

DIGITAL MARKETING STRATEGY TO IMPROVE INTERNATIONAL MARKETING PERFORMANCE OF DWI KRISTY MUTIARA SMEs

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Abstract

This community service article develops a practical digital marketing strategy for Dwi Kristy Mutiara, a pearl-jewelry small and medium enterprise in Mataram, Lombok, to strengthen its international marketing performance. The program is designed as an applied case-based intervention using a preliminary digital-footprint review, partner needs assessment, literature synthesis, participatory training, strategic co-design, and a performance-monitoring plan. The initial diagnosis indicates that international growth cannot be achieved merely by increasing social-media posting. The enterprise needs a clearly prioritized foreign market, a bilingual and trust-building digital catalogue, consistent product specifications, stronger Lombok-origin storytelling, an integrated conversion system, export-ready pricing and logistics, and measurable customer data. The proposed strategy integrates international segmentation and positioning, a digital customer funnel, social commerce, cross-border marketplaces, the official InaExport business-to-business directory, international buyer development, and a weekly marketing dashboard. A phased 180-day roadmap is presented to build digital foundations, validate foreign-market demand, conduct limited channel experiments, and scale only the combinations of market, product, message, and channel that demonstrate acceptable conversion and contribution margins. The article contributes an implementable framework for craft SMEs seeking to transform local cultural value into credible, discoverable, and measurable international market offerings without requiring complex technology or excessive promotional spending.

Keywords: digital marketing; international marketing performance; pearl jewelry; SME internationalization; cross-border e-commerce

INTRODUCTION

Digital technologies have changed the internationalization options available to small and medium enterprises (SMEs). A small firm can now display products, communicate with prospective buyers, test market responses, receive inquiries, and build international relationships without first establishing a physical branch abroad. Online platforms can reduce information and search costs, widen access to networks, and support the acquisition of foreign-market knowledge. However, technology does not automatically generate international sales. Digital adoption must be supported by market focus, reliable product information, organizational capability, customer trust, logistics, and disciplined measurement (OECD, 2021; Da Rocha et al., 2024).

The strategic challenge is particularly important for craft and jewelry SMEs. Jewelry is a visually attractive product category, but an online buyer cannot directly inspect the material, color, size, workmanship, comfort, or authenticity before purchasing. The digital interface must therefore perform several functions simultaneously: attract attention, explain the product, communicate cultural and aesthetic value, reduce perceived risk, provide evidence of quality, enable convenient

transactions, and support after-sales service. In this context, high-quality images and frequent content are necessary but insufficient. They must be integrated into a credible international customer journey.

Dwi Kristy Mutiara is an SME located in Mataram, Lombok, that markets Lombok pearl jewelry. Its publicly visible digital profile presents products such as sea-pearl bracelets, while public promotional posts show participation in national exhibitions, including an event in Jakarta in May 2026 (Dwi Kristy Mutiara Lombok, 2025, 2026). These activities indicate that the enterprise already has product and promotional experience that can support broader market development. Nevertheless, participation in exhibitions and social-media visibility do not by themselves create a repeatable international marketing system. International performance requires the ability to identify priority markets, communicate a distinctive value proposition, convert attention into qualified inquiries and orders, deliver products reliably, and use data to improve decisions.

Indonesia's SME-development institutions increasingly connect digitalization with export readiness. Bank Indonesia emphasizes that SMEs seeking global markets need market intelligence, strong branding, international e-commerce, digital literacy, production planning, and sustainable supply-chain capability (Bank Indonesia, 2024). The Ministry of Trade's InaExport platform similarly provides an official business-to-business directory intended to connect Indonesian suppliers with worldwide buyers and trade representatives (InaExport, 2026). These facilities create opportunities, but an SME can benefit from them only when its product data, business profile, communication process, and operational readiness meet buyer expectations.

This article aims to: (1) identify the main digital and international-marketing challenges that may constrain Dwi Kristy Mutiara; (2) develop a target-market and brand-positioning strategy; (3) design an integrated digital funnel and cross-border channel architecture; (4) formulate international-marketing performance indicators; and (5) provide a phased implementation roadmap suitable for an SME with limited resources. The practical novelty lies in integrating cultural storytelling, digital conversion, export readiness, B2C and B2B channels, and performance governance in one operational framework for a Lombok pearl-jewelry enterprise. The proposed framework is intended for community service and managerial application; it does not claim post-intervention sales effects that have not yet been measured.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

This article is an applied community service case and does not test statistical hypotheses. The literature review is used to construct the diagnostic framework and justify the proposed intervention.

Digital Marketing Capability and SME Performance

Digital marketing is more than the use of social media. It is the coordinated management of digital channels, content, customer data, technology, and measurement to achieve marketing objectives. For SMEs, its value lies in scalable market access, direct customer interaction, rapid experimentation, and the possibility of measuring customer responses at relatively low cost. Empirical research generally associates digital marketing activities with improvements in customer engagement and SME performance, but the effect depends on the firm's capacity to integrate online advertising, search visibility, social media, customer relationships, and analytics (Sharabati et al., 2024).

A weak digital capability produces activity without learning. Firms may post frequently while failing to know which country, audience, product, message, or channel contributes to inquiries and profitable orders. A stronger capability links every digital asset to a strategic function: discovery, evaluation, conversion, retention, market intelligence, or partner development. It also assigns responsibilities, standardizes product data, and uses performance indicators to guide resource allocation.

Digital Platforms and SME Internationalization

Digital platforms can help small firms overcome some disadvantages of limited size by providing access to foreign customers, buyer networks, payment infrastructure, market information, and reputation mechanisms. A recent review of small-firm internationalization shows that digital platforms can reduce entry barriers and support international opportunity development, but adoption alone does not guarantee internationalization. Positive outcomes are stronger when firms invest in digital skills, international marketing capability, organizational processes, websites, and foreign-market relationships (Da Rocha et al., 2024).

Social media contributes to export performance indirectly through the quality of international business contacts, improved understanding of customer preferences, competitive intelligence, and brand awareness (Eid et al., 2020). Similarly, international performance can benefit from digital presence and network signals, yet followers and visibility should not be treated as final outcomes. They are intermediate assets whose business value depends on their conversion into trustworthy relationships and transactions (Kromidha & Robson, 2021).

For market entry, a hybrid logic is appropriate. Digital channels can support prospecting, market testing, communication, and transactions, whereas relationships with distributors, boutiques, trade representatives, hotels, tourism operators, and business-matching institutions can provide local knowledge and credibility. International entry is therefore not a choice between online and offline methods; it is a coordinated combination of relational, digital, and hybrid approaches (Watson et al., 2018).

Brand Storytelling, Trust, and Product Evidence

Social-media marketing can shape brand equity when it provides relevant interaction, customization, trend awareness, word of mouth, and entertainment value (Godey et al., 2016). For pearl jewelry, the most important digital task is to translate intangible product and origin attributes into visible evidence. Buyers need information concerning pearl type, dimensions, color variation, materials, craftsmanship, product care, packaging, authenticity, price, shipping, and return conditions. Cultural narratives concerning Lombok can strengthen differentiation, but they should not substitute for factual product specifications.

Trust is particularly important in cross-border transactions because buyers face uncertainty concerning seller identity, product quality, payment security, delivery, and dispute resolution. The brand should therefore combine emotional storytelling with operational proof: consistent photography, transparent specifications, buyer testimonials, business identity, clear policies, response standards, traceable quotations, and documented quality controls. A credible brand story must be supported by evidence rather than by broad claims that buyers cannot verify.

International Marketing Performance

International marketing performance is multidimensional. Revenue and export-sales growth are important, but they are lagging indicators and may conceal high acquisition costs, low margins, excessive returns, or dependence on one buyer. SMEs also need leading indicators that reveal whether their international marketing system is developing: target-country reach, qualified inquiries, quotation acceptance, website or marketplace conversion, repeat orders, distributor prospects, response speed, and delivery reliability.

A useful performance system links the customer funnel to financial and operational outcomes. Awareness metrics show whether the brand reaches the intended foreign audience. Engagement and lead metrics indicate relevance and buyer interest. Conversion metrics evaluate the ability to generate orders. Financial metrics determine whether growth produces contribution margin. Relationship and operational metrics assess repeat business, B2B pipeline quality, complaints, shipping problems, and customer retention. This approach prevents the enterprise from mistaking popularity for international marketing success.

RESEARCH METHODS

The program uses an applied case-based community service design with a participatory problem-solving approach. The unit of analysis is the international digital marketing system of Dwi Kristy Mutiara, including target markets, brand positioning, product information, digital content, sales channels, customer communication, pricing, order processing, shipping readiness, and performance measurement.

The intervention is organized into five stages. First, the needs-assessment stage reviews the enterprise's product catalogue, social-media presence, current customer segments, previous promotional activities, available digital analytics, sales process, and managerial constraints. Second, the diagnostic stage evaluates the digital customer journey from discovery to repeat purchase and identifies gaps in market focus, trust, conversion, and operations. Third, the training stage covers international segmentation, bilingual content, digital storytelling, social commerce, marketplace selection, buyer communication, export pricing, and marketing metrics. Fourth, the co-design stage converts the material into concrete enterprise assets, including a priority-market matrix, international product catalogue, content calendar, buyer-response templates, channel plan, and dashboard. Fifth, the monitoring stage reviews implementation indicators and determines which experiments should be continued, revised, or stopped.

The preliminary assessment reported in this article is based on publicly visible business information, the enterprise's digital footprint, relevant institutional guidance, and academic literature. It is not an internal financial, legal, quality, or export-compliance audit. During implementation, primary data should be collected through management interviews, product and process observation, customer-message review, digital-platform analytics, cost and price records, and structured feedback from prospective buyers. Sensitive business information should be accessed only with partner authorization.

The analytical tools include: (1) international segmentation and target-market scoring; (2) value-proposition analysis; (3) a digital funnel covering reach, engagement, inquiry, conversion, retention, and advocacy; (4) a channel-role matrix; (5) an export-readiness checklist; and (6) a weekly performance dashboard. The intervention is evaluated through completion of strategic assets, improvement in digital-process discipline, and subsequent pre-post indicators. Because the program has not yet produced longitudinal data, the results section presents a strategic diagnosis and proposed solution rather than causal claims regarding international sales.

RESULTS AND DISCUSSION

Preliminary Strategic Diagnosis

The preliminary diagnosis indicates that the central issue is not a lack of digital activity, but the absence of an integrated international marketing system. Social-media exposure must be connected to market selection, product evidence, conversion, delivery, and managerial learning. Table 1 summarizes the principal issues that should be verified with the partner during the initial assessment.

Table 1. Preliminary Digital International Marketing Diagnosis

Strategic Area	Potential Gap to Verify	Managerial Consequence
Market focus	The international audience may be treated as one broad market rather than a small number of prioritized segments and countries.	Content becomes generic; platform spending and staff attention are dispersed; learning is slow.
Product architecture	Products may not yet be organized into a focused international catalogue with standardized names, codes, dimensions,	Buyers cannot compare products easily; inquiries require repeated explanation; errors and inconsistent quotations increase.

Strategic Area	Potential Gap to Verify	Managerial Consequence
	materials, pearl information, packaging, stock status, and price basis.	
Brand positioning	Lombok identity and pearl value may be visible but not expressed as one concise bilingual promise supported by product evidence.	The brand competes mainly through appearance or price and becomes difficult to distinguish from other sellers.
Content and conversion	Posts may function primarily as product displays without clear audience targeting, campaign objectives, tracking links, or calls to action.	High activity can generate limited inquiries and no reliable information about which content produces orders.
Trust infrastructure	International buyers may not find complete policies, testimonials, business identity, product-care guidance, quality evidence, shipping information, or response standards in one place.	Perceived cross-border risk remains high, especially for first-time buyers.
Channel integration	Social media, messaging, exhibitions, marketplaces, and B2B prospecting may operate separately.	Customer data are fragmented and follow-up depends on individual memory.
Export operations	Pricing, packaging, payment, customs information, delivery, insurance, returns, and destination-country requirements may not yet be standardized.	Marketing may generate demand that the operation cannot fulfill profitably or reliably.
Performance management	Followers, likes, and total sales may be observed without country-level, funnel-level, channel-level, or margin-level analysis.	Management cannot identify profitable markets, products, or campaigns.

Source: Developed for the community service program.

The diagnosis is consistent with internationalization research showing that digital-platform adoption does not guarantee foreign-market entry. Digital tools generate value when they are combined with capabilities, organizational processes, market knowledge, and external relationships (Da Rocha et al., 2024). Consequently, the recommended intervention begins with strategic focus and export readiness rather than with an immediate increase in advertising expenditure.

Strategic Objective and International Value Proposition

The strategic objective is to build a repeatable system that converts the cultural and product value of Lombok pearls into profitable international customer relationships. The enterprise should not attempt to serve every country or every jewelry buyer simultaneously. It should identify a narrow initial market, develop a credible offer, conduct controlled experiments, and scale only after obtaining evidence of demand and operational feasibility.

A proposed value proposition is: “Authentic Lombok pearl jewelry presented with transparent product information, gift-ready design, and responsive personal service.” This wording is a working proposition and must be validated against the enterprise’s actual production process, material specifications, and customer feedback. Its purpose is to unite four dimensions: origin, product evidence, aesthetic value, and service reliability.

International Segmentation and Market Prioritization

The first strategic decision is the selection of customer segments and entry markets. Potential countries such as Singapore, Malaysia, and Australia may be examined because of their geographic proximity, travel links, and potential familiarity with Indonesia, but they should be treated as

market hypotheses rather than automatic choices. The enterprise should score markets using actual evidence: existing follower locations, previous inquiries, shipping cost and duration, marketplace search demand, competitive intensity, payment access, customs requirements, partner networks, and estimated contribution margin.

Table 2. Priority International Customer Segments

Segment	Primary Value Sought	Recommended Access Route
International tourists and former Lombok visitors	A memorable and portable Lombok gift; verified origin; easy reorder after returning home.	Bilingual social content, QR cards, hotel/tourism partners, retargeting, visual marketplace listings.
Indonesian diaspora and cultural buyers	A product that connects Indonesian identity, Lombok craftsmanship, gifting, and personal style.	Instagram, TikTok, community networks, diaspora events, referral campaigns, international shipping.
Boutiques, resellers, and curated stores	Consistent product specifications, wholesale margin, reliable replenishment, display materials, and responsive quotation.	InaExport, buyer databases, email outreach, LinkedIn, trade representatives, exhibitions, product samples.
Corporate, hospitality, and event buyers	Customizable gift sets, predictable lead times, business documentation, and volume pricing.	Direct B2B proposals, hotels, MICE organizers, institutions, chambers of commerce, and business matching.
International handmade-jewelry consumers	Distinctive design, artisan and origin story, trustworthy specifications, customer reviews, and transparent delivery.	Selected cross-border craft marketplace, English landing page, search-optimized listings, Pinterest and social content.

Source: Developed from international digital marketing and SME internationalization literature.

The enterprise should initially choose no more than two B2C segments and one B2B segment. Excessive segmentation creates a hidden execution cost because every segment requires different product combinations, content, pricing, service, and follow-up. A focused pilot allows the firm to discover whether the main barrier is awareness, trust, price, shipping, product fit, or response capability.

Global-Ready Digital Brand Assets

Before entering a new platform, Dwi Kristy Mutiara should create a reusable digital asset system. The core asset is a bilingual master catalogue covering the priority products rather than every available item. Each product should have a unique code, standardized English and Indonesian name, clear photographs, short description, pearl and supporting-material information, dimensions, weight, color-variation notice, care instructions, packaging, available customization, production or preparation time, stock status, consumer and wholesale price basis, and shipping limitations. Claims concerning authenticity, materials, or production should be documented and used consistently.

Photography should support both emotional appeal and buyer verification. Each priority product requires a clean main image, close-up detail, scale reference, wearing or usage image, packaging image, and short video. The visual identity should use consistent backgrounds, lighting, typography, and product codes. International buyers should be able to recognize that listings on different channels refer to the same product.

The brand story should be organized into content that buyers can verify: the relationship between pearls and Lombok, the people behind the enterprise, design inspiration, selection and production processes, product-care education, and evidence of participation in exhibitions or buyer

events. Storytelling should not rely on vague statements such as “best quality” or “original” without explaining what the terms mean and what evidence supports them.

Digital Funnel and Channel Architecture

A channel should be selected because of its role in the customer journey, not because it is fashionable. Social media is effective for discovery and engagement, but international conversion generally requires an owned information destination, structured messaging, payment options, and documented order procedures. The proposed architecture combines owned, social, marketplace, institutional, and relationship channels.

Table 3. International Digital Funnel and Channel Roles

Funnel Stage	Primary Function	Channel and Asset	Main Indicator
Discovery	Reach relevant foreign audiences and communicate visual distinctiveness.	Instagram, TikTok, Pinterest, exhibition content, creator or partner collaborations.	Target-country reach; video completion; saves; shares; profile visits.
Evaluation	Reduce uncertainty and explain origin, product specifications, price basis, care, shipping, and policies.	English landing page or website, bilingual catalogue, highlights, FAQs, testimonials, comparison content.	Catalogue views; product-page engagement; policy views; return visits.
Inquiry	Capture buyer identity, needs, country, product interest, quantity, timeline, and source.	WhatsApp Business, email, marketplace messaging, structured inquiry form, QR links.	Qualified inquiries; response time; inquiry source; country and segment.
Conversion	Provide accurate quotation, secure payment, confirmed specification, delivery commitment, and order status.	Quotation template, payment link or marketplace checkout, order checklist, shipping quotation, follow-up sequence.	Inquiry-to-order rate; quotation acceptance; average order value; contribution margin.
Retention	Encourage repeat orders, referrals, reviews, and new-product response.	Customer labels, after-sales message, care reminder, reorder link, review request, new-collection preview.	Repeat-order rate; review rate; referral orders; customer lifetime value.
B2B development	Build relationships with boutiques, resellers, hotels, corporate buyers, and trade representatives.	InaExport, buyer list, email, LinkedIn, samples, digital line sheet, virtual meeting, exhibitions and business matching.	Qualified B2B leads; meetings; samples sent; active proposals; recurring accounts.

Source: Developed for Dwi Kristy Mutiara.

The enterprise should establish one central conversion destination. WhatsApp Business can remain an important channel because it is familiar and supports personal service, but it must be organized using a catalogue, quick replies, customer labels, service hours, inquiry questions, quotation templates, and follow-up rules. International prospects should not be mixed with routine domestic conversations without classification. A simple customer database should record country, segment, product interest, source, quotation value, status, next action, order value, and reason for loss.

For B2C market testing, a selected international craft marketplace can provide search demand, payment infrastructure, buyer reviews, and platform trust. Etsy Payments currently lists Indonesia as an eligible seller country, making Etsy a potential pilot channel subject to current fees, product-

policy compliance, operational readiness, and profitability analysis (Etsy, 2026). The enterprise should not open multiple international marketplaces simultaneously. One controlled pilot with a limited number of priority products is preferable because it allows the team to learn listing optimization, pricing, shipping, customer service, and review management.

For B2B development, InaExport should be prioritized because it is the official B2B directory of the Directorate General of National Export Development and connects Indonesian suppliers with worldwide buyers and trade representatives (InaExport, 2026). A profile should contain detailed company information, professional product images, specifications, production capacity, minimum order quantity, lead time, customization options, certifications or business documents where applicable, and a responsible contact person. The enterprise should also use exhibitions as lead-generation events rather than isolated sales occasions by capturing buyer details and conducting structured follow-up after the event.

Content Strategy for International Trust and Conversion

The content calendar should be organized around six pillars: (1) Lombok and pearl-origin education; (2) product specification and care; (3) design, styling, and gifting situations; (4) craftsmanship and people; (5) trust evidence, testimonials, exhibitions, and delivery proof; and (6) product offers and calls to action. Each post should have one objective and one audience. A content item aimed at awareness should not be evaluated only by direct sales, while a product offer should not be evaluated only by reach.

English content should not be a literal translation of Indonesian promotional language. It should answer the questions of an unfamiliar international buyer. Product captions should be concise, specific, and consistent with the catalogue. Calls to action should direct the buyer to a product page, catalogue, inquiry form, marketplace listing, or business contact. Tracking parameters or unique campaign codes should identify which content and channel generated the inquiry.

A practical monthly mix is 30 percent education and origin, 25 percent product evidence, 20 percent styling and gifting, 15 percent trust and customer proof, and 10 percent direct offer. This is an initial allocation, not a fixed rule. The enterprise should revise it based on the content formats that generate qualified inquiries and profitable orders in the selected target market.

International Pricing, Logistics, and Risk Control

International pricing must begin with contribution margin rather than a simple conversion of the domestic price into foreign currency. The calculation should include product cost, packaging, labor, platform and payment fees, promotional discounts, shipping materials, international delivery, insurance where appropriate, expected return or damage risk, taxes and duties allocation, currency fluctuation buffer, and partner margin. The firm should distinguish retail, wholesale, corporate, and reseller prices and establish a minimum acceptable contribution margin.

Operational readiness should be assessed before large-scale promotion. Product packaging must protect the jewelry, present the brand professionally, and minimize international shipping weight without compromising safety. Order confirmation should specify the product code, materials, size, quantity, customization, packaging, price, currency, delivery method, responsibilities for duties or taxes, and expected timeline. The enterprise should verify applicable customs classification, precious-metal or material declarations, hallmarking, consumer-protection, marketplace, and destination-country requirements with competent authorities or qualified export advisers. This paper does not replace legal, customs, or compliance advice.

Cross-border risk also includes fraud, chargebacks, lost shipments, counterfeit claims, account dependency, and platform-policy changes. The enterprise should use verified payment processes, retain transaction records, photograph packed orders, apply secure account access, back up customer and product data, and avoid dependence on a single platform. OECD (2021) emphasizes that SMEs face digital-security and capability risks when digitalization proceeds without preparation.

International Marketing Performance Dashboard

The dashboard should be updated weekly and discussed in a short decision meeting. Metrics should be segmented by country, customer type, product, campaign, and channel whenever data volume permits. The purpose is not to collect every available number, but to identify where the funnel is failing and which combinations deserve further investment.

Table 4. International Marketing Performance Indicators

Dimension	Example Indicator	Decision Question
Market reach	Target-country reach; percentage of foreign profile visits; international website sessions.	Is the enterprise reaching the selected foreign audience?
Interest	Saves, shares, catalogue views, product-page engagement, marketplace favorites.	Does the product and message create meaningful consideration?
Qualified demand	Qualified inquiries by country and segment; B2B leads; sample requests.	Is visibility producing commercially relevant interest?
Conversion	Inquiry-to-order rate; quotation acceptance; marketplace conversion; average order value.	Can the firm convert interest into transactions?
Financial quality	Contribution margin by order and channel; customer acquisition cost; return on advertising spend.	Is international growth profitable after all variable costs?
Relationship quality	Repeat-order rate; referral orders; review rate; active reseller or boutique accounts.	Is the enterprise building durable customer and partner relationships?
Operational reliability	Response time; on-time shipment; damage or complaint rate; refund rate; stock-outs.	Can the enterprise deliver the promise consistently?
Market learning	Reasons for lost inquiries; price objections; requested designs; target-country trends.	What must be changed in product, message, price, or channel?

Source: Developed for the proposed weekly marketing dashboard.

Follower growth should be treated as a supporting indicator rather than the main performance measure. A smaller foreign audience that generates qualified inquiries and repeat orders is more valuable than a large domestic audience that does not match the international objective. Similarly, international sales growth should be assessed together with margin and delivery performance. Scaling a channel that produces negative contribution margin or excessive operational problems would worsen, rather than improve, international marketing performance.

180-Day Implementation Roadmap

Table 5. Proposed 180-Day Implementation Roadmap

Period	Priority Activities	Expected Output
Days 1-30: Diagnose and focus	Internal interview; audit digital assets and analytics; select 15-20 priority products; calculate real margins; score target markets; select two B2C and one B2B segment.	Baseline dashboard; target-market matrix; priority-product list; verified value proposition.
Days 31-60: Build global-ready assets	Create bilingual catalogue; standardize product codes and specifications; produce photo/video set; prepare FAQs, policies, quotation template, and customer database.	International catalogue; visual asset library; trust pages; structured inquiry and quotation process.
Days 61-90: Launch controlled pilot	Publish target-market content; activate tracked inquiry links; launch one cross-border marketplace pilot; organize WhatsApp Business; register or strengthen InaExport profile.	First campaign data; marketplace listings; classified leads; initial B2C and B2B responses.

Period	Priority Activities	Expected Output
Days 91-120: Validate and improve	Analyze inquiry reasons, conversion, shipping, pricing, and feedback; test two messages or offers; contact boutiques and resellers; conduct virtual buyer meetings.	Validated market-product-message combinations; revised pricing; qualified B2B pipeline.
Days 121-180: Scale selectively	Increase investment only in profitable channels; develop referral and review system; establish partner agreements; standardize packing and delivery controls; document lessons.	Repeatable international marketing process; active partners; scale or stop decisions; next six-month plan.

Source: Developed for the community service implementation.

The roadmap intentionally delays large promotional expenditure. This sequencing is important because promotion amplifies both strengths and weaknesses. If product specifications, response processes, pricing, or shipping are inconsistent, a successful campaign can produce complaints and losses more rapidly. The first sixty days therefore build the capability required to convert and fulfill demand. The next sixty days generate controlled market evidence, and the final period scales only validated activities.

Expected Community Service Outputs and Evaluation

The immediate outputs should include: a market-priority scorecard, a bilingual international catalogue, standardized product information, a digital content and campaign calendar, a structured WhatsApp and email response system, one marketplace pilot, an InaExport profile, an international buyer list, an export-pricing worksheet, and a weekly dashboard. Training should be evaluated not only through participant satisfaction but also through the completion and consistent use of these assets.

Subsequent outcome evaluation should compare the baseline and post-implementation periods. Relevant indicators include target-country reach, qualified inquiries, response time, quotation acceptance, international orders, contribution margin, repeat customers, B2B meetings, active partner accounts, complaint rate, and on-time delivery. Because market conditions, campaign intensity, product availability, and exchange rates can change, causal claims should be made cautiously. The program's first objective is to improve managerial capability and evidence-based execution; sales growth should then be evaluated as a downstream result.

CONCLUSION

Dwi Kristy Mutiara has a credible foundation for international market development through its Lombok pearl-jewelry products, digital presence, and experience in promotional exhibitions. The principal constraint is not simply the size of its online audience. The enterprise needs an integrated system that connects target-market selection, bilingual product evidence, brand storytelling, trust, conversion, export operations, partner development, and performance measurement.

The proposed strategy begins with focus. Dwi Kristy Mutiara should select a limited number of customer segments and market hypotheses, build a global-ready catalogue for priority products, and establish a clear international value proposition. Social media should serve discovery and engagement, while an owned information destination, structured messaging, selected cross-border marketplace, InaExport profile, and B2B follow-up system should support evaluation and conversion. International pricing must protect contribution margin, and promotion should not be expanded before shipping, payment, documentation, and customer-service processes are reliable.

The practical implication is that sophisticated technology is not the first requirement. A disciplined combination of bilingual product data, consistent visual assets, tracking links, customer labels, quotation templates, a simple database, and a weekly dashboard can substantially improve marketing governance. The enterprise should scale only those market-product-message-channel combinations that demonstrate qualified demand, profitable conversion, and operational reliability.

The article is limited by its diagnostic and design-oriented nature. It relies partly on publicly visible information and does not report internal financial data, verified export-compliance status, or longitudinal post-intervention outcomes. Future evaluation should use authorized internal data, customer and buyer feedback, pre-post indicators, and controlled channel experiments. Further research can examine whether digital marketing capability, brand authenticity, export readiness, and international partner quality jointly explain the international marketing performance of Indonesian craft SMEs.

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