



**Abstract:**

This research aimed to analyze and identify the success factor of exporting wine to China, starting from China regulation, distribution channel, consumption motives, market segmentation and wine attribute preference by using descriptive analysis. The current study provides insight of how to export wine and marketing strategy for newcomers and may serve as basis for future research.

**Keywords:**

French Wine, Old World, New World, Wine in China, Market Segmentation, Wine Culture, Wine Preference.



## **EXPORT WINE KE CHINA**

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### **Abstrak**

Penelitian ini bertujuan untuk menganalisis dan mengidentifikasi *key success factor* untuk mengeksport wine ke China melalui analisis deskriptif. Diawali dengan penjelasan regulasi export wine ke China, garis besar motif konsumsi wine oleh masyarakat China, segmentasi market, dan preferensi atribut wine secara intrinsik dan ekstrinsik. Diharapkan studi ini dapat memberikan panduan bagaimana mengeksport wine, pemberian strategi pemasaran yang menarik, serta sebagai fondasi penelitian di kemudian hari.

### **Kata Kunci:**

French Wine, Old World, New World, Wine di China, Segmentasi Market, Budaya Wine di China, Preferensi Wine.



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