

ABSTRACT

Gocean Export is a startup company that is trying to exploit the potential of Indonesia's oceans, Gocean Export is a startup that operates in the export sector of Indonesian marine products. This research aims to evaluate the implementation of international marketing strategies at Gocean Export, a company operating in the marine products export sector, with a focus on the implementation of the marketing mix and its influence on consumer purchasing decisions in international markets. The marketing mix, which consists of the 4p products, price, place and promotion, is an important element in supporting the company's international strategy. This researcher used a qualitative descriptive method, with data obtained through interviews with internal and external companies.

Keywords: *international marketing strategy, marketing mix, purchasing decisions*