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THE ROLES OF ENTREPRENEURIAL MARKETING IN PENETRATING THE EXPORT MARKET OF BALINESE HANDICRAFTS

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Penetrating international markets with high price standards is a challenge for Balinese export SMEs. A special strategy is needed to penetrate the international market. The purpose of this study is to analyze the role of entrepreneurial marketing in the implementation of the export trade of Balinese handicraft products in Indonesia. Respondents in this study were 25 SME businessmen in Bedung Gianyar, Tabanan and Denpasar, who engaged in Balinese handicraft businesses with international markets. Descriptive qualitative analysis with SWOT technique analysis was conducted to explore the role of entrepreneurial marketing challenges and opportunities.