

ABSTRACT

This thesis was created as a final assignment which is required by Saxion University in order to graduate due to finish the double degree program from from Diponegoro University. The main topic is about the company, Business Indonesia Dutch Association BINA B.V, which is an innovative company that promotes operations in the business-to-business (B2B) sector of the Netherlands and Indonesia. For business growth and attracting potential investors, BINA BV uses digital technology to interact with customers, resulting in long-term agreements and stable income.

BINA B.V. demonstrated outstanding strengths, particularly in its ability to build strong B2B partnerships, leverage cultural expertise, and offer a range of services that meet business needs between Indonesia and the Netherlands. BINA BV's ability to provide high-quality and specialized services ranging from event management and business support to cultural promotion has strengthened its position in the market. Internal and external analysis is the basis for measuring BINA BV's strength in developing markets, guaranteeing product quality, facing external competition to develop better business strategies.

BINA BV is focused on expanding its digital footprint to attract a wider audience and deepen its involvement in the B2B sector. Initiatives like upgrading their website, launching a podcast, and revitalizing their social media presence on platforms like Instagram and YouTube were critical to increasing brand visibility and connecting with potential clients. In this thesis, innovative products in digital marketing and a podcast plan created by the author during his internship at the BINA BV company are presented.