



## PROMOTIONAL STRATEGY FOR REGIONAL INVESTMENT GROWTH IN JENEPONTO REGENCY

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### ABSTRACT

**Introduction:** This research investigates the investment promotion strategies carried out by the Investment and One-Stop Integrated Services Agency (DPMPTSP) of Jeneponto Regency, with a focus on attracting and realising investments in the renewable energy, tourism, and agricultural sectors.

**Methods:** Adopting a qualitative method with a descriptive design, the study applies thematic analysis framed by two theoretical perspectives: Segmentation, Targeting, and Positioning (STP) and the Theory of Planned Behaviour (TPB).

**Results:** The findings reveal that promotional efforts include active engagement in both regional and international investment forums (such as SSIF and Dubai), the preparation of Investment Project Ready to Offer (IPRO) documents, the use of digital channels (official websites and social media platforms), and direct promotional activities through one-on-one meetings. The STP framework is employed to identify and address specific investor segments with tailored messages, while TPB helps explain how attitudes, perceived social norms, and behavioural control shape investment intentions. Despite these initiatives, several obstacles remain, including budget limitations, insufficient human resource skills, weak inter-agency coordination, societal resistance, and regulatory uncertainty. Consequently, it is recommended that investment promotion strategies emphasise behaviour-oriented approaches, strengthen professionalism, and enhance both regulatory and institutional frameworks. Such measures are expected to make Jeneponto's investment promotion more effective, integrated, and sustainable in fostering regional economic growth

## INTRODUCTION

Investment promotion is a key strategic instrument for attracting both domestic and foreign capital investment, supporting regional economic development. This effort becomes increasingly vital in underdeveloped areas or regions with minimal investment contribution, such as Jeneponto Regency, South Sulawesi Province. According to data from the South Sulawesi Investment and One-Stop Integrated Services Agency (DPMPTSP) in 2024, Jeneponto accounted for a mere 0.16% of the province's total investment, making it one of the regions with the lowest investment realisation levels in the area. Previous studies have shown that effective promotional strategies can enhance investor interest when implemented in a segmented and integrated manner. Mardiyanto and Slamet (2019) highlight the importance of promotional mix and the use of digital media in increasing sales of MSME products (Nurendah 2023). Meanwhile, Tarigan (2019) Emphasises that well-directed, data-based investment promotion supported by integrated information systems can drive investment into regions (Safri 2022). In the context of digital marketing, Rosa and Sari (2024) underline the importance of market segmentation, social media-based strategies, and an understanding of consumer behaviour to capture broader market interest effectively.

Nevertheless, there remains a gap in the literature concerning how local government institutions implement investment promotion strategies in areas with low investment levels and limited resources. (Suhardi and Panjaitan 2024) (Djadjuli 2018). Specifically, in regions such as Jeneponto, research that holistically evaluates public sector promotional strategies remains scarce. Few studies have integrated strategic marketing communication approaches such as STP (Segmentation, Targeting, Positioning), the Theory of Planned Behaviour (TPB), and consumer behaviour theories into a comprehensive framework for regional investment promotion. Paruchuri (2019) Explaining an integrated segmentation approach by combining four principal bases of segmentation, geographic, demographic, psychographic, and behavioural, to understand and reach target markets more effectively. Geographically, segmentation is carried out based on location, such as country, province, or city, enabling promotional messages to be tailored to local contexts. (Manggu and Beni 2021) (Khairi et al. 2024). Demographically, factors such as age, gender, income, education level, occupation, and marital status are used to identify relevant audience characteristics. (Sudirman, Purwitasari, and Menungsa 2024) (Zulfitri, Nawawi, and Aslami 2024).

Psychographic segmentation allows for the grouping of consumers based on lifestyle, personal values, interests, and personality traits, thus aligning communication strategies with the psychological profiles of target audiences. Behavioural segmentation, meanwhile, focuses on patterns of interaction with a product or service, including brand loyalty, purchasing habits, and specific benefits sought. By integrating these four dimensions, Parucuri can design promotional strategies that are more personalised, targeted, and impactful, particularly in reaching prospective investors or relevant consumer groups (Wijaya and Daulay 2025). Meanwhile, Swastha (1999) Elaborates on the Theory of Planned Behaviour (TPB) by explaining that an individual's behaviour is influenced by their intention, which is shaped by three key factors: attitude towards the behaviour, subjective norms, and perceived behavioural control (Sartika 2020) (Hidayat and Nugroho 2010). In the context of investment promotion, an investor's attitude is determined by the extent to which they perceive the investment as profitable. Subjective norms refer to the influence of the social environment, such as business communities or financial institutions, on investment decisions. Meanwhile, perceived behavioural control reflects the investor's sense of capability to realise the investment, which depends on factors such as ease of licensing, legal certainty, and government support. Together, these three components shape the intention to invest, which ultimately influences the actual investment behaviour in the region (Jusman and Lestari 2024).

This study aims to address this gap by analysing the promotional strategies employed by the Investment and One-Stop Integrated Services Agency (DPMPTSP) of Jeneponto Regency in enhancing investment attractiveness. It seeks to answer two key research questions: (1) What does DPMPTSP Jeneponto implement in the investment promotion strategies? and (2) what challenges are encountered in the implementation of these strategies?.

## LITERATURE REVIEW

### The STP Model and Theory of Planned Behaviour

This study is based on two main theoretical frameworks, namely Segmentation, Targeting, Positioning (STP) and Theory of Planned Behaviour (TPB). The STP model, popularised by Philip Kotler and Gary Armstrong,

emphasises the importance of dividing the market into clear segments, setting specific targets, and establishing the right position in the minds of the target audience. Segmentation can be done geographically, demographically, psychographically, or behaviourally to produce relevant and personalised promotional strategies. In the context of investment promotion, the application of STP helps identify potential investor groups and convey messages that are tailored to their needs and characteristics. Meanwhile, the Theory of Planned Behaviour (Icek Ajzen, 1985) explains that a person's behaviour is influenced by their intention, which is shaped by three main factors: attitude towards behaviour, subjective norms, and perceived behavioural control. In investment promotion, investor attitudes are influenced by beliefs about the benefits of investment, subjective norms relate to support or pressure from the business social environment, while perceived behavioural control encompasses investors' beliefs about the ease of realising investments, including licensing and legal certainty aspects.

### **Previous Study and Hypothesis**

Various studies have shown that effective promotional strategies play an important role in attracting investor interest. Anggraini et.al (2022) emphasise that a mix of promotion and the use of digital media can increase MSME sales. Tarigan (2019) found that targeted, data-driven investment promotion supported by an integrated information system can encourage increased investment in the region. Talib and Sari (2024) highlight the role of market segmentation and social media-based strategies in expanding promotional reach. Djadjuli's (2018) research reveals gaps in promotional strategies in low-investment regions, particularly regarding resource limitations and inter-agency integration. Suhendra (2017) emphasises the importance of the Investment Project Ready to Offer (IPRO) document in cross-regional promotion, Handini et.al (2025) demonstrate the effectiveness of direct promotion and inter-agency collaboration. These findings are relevant for building an understanding that successful promotion strategies require a combination of media approaches, investment diplomacy, and institutional coordination.

Drawing on previous studies, it is hypothesised that investment promotion strategies which combine targeted market segmentation, digital media utilisation, and direct promotional activities, supported by the preparation of comprehensive *Investment Project Ready to Offer* (IPRO) documents and strong inter-agency collaboration, will have a positive and significant impact on attracting investor interest and increasing investment realisation in a region. Furthermore, the effectiveness of these strategies is expected to be moderated by the availability of resources, the degree of institutional integration, and the presence of supportive regulatory frameworks.

### **RESEARCH METHODS**

This research adopts a descriptive qualitative approach with a case study design. This approach was chosen to enable an in-depth exploration of the promotional strategies implemented by the Investment and One-Stop Integrated Services Agency (DPMPTSP) of Jenepono Regency in attracting investment, as well as to identify the main obstacles encountered in the process. The case study design allows the researcher to understand the organisational context holistically, including institutional dynamics, promotional communication practices, and the social and structural factors that influence them. Data collection was carried out using three main techniques: in-depth interviews, participant observation, and document analysis. In-depth interviews were conducted with purposively selected informants, including DPMPTSP officials, business actors, investment consultants, and relevant stakeholders. The interviews were conducted face-to-face using a semi-structured guide, allowing flexibility while remaining focused on the core themes of the study. All interviews were audio-recorded and transcribed verbatim. Observations were conducted during direct promotional activities such as investment forums and IPRO project presentations, while document analysis covered internal DPMPTSP documents, promotional materials, investment proposals, and relevant local regulations.

The data were analysed using thematic analysis, which involved three main stages: data reduction, data display, and conclusion drawing. The data were organised into a matrix based on theoretical categories, namely the STP model and the Theory of Planned Behaviour (TPB). The STP model (Segmentation, Targeting, and Positioning), developed by Philip Kotler and Gary Armstrong in the 1980s, was applied to examine promotional strategies in terms of market segmentation, investor targeting, and regional positioning. Meanwhile, TPB, proposed by Icek Ajzen (1991), was used to understand how investment decisions are influenced by attitudes, subjective norms, and perceived behavioural control. Thematic patterns were interpreted in relation to these theoretical frameworks and validated

through triangulation of sources and methods. To ensure the credibility of the data, this study applied both data and methodological triangulation, while maintaining reflective field notes to monitor researcher bias and enhance the validity of the analysis. All research procedures were thoroughly documented to allow replication by other researchers in similar regional or institutional contexts.

**RESULT AND ANALYSIS-**

The study found that the investment promotion strategies implemented by the Investment and One-Stop Integrated Services Agency (DPMPTSP) of Jenepono Regency were carried out through a combination of media-based and non-media-based approaches. The media-based strategy involved the utilisation of digital platforms such as Facebook, Instagram, and YouTube, as well as the development of promotional documents such as the Investment Project Ready to Offer (IPRO). The non-media strategy included participation in national and international investment forums, direct visits to prospective investors, and the organisation of internal meetings aimed at accelerating investment realisation. The main data in this study was obtained from two key informants, the Head of the DPMPTSP Office, Meriyani, and the Head of Investment Promotion, Ibrahim.

Table 1  
Tabulation of Interview Results April 2025:

No	Informant	Coding (Thematic Category)	Description
1.	Meriyani	International Promotion & Strategic Potential	Jenepono positions wind energy (PLTB) as a leading investment offer in international forums.
2.	Meriyani	IPRO Preparation & Cross-Sectoral Collaboration	IPRO must be prepared jointly by all regional offices to reflect integrated investment readiness.
3.	Meriyani	Sectoral Ego & Need for Interdepartmental Synergy	Promoting investment requires shared vision and coordination between all relevant local institutions.
4	Ibrahim	Investment Forums & Strategic Partnerships	Participation in national/international events and stakeholder collaboration strengthens outreach.
5	Ibrahim	Effectiveness of Direct Promotion & Investor Response	One-on-one meetings generate concrete investor interest, particularly in renewable energy projects.
6	Ibrahim	Multi-Channel Promotional Media	DPMPTSP uses diverse media tailored to different investor segments for greater engagement.
7	Ibrahim	Legal Instruments & Institutional Reinforcement	Local regulations formalise inter-agency coordination and support the legitimacy of promotional work.
8	Ibrahim	Digital HR Capacity & Budgetary Support	Human resource limitations and lack of funding hinder optimal digital promotion efforts.

**1. Investment Promotion through Forums and IPRO Documents**

The DPMPTSP of Jenepono Regency actively participates in various investment forums at both regional and international levels. Strategic events such as the South Sulawesi Investment Forum (SSIF) and global promotional activities in Dubai serve as crucial platforms for showcasing the region’s leading investment

potentials, particularly in the renewable energy sector, such as wind power. These activities function not only as promotional efforts but also as a form of subnational economic diplomacy aimed at expanding global market access.

These findings reinforce the study by Noviani and Wardoyo (2023), which also emphasises the importance of IPRO-based promotional strategies and cross-agency collaboration. However, unlike Central Java, which has developed a structured and digital investment promotion system through platforms such as the *Central Java Investment Promotion*, the approach in Jeneponto remains conventional and limited to specific moments.

According to Meriyani, Head of DPMPTSP Jeneponto, renewable energy has become a flagship asset promoted across multiple levels, including international venues. One of the key instruments for this promotion is the *Investment Project Ready to Offer (IPRO)* document, which outlines the region's strategic investment projects. The IPRO reflects not only investment readiness but also intersectoral information integration.

The preparation of IPRO documents involves cross-agency collaboration among local government offices, including those responsible for energy, tourism, agriculture, marine affairs, and manufacturing. Such collaboration is essential for producing comprehensive promotional materials, demonstrating that the region has robust and well-planned investment propositions. In addition to large-scale forums, local outreach activities are also carried out to build two-way communication with business actors and potential domestic investors.

These findings support the study by Juliawati et al. (2023), which identifies collaboration between the DPMPTSP and other regional apparatus organisations (OPDs) as an essential factor in formulating local investment promotion strategies. Nevertheless, unlike the City of Bandung, which routinely employs business forums and trade exhibitions as its main promotional channels, the approach in Jeneponto Regency also incorporates both local and international diplomacy through major forums and direct outreach to business actors.



Figure 1. South Sulawesi Investment Forum  
Source: DPMPTSP Jeneponto 2025

## 2. Digital Promotion through Social Media and Official Website

In response to the digital era, DPMPTSP Jeneponto has begun adopting digital communication strategies through social media, the regional government's official website, and the Online Single Submission (OSS) platform. As noted by Rokhman et al (2024), digital marketing offers cost efficiency and wide reach, making it a valuable tool in public sector promotion.

The digital strategy involves using platforms such as Instagram, Facebook, Twitter, LinkedIn, and TikTok, tailored to current trends and the interests of younger investors. Visual content, paid advertising, and

educational narratives are essential elements in constructing a positive perception of Jenepono as an investment destination.

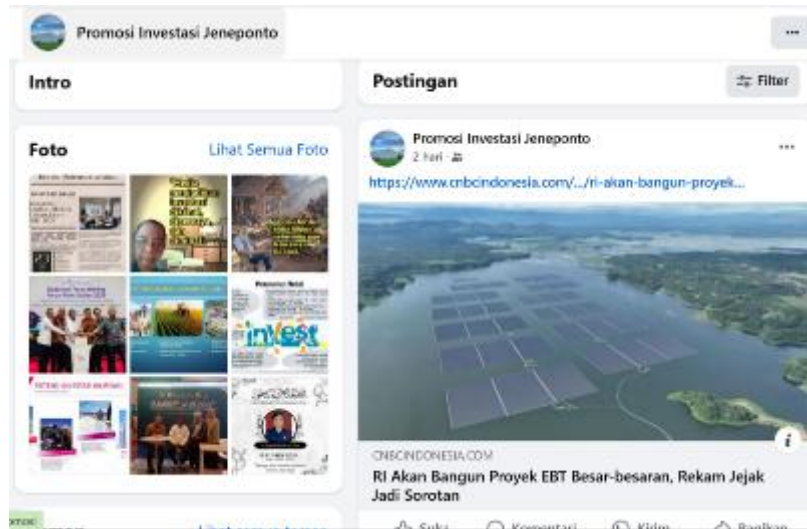


Figure 2. Investment Promotion through Social Media

Suource: DPMPTSP Jenepono 2025

### 3. Direct Promotion Strategy

DPMPTSP also employs a direct promotion strategy by sending investment proposals to private companies and business associations. This approach has proven effective in fostering more personal business relationships. One-on-one meetings are used to facilitate intensive communication between government officials and potential investors.

These results are consistent with the findings of Juliawati et al. (2023) who highlight the effectiveness of direct promotion—such as the delivery of investment proposals and one-on-one meetings—in fostering personal relationships with investors. However, whereas the City of Bandung places greater emphasis on large-scale event-based approaches, Jenepono’s strategy is more selective and focused, with communication targeted at investors who have been mapped according to the region’s priority sectors

Ibrahim stated that events such as SSIF provide opportunities for investors to conduct direct assessments of investment projects, particularly the Jenepono Wind Power Plant (PLTB). Between 2022 and 2024, interest in wind energy projects has increased (Ningsih 2024). In addition to preparing proposals and maintaining communication, DPMPTSP has also formed an information team to assist investors throughout the exploration and licensing process.



Figure 3. Direct Promotion to Prospective Investors  
Suource: DPMPSTP Jeneponto 2025

#### 4. Cross-Sectoral Collaboration within Local Government

The success of investment promotion relies heavily on cross-sectoral coordination (Wulandari, Novriyanti, and Widjaja 2025). DPMPSTP cannot operate effectively without support from other local government bodies such as Bappeda, the Tourism Office, the Industry Office, and the Marine and Fisheries Office. The preparation of IPRO documents requires inter-agency integration to ensure that the promotional narrative is coherent and represents the full range of regional potentials.

This coordination is formalised through Decrees issued by the Regent and the Head of DPMPSTP (2024), which establish teams for investment promotion acceleration and IPRO preparation. Additionally, the communication strategy focuses on creating legal and social guarantees for investors, aiming to foster a sense of security and trust in the local investment climate. This is especially crucial given the persistent issues of social resistance and land conflicts in the implementation of investment projects.



Figure 4. Investment Acceleration Team Meeting  
Suource: DPMPSTP Jeneponto 2025

Table 2  
Promotional Strategies, Objectives, and Implementation:

No	Type of Promotion	Main Activities	Target Audience
1.	Participation in Investment Forums	To introduce regional potential to national and international investors	Attending South Sulawesi Investment Forum (SSIF), presenting wind energy project in Dubai
2.	Digital Promotion	To expand information outreach at low cost	Utilising official website, social media platforms (Instagram, Facebook), and OSS system
3.	Direct Promotion	To build exclusive communication with potential investors	Sending investment proposals to companies and business associations
4	Inter-Agency Collaboration	To ensure sectoral synchronisation and integration within local government	Collaboration between DPMPTSP and agencies such as Bappeda, Agriculture, Fisheries, etc

The investment promotion strategy in Jeneponto continues to face a number of challenges that are structural, technical, institutional, and social in nature. The most significant barrier lies in the limited regional budget, which hinders the continuity of promotional activities. This constraint is exacerbated by the low capacity of human resources, both in terms of quantity and competence, particularly in promotional communication, foreign language proficiency, and the preparation of professional investment documents. Moreover, the use of digital media remains suboptimal. The content presented on social media platforms and the official website does not yet fully reflect a professional level of investment readiness. This is largely due to the lack of strategic content management and the underdeveloped capacity for audience analysis. Promotional communication tends to be administrative in nature and lacks the persuasive quality needed to build investor trust.

At the institutional level, weak inter-agency coordination often acts as a bottleneck, primarily due to sectoral egoism. The absence of synergy among local government departments (OPDs) results in the fragmented development of promotional documents. Furthermore, the lack of a specific legal framework—such as a Regional Regulation (Perda) on investment promotion—means that promotional efforts proceed without a strong legal foundation. On the social front, public resistance to investment—particularly from external or foreign sources—remains a significant challenge. Cultural conflicts, land ownership disputes, and concerns about socio-economic impacts all contribute to investor hesitation (Yuniarto 2020). Legal uncertainty, overlapping the sluggish licensing process further undermine the image of the local investment climate. Additionally, the absence of a robust regulations between central and regional governments, and evaluation system for measuring promotional effectiveness makes it difficult to assess and improve the strategies in place. These challenges collectively highlight that the success of investment promotion is not solely dependent on effective communication strategies. It also requires institutional readiness, regulatory consistency, and strong socio-cultural support at the local level.

## CONCLUSION

The investment promotion strategies implemented by the Investment and One-Stop Integrated Services Agency (DPMPTSP) of Jeneponto Regency demonstrate a concerted effort to enhance the region's attractiveness to both domestic and international investors. Through multiple approaches—such as active participation in investment forums (e.g. SSIF and Dubai), the preparation of Investment Project Ready to Offer (IPRO) documents, digital promotion via social media and official websites, and direct marketing initiatives—DPMPTSP has laid a solid foundation for presenting the region's potential in a broader and more targeted manner. The application of the STP model (Segmentation, Targeting, Positioning) has enabled a more strategic alignment of promotional efforts with investor segment characteristics. Meanwhile, the Theory of Planned Behaviour (TPB) provides a useful framework for understanding how attitudes, social norms, and perceived behavioural control influence investors' intentions.



Nevertheless, investment promotion in Jeneponto continues to face a range of challenges, including limited promotional budgets, low human resource capacity, weak cross-sectoral coordination, and social issues such as community resistance and land conflicts. Deficiencies in digital media utilisation and the absence of robust evaluation mechanisms further constrain promotional effectiveness. Therefore, the success of investment promotion strategies depends not only on the transmission of information but also on institutional readiness, legal certainty, inter-agency collaboration, and communication approaches that build investor trust and foster a favourable perception. Enhancing the quality of promotion in line with investor needs and behavioural insights is essential for driving sustainable investment realisation in Jeneponto Regency.

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