

ABSTRACT

This study explores the marketing strategies of PT Jatengland Industrial Park in navigating global economic challenges and industrial estate competition. The research examines the factors influencing strategy formulation, evaluates effectiveness in attracting investors, and provides recommendations for improvement. Data were gathered through interviews, observations, and document analysis. Results indicate that PT Jatengland employs a business-to-business (B2B) approach, integrating conventional methods such as exhibitions and direct meetings with digital marketing via websites and professional social media. Key internal factors include human resources, budget, and company policies, while external factors involve economic conditions, government regulations, technological trends, and investor behavior. The study also emphasizes the growing role of sustainable, green industrial park initiatives in appealing to environmentally conscious investors. Overall, the combination of digital and conventional marketing, tailored communication for domestic and foreign investors, and adaptive strategies has enhanced investor awareness and interest. Strengthening digital presence, human resource capacity, and sustainability initiatives are recommended to maintain competitiveness.

Keywords: marketing strategy, industrial estate, B2B marketing, investor behavior, digital marketing, sustainability

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