

The importance of preparing bispro students' to become competent marketers in free trade

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Abstract

Marketing is one of the fields of work that is needed in this era of globalization. the impact of globalization is free trade which requires a marketer to hone skills in order to be able to compete globally with marketers from other countries. researcher have conducted interviews with bispro students where one of the focuses of this study program is marketing. The results of this study indicate that bispro students at State Polytechnic of Bengkalis do not know how large the scale of competitiveness in free trade in this era and the skills they prepare are only skills taught from the lectures. where this can be interpreted that there is a need for understanding and research on free trade competition in this era of globalization so that students can prepare and adapt quickly to this policy when they become marketers.

Keywords : students, free trade, bispro, preparing and marketers

1. INTRODUCTION

Marketer definition is defined as an individual whose duties include, promoting products and services on behalf of a corporation as well as defining essential goods and services for a group of clients. One of the definitions of marketing that is widely accepted is the definition given by the American Marketing Association (AMA) which defines marketing as follows: Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customers. relationships in ways that benefit the organization and its stakeholders. (Widodo, 2021)

Marketing is a core activity that must be considered by companies, even for non-profit companies, which are not profit-oriented, they will still require adequate marketing activities. The success or failure of the company in making a profit is largely determined by marketing activities. Marketing activities are a strong point as well as a company's weak point that determines the success and failure of the company. Even very well-established companies should not be careless in their marketing activities. The company's incompetence in marketing activities will be quickly exploited by its competitors to seize the market share that we already have in this competitive business climate. Another reason that is no less basic is that marketing plays a significant role in the growth and development of a country's economy.

Globalization is an international integration that occurs as a result of the development of trade in goods and services globally which is heavily influenced by aspects such as cultural and social environment (Fardian, 2019). One form and consequence of globalization is free trade. Indonesia as a Member of ASEAN (Association of Southeast Asian Nations) which participates in implementing the ASEAN policy, namely the Free Trade Area, must prepare a generation that is certainly competent in marketing so that Indonesia is not left behind and can participate and benefit from this policy.

Bispro students who focus on one of them as a marketer must be more prepared, considering this policy can be a great opportunity for a marketer and vice versa. The goal in this case is that bispro students should be able to prepare themselves and be aware of how important it is to hone skills and prepare themselves during college so that the skills and

experiences that students gain during lectures can be implemented when working as marketers in this free market era.

2. REVIEW OF THE LITERATURE

This study discusses how big the influence of free trade in globalization for bispro students.

- a. Globalization is an international integration that occurs as a result of the development of trade in goods and services globally which is heavily influenced by aspects such as cultural and social environment (Fardian, 2019).
- b. Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customers. relationships in ways that benefit the organization and its stakeholders. (Widodo, 2021)
- c. One form and consequence of globalization is free trade, the goal of liberalizing trade and opening up the economy to free trade carried out in some developing countries is to modify production specialization and foreign trade relations to increase the relative share in the production and trade of tradable goods. - especially those produced with labor-intensive technology -, and thereby increase economic efficiency (Fardian, 2019).

3. RESEARCH METHOD

This study uses a qualitative approach. through the interview research method where this data collection method results can be more natural and independent and both flexibility and adaptive nature can make the researcher or interviewer more natural in adjusting the context, situation and condition of the resource person so that researchers can obtain the desired data optimally. Interviews were conducted on October 13, 2022. This analysis situation is spread across the Language Department, State Polytechnic of Bengkalis, especially in the 5th semester bispro student according to the analysis of 22 students there are 5 respondents who I interviewed with 3 questions asked:

1. As a bispro student, one of which focuses on marketing, what have you prepared for the free trade policy?
2. Do you believe that your skills can compete in free trade?
3. What skills or preparation do you want to prepare to face free trade as an aspiring marketer?

4. RESULT AND DISCUSSION

The results of the qualitative research using the interview method showed that Respondents A, B, and C only had the skills they learned while on campus, such as editing videos/photos, doing marketing on social media, making ppt, and content. they do not conduct in-depth analysis of free trade policies. Meanwhile, respondents D and E said if they were aware of free trade and they had honed their skills in creating interesting content in the form of videos, photos or writings that would be shared on social media because according to them free trade is where marketing is done on social media so that if many who like it then it means that the marketing is successful. In the 2nd questions, all respondents agreed that they were not confident in their skills because they did not understand the meaning of free trade and become a real marketer. In the 3rd question, not all respondents have the same answer. Respondent A said he wanted to hone his writing skills in creating content, Respondents C and E want to prepare themselves in making and editing videos/photos, while Respondent D has not thought about what skills they want to prepare, and last Respondent B wants to hone all skills that respondents feel do not meet the standards.

This present that free trade has not had an impact or its presence is realized by the 5th semester bispro students, the understanding of how important it is to prepare as a marketer is also not understood in depth and overall according to the respondents, the creation of interesting content is the determinant of a marketer's success in doing business. marketing. Interesting content will attract the attention of many people to talk about and like the products we have.

5. CONCLUSION AND SUGGESTION

The results of this analysis state that the importance of awareness of understanding how to become a competent and reliable marketer in responding to free trade policies must be realized by many parties. The results of research conducted at State Polytechnic of Bengkalis for 5 responedent from bispro 5th semester study program students, it can be concluded that the skills they prepare are only skills acquired in lectures such as creating good content in the form of videos/photos and managing social media. The respondents still do not really understand what competencies and skills must be prepared to become a marketer in the era of free market globalization.

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