



LITERATURE REVIEW APPLE INC.'S STRATEGY IN CONTROLLING THE TECHNOLOGY PRODUCT MARKET IN INDONESIA FROM 2015-2019

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Abstract

Technology company Apple Inc. is a market leader in IOS-based Smartphone sales. In market control, this company can quickly expand its sales wings with its official distributors to be able to reach several countries, especially buyers. The resulting products have a fairly good strategic power targeting the middle to upper segments. The methodology is exposed that the marketing of the products used leads to premium services and digital media-based distribution. The strategy adopted by Apple Inc. has proven to be very effective because the introduction of products that have an exclusive image makes loyal customers wait for the presence of their products until they reach their official distributors. By conducting good research and development (R&D) on its product line, it makes it challenging to run the market to the global corner. This study provides strategy and understanding of the business perspective of Apple Inc. technology.

Keywords: Business, Strategy, Market Mastery, Technology Products, Apple Inc., International Business

1. INTRODUCTION

The telecommunications technology product market in Indonesia is experiencing a period of rapid growth in recent years. Apple Inc., is one of the pioneers of the world's leading telecommunications technology companies. This company has shown very significant growth in retail sales in Indonesia. In this literature review article, the author aims to review the journal and identify the main strategies used by Apple in achieving market dominance in Indonesia through its official distributors.

2. RESEARCH METHODS

The journal review literature that will be discussed is alert journals between 2015 and 2019 by keyword search. The keywords used in searching for journal articles are "Apple Inc.", "Strategy", "Market Domination", "Technology Products", and "Indonesia". In the literature review journal, the method used to compile it uses *an electronic data base*. The journal search method can use *Google Scholar search*. When searching for journal topics according to the inclusion criteria, 6 journals were found that were related to the sales theme of Apple Inc. in dominating the technology market in Indonesia. The journals used are also limited from 2015

to 2019. Journals used in *the literature review* were obtained from JOURNAL OF SCIENCE AND CULTURE, Journal of Economics, Accounting and Management, Journal of Creative Management and Innovation, JEMSI (Journal of Economics and Accounting). The author is also observing to process the data so that he can achieve an analysis result that can be concluded by reviewing the problems and discussions in international strategy at Apple Inc.

3. RESULTS AND DISCUSSION

Leading technology companies such as Apple Inc, are a multinational strategy in carrying out market expansion. In marketing several products such as *smartphone* devices , computers to the life style segment such as smart watches. In the developing era, companies understand *the target market* and customer needs. In understanding *Emerging Markets*, the company Apple Inc adjusts customer capabilities to the products offered to be able to fill competition, especially in the sale of *smartphones* with the Android operating system . Based on the literature review, several main strategies used by Apple in achieving market dominance in Indonesia are identified as follows:

- Premium Products: Apple offers premium products with innovative designs, advanced features, and high performance.
- Marketing and Branding: Apple carries out aggressive marketing and branding activities to increase brand awareness and build a positive image among Indonesian consumers.
- Distribution and Sales: Apple has built an extensive distribution network and collaborated with well-known retail partners in Indonesia.
- Customer Service: Apple provides excellent customer service, including an official warranty, an Apple Store, and easy-to-access after-sales service.

The strategy adopted by Apple has proven effective in increasing its market share in Indonesia. Premium products, aggressive marketing, extensive distribution network, and excellent customer service have attracted many Indonesian consumers to buy Apple products.

Strategic Factors:

1. Premium Products:
 - Innovative design
 - Advanced features
 - High performance
2. Aggressive Marketing and Branding:
 - Extensive marketing campaign
 - Building a positive image
3. Superior Customer Service:
 - Wide Distribution Network
 - Collaborate with well-known retail partners
 - Increase product accessibility
 - official guarantee
 - Easy to access after sales service (Apple Store)

Apple's main strategy in achieving market domination in Indonesia. Factors such as premium products, aggressive marketing and branding, extensive distribution network, and superior customer service, combined with moderating variables, play an important role in Apple's success.

Buyer respondents indicated usage from consumers, the majority of whom were women compared to men. Social marketing has become a special attraction for product marketing.

Facing Challenges and Developing Strategies to Strengthen Its Position in the Indonesian Technology Market Between 2015 and 2019. In Facing the Indonesian Market, Apple Must Consider Several Factors:

1. Regulations and Policies:

Apple Must Understand Regulations and Policies in Indonesia, Including Regulations About Foreign Investment, Taxes, And Intellectual Property Rights. This Policy Affecting the Operations and Sustainability of Apple's Business in Indonesia.

2. Citizenship And Reputation:

Apple Must Build Good Relations With the Indonesian Government and Society. Mnc Must Pay Attention to Corporate Social Responsibility and Contribute to Local Development.

3. Competition:

Apple Competes With Other Technology Brands in Indonesia. Companies must develop effective marketing, distribution and pricing strategies to win the competition.

4. Product Adaptation:

Apple needs to understand Indonesian consumer preferences and adapt its products to suit local market needs and tastes.

In facing this challenge, Apple Inc. can adopt the following strategies:

1. Local Product Development:

Apple can develop products that better suit needs and Indonesian culture. This includes delivering relevant locale, language and app features.

2. Partnerships with Local Players:

Apple may work with local companies for product distribution, sales, and support. This helps strengthen Apple's presence in the Indonesian market.

3. Custom Marketing Campaigns:

Apple can adopt marketing campaigns that depict local values and link them to the Apple brand.

4. CONCLUSION

Apple has successfully dominated the Indonesian technology market with a strategy that focuses on several main aspects. First, its premium products with innovative designs, advanced features and high performance attract consumer interest. Second, Apple carries out aggressive marketing through extensive campaigns, building a positive image, and utilizing social media to reach the target market. Third, the company is building a wide distribution network by collaborating with well-known retail partners and increasing product accessibility. Fourth, Apple provides superior customer service with an official guarantee, Apple Store, and easy after-sales. Even though it faces several challenges such as regulations and policies, competition, and product adaptation, Apple has managed to overcome them with the right strategy. The company develops local products, establishes partnerships with local actors, and launches marketing campaigns specifically for the Indonesian market.

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