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The author never stops giving thanks to the Almighty God, Ida Sang Hyang Widhi Wasa, for his Asung Kerta Wara Nugraha, Applied Thesis with the title "**Implementation of the SWOT Method in Localization Strategy for Foreign Companies in Indonesia (Case Study on Cocolyze)**" was completed on time. The purpose of preparing an Applied Thesis is intended to fulfill one of the requirements for completing the Applied Bachelor's degree in the International Business Management Study Program at the Department of Business, Politeknik Negeri Bali.

The author realizes that in preparing this Applied Thesis, quite a few obstacles were encountered. Due to direction from various parties, and high enthusiasm, these obstacles can be overcome well. Through this opportunity the author would like to thank:

1. Mr. I Nyoman Abdi, SE., M.eCom as Director of the Politeknik Negeri Bali for the opportunity given to the author to study at the Department of Business, Politeknik Negeri Bali.

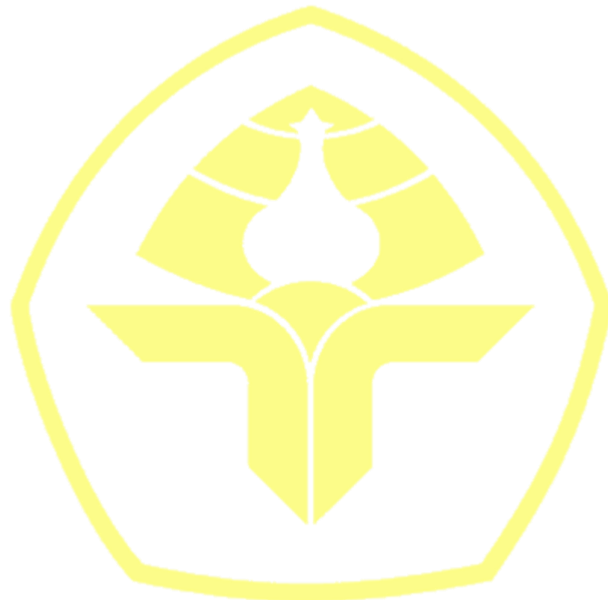
2. Nyoman Indah Kusuma Dewi, SE, MBA, Ph.D as the head of the Department of Business, Politeknik Negeri Bali who has provided excellent learning facilities appropriate during the learning process and guidance while the author was studying at the Department of Business, Politeknik Negeri Bali.
3. Nyoman Indah Kusuma Dewi, SE, MBA, Ph.D as Supervisor I who has provided guidance, direction and input during the preparation of the Thesis Proposal and finally the preparation of this Applied Thesis and was completed on time.
4. Ni Nyoman Teristiyani Winaya, SE., M.M. as Supervisor II who has provided guidance, direction and input during the preparation of this Applied Thesis, so that the author can complete it on time.
5. Mr. and Mrs. Teaching lecturers and *staff* at the Business Department of the Politeknik Negeri Bali who have educated, provided guidance in providing lectures as well as good assistance and service while the author was studying at the Politeknik Negeri Bali.
6. The management leaders, Cocolyze *staff* have helped a lot in providing the data and information needed to complete this Applied Thesis.
7. Parents, family, friends, and all parties that the author cannot mention one by one who have provided assistance in the form of prayers, support, materials, energy, time and suggestions in completing this Applied Thesis.

It is hoped that this Applied Thesis will be able to provide new knowledge and knowledge for readers. Therefore, constructive criticism and suggestions from

readers are highly expected as a reference for future improvements and improvements.

Badung, 18 July 202 4

Ni Made Marthalia Widyanti



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APPENDIX LIST

Attachment 1	: Thesis Guidance Form
Appendix 2	: Internal Environment Interview Questions and Results And Company External Based on SWOT
Appendix 3	: Rating and Weight Research Questionnaire
Appendix 4	: Internal Factors Evaluation Worksheet
Appendix 5	: External Factors Evaluation Worksheet
Appendix 6	: <i>Localization Strategy to Indonesian Market Booklet</i>
Appendix 7	: Documentation of Research Activities



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CHAPTER I

INTRODUCTION

1.1 Background

According to eCommerce statistics from the Central Bureau of Statistics, the number of eCommerce businesses in 2022 is expected to increase by 4.46 percent, reaching a total of 2,995,986 businesses. Of these, 8.89 percent directly take orders or make sales via the internet since starting commercial operations in 2022. The survey results show that there are advances in technology and an increasing interest in making businesses digital. This change in business behavior from conventional to online business is indeed something that must be faced. Many things will become more effective and efficient, both in terms of entrepreneurs and consumers, such as business people who can get more profit because they do organic digital marketing because they cut conventional marketing funding, which is also in accordance with the state of society that has changed some of its daily activities online.

The application of a business to take steps towards a wider market network through an online platform, remains the intended goal is existence, product and business brand sustainability, business networking, and most importantly profit. It turns out that in reality the income owned

82.97 percent of eCommerce businesses in 2022 had revenues of less than 300 million. This low income is thought to be caused by limitations in marketing reach, which occurs due to the high dependence on instant messaging as a means of sales (eCommerce Statistics.pg 30). The digital literacy of the Indonesian

population must be improved to optimize the revenue that can be taken. Assistance in the form of training, seminars, or innovations that can help increase this income can be done by the government and the private sector.

Through the progress that must be improved, it is also necessary to have an effective and efficient way of strengthening the brand through marketing for revenue purposes. The more sophisticated the era, the more business owners and digital marketing players or commonly called digital marketers must be experts in taking opportunities through upcoming trends and be able to compete with competitors. The utilization of internet marketing such as e-mail marketing to websites is something that must be considered. Website comes from the word World Wide Web, which means information pages available online around the world. Along with the development of the times, the website is the second choice to be a marketing option compared to social media. However, with a website as a product marketing medium, businesses will get a clear picture of the system flow that describes the marketing activities of the company's superior products.

Using this technique for website optimization will make the company page that uses it always top and forefront on a search engine that allows the website to be visited more often. If the website traffic is high, the sales will have a greater possibility to increase as well.

The existence of this SEO technique must also be followed by the qualified ability of the person who holds the website by using the appropriate marketing strategy. Research and development become quite complex to determine the direction of the strategy design. Using only search engines such as Google will

require detailed management that will take time to complete, moreover not all the information needed will be seen because Google itself will re-evaluate to determine the information that can be displayed. Currently, there are things that can help with these problems called SEO tools.

Cocolyze is a French digital marketing company that specializes in offering SEO (*Search Engine Optimization*) tools for professionals and beginners. By subscription, Cocolyze sells packages tailored in terms of content and price to companies that need to increase their website traffic and sales, by optimizing aspects such as keywords, writing or the organization of website pages. SEO *tools* offered by Cocolyze include Page Analysis to check and fix any SEO problems on web pages related to performance, content, design, and all other SEO criteria; *Writing assistant* to easily write SEO optimized content by analyzing competitive content; *Site Scan* is an analysis of all website pages and fixes SEO problems; *Rank tracking* to track and improve SEO rankings every day as well as tracking competitor rankings; Backlinks to acquire and monitor referring domains and fix malicious links; Keyword suggestions to find suitable keywords by analyzing keyword recommendations and search volume data .

Tennessee Veldeman, founder of Cocolyze, stated that his company wanted to improve the quality of online marketing by offering simple and innovative SEO solutions to their customers. The company focuses on research and development and has had several innovations during the company's development.

Cocolyze's strategy is to offer SEO tools that are easy to use and understand by everyone. *Search Engine Optimization* has been a real challenge for companies

over the years, as their needs have increased and as the use of the internet for business has accelerated. Some companies cannot afford to hire experts in digital marketing to fulfill their SEO needs, and some of these experts are often overwhelmed with their own *websites*, especially in the case of small companies and that is why many of them make the choice. to use the services of a company that specializes in SEO.

Cocolyze users have reached several countries such as *the European Union* (EU), *Europe*, the Middle East and Africa (EMEA). As in the percentage in Figure 1.1 below which shows the number of website visitors during August - November 2023. After several months there has been a change in terms of website users which shows that users are starting to appear in the Southeast Asia area as in Figure 1.2.



Figure 1. 1 Top traffic source on Cocolyze.com month August – November 2023

Source: similarweb.com. Accessed November 25, 2023

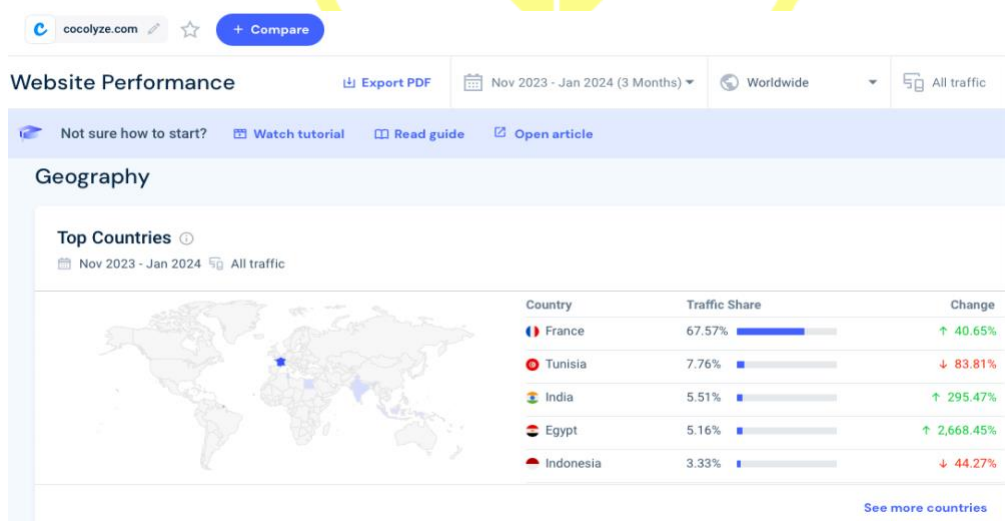


Figure 1. 2 Top traffic source on Cocolyze.com month November 2023 - January 2024

Source: similarweb.com. Accessed January 27, 2024

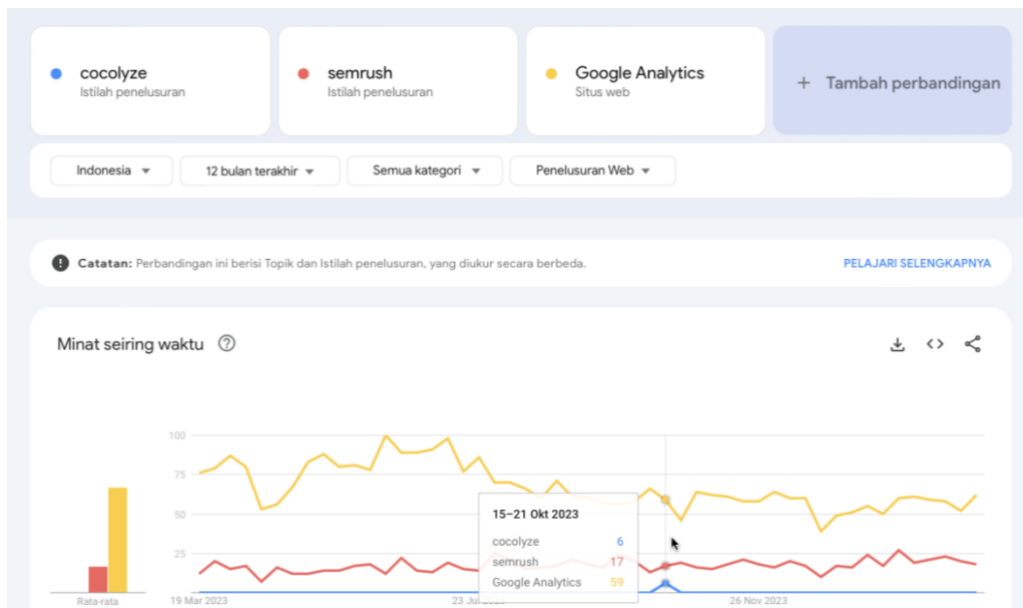
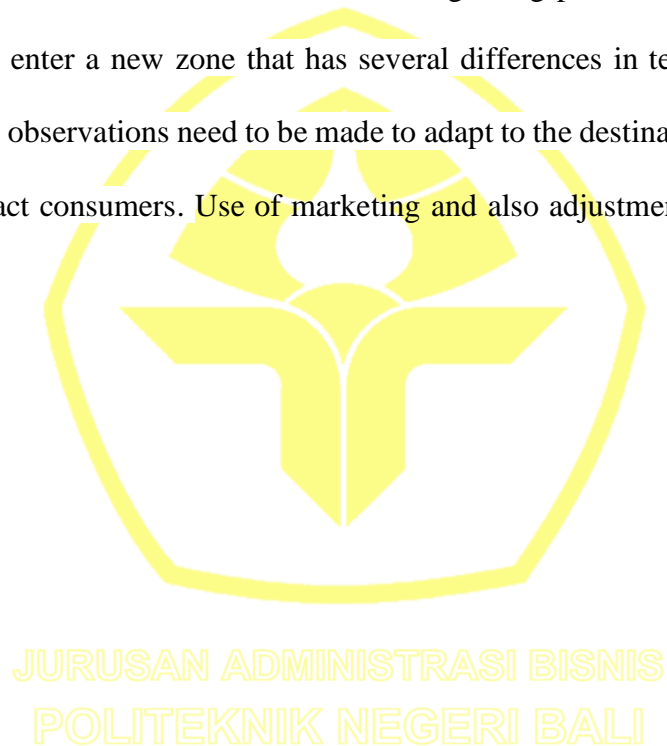


Figure 1. 3 Interest over time in Cocolyze.com and competitors in Indonesia
 Source: google.trend.com Accessed March 13, 2024

Google Trend, Cocolyze's presence in Indonesia over the past 12 months has not been as high as interest from competitors as other foreign companies heading to this country. The numbers on this graph show the level of search interest from the highest point in a particular region and time. A value of 100 indicates peak popularity; a value of 50 means its popularity is half its peak; while a value of 0 indicates that there is not enough data for that term. A value of 6 which indicates popularity and is visible only in October 2023 for Cocolyze shows that Cocolyze still needs a strong strategy to enter the market and is better known because it has to compete with competitors that are already used by Indonesian users.

When conducting an interview with the founder of Co Colyze, currently this company is making plans for market expansion to countries it has not yet entered. The author is one of the students mobilized through a scholarship program who is

currently in France who had a dialogue with the founder of Cocolyze through a meeting on campus. Through this dialogue, it was discovered that Southeast Asia was not yet a place for Cocolyze to launch its business and they were interested in making Indonesia one of the targets for further market expansion. Based on 2023 data on the *We Are Social site*, Indonesia has a total of 212.9 million internet users. As many as 49.5% of the reasons people use the internet in Indonesia are to search for products and brands. The population on the Indonesian internet can become a fairly large market with the need for searches regarding products and brands. In taking steps to enter a new zone that has several differences in terms of culture, even language, observations need to be made to adapt to the destination location so that it can attract consumers. Use of marketing and also adjustments to SEO tool



products. To align this business with needs in Indonesia, the author wants to analyze localization strategies in Indonesia from internal and external factors.

Figure 1. 4 Global and local competitors offering SEO services

Source: processed data, (2024)

Global competitors that have been used in various parts of the world become a reference to see whether our offerings and companies can compete to enter the same market as foreign companies in the targeted country.

COMPETITOR PRICES

Global Competitors

	COCOLYZE	AHREFS	SEMRUSH
Starting Price	€49.99/month	€89/month	\$119.95/month
Projects	5	5	5
Keywords Tracker	500 words with daily updates	750 words with weekly updates	500 words with daily updates
Website Scan	20.000 pages per site	25.000 pages per project	20.000 pages per audit
SEO Dashboard, Page Analysis, Backlinks, Keywords Suggestion, Competitors' Keyword, Writing Tool	Yes	Yes	Yes
User Access	2	1, additional fee for €45/month applies per user	1, additional fee for \$45/month applies per user
Historical Data Availability	1 Year	6 Months	No historical data at entry level plan or subscription
Free Trial	Yes, without a credit card needed. Offers the same tools as in the subscription plan, but with limited number of projects	Yes, with credit card and a very limited tool and projects compared to its subscription plan.	Yes, with a credit card or a special request. Offers a very limited tool and project compared to its subscription plan.
Exports Option	PDF and CSV25 reports/day	PDFN/A	PDF5 reports/day

Local Competitors

Cocolyze	<p>Known for its comprehensive suite of SEO tools and services tailored for businesses aiming to enhance online visibility.</p> <ul style="list-style-type: none"> - Offers features like keyword tracking, website audits, competitor analysis, and performance tracking. - Internationally recognized for its advanced technology and innovative SEO solutions. - Starting price 49.99 euro (IDR 849.800)
Arfadia	<p>Acknowledged for its digital marketing expertise encompassing SEO, web development, and content production.</p> <ul style="list-style-type: none"> - Provides a range of SEO services, including website scans, backlink analysis, and content optimization. - Known for catering to diverse industries and offering holistic digital solutions. - Starting price IDR 2.000.000 (117.81 euro)
Kesato & Co	<p>Offers SEO services along with branding, web design, and digital marketing solutions.</p> <ul style="list-style-type: none"> - Known for its focus on creative strategies, web design, and providing a comprehensive range of digital services. - Catering to businesses of various sizes, both local and international. - Starting price IDR 950.000 (55.73 euro)

AHREFS and SEMRUSH are the two most powerful competitors so far that have been used by professionals all over the world. From the comparison based on service offerings, prices and features, it can be seen that Cocolyze can compete with low price offers among the lowest price package types as well as in competing companies. Competitive companies that offer SEO services in Indonesia as local companies become competitors that can become a market reference in this country. In contrast to global competitors, local competitors, namely Arfadia and Kesato & co, offer services beyond just offering SEO at prices that are almost the same as Cocolyze, such as directly offering *digital marketing plans* and so on. This is something that can be used as a strategic consideration and market adjustment to culture in Indonesia.

The SWOT analysis is a method used to evaluate Cocolyze's potential for entering a new market by considering external factors. Through this external analysis, the company identifies emerging opportunities and trends, as well as potential threats from both current and prospective competitors. Conversely, internal analysis emphasizes identifying the company's strengths and weaknesses. These two analyses are combined to perform a SWOT analysis. The formation of indicators in this analysis is supported by the marketing mix, which helps define the service's characteristics, thereby enhancing the clarity of the SWOT analysis. The first step in the SWOT analysis involves examining internal and external conditions using the IFAS (Internal Strategic Factors Analysis Summary) and EFAS (External Strategic Factors Analysis Summary) matrices to formulate a strategy. The second step entails applying the net value of internal and external

factors to the SWOT diagram. The final step involves organizing the identified strengths, weaknesses, opportunities, and threats from the IFAS and EFAS matrices into a SWOT matrix table.

With this, the author would like to raise the issue regarding the use of the SWOT method in Cocolyze's localization strategy which is designing a strategy to enter the market in a new country, namely Indonesia. This analysis was carried out to find opportunities for Cocolyze to expand its market to countries outside France. It is hoped that the results of this analysis will allow the *SEO tools website*, Cocolyze, to carry out considerations and obtain studies to prepare a localization strategy for Indonesia so that it can efficiently and effectively launch its business actions.

1.2 Formulation of the problem

" What localization strategies can Cocolyze use to enter the Indonesian market based on an analysis of strengths , weaknesses , opportunities and threats ? ”

1.3 Research purposes

" To find out what localization strategies Cocolyze can use to enter the Indonesian market based on an analysis of strengths , weaknesses , opportunities and threats .

”

1.4 Benefits of research

1.4.1 Theoretical Benefits

One of the aims of this research is for theoretical purposes by being a solution to problems that are used as material for consideration in forming a

strategy for the Cocolyze company to enter new markets, especially Indonesia, and can become the basis for further research.

1.4.2 Practical Benefits

a. Share Cocolyze

It is hoped that this research can help provide recommendations and suggestions to Cocolyze during the decision-making process, especially regarding localization and marketing strategy policies for entering markets in new countries.

b. For Academics

This study can serve as a foundation for future research, broaden horizons, and become a knowledge reference.

c. For Writers

By conducting this research, the author hopes to add to the literature in the development of knowledge and apply the concepts that have been studied during college studies.

1.5 Writing system

The following is the order of writing in this research:

a. CHAPTER I INTRODUCTION

The chapter that begins the research contains background, problem formulation, research objectives and benefits which are divided into two, namely practical and theoretical.

b. CHAPTER II LITERATURE REVIEW

The literature review provides a description of the theory obtained through literature study and literature that is relevant to the research problem, as well as examples of previous research with the necessary summary tables. Furthermore, it is accompanied by a framework of thought and hypotheses based on the author's estimates/assumptions

c. **CHAPTER III RESEARCH METHODS**

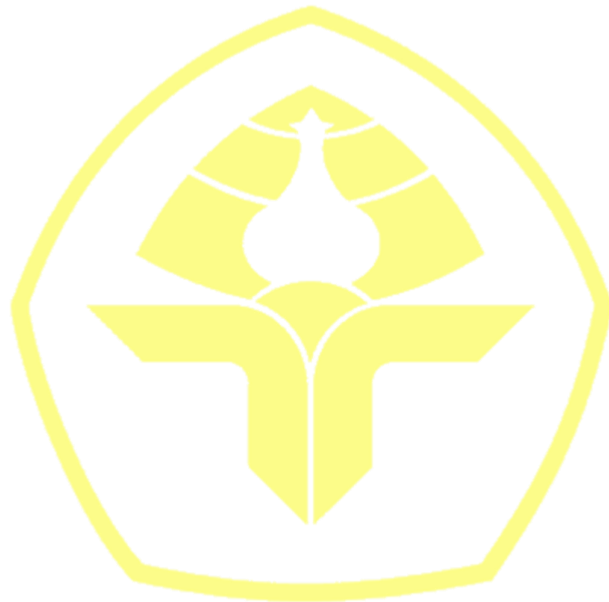
The section contains information about the research location, research population and samples, data types, data sources, data collection techniques, and data analysis methods.

d. **CHAPTER IV RESULTS AND DISCUSSION**

A brief company profile will be told in this chapter accompanied by a brief description of the research object, data processing, analysis results and research discussion.

e. **CHAPTER V CONCLUSIONS AND RECOMMENDATIONS**

This chapter contains the results of the analysis carried out in summary form which will be accompanied by theoretical suggestions for further researchers and practical suggestions for companies as a form of solving problems .



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CHAPTER V

CONCLUSIONS AND SUGGESTION

5.1 Conclusion

Based on the analysis carried out in this research, it can be concluded that:

The localization strategy that Cocolyze can use to enter the Indonesian market is to start by making improvements to good services to support *brand awareness* (*email, live chat and call center*). *Branding* can be packaged in a story by highlighting the advantages of appearance and usability. Through this image a medium is created to distribution to Indonesian people who will reach potential customers through social media . Indonesian is used as the language of communication on websites, content and customer service. Payment methods that follow Indonesian culture using *e-wallet* , debit and e-banking are also carried out conversion of Euros to Rupiah. To get the MSME target market, *trials* can be done and prices are lower. As the promotion journey begins, Cocolyze can also provide special discounts at certain times such as twin dates superior, Cocolyze can provide services that are more than SEO focused

to survive and compete with local competitors . Apart from that, adjustments to external factors must also be made in terms of regulations, technology and culture.

Through the SWOT analysis carried out by researchers, resulted that the position of Cocolyze is in quadrant I where Cocolyze has an internal factor value of 2.483 where the strength is greater rather than weaknesses and external factor values of 2.393 where the opportunities are stronger than the threats. In quadrant I, namely the quadrant that supports aggressive growth policies, meaning that companies must be more active in overcoming competitive market developments in order to expand market share.

SO strategy utilizes all internal strengths to seize and make maximum use of external opportunities. This strategy is the best right for Cocolyze and makes other strategies an alternative that can be used by Cocolyze to develop and maintain services to stay ahead of the competition .

5.2 Suggestion

Based on the results of the analysis that has been carried out, there are several suggestions that need to be given to Cocolyze regarding weaknesses and threats in their promotional strategy. It is hoped that these suggestions will help them make improvements in the future, including:

1. The first suggestion is for Cocolyze to use its full strength to take advantage of the opportunities available, for example one of the advantages that Cocolyze has, namely an easy to understand display and an attractive UI/UX

display, will be very suitable for Indonesian people who want to try to develop their business without feeling burdened. with professional results. This can certainly enable businesses that operate digitally to develop more quickly and effectively because they can optimize their websites or even carry out competitor analysis. So this strength can really help Cocolyze to enter and target the Indonesian market.

2. The second suggestion is that Cocolyze should focus more on addressing internal weaknesses within their company. Internal weaknesses such as different currencies, the absence of social media, payment methods that are not very accessible to Indonesian society can hinder users' subscription purchasing decisions. New users who are still unfamiliar with the arrival of Ccocolyze definitely need to know its credibility and the offers it makes and make it easier for every action they take on the Cocolyze *website* .
3. The results of this research suggest that future similar research can conduct interviews directly when conducting research. This is so that the interview results can have more detailed information regarding the research topic because this type of research is related to the behavior and habits of a group which tends to be subjective.

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APPENDICES



JURUSAN ADMINISTRASI BISNIS
POLITEKNIK NEGERI BALI

Attachment 1. Certification of Thesis Completion

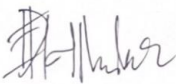
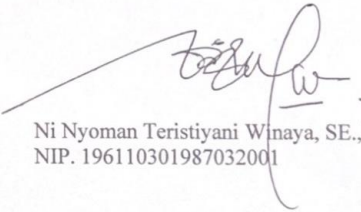
 POLITEKNIK NEGERI BALI	KEMENTERIAN PENDIDIKAN, KEBUDAYAAN, RISET DAN TEKNOLOGI POLITEKNIK NEGERI BALI JURUSAN ADMINISTRASI BISNIS PRODI MANAJEMEN BISNIS INTERNASIONAL Laman: www.bisnis.pnb.ac.id Email: bisnis@pnb.ac.id . Telp. (0361) 701981 (hunting) ,701128
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SURAT KETERANGAN PENYELESAIAN SKRIPSI

Yang bertanda tangan di bawah ini, dosen pembimbing Skripsi Prodi Manajemen Bisnis Internasional, Jurusan Administrasi Bisnis Politeknik Negeri Bali, menerangkan bahwa:

Nama Mahasiswa	: Ni Made Marthalia Widyanti
Nomor Induk	: 2015744079
Prodi/Jurusan	: D4 Manajemen Bisnis Internasional
Judul Skripsi	: Implementasi Metode SWOT dalam Strategi Lokalisasi Terhadap Perusahaan Asing di Indonesia (<i>Studi Kasus pada Cocolyze</i>)

Telah diperiksa ulang dan dinyatakan selesai serta dapat diajukan dalam ujian komprehensif Diploma Empat Manajemen Bisnis Internasional, Jurusan Administrasi Bisnis Politeknik Negeri Bali.

Pembimbing I,	Badung, Pembimbing II,
	
Nyoman Indah Kusuma Dewi, SE, MBA, Ph.D NIP. 196409291990032003	Ni Nyoman Teristiyani Winaya, SE.,M.M. NIP. 196110301987032001

Attachment 2. Thesis Guidance Form

Supervisor Thesis Guidance Form I

PROSES BIMBINGAN SKRIPSI PRODI MANAJEMEN BISNIS INTERNASIONAL TA 2023/2024

Nama Mahasiswa : Ni Made Marthalia Widyanti

NIM : 2015744079

Judul SKRIPSI : Implementasi Metode SWOT Dalam Strategi
Lokalisasi Terhadap Perusahaan Asing di Indonesia

No.	Tanggal	Uraian	Tanda Tangan
1	25/02/2024	Bimbingan BAB 1-3	pi
2	06/03/2024	ACC BAB 1-3	pi
3	09/04/2024	Bimbingan kerangka teoritis	pi
4	25/04/2024	Bimbingan daftar pertanyaan	pi
5	23/04/2024	ACC daftar pertanyaan wawancara	pi
6	07/05/2024	Bimbingan BAB 4 & 5	pi
7	23/05/2024	Perbaikan BAB 1-4	pi
8	05/06/2024	Perbaikan BAB 2-4	pi
9	12/06/2024	Perbaikan BAB 2-4	pi
10	09/07/2024	Perbaikan BAB 4-5	pi
11	12/07/2024	ACC BAB 1-5	pi

Badung, 12 Juli 2024

Pembimbing I, /



Nyoman Indah Kusuma Dewi, SE, MBA, Ph.D
NIP. 196409291990032003

Supervisor Thesis Guidance Form II











PROSES BIMBINGAN SKRIPSI

PRODI MANAJEMEN BISNIS INTERNASIONAL TA 2023/2024

Nama Mahasiswa : Ni Made Marthalia Widyanti

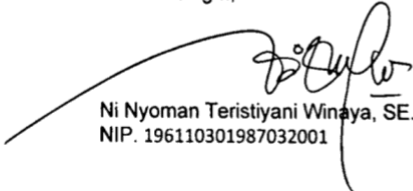
NIM : 2015744079

Judul SKRIPSI : Implementasi Metode SWOT Dalam Strategi
Lokalisasi Terhadap Perusahaan Asing di Indonesia

No.	Tanggal	Uraian	Tanda Tangan
1.	06/03/2024	UDP	
2.	28/05/2024	bab I perbaikan	
3.	14/6/2024	Bab I aca, bab II & III Perbaikan	
4.	20/6/2024	Bab II & III Perbaikan	Pertama 
5.	24/6/2024	Bab II & III Perbaikan	
6.	27/6/2024	Bab II & III aca	
7.	11/07/2024	Bab IV perbaikan	
8.	12/7/2024	Bab IV perbaikan	
9.	15/7/2024	Bab V perbaikan	
10.	18/7/2024	Bab IV & V aca	

Badung, 18 Juli 2024

Pembimbing II,


Ni Nyoman Teristiyani Winaya, SE., M.M
NIP. 196110301987032001

Appendix . Questions and Interview Results for the Company's Internal and External Environment Based on SWOT

Interview with Cocolyze internal management

Informant data:

Name : Hugo Dubui ssez
Position : *Company advisor*

SWOT

- Strength

Question: What is the strength of cocolyze?

Answer: *We have all SEO tools with simple and fun style to use by beginners*

With meaning We have all the SEO tools in a simple style and fun for beginners to use

- Weakness

Question: What are the things customers complain about the most?

Answer: *Customers often complain about the interface which they think is not for experts because it's too "fun" which is not true. Some people also talk about the price but for now that is the price that we offer to our current market.*

It can be interpreted to mean that Customers often complain about interfaces that they think are not for experts because they are too "fun" and that is not true. Some people also talk about price but for now that is the price we are offering for our current market.

Question: Is there anything that needs to be fixed in Cocolyze?

Answer: *Marketing and fresh updates to enter new markets and maintain our regular customers*

If translated into Marketing and new updates to enter new markets and retain our regular customers

Question: What are the disadvantages of Cocolyze?

Answer: *To enter new markets, we haven't done social media marketing very well which might be beneficial to the awareness other than Europe.*

Which means that To enter new markets, we have not done social media marketing well which might be beneficial for awareness other than Europe.

- Opportunity

Question: Do you think Cocolyze is in good shape as a company right now? And do you think there will be good prospects as an SEO company in the future?

Answer: There are somethings to work on extending the market to other countries by trying to challenge ourselves to make something new while we also progress with technology strategy to make the churn rate decrease and make product quality better . We predict in the future SEO will be interesting if it has Artificial Intelligence for making a website reach the goals .

This means that something needs to be done to expand the market to other countries by trying to challenge ourselves to create something new while we also develop technology strategies to reduce churn rates and improve product quality. We predict that in the future SEO will be interesting if it has Artificial Intelligence to make websites achieve their goals.

- Threat

Question: What are the current threats to Cocolyze?

Answer: The fast marketing in social media can make us hard to get new markets in the future if we can't keep up with it but still think about not increasing the churn rate. The expert user has to be maintained and make them know about Cocolyze since there are a lot of competitors that we have.

The speed of marketing on social media can make it difficult for us to gain new markets in the future if we can't keep up but still think about not increasing the churn rate. Expert users must be retained and make them aware of Cocolyze because we have so many competitors.

6 Ps (**MARKETING MIX**)

- Products

Question: What are the offers from Cocolyze that make customers want to use Cocolyze services and how is it different from other competitors?

Answer: The service that we offer is suite for beginners by the looks, but if someone professional wants to use it, it is totally suitable for them because it is complete

This means that the service we offer does seem suitable for beginners, but if there are professionals who want to use it, it is very suitable for them because it is complete.

Question: What are the best tools in Cocolyze?

Answer: Depends on the goals of the user. We have everything that they want to have but it will also depend on the purpose. For me personally it will be a writing tool, because comparing to the competitors we finish the task case by case.

Depends on the user's goals. We have everything they want to have but it also depends on the goal. For me personally, this would be a writing tool, because compared to competitors, we solve tasks case by case.

- *Price*

Question: What is the pricing strategy for Cocolyze?

Answer: *The price strategy is based on the quality of our product and the competitors in Europe and western areas. On some seasons like summer promo or end year sale, we have discounts for marketing purposes.*

The pricing strategy is based on the quality of our products and competitors in Europe and the western region. In certain seasons such as summer promotions or year-end sales, we provide discounts for marketing purposes.

Question: Can the price offered change for marketing purposes?

Answer: *For marketing of course, the price can be changed. We can plan another package as long as we can measure approximate feedback for the company*

For marketing, of course the price can change. We can plan another package as long as we can quantify the expected input for the company

- *Place*

Question: Do you feel that Cocolyze's presence on the internet is easy to access and uses supporting features for global awareness? (example ads, search engines, etc.)

Answer: *It is not hard for people to search Cocolyze website and social media but the social media is not really active. Maybe for some countries like in Asia people have to search directly on the search engine meanwhile if you search Cocolyze in French you might find some website that recommends Cocolyze as one of the good SEO services. We haven't used paid ads yet because we want to focus on the social network first*

It's not difficult for people to find the Cocolyze website and social media but the social media is not very active. Maybe for some countries such as Asia people have to search directly in search engines whereas if you search for Cocolyze in French you may find several websites that recommend Cocolyze as a good SEO service. We haven't used paid advertising because we want to focus on social networks first

Question: What is Cocolyze's goal to enter Indonesia?

Answer: Indonesia became one of our countries in the expanding list, since Indonesia is quite big population that uses website for business or use internet as a media for business.

Indonesia is one of the countries included in the expansion list, because Indonesia has a fairly large population who use websites to do business or use the internet as a medium for doing business.

- *Promotion*

Question: Is there a certain time for Cocolyze to hold a promotion?

Answer: End of a season, end of year, and some occasions

End of season, end of year, and some events

Question: What promotions can Cocolyze provide?

Answer: Discount or bundling, for example pay 6 months gets 6 months more of subscription

Discounts for bundling, for example paying 6 months get a subscription of 6 more months

Question: Is Cocolyze open to collaboration with other companies in Indonesia?

Answer: Depends on how is it will be going on. I would say for now to make an awareness we can focus on digital and social media first before going into collaboration with local companies in Indonesia.

Depends on how it goes. I would like to say that at this time to raise awareness we can focus on digital and social media first before collaborating with local companies in Indonesia.

Question: How do you do promotions and marketing?

Answer: We used social media marketing for several years but because of the high number of churn rates we changed it to investing in the quality of the website and service. Now it's more like mouth-to-mouth marketing by having SEO Training class as the first awareness. So, it will make people who share our service to their friends are the ones who use Cocolyze for their work. But currently we do hybrid marketing, on social media we are still on linked in and twitter.

Which could be interpreted as, we had been using social media marketing for several years, but due to the high *churn rate*, we turned it into an investment in the quality of the site and service. Now it's more like word of mouth marketing

with SEO Training classes as the first awareness. So, it will make the people who share our services with their friends the ones who use Cocolyze for their work. However, currently we are doing *hybrid marketing*, on social media we are still connected on Twitter.

- *People*

Question: Is there anyone who specifically works in the overseas market expansion section at Cocolyze?

Answer: *We plan to have this division, maybe after we are sure about the country that we want to expand*

We plan to have this division, maybe after we are sure about the country we want to expand into

Question: What does Cocolyze do for *post-purchase procedures* ?

Answer: *Sending an email for announcing about new promo*

Sending emails to announce new promotions

- *Physical Evidence*

Question: How do users respond to the UI/UX of Cocolyze?

Answer: *Like I said before, we got pretty good response about the user experience of Cocolyze website. This is the effect of our mission to make SEO easy for everyone not to become something stressful.*

As I said before, we got pretty good feedback about the user experience of the Cocolyze site. This is the effect of our mission to make SEO easy for everyone and less stressful

JURUSAN ADMINISTRASI BISNIS
POLITEKNIK NEGERI BALI

Interview with external informant Cocolyze

List of Interview Questions

<i>Marketing Mix (6P)</i>		Faktor Eksternal	
Q1	<i>Product</i> Menurut anda bagaimana kualitas layanan yang di tawarkan Cocolyze?	Q8	Teknologi Bagaimana tingkat adopsi teknologi dikalangan konsumen di pasar Indonesia?
Q2	<i>Price</i> Menurut anda apakah harga yang ditetapkan sebanding dengan performa layanan yang ditawarkan?	Q9	Kebijakan pemerintah Apakah ada kebijakan mengenai izin dan regulasi khusus yang harus diproses oleh Cocolyze untuk masuk ke Indonesia?
Q3	<i>Place</i> Apakah keberadaan Cocolyze di internet mudah di akses?	Q10	Persaingan Apakah layanan yang disediakan Cocolyze dapat bersaing dengan kompetitor dengan layanan serupa di Indonesia?
Q4	<i>Promotion</i> Apakah promosi yang dilakukan Cocolyze menarik?	Q11	Ekonomi Bagaimana daya beli konsumen di Indonesia terhadap penawaran layanan Cocolyze saat ini?
Q5	<i>People</i> Bagaimanakah respon terhadap keluhan dan pertanyaan dari Cocolyze kepada anda sebagai pelanggan yang menggunakan jasa SEO Cocolyze?	Q12	Budaya Bagaimana agar <i>service</i> Cocolyze bisa disesuaikan dengan budaya lokal?
Q6	<i>Physical evidence</i>		

Q7	Apakah anda dapat menemukan Cocolyze di berbagai media sosial? Apa pendapat anda mengenai tampilan UI/UX dari <i>website</i> Cocolyze?		
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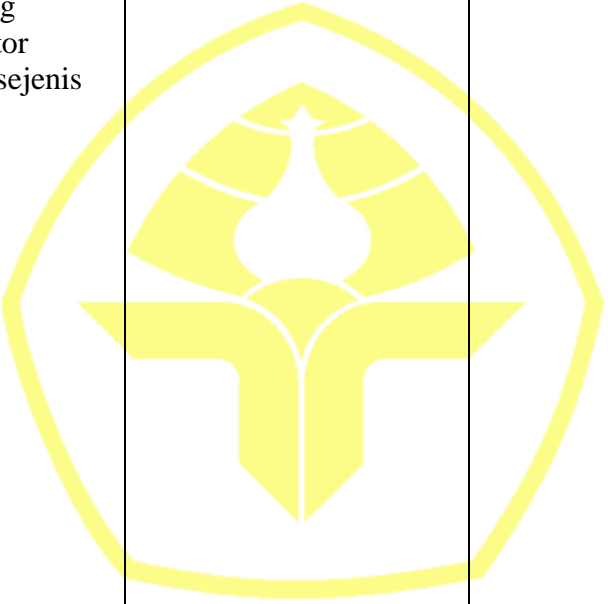
SWOT	
Q13	Menurut Anda apa kelebihan dari Cocolyze?
Q14	Menurut Anda apa kekurangan dari Cocolyze?
Q15	
Q16	Apa saja peluang utama yang dapat dimanfaatkan oleh Cocolyze di pasar Indonesia? Apakah ada ancaman bisnis yang kuat untuk Cocolyze pada pasar Indonesia?

Interview Answers

Q1	Q2	Q3	Q4	Q5
1. Menurut saya cukup baik dengan tampilan dashboard yang sederhana dan modern	1. Menurut saya sebanding tetapi mungkin saya akan lebih memilih competitor	1. Mudah diakses tetapi belum banyak diketahui di daerah saya 2. Iya, hampir semua webiste	1. Sangat menarik tetapi saya belum pernah menemukannya secara langsung	1. Menurut saya cukup cepat dan <i>responsive</i> 2. Saya belum mencoba fitur tersebut

<p>2. Cukup baik, karena memberikan summary informasi yang mempercepat kita dapat menemukan kekurangan dari website beserta solusinya</p> <p>3. Standar tidak terlalu buruk dan tidak terlalu baik, cukup untuk membantu digital marketing</p> <p>4. Cukup bagus, terutama dari sisi UX yang cukup mudah di pahami oleh</p>	<p>seperti ubersuggest</p> <p>2. Bisa dikatakan, cukup pas</p> <p>3. Sudah bagus, namun karena indonesia sdmnya suka menawar mungkin nanti ditentukan lagi sesuai <i>target market</i>-nya</p> <p>4. Kalau dibandingkan kompetitor lain, saya kira masih sebanding dengan harganya.</p> <p>5. Menurut saya sudah sebanding apalagi merupakan perusahaan asing</p>	<p>mudah diakses. Namun mungkin belum cukup terkenal karena lebih baru dari tools SEO lainnya</p> <p>3. Mudah karena sudah terpampang</p> <p>4. Relatif mudah, tidak ada link trap ataupun iklan yang mengganggu</p> <p>5. Langsung muncul beserta dengan beberapa situs yang mengutip Cocolyze</p> <p>6. Saya langsung menemukannya jika diketik di website</p>	<p>apa bila tidak dicari</p> <p>2. Saya belum pernah melihat promosinya, namun jika mengunjungi websitenya, bisa dikatan informasi yang disajikan cukup menarik, dan ringkas</p> <p>3. Saya tidak pernah melihat promosinya dimana-mana</p> <p>4. Belum bisa dikatakan menarik karena saya sendiri belum pernah lihat di media</p> <p>5. Saya rasa menarik, karena</p>	<p>3. Standar untuk pelayanan penawaran jasa</p> <p>4. Agak sedikit lambat dan kurang responsive, karena layanan chat live nya sejauh saya menggunakan selalu offline dan harus menunggu balasan email</p> <p>5. Masih kesulitan untuk mendapatkan jawaban segera dan proses pengiriman pertanyaan live chat masih lama</p> <p>6. Cukup profesional</p>
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<p>pengguna pemula</p> <p>5. Untuk percobaan pertama saya bisa langsung menilai UI/UX nya bagus</p> <p>6. Cukup, namun bukan yang terbaik. Karena saya menggunakan software yang mirip beberapa kali dan saya cenderung lebih memilih yang ditujukan untuk <i>programmer</i></p> <p>7. Jika dibandingkan dengan harga dan fasilitas yang disediakan</p>	<p>6. Cukup sebanding. Karena ada pertimbangan orang untuk membelinya dengan tawaran SEO saja</p> <p>7. Sebanding untuk pengguna yang membutuhkan layanan yang mudah digunakan</p> <p>8. Sebanding karena terhitung cukup terjangkau dengan jumlah project yang ditawarkan</p> <p>9. Berdasarkan harga sepertinya perlu penyesuaian</p>	<p>7. Mudah diakses di internet</p> <p>8. Akses bisa terbuka dengan cepat dan mudah</p> <p>9. Karena belum familiar hanya sedikit kagok dengan pencariannya tapi untuk website bisa di akses denfan lancar</p> <p>10. Dapat saya akses dengan baik</p>	<p>user interfacenya bagus</p> <p>6. Cukup menarik dari dalam website yang disajikan</p> <p>7. Menarik karena menghadirkan promo harga</p> <p>8. Untuk sekarang belum ada promosi selain discount pada offer tertentu</p> <p>9. Sepertinya perlu dikembangkan untuk masuk ke pasar Indonesia</p>	<p>karena menghadirkan berbagai alur</p> <p>7. Belum pernah mendapatkan testimoni dari cocolyze</p> <p>8. Sangat baik dan responsif pada beberapa waktu</p> <p>9. Respon dari pertanyaan saya belum ada</p> <p>10. Saya merasa cukup mendapat informasi yang lengkap dari artikel, <i>course</i>, dan kamus yang ada di website Cocolyze</p>
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<p>cocolyze, kualitas bisa dikatakan sangat baik.</p> <p>8. Layanan SEO yang ditawarkan cukup spesifik namun cakupannya lebih condong ke small to medium-sized business</p> <p>9. Sebagai pengguna jasa ini untuk project saya dimudahkan sebagai pemula untuk menganalisis data dengan fitur-fiturnya</p>	<p>untuk pasar Indonesia</p> <p>10. Cukup sebanding dibanding kompetitor layanan sejenis</p>	 <p>JURUSAN ADMINISTRASI BISNIS POLITEKNIK NEGERI BALI</p>		
Q6	Q7	Q8	Q9	Q10

<ol style="list-style-type: none"> 1. Belum pernah menemukannya di media sosial saya 2. Saya baru tau mengenai ini dari teman saya 3. Sejauh ini sebagai digital marketing saya belum pernah menemukannya 4. Harus menggali secara mendalam baru mendapat facebook nya saja 5. Konten dari Cocolyze belum pernah masuk ke beranda saya 6. Mungkin memang perlu digencarkan lagi 	<ol style="list-style-type: none"> 1. Sangat menarik dan sederhana 2. Sebagai professional yang bekerja berdampingan dengan teknologi seperti ini, produk ini bisa dibilang <i>user friendly</i> 3. Lumayan <i>Fresh</i> dan selayaknya <i>dashboard</i> pada umumnya 4. Cukup bagus karena memperhatikan hal-hal detail untuk kepentingan kenyamanan pengguna 5. Menurut saya bagus dan 	<ol style="list-style-type: none"> 1. Tingkat adopsi teknologi cukup tinggi, terutama di kalangan milenial dan Gen Z. 2. Konsumen Indonesia sangat aktif di media sosial dan sering menggunakan smartphone. 3. Banyak yang sudah terbiasa dengan e-commerce dan layanan digital. 4. Adopsi teknologi di kota besar sangat tinggi, tapi di daerah terpencil masih rendah. 5. Perkembangan fintech 	<ol style="list-style-type: none"> 1. Ada beberapa izin yang diperlukan, termasuk izin usaha dari BKPM dan pendaftaran pajak. 2. Cocolyze perlu mematuhi regulasi terkait data pribadi dan keamanan siber. 3. Perlu memastikan kepatuhan terhadap undang-undang perlindungan data pribadi yang baru. 4. Ada regulasi khusus untuk perusahaan teknologi asing 	<ol style="list-style-type: none"> 1. Untuk harga yang tertera saat ini, menurut saya akan susah bersaing karena saya tahu ada layanan sejenis yang memiliki harga layanan yang lebih murah. 2. Bisa jadi, tergantung aspek lain juga 3. Cocolyze perlu menyesuaikan harga dengan daya beli pasar Indonesia untuk bersaing efektif. 4. Menurut saya ada beberapa pemain besar di pasar, tapi Cocolyze bisa
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<p>untuk bagian media karena saya belum pernah ketemu</p> <ol style="list-style-type: none"> 7. Saya menemukan linked in dan facebooknya 8. Tidak diberbagai media sosial 9. Iya saya menemukannya di beberapa media social 10. Saya tidak menemukannya 	<p>mudah untuk digunakan dan sepertinya saya bisa sarankan ini untuk pemula</p> <ol style="list-style-type: none"> 6. Simple dan menarik membuat saya tertarik melakukan research lebih dalam 7. Minimalis untuk saya seorang yang awam dan mudah bosan dengan tampilan yang terlalu Teknik 8. Design sangat interaktif dan memudahkan pengguna 9. Pengguna baru akan menjadi 	<p>menunjukkan bahwa konsumen Indonesia terbuka terhadap teknologi baru.</p> <ol style="list-style-type: none"> 6. Ada peningkatan signifikan dalam penggunaan aplikasi mobile untuk berbagai keperluan sehari-hari. 7. Internet dan smartphone sudah menjadi kebutuhan dasar bagi banyak orang. 8. Generasi muda sangat cepat mengadopsi teknologi baru, tapi generasi tua lebih lambat. 	<p>yang ingin beroperasi di Indonesia.</p> <ol style="list-style-type: none"> 5. Pendaftaran sebagai Penyelenggara Sistem Elektronik (PSE) mungkin diperlukan. 6. Proses izin bisa rumit dan memerlukan konsultasi dengan konsultan hukum lokal. 7. Kebijakan e-commerce dan regulasi internet juga perlu diperhatikan. 8. Tidak hanya izin usaha, tetapi juga 	<p>menonjol dengan strategi pemasaran yang kuat.</p> <ol style="list-style-type: none"> 5. Jika Cocolyze dapat memberikan layanan yang lebih personal dan support lokal, mereka bisa bersaing. 6. Bisa, namun perlu penyesuaian pada perbedaan preferensi penggunaan SEO oleh masyarakat. 7. Jika spesifik competitor SaaS yang dimaksud, saya rasa tidak ada competitor
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	<p>penasaran mengetahui tentang fitur-fitur di website ini</p> <p>10. UI/UX sudah baik dan mudah untuk digunakan</p>	<p>9. Banyak perusahaan yang mulai menerapkan teknologi untuk meningkatkan efisiensi bisnis.</p> <p>10. Tingkat adopsi teknologi cukup tinggi, tapi masih ada kesenjangan digital antara kota dan desa.</p>	<p>sertifikasi teknis tertentu mungkin diperlukan.</p> <p>9. Cocolyze harus mematuhi regulasi pajak dan wajib lapor ke otoritas terkait.</p> <p>10. Ada aturan investasi asing yang perlu dipenuhi, terutama dalam hal kemitraan lokal.</p>	<p>SEO tools yang berasal dari Indonesia.</p> <p>8. Bersaing, bahkan jauh lebih murah dibandingkan kompetitor lokal yang harganya tergantung pada hasil konsultasi dengan agency terlebih dahulu</p> <p>9. Bisa dicoba dengan pemasaran yang baik dan tepat target</p> <p>10. Perusahaan di Indonesia belum ada yang SEO fokus jadi mungkin bisa bersaing</p>
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Q11	Q12	Q13	Q14	Q15
<ol style="list-style-type: none"> 1. Daya beli konsumen cukup baik, terutama di sektor bisnis yang semakin digital. 2. Perusahaan besar dan menengah memiliki anggaran untuk layanan SEO berkualitas. 3. UKM mungkin lebih sensitif terhadap harga, tetapi ada potensi pasar besar di sana. 4. Banyak perusahaan bersedia 	<ol style="list-style-type: none"> 1. Harga, menurut saya harga 49 dolar untuk pasar indonesia terasa mahal untuk pemula 2. Menurut saya, bahasa. Karena di indonesia masih banyak yang belum mengerti bahasa inggris, walaupun bisa melakukan terjemahan seperti google translate. Tapi jika memang ada versi indonesia, jauh mempermudah dalam mengerti 	<ol style="list-style-type: none"> 1. UI Simple dan Modern, cocok untuk pemula 2. Dari yang saya lihat, kelebihan lumayan banyak diantaranya ada beberapa fitur yakni Page Analysis, Writing assistant, Site Scan dan lain sebagainya. Dan itu sangat membantu khususnya pada fitur Page analysis yang memberikan ringkasan analisis mengenai 	<ol style="list-style-type: none"> 1. Ketika memilih fitur misalnya keyword ideas selalu berpindah page atau keluar dari dashboard, tidak yakin apakah ini hanya terjadi di akun free karena ketika keluar dashboard diminta menunggu 30 menit dan terasa lebih mahal untuk pemula melihat harga termurah nya 49 dolar jika dibandingkan dengan ubersuggest. 	<ol style="list-style-type: none"> 1. Web Analytic, SEO, Digital Marketing 2. Mungkin, peningkatan SEO menggunakan fitur page analisis, backlink, rekomendasi keyword dan fitur lainnya dengan harga cukup terjangkau 3. Bisa menganalisa seo dan mungkin mengetahui kelemahan kompetitor 4. Indonesia memiliki banyak

<p>berinvestasi dalam SEO untuk meningkatkan visibilitas online.</p> <p>5. Daya beli meningkat di kalangan perusahaan yang fokus pada transformasi digital.</p> <p>6. Beberapa segmen pasar masih menilai biaya layanan SEO sebagai mahal, perlu edukasi lebih lanjut.</p> <p>7. Perusahaan di kota besar cenderung memiliki daya</p>	<p>fitur secara dalam di cocolyze. Alasan lain mungkin harga, karena kita tahu bahwa itu perusahaan luar negeri, dan tentu harga berlangganan menyesuaikan harga luar. Jadi dapat hampir semua tools sebenarnya cukup mahal bagi indonesia, ditambah adanya inflasi.</p> <p>3. Mungkin untuk harganya bisa diatur untuk jasa trialnya selama 2 minggu</p>	<p>website kita, kemudian memaparkan kekurangan yang terdapat secara jelas. Di samping hal tersebut juga memberikan solusi bagaimana menyelesaikan issues nya. Jadi kelebihan nya adalah cocolyze dirancang dengan kompleks tetapi disajikan dengan sederhana atau user-friendly jadi cukup mudah pahami. Adapun hal krusial lainnya</p>	<p>2. Jika kita bandingkan dengan tools lain, mungkin cocolyze tidak ada free version, cuman ada trial. Cocolyze juga termasuk cukup baru dibandingkan dengan tools SEO lainnya seperti Ahrefs yang memiliki fitur jauh lebih kompleks. Kemudian bahasa yang didukung oleh Cocolyze hanya inggris dan perancis.</p> <p>3. Perlu penyusuaian</p>	<p>UMKM yang ingin meningkatkan lebih banyak traffic di media online mereka, sehingga dengan menggunakan tools ini mungkin akan membantu dalam mengembangkan bisnis UMKM karena, dengan SEO yang baik maka semakin mudah pula media online ditemukan oleh halayak ramai.</p> <p>5. Menargetkan pemilik toko online yang ingin meningkatkan</p>
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<p>beli lebih tinggi untuk layanan seperti Cocolyze.</p> <p>8. Potensi besar ada, terutama di sektor e-commerce dan startup teknologi.</p> <p>9. Daya beli konsumen bervariasi, dengan fokus pada ROI yang jelas dari layanan SEO.</p> <p>10. Ada kesadaran yang meningkat tentang pentingnya SEO, yang berkontribusi pada</p>	<p>4. Dari sisi pelayanan support harus di tingkatkan, dengan cara live chat yang lebih responsive. karena titik ini sangat krusial ketika ada pengguna yang mengalami masalah.</p> <p>5. Selama saya mencoba Cocolyze, menurut saya sudah ok, karena dengan berbagai pilihan harga kita bisa menyesuaikan badget untuk mengembangkan website dan</p>	<p>yakni adanya rekomendasi yang dapat meningkatkan SEO dan ada juga auto tracking sehingga kita dapat mengetahui info terupdate dari website kita. Cocolyze juga terbilang lebih murah dan lengkap dibanding tools SEO lainnya yang memiliki harga lebih mahal walaupun fiturnya lebih kompleks</p> <p>3. Sangat baik dalam</p>	<p>karena masih belum terbiasa untuk orang awam, tapi overall jika tidak gaptek dashboardnya sudah aman</p> <p>4. Kekurangannya itu dari sisi fitur, contohnya minimnya akses integrasi ke platform lain</p> <p>5. Ada beberapa kekurangan 1. pricing atau harga, 2. fitur terbatas karna pricing</p> <p>6. Kurang lengkapnya layanan yang ditawarkan dibandingkan</p>	<p>dan mengoptimalkan website mereka</p> <p>6. Pasar SEO yang masih berkembang di Indonesia dan belum banyaknya kompetitor dapat menjadi peluang besar bagi Cocolyze.</p> <p>7. Sebagai alat untuk mengembangkan SEO pada website</p> <p>8. Diferensiasi produk karna cocolyze memiliki model bisnis yang berbeda dengan</p>
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<p>peningkatan daya beli.</p>	<p>sudah bisa mendapatkan fitur yang membantu untuk mengembangkan dan mendapatkan tools analisis yang dapat memantau dan mengoptimalkan website</p> <p>6. Penyesuaian bahasa menjadi kebutuhan paling utama, lalu memastikan layanan dan penarifan yang sesuai dengan preferensi masyarakat di Indonesia juga menjadi faktor penting.</p>	<p>menganalisa SEO</p> <p>4. Memiliki beberapa fitur yang cukup menarik, contohnya page analyze untuk membantu melakukan improvment dari sisi SEO pada sebuah website yang diinginkan</p> <p>5. Ada beberapa kelebihan, 1. kemudahan dalam mendvelop sebuah website, dimana kita tidak perlu memprogram menggunakan koding, dan</p>	<p>dengan kompetitor.</p> <p>7. Tampilan yang terlalu minimalist dan tidak memiliki fitur sebanyak kompetitor lainnya.</p> <p>8. Mata uang yang tersedia hanya euro dan dollar dan baru berfokus di eropa dan sekitarnya, jenis penawarannya belum terlalu beragam</p> <p>9. Belum ada pilihan atau kesempatan 'trial' untuk customer yang</p>	<p>kompetitor lokal di Indonesia</p> <p>9. Banyak UMKM atau pelaku bisnis online kecil yang ingin menggunakan SEO tools</p> <p>10. Banyak bisnis online di indonesia yang memerlukan alat SEO</p>
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	<p>7. Bahasa, lokasi, kemudian harga disesuaikan dengan pasar. mungkin perlu advertising juga agar awareness terhadap SEO meningkat.</p> <p>8. Metode pembayaran karena indonesia tidak biasa dengan credit card payment, <i>branding</i> melalui <i>social media</i> diperlukan untuk meng-engage publik dan calon pelanggan, penawaran atau promosi menarik,</p>	<p>mengandal cms untuk membuat website, ini memungkinkan pengguna untuk fokus pada konten di website dan strategi marketing. 2. mempunyai beberapa tools yang sangat membantu dalam menganalisis kebutuhan website, seperti analisis seo, writing, keyword planner, analisis blacklink, analisis keyword, 3.</p>	<p>ingin mencoba terlebih dahulu.</p> <p>10. Fitur analisis lain dapat ditambahkan dan fitur untuk merubah bahasa ke bahasa indonesia belum ada</p>	
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	<p>memasang iklan dengan berbagai media, berkolaborasi dengan <i>local community</i> untuk memperluas <i>brand</i></p> <p>9. Bahasa dan sistem pembayaran. Untuk mempermudah <i>customer</i> dari Indonesia saat ingin <i>subscribe</i></p> <p>10. Bahasa. Karena bahasa yang disediakan baru bahasa inggris dan prancis. Untuk memenuhi kebutuhan pasar di Indonesia,</p>	<p>memiliki user interface yang frendly, memiliki antar muka yang mudah digunakan, sehingga memudahkan siapa saja penggunanya untuk membuat project dan memantau project 4. memantau project , Cocolize sangat membantu untuk memantu banyak project dalam satu platform dan mengoptimalkan website</p>		
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	<p>belum lengkap jika bahasa yang disediakan belum ada bahasa Indonesia. Mungkin jika terdapat bahasa Indonesia, maka Cocolyze akan lebih banyak mendapatkan pasarnya di Indonesia</p>	<p>6. User interface yang sederhana dengan desain yang eye-catching dan harga paket yang kompetitif.</p> <p>7. harga yang lebih terjangkau jika dibandingkan dengan kompetitor lainnya seperti semrush. Konsep yang minimalis dan simple memudahkan pemula dalam menggunakan SEO tools</p> <p>8. Penggunaannya mudah dan memiliki design interaktif, serta</p>		
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		<p>menggunakan model bisnis freemium model bisnis seperti ini sangat memudahkan dan dapat membuat orang yang sama sekali belum tau tentang layanannya akan menjadi ingin mencoba sehingga tergambar</p> <ol style="list-style-type: none">9. Harga yang relatif terjangkau dari kompetitor lainnya.10. Dapat membantu untuk meningkatkan peringkat website di mesin		
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		pencari dan juga terdapat akun gratis yang bikin jadi bisa membuktikan kualitas layanan		
Q16				
<ol style="list-style-type: none"> 1. Mungkin kompetitor raksasa yang sudah lebih lama di Digital Marketing seperti ubersuggest dan semrush 2. Pastinya, tergantung dari kebutuhan dan budget yang dimiliki oleh perusahaan. Karena dimana ada kualitas disitu ada harga. Namun cocolyze bisa dibilang lengkap dengan harga cukup terjangkau. 3. Mungkin ada, google analytic mungkin salah satu hambatan, atau beberapa agency yang membuat program sendiri 4. Kecanggihan teknologi yang semakin berkembang cepat karena semua sekarang menggunakan AI 5. Persaingan ketat, karena banyak alat seo atau cms yang lain dan soal harga 6. Tidak ada Persaingan yang masih relatif rendah memunculkan potensi ancaman yang rendah bagi Cocolyze. 7. Sepengetahuan saya, untuk bisnis SaaS sendiri tidak ada kompetitor dari Indonesia. Namun, mungkin ada beberapa agensi marketing website yang menggunakan jasa SaaS seperti cocolyze. 8. Lokalisasi produk menjadi tantangan utama 9. Mungkin belum adanya lokalisasi yang baik di Indonesia 10. Kompetitor alat SEO lainnya dapat menjadi ancaman yang kuat 				

Appendix 3. Rating and Weight Research Questionnaire

RESEARCH QUESTIONNAIRE

IMPLEMENTATION OF THE SWOT METHOD IN LOCALIZATION STRATEGIES FOR FOREIGN COMPANIES IN INDONESIA (*Case Study on Cocolyze*)

Dear. Mr/Mrs/Brother/I

I am Ni Made Marthalia Widyanti, as a student at the Politeknik Negeri Bali, Department of Business, in the context of preparing my thesis I intend to distribute a questionnaire, in connection with my research regarding "Implementation of the SWOT Method in Localization Strategy Against Foreign Companies in Indonesia (*Case Study on Cocolyze*). "In this case, I ask you to fill in the questions below. This research was conducted to fulfill the final thesis assignment as a requirement for graduation from the Applied Bachelor of Politeknik Negeri Bali. Thank you for your willingness to take the time to fill out this questionnaire,

I would like to express my gratitude.

Yours faithfully,

Ni Made Marthalia Widyanti

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Respondent Identity

1. Name :
2. Domicile :
3. Work :
4. Position :

Charging instructions

1. Choose one answer that meets your perception by putting a cross (X).
2. Rating assessment
 - 4 = Very Good (SB)
 - 3 = Good (CB)
 - 2 = Poor (B)
 - 1 = Very Bad (TB)
3. Assessment of the urgency of treatment (weight)
 - 4 = Very Important
 - 3 = Important
 - 2 = Less Important
 - 1 = Very Unimportant



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Appendix 4.

INTERNAL FACTORS EVALUATION WORKSHEET

No	Internal factors	Monitor Results	Characteristic	Influence		Rating the Effectiveness of Organizational Strategies for Response						
				Grade (1-4)	Weight	Strength			Weakness			
						Height (P=4)	Low (P=3)	Points	Low (P=2)	Height (P=1)	Points	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	
1	<i>Products</i>	The UI/UX of the website is attractive and easy to understand	K	4	0.14	X		4				
		The features presented vary	K	4	0.14	X		4				
		Payment method and currency options	L	3	0.10						X	1
2	<i>Price</i>	The price offered is in accordance with the quality of the product	K	3	0.10		X	3				
		Freemium business model with trial	K	2	0.07		X	3				
		The existence of the site is easy to find on the internet	K	2	0.07		X	3				

3	<i>Place</i>	The existence of social media as a medium does not yet exist	L	3	0.10				X		2
4	<i>Promotion</i>	Lack of promotion	L	3	0.10					X	1
5	<i>People</i>	Not responding quickly to user questions and complaints	L	2	0.07				X		2
6	<i>Physical Evidence</i>	<i>Branding</i> that is not yet strong	L	3	0.10					X	1
TOTAL					29	1.00					

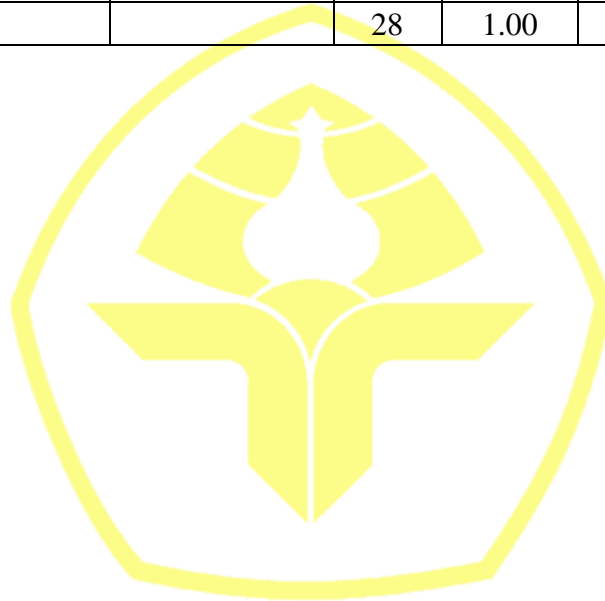
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Appendix 5.

EXTERNAL FACTORS EVALUATION WORKSHEET

No	External Factors	Monitor Results	Characteristic	Influence		Rating the Effectiveness of Organizational Strategies for Responding						
				Mark	Weight	Strength			Weakness			
						Height (P=4)	Low (P=3)	Points	Low (P=2)	Height (P=1)	Points	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	
1	Technology	Internet use for business is quite high in Indonesia	P	4	0.14	X		4				
		SEO focused companies are still rare in Indonesia	P	2	0.07		X	3				
		AI technology is developing rapidly	A	3	0.11						X	1
2	Competition	Competition is quite tight	A	3	0.11					X	1	
3	government policy	Adjustment of permits and regulations	A	3	0.11				X		2	
4	Economy	People's purchasing power towards foreign company products	A	4	0.14					X	1	
5	Culture	The languages presented are still English and French	A	3	0.11				X		2	


6	Other opportunities	Wide target market reach	P	3	0.11	X		4		
		Collaborate with local companies	P	2	0.07	X		4		
		Helping the digital transformation of MSMEs	P	1	0.04		X	3		
TOTAL				28	1.00					



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LOCALIZATION STRATEGY TO INDONESIAN MARKET BOOKLET





OVERVIEW

SEO

SEO (search engine optimization) is a set of processes aimed at improving a website's visibility in search engines, with the goal of getting more organic traffic. Its aim is to fulfill users' search needs by creating relevant, high-quality content and providing the best possible user experience.

COCOLYZE.COM

Cocolyze, a dynamic SEO tool originating from France, has set its sights on a global market expansion. Founded in 2019, the company has achieved a steady growth trajectory in its home country and is now actively pursuing opportunities beyond borders. With a commitment to conquering the international stage, Cocolyze offers two SEO SaaS software solutions, available in both French and English versions, catering to a diverse user base in over 115 countries.

Cocolyze is a holistic SEO tool kit for digital marketers that enables them to improve their rankings on Google. It includes numerous tools bundled into a single package, including rank tracking, SEO page optimization, backlink manager, and more.

CHOSEN COUNTRY: INDONESIA

While the SaaS wave has taken many developed countries by storm, the prevalence of this business and delivery model is still relatively low in Southeast Asia. With its digital economy estimated to reach USD 130 billion by 2025, Indonesia is an important market to crack. As such, understanding how Indonesians are reacting towards the SaaS model is key to unlocking the potential of the rest of the region

[See more about why we choose Indonesia](#)



MARKET ANALYSIS

TARGET MARKET

Business size	Definition*	# of firms	In percentage
Micro business	Net worth below IDR 50 million or sales below IDR 300 million	64,670,259	98.66%
Small business	Net worth between IDR 50 million to IDR 500 million or sales between IDR 300 million to IDR 2,500 million.	811,992	1.24%
Medium business	Net worth between IDR 500 million to IDR 10,000 million or sales between IDR 2,500 million to IDR 50,000 million.	63,010	0.10%
Large business	Net worth over IDR 10,000 million or sales over IDR 50,000 million.	5,645	0.01%
Total		65,550,906	100%

Source : cisco.com

Business-to-business (B2B) SaaS products have a large captive audience in Indonesia. Today, Indonesia has more than 65 million businesses scattered across the archipelago, growing at 2% year-over-year. With relatively low digitalization levels, there are huge opportunities for early players to gain a foothold and build their moat amongst local businesses. To make the strategy work directly to the expected goal Cocolyze has to make a target.

While Indonesia has more than 65 million registered businesses, close to 99% of all businesses are micro-businesses. This segment predominantly comprises players from the food and beverages, fashion, and arts and crafts sectors. Microbusinesses generate less than USD 21,000 in revenue annually. The desire to adopt cloud technology by this segment is driven by the need to have solutions that have a short implementation timeline and are cost-effective.

A high level of digital awareness within this segment also makes it likelier to implement digital solutions rather than manual solutions to complete basic tasks for their businesses.

Target market segment	Who are they
Micro & Small and Medium Enterprises (MSMEs)	<ul style="list-style-type: none"> Looking to expand their outreach Unable to keep up with marketing matters regularly
Digital company	<ul style="list-style-type: none"> Doing the business or marketing with digital platform Need to track the large digital traffic
Start-ups company	<ul style="list-style-type: none"> Fast adaption in market that changes fast Demand an effective and efficient marketing strategy



KEY METRICS ANALYSIS

Traffic-related metrics typically play a significant role in assessing its digital presence and user engagement.

- Website Traffic:

Visit Index	Bounce Rate	Pages per Visit	Avg. Visit Duration
37.9K	67.41%	2.22	00:02:24

- Top Countries:



- Top traffic source to cocolyze.com is Direct traffic, driving 50.6% of desktop visits last month, and Organic Search is the 2nd with 33.37% of traffic

Conversion Rate:

Based on SimilarWeb's traffic analysis of Cocolyze, the average number of visits on both desktop and mobile platforms in the last month reached 37.9k visitors. However, the bounce rate, representing the average percentage of visitors who view only one page before leaving the website, exceeded 60%.

Consequently, Cocolyze maintains less than a 40% engagement rate. We assume that only 40% of visitors accessed more than one page and showed greater interest in making an offer. Thus, we estimate that the conversion rate might be considered **quite good**.

Ways to increase the conversion rate:

1. **Internal Linking:** Include relevant internal links within the content to guide visitors to other pages they might find interesting or helpful.
2. **Optimize Keywords and Meta Descriptions:** Align keywords and meta descriptions with the content to attract the right audience and set accurate expectations.
3. **Improve Content Quality:** Provide valuable, relevant, and engaging content that resonates with your target audience. High-quality content can persuade visitors to take action.
4. **A/B Testing:** Experiment with different designs, content layouts, CTAs, and headlines to see which versions perform better. A/B testing helps identify the most effective elements for conversion.



THE COMPETITOR

COMPETITOR PRICES

Global Competitors

	COCOLYZE	AHREFS	SEMRUSH
Starting Price	€49.99/month	€89/month	\$119.95/month
Projects	5	5	5
Keywords Tracker	500 words with daily updates	750 words with weekly updates	500 words with daily updates
Website Scan	20,000 pages per site	25,000 pages per project	20,000 pages per audit
SEO Dashboard, Page Analysis, Backlinks, Keywords Suggestion, Competitors' Keyword, Writing Tool	Yes	Yes	Yes
User Access	2	1, additional fee for €45/month applies per user	1, additional fee for \$45/month applies per user
Historical Data Availability	1 Year	6 Months	No historical data at entry level plan or subscription
Free Trial	Yes, without a credit card needed. Offers the same tools as in the subscription plan, but with limited number of projects	Yes, with credit card and a very limited tool and projects compared to its subscription plan.	Yes, with a credit card or a special request. Offers a very limited tool and project compared to its subscription plan.
Exports Option	PDF and CSV25 reports/day	PDFN/A	PDF5 reports/day

Local Competitors

Cocolyze	<p>Known for its comprehensive suite of SEO tools and services tailored for businesses aiming to enhance online visibility.</p> <ul style="list-style-type: none"> - Offers features like keyword tracking, website audits, competitor analysis, and performance tracking. - Internationally recognized for its advanced technology and innovative SEO solutions. - Starting price 49.99 euro (IDR 849.800)
Arfadia	<p>Acknowledged for its digital marketing expertise encompassing SEO, web development, and content production.</p> <ul style="list-style-type: none"> - Provides a range of SEO services, including website scans, backlink analysis, and content optimization. - Known for catering to diverse industries and offering holistic digital solutions. - Starting price IDR 2.000.000 (117.81 euro)
Kesato & Co	<p>Offers SEO services along with branding, web design, and digital marketing solutions.</p> <ul style="list-style-type: none"> - Known for its focus on creative strategies, web design, and providing a comprehensive range of digital services. - Catering to businesses of various sizes, both local and international. - Starting price IDR 950.000 (55.73 euro)



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COMPANY ANALYSIS

SWOT: STRENGTH, WEAKNESS, OPPORTUNITY, AND THREAT

Internal factor	Strengths	Weaknesses
product	Attractive and easy-to-understand UI/UX website	
	Varied features	Limited payment methods and currencies
price	Prices offered match product quality	
	Freemium business model with trial	
place	Easy to find the website on the internet	Lack of social media presence
promotion		Lack of promotion
people		Slow response to user questions and complaints
physical evidence		Weak branding
External factor	Opportunities	Threats
Technology	High internet usage for business in Indonesia	
	Few SEO-focused companies in Indonesia	Rapidly developing AI technology
Competition		Intense competition
Government Policy		Adaptation to regulations
Economy		Public purchasing power
Culture		Language barrier (local language vs. French)
Other Opportunities	Wide target market reach	
	Collaborate with local companies	
	Help digital transformation for SMEs	



MARKETING STRATEGY

MARKETING MIX (6Ps)

Product

In marketing, a product refers to anything that can be offered to meet market needs or wants. It is crucial for competitiveness and customer satisfaction. Cocolyze provides a user-friendly interface with features like Page Analysis, Writing Assistant, Site Scan, Rank Tracking, Backlinks, and Keyword Suggestions. Interviews indicate that Cocolyze offers high-quality products, and is more affordable, and comprehensive compared to other SEO tools. However, it only supports debit card payments and lacks the Indonesian Rupiah currency.

Price

The freelance offer, at €49.99/month or €599.88/year, is ideal for freelancers with 5 projects max, 500 keywords tracked, and a one-year history. The e-commerce option, at €99.99/month or €1199.88/year, is designed for larger companies with 25 projects max, 1000 keywords tracked, and a two-year history. The agency offer, at €199.99/month or €2,399.88/year, is complete for agencies, with 50 projects max, 2,000 keywords tracked, and a five-year history, including advanced features such as reports unlimited and white label exports.

Place

Being a Cocolyze service, it is located everywhere as it is a site. The accessible SEO solution for businesses. Cocolyze, as an online service dedicated to BtoB, benefits from a ubiquitous presence thanks to its web platform. Cocolyze is easy to find online and recommended by several websites. However, many Indonesians are not yet familiar with it, and its social media presence is lacking.

Promotion

Currently, Cocolyze does not have any social media presence. In the past, the company attempted to establish an online presence with partners, interviews, and a YouTube channel, but this approach attracted volatile customers who did not maintain their loyalty. Therefore, Cocolyze has decided to favor word of mouth as the main means of promotion. However, it is crucial to note that the establishment of a social media presence strategy represents a key aspect of the future development of the project.



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People

Customer service has been slow in responding to queries and complaints, with no dedicated team for international market expansion. The team size and workload need optimization.

Physical Evidence

The digital presence of Cocolyze is strong and easy to find. To enhance accessibility and speed for new users, they should activate social media channels and improve their UI/UX design.

External Factor

Technology

Technology is vital in digital strategy. High internet usage in Indonesia presents a market opportunity. Few companies focus on SEO, offering a chance to become a market leader. However, the rapid growth of AI technology could be a threat without continuous innovation.

Economy

A large market with diverse business segments provides growth opportunities. However, varying purchasing power affects product adoption. Premium use depends on user needs.

Competition

The SEO market is competitive, with companies offering more than just SEO tools. Major global competitors like AHREFS and SEMRUSH are already established. Local companies like Arfadia and Kesato & Co. also provide design and marketing services, making them popular

Government Policy

Regulations on tax, licensing, and credibility can be challenging for market entry.

Other Opportunities

Indonesia offers a broad target market with diverse internet users. Collaboration with local companies and assisting SMEs in digital transformation can be advantageous for Cocolyze.



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SWOT MATRIX

Strategi S-O		Strategi W-O	
a.	Online visibility to build brand awareness by highlighting SEO focus with complete features and a user-friendly interface through content to attract and engage users.	a.	Social media presence with high engagement rates to attract and engage Indonesian users.
b.	Add trial with campaigns for SMEs, offering webinars and guides.	b.	Improve customer service (email, chatbot, call center) with local agents and specialized training to handle post-purchase procedure.
c.	Looking for local companies that can increase market reach and engagement by offering competitive prices and adequate quality		
Strategi S-T		Strategi W-T	
a.	Keep prices competitive with affordable packages for target markets.	a.	Utilize popular payment methods in Indonesia like bank transfer, e-wallet, and e-banking for smooth transactions despite varying purchasing power.
b.	Comply with business requirements and offer free access to product value proof.	b.	2. Offer additional discounts and services beyond SEO tools like AI enhancements and marketing plan support
c.	Localize language and product documentation in Indonesian to improve local accessibility.		

WHAT COCOLYZE NEED TO DO?

1 Strength-Opportunities (SO) strategy

This strategy leverages all available resources to capture and optimize opportunities for the company. Therefore, Cocolyze can implement strategies such as:

- **Enhanced UI/UX Presentation and Online Visibility:**
 - Highlight the easy-to-navigate UI/UX and varied features through online publications.
 - Use targeted keywords for the Indonesian market, such as businesses on digital platforms.
 - Develop a social media presence on platforms like Instagram and TikTok.
 - Package offers with engaging stories, showcasing testimonials and case studies from global customers to establish credibility in Indonesia.
- **Trial and Campaigns for SMEs:**
 - Offer a trial period allowing 7 observations in the first week, giving new users a chance to understand Cocolyze's features.
 - Combine trials with special campaigns for SMEs through webinars and guides, educating them on the importance of SEO in digital business
- **Collaboration with Local Companies:**
 - Partner with local businesses, including SMEs, startups, and digital platform companies, to enhance market reach and engagement.
 - Provide competitive pricing and adequate quality.
 - Propose collaborations with companies like Ruang Guru for back-office support and SEO education, or e-commerce platforms like Blibli.com

2 Strengths-Threats (ST) Strategy

This strategy uses the company's strengths to address existing challenges.

- **Competitive Pricing and Local Currency:**
 - Maintain competitive prices with affordable packages that cover essential features for the target market.
 - Offer pricing in Indonesian Rupiah (IDR) to simplify transactions and avoid currency conversion issues.
 - Create an innovative "StarterLite" package tailored to the needs of micro-businesses in Indonesia, offering essential SEO solutions at a very competitive and affordable price.
 - The "StarterLite" package provides half the features of the 'freelance' package, making it significantly cheaper with limited access to certain options. Despite being basic, it offers sufficient functionality.
- **Compliance and Free Trials:**
 - Ensure compliance with local regulations and offer sufficient trial access for users to experience product value before subscribing.
 - Fulfill administrative requirements including tax payments, and data protection compliance as per Minister of Communication and Information Technology Regulation No. 20/2016.
 - Utilize resources from the Indonesian French Chamber of Commerce and Industry (IFCCI) for networking and guidance.
 - Leverage IFCCI's credibility and GDPR compliance for legal standing and trust.
- **Localization of Language and Documentation:**
 - Provide tools and documentation in Indonesian to overcome language barriers, making the product more accessible and understandable for local users.



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3 Weaknesses-Opportunities (WO) Strategy

- **Strengthen Brand Awareness:**
 - Be active on popular social media platforms like Facebook, Instagram, and TikTok, focusing on educational and persuasive content and using paid ads.
 - Promote the brand as an SEO-focused company to stand out.
- **Improve Customer Service:**
 - Train a dedicated team for international relations and improve post-purchase procedures to ensure customer satisfaction and encourage repeat orders.
 - - Enhance customer service responsiveness to solve issues quickly and effectively.

4 Weaknesses-Threats (WT) Strategy

- **Utilize Popular Payment Methods**
 - Implement local bank transfers, e-wallets (GoPay, OVO, Dana), and e-banking in Rupiah to facilitate transactions amid varying purchasing power.
 - Cater to the non-cash transaction preference of Indonesian consumers.
- **Offer Strategic Discounts:**
 - Provide discounts during significant shopping events like "11/11 Singles' Day" and "12/12 National Online Shopping Day" to attract customers.
 - Promote these discounts via social media and targeted marketing.
 - Consider adding AI-based SEO tools and other services like marketing plans and graphic design to increase Cocolyze's value proposition.



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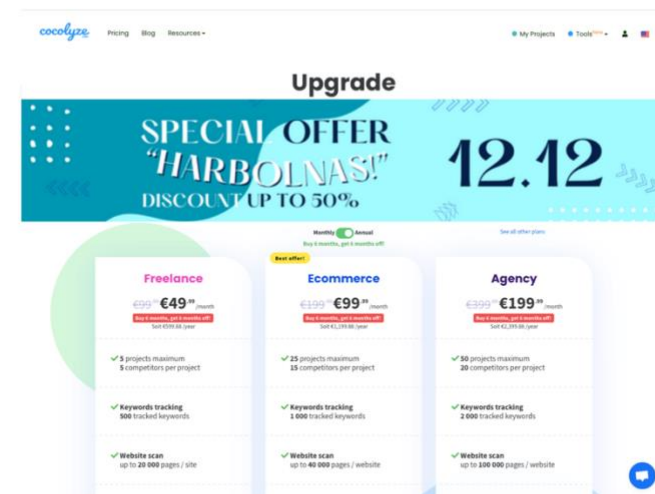


Image : Design for "twin date" discount

Proposal for a new offer

NEW SEGMENT: NEW OPPORTUNITY

In Indonesia, setting up a business is remarkably accessible, with many homemakers and young entrepreneurs venturing into their own enterprises. A significant number of Micro, Small, and Medium-sized Enterprises (MSMEs) operate as micro-businesses, essentially consisting of solo entrepreneurs selling a diverse range of products. Even a homemaker selling homemade cakes is considered an auto-entrepreneur and, therefore, a micro-business. These entities, while forming a substantial part of the MSME landscape, often operate on modest budgets. They may not see the value in the comprehensive packages offered by tools like Cocolyze, tailored more towards startups and larger enterprises.

For these micro-businesses, such packages may not be cost-effective, leading them to abstain from subscribing altogether and opting for limited freemium options. By introducing a new offering tailored to these micro-businesses, we tap into a lucrative market segment that is often overlooked.

NEW PACKAGE: STARTERLIFE

StarterLite isn't just an offer; it's an empowerment tool for micro-businesses, enabling them to fortify their online presence without the financial burden associated with comprehensive SEO packages. This resonates profoundly with the entrepreneurial ethos prevalent in Indonesia.

Beyond being a one-time solution, StarterLite lays the foundation for long-term customer retention. As these micro-businesses expand, our brand grows with them, fostering a symbiotic relationship and presenting lucrative upselling opportunities down the road.

This new package allows for a maximum of 2 projects at a price lower than other Cocolyze packages. While some features may be limited, this pricing model strategically targets a large potential market that can be won over, providing a unique advantage over competitors, because if we want to venture into Indonesia, it's essential to consider these micro-businesses that can yield significant returns for us.



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Proposal for a new offer

StarterLite
For new businesses

- ✓ 1 websites
- ✓ 2 competitors/site
- ✓ 200 keyword units

- ✓ 8000 pages
- ✓ Limited to 10 reports / day
- ✓ 2 users included

39,99 \$
per month, billed yearly

Free 30-day trial

The groundbreaking "StarterLite" offer is meticulously crafted to cater specifically to the nuanced needs of Indonesian micro-businesses. Offering a straightforward and cost-effective SEO solution at an enticingly competitive and affordable price.

It essentially provides half the features offered in the 'freelance' package for clients. Consequently, the pricing is considerably reduced, reflecting a nearly fifty percent decrease due to limited access to certain options. While it may appear modest, this level of functionality proves more than sufficient.

The price is based on a number of factors, such as, number of projects, competitors, number of keywords, etc... After comparing the competitor's prices, but also with the already existing Cocolyze offers, we decided to oriente this one with a lower price based on all of those things.

01	02	03
Adjust the offer	Adjust the price	Adjust the communication
For smaller entities. Fewer options, but tailored for the best fit.	Reduced price, cost-effective and affordable	A better reach via social media

PRICING STRATEGY

Currency

Cashless payment method is the effective way to do transactions in SaaS business. For the sake of this usage of payment method, the currency of euro have to change into Indonesian Rupiah. The price will adjusted to the exchange rate at the time customer do the purchase



Payment Method

Using debit cards, e-banking, and e-wallet as payment method. Dana, OVO, Go-pay are the top three of e-wallet brands that can become partners in the payment channel.

Price

Two possibilities of Cocolyze pricing:

- Keep the current price (July 2024) start from €49.99 per month with different offers. From the comparison data, we can see that Cocolyze price is compatible with other similar companies.
- With a little marketing work, Cocolyze can offer the normal price of 99.99, 199.99, 399.99 and give discounts in occasional event.

As a consultant, we prefer the first one due to the web traffic, convention rate, and prospective customer in MSMEs target market.



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LOCALIZATION

Summerize of things Cocolyze need to do for enter Indonesia



Have a social media department

Establish a dedicated social media department focusing on platforms like Facebook, Instagram, and TikTok. Engage with the Indonesian audience, share localized content, and respond promptly to inquiries or feedback.



Bahasa Indonesia (Language)

Localize all communications, including the website, content, and customer support, in Bahasa Indonesia. This ensures effective communication and resonates better with the Indonesian audience.



Payment Method

It is popular to use payment methods like e-wallets most people use GoPay, OVO, and Dana. The debit card and e-banking are what people have, catering to the Indonesian preference for cashless transactions.



Lower price for MSMEs

Offer competitive and flexible pricing models to penetrate the MSME (Micro, Small, and Medium Enterprises) market in Indonesia. Tailor packages or provide introductory offers to accommodate smaller budgets

Special Occasion Discounts

Leverage rapid, special occasion discounts during popular events like "Twin dates" 11/11 (Singles' Day), 12/12 (Harbolnas), or other significant dates in Indonesia's shopping calendar. Promote these discounts through social media and targeted marketing to attract attention and drive sales



cocolyze.com



Euro to Indonesian rupiah

Indonesian businesses are more familiar and comfortable dealing with transactions in their local currency, IDR. Pricing services in IDR simplify transactions and avoid currency conversion issues for clients. The price will be adjusted to the exchange rate at the time the customer makes the purchase.



More than SEO focus

The competitors in Indonesia didn't have the same perfect offers and affordable prices as Cocolyze did. But something that we can get inspired by them is the way they also give another service after using the SEO tools. Service like marketing plan and graphic design is what people most often search for.

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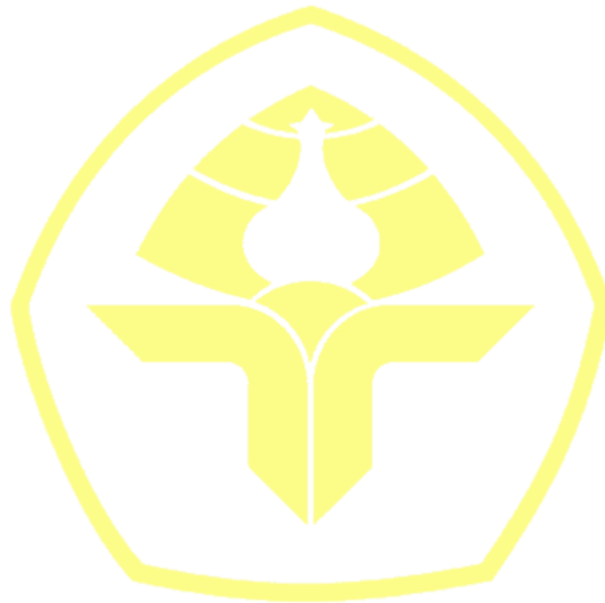
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Conclusion

Entering Indonesia could be a highly lucrative move for Cocolyze in the realm of SEO services. The landscape in Indonesia presents a compelling opportunity with several key factors aligning favorably for the company. First and foremost, the limited presence of strong competitors provides a significant advantage. This opens up a window of opportunity for Cocolyze to swiftly carve a niche and potentially dominate the market. With less competition to contend with, the company can leverage its strengths and unique offerings to capture a considerable share of the burgeoning SEO market in Indonesia.

Cocolyze's distinguishing feature of user-friendliness further strengthens its potential for success in Indonesia. This unique aspect, combined with its innovative offerings, not only sets it apart from competitors but also addresses the accessibility needs of businesses in the Indonesian market. As the company enters Indonesia, emphasizing its user-friendly interface and distinct features can be a pivotal strategy to attract and retain clients in a landscape where ease of use is highly valued. Overall, with the confluence of limited competition, high demand, and unique features with a little work of localization, Cocolyze is in a promising position to thrive upon entry into Indonesia's SEO industry.

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JURUSAN ADMINISTRASI BISNIS
POLITEKNIK NEGERI BALI

Appendix 7 Documentation of Research Activities



BACHELOR'S DEGREE IN INTERNATIONAL BUSINESS, PURCH...


 Navigateurs conseillés: Chrome ou Firefox.

Pour cacher la présentation et voir les intervenants, cliquez en haut à droite.

WEBCAMS Ajoutez la dimension visuelle à vos échanges.	AUDIO Communiquez en utilisant un son de haute qualité.	TABLEAU BLANC Ajoutez le geste à la parole et à l'image.
SALLES VIRTUELLES Créez des sous-groupes pour collaborer en équipe.	PARTAGE D'ECRAN Partagez vos documents, vidéos et écran avec le son.	VOTE Sondrez vos utilisateurs à tout moment.
NOTES PARTAGEES Partagez vos prises de notes.	ENREGISTREMENT Enregistrez vos réunions et présentations.	CHAT Envoyez des messages publics ou privés.
		EMOJIS Exprimez-vous.

Pour plus d'information, visitez <https://www.unif.fr/wiki/decouvrir/les-salles-virtuelles>

Pour ajouter une présentation, une vidéo, cliquez sur « + »

Passer aux diapositives suivantes pour disposer de pages vierges pour le tableau blanc

Pour activer le son et la vidéo, cliquez sur les icônes en bas au centre.

Pour demander la parole, cliquez sur « lever la main ».

-25:48 1x