

ONLINE MARKETING FOR TAKALAR POTTERY PRODUCTS: A QUALITATIVE ANALYSIS OF E-COMMERCE SUCCESS

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Abstrak

The pottery products from Takalar Regency, Indonesia, are highly sought after by consumers for various reasons. The success of these products is based on several important factors. Firstly, these pottery products are appreciated for their high artistic and cultural value, reflecting the rich local heritage of traditions and culture. Furthermore, the main attraction of these pottery products lies in their uniqueness, capturing the attention of consumers seeking unique and distinct items. The quality of the raw materials and production techniques also leaves a positive impression on consumers who appreciate craftsmanship. The success of these products is also closely related to customer satisfaction, which, when met, tends to create loyal customers who promote the products. Through the use of social media and online marketing, pottery products from Takalar Regency can reach a wider audience, increase sales, and receive more positive responses.

INTRODUCTION

The marketing of pottery products in Takalar Regency, South Sulawesi, has become an integral part of the local economy and cultural preservation. Takalar pottery is known for its uniqueness in shape, motifs, and high artistic quality.

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However, in the continuously evolving digital era, a significant shift has occurred in how businesses and products are commercialized. One of the main trends is the development of e-commerce, which has impacted various industrial sectors, including traditional crafts like pottery products (Distric et al. 2023).

As we enter the digital era, new opportunities and challenges arise in marketing Takalar pottery products. With a growing population of internet users, e-commerce has become an effective tool for connecting local products to the global market (Rahmania, Soetjipto, and Rahayu 2018). However, the success of e-commerce in the context of Takalar pottery products is not fully understood, and specific challenges need to be identified and addressed. Indonesia is one of the fastest-growing internet user populations in the world. With a population of over 270 million people, Indonesia has more than 83 million internet users and was estimated to grow to 112 million people in 2017 (Hidayat 2014). This creates significant opportunities for online marketing, especially for local products like pottery.

In this modern era, there is an increasing interest in products that combine traditional elements with innovative designs (Ministry of Communication and Information 2019). This creates significant potential for Takalar pottery products to capture the attention of consumers, especially those seeking unique and different products. Although there are significant opportunities in online marketing, pottery products have their own challenges. One of them is the difficulty in communicating the quality of the products and the artistic characteristics, which are often better appreciated in person.

Qualitative research has proven to be highly beneficial in understanding consumer behavior, market dynamics, and marketing challenges. This includes in-depth interviews, observations, and content analysis to gain deep insights. Social media has become a highly effective tool in online product marketing (Mangold and Faulds 2009) and (Rahmadi Islam 2018). In the context of Takalar pottery products, social media can be used to showcase products, interact with consumers, and build a brand.

In this context, this research aims to explore the online marketing of Takalar

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pottery products through a qualitative approach. By using in-depth interviews, observations, and content analysis, this research will identify the factors influencing the success of e-commerce for Takalar pottery products. This includes understanding how local artisans and traders utilize online platforms, overcome challenges, and maximize the opportunities offered by e-commerce. This research is expected to provide deep insights into the role of e-commerce in the marketing of Takalar pottery products and offer recommendations for enhancing the success of online marketing. The success of online marketing for Takalar pottery products can support the local economy, cultural preservation, and introduce Indonesian art heritage to the global market. Thus, this research has significant relevance in the context of online marketing and the preservation of traditional craft art.

Online marketing has become an integral part of business strategies in this digital era (Ryu, Kim, and Lee 2009). In the context of Takalar pottery products, this literature review will discuss some key concepts relevant to understanding the dynamics of online marketing and the factors influencing the success of e-commerce in selling traditional pottery products. E-commerce (electronic commerce) (Praasetio 2021) is the term used to describe the buying and selling of products or services conducted electronically through the internet or other computer networks. It encompasses various types of business transactions, including consumer purchases, business-to-business (B2B) sales, business-to-consumer (B2C) sales, and more.

The benefits that can be obtained from e-commerce for organizations (Rahmidani 2015) are as follows:

1. Expanding the market to national and international levels.
2. Reducing costs related to paper-based processes, production, processing, distribution, storage, and information retrieval.
3. Allowing for inventory and overhead reduction by simplifying the supply chain and adopting a "pull" management approach.
4. Reducing the time between capital outlay and receipt of products and services.
5. Supporting business process reengineering efforts.
6. Lowering telecommunication costs.
7. Providing faster access to information.

In addition to the benefits for businesses (Rahmidani 2015), e-commerce also offers benefits for consumers, including:

1. Allowing customers to shop or engage in transactions 24 hours a day, year-round, from nearly any location with Wi-Fi access.
2. Offering more to customers.
3. Significantly speeding up delivery times.
4. Providing customers with detailed and relevant information in seconds, rather than days or weeks.
5. Creating a space for customers to interact with the electronic community, share thoughts, and experiences.
6. Facilitating competition that ultimately results in substantial discounts.

In addition to the benefits for organizations, e-commerce also provides benefits to society and consumers, including (Rahmidani 2015):

1. Allowing people to work from home or avoid leaving their homes to shop. This results in reduced traffic congestion and decreased air pollution.
2. Enabling a variety of products to be sold at lower prices.
3. Allowing people in third-world countries and rural areas to access a variety of goods and services that would be difficult for them to obtain without e-commerce.

E-commerce has transformed the way business is conducted worldwide and enables quick and easy access to various products and services through the internet. E-commerce is a form of electronic commerce that has grown rapidly in Indonesia (Santoso 2020). This change is primarily driven by the growth of internet penetration and the use of smartphones (Ardiansyah 2019). According to the e-Conomy Southeast Asia 2020 survey by Google, Temasek, and Bain & Company, the Indonesian e-commerce market in 2020 experienced a staggering growth of 54% and is projected to reach a value of over \$124 billion USD by 2025. This phenomenon creates significant opportunities for marketing local products, including Takalar pottery, to both domestic and international consumers (Yuni Astutik 2020).

Pottery products have high artistic, cultural, and historical value (Julia

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Permatasarari 2022). In Indonesia, each region has its own style of pottery, and Takalar Regency is one of the renowned pottery production centers. Takalar pottery products often feature distinctive motifs, traditional crafting techniques, and unique characteristics. Marketing pottery products online can open doors for more people to access and appreciate these traditional crafts (Desita 2020).

Marketing pottery products online also comes with its own set of challenges (Hermawan 2021) and (Sundari and Nainggolan 2017). Some of these challenges include:

1. **Quality and Authenticity:** Consumers often want to see and feel pottery products in person before making a purchase. Transferring this experience online can be a challenge (Eagle et al. 2020).
2. **Product Promotion:** Promoting pottery products requires a deep understanding of local culture, art, and values, which must be effectively conveyed on online platforms (Desita 2020).
3. **Consumer Trust:** Building consumer trust in the purchase of art products like pottery is crucial. Companies need to ensure that product information is accurate, and product quality is guaranteed (Mangold and Faulds 2009).

Social media is a media platform that focuses on user presence, facilitating their activities and collaboration. Therefore, social media can be seen as an online medium that strengthens relationships among users and serves as a social bond. In addition, the term social media represents a convergence between personal communication in the sense of sharing among individuals (one-to-one sharing) and public media for sharing with anyone without individual exclusivity (Ahmad Setiadi 2022).

Social media is a highly effective tool for marketing pottery products online (Rahmania, Soetjipto, and Rahayu 2018) and (Waheed et al. 2022). They enable artisans and traders to showcase products, interact with consumers, and build communities that care about art and culture. Smart social media marketing strategies can help increase the visibility and sales of pottery products.

Qualitative research is a useful method for understanding consumer behavior, market dynamics, and marketing challenges in depth. It involves techniques such as in-depth interviews, observations, and content analysis to gain profound insights into how stakeholders engage in the online marketing of

Takalar pottery products.

This research aims to explore the factors influencing the success of e-commerce in marketing Takalar pottery products. In the context of this study, these factors involve how local artisans and traders utilize online platforms, overcome challenges, and maximize the opportunities offered by e-commerce. Thus, this research will provide in-depth insights into the role of e-commerce in marketing Takalar pottery products and offer recommendations to enhance the success of online marketing for these products.

RESEARCH METHOD

The research methodology will combine various qualitative approaches to understand and analyze online marketing of Takalar pottery products and the factors influencing the success of e-commerce in this context. This study will utilize qualitative methods to explore the perceptions, experiences, and viewpoints of relevant stakeholders, including artisans, traders, and pottery product consumers.

1. Research Design

This research will adopt a qualitative case study research design. The case study will be conducted on a number of artisans and traders of Takalar pottery products who have been involved in online marketing. Additionally, data collection will also include in-depth interviews with consumers who have purchased Takalar pottery products online. This approach will provide a profound understanding of the experiences and challenges faced by various stakeholders in online marketing of pottery products.

2. Data Collection

The data collection methods used in this research are as follows: a. In-depth Interviews: In-depth interviews will be conducted with Takalar pottery artisans involved in online marketing, pottery product traders, and consumers who have purchased Takalar pottery products online. These interviews aim to explore their perceptions, experiences, and viewpoints regarding online marketing of Takalar pottery products. b. Observation: Direct observation will be carried out at the Takalar pottery production location and the e-commerce

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platforms used. This will help the researcher in understanding the production process, online promotion, and interactions with consumers. c. Content Analysis: Data from e-commerce platforms and social media used in the marketing of Takalar pottery products will be analyzed. This includes content such as product descriptions, consumer reviews, and social media posts.

3. Data Analysis

The collected data will be analyzed using a content analysis approach for textual data such as interviews and product reviews. Data obtained from observations will be analyzed to describe the production and marketing processes. Additionally, data from social media content and e-commerce platforms' analysis will be used to identify successful marketing trends, patterns, and strategies.

4. Validity and Reliability

Validity will be enhanced through data triangulation, which involves combining various data sources such as interviews, observations, and content analysis. Reliability will be ensured by documenting data collection methods, systematic analysis, and consistent use of analysis codes.

5. Research Ethics

This research will adhere to research ethics principles, including obtaining consent from surveyed participants and ensuring the confidentiality of acquired data. Additionally, all participants will be requested to provide written consent before interviews are conducted.

6. Time Allocation

This research will be conducted within a planned timeframe, which includes planning, data collection, analysis, and final report writing. The time allocation will be adjusted based on the number of participants and the complexity of the research.

7. Presentation of Results

The research findings will be presented in a research report that includes key findings, data analysis, and recommendations for improving the success of online marketing of Takalar pottery products. Furthermore, research results will also be disseminated through relevant presentations and academic

publications.

RESULTS AND DISCUSSION

The research findings will be presented in a research report that includes key findings, data analysis, and recommendations to enhance the success of online marketing of Takalar pottery products. Additionally, the research results will also be disseminated through relevant presentations and academic publications.

Overview of Pottery in Takalar Regency Takalar Regency.

Located in South Sulawesi Province, Indonesia, has a long history in the pottery industry. Pottery is a handcrafted product made from clay and then fired to produce items such as vases, pots, plates, ornaments, and various other household items.



Figure 1. Artisans and Pottery Motifs in Takalar

Here is a general overview of the pottery industry in Takalar Regency:

1. **Cultural Heritage** The pottery industry in Takalar Regency is an integral part of its cultural heritage. The pottery-making process has been passed down from generation to generation for centuries. It is a tangible example of traditional craftsmanship that has endured to this day.
2. **Pottery-Making Techniques** The pottery-making process in Takalar Regency involves several stages, including:
 - **Clay Extraction:** High-quality clay is excavated from the surrounding

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areas to be used as the raw material in pottery production.

- Modeling: Artisans work the clay to form various shapes, ranging from vases to sculptures.
 - Drying: The shaped items are then left to dry naturally for several days.
 - Decoration: Some artisans may use decorative techniques such as carving or coloring to make these items more appealing.
 - Firing: The items are then fired in kilns to harden and produce durable final products.
3. Unique Motifs and Designs Takalar pottery often features unique motifs and designs that reflect local culture and traditions. These motifs can vary from elements of nature and living creatures to symbols of religion and spirituality.
 4. Utilization of Pottery Products Takalar pottery products are used in various contexts, both as functional household items and as art pieces. Local residents and tourists often purchase these pottery items as souvenirs or home decorations.
 5. Pottery Product Marketing Traditionally, pottery products were sold in local markets and through local traders. However, with the advancement of technology and the internet, some artisans and traders have begun to market their pottery products online to reach a wider market.
 6. Challenges and Opportunities The pottery industry in Takalar Regency faces challenges in preserving this traditional craftsmanship in the modern era.

However, there are also opportunities to promote and sell these pottery products to a broader local and international consumer base through e-commerce platforms and effective marketing efforts. Overall, the pottery industry in Takalar Regency is a vital part of South Sulawesi's valuable cultural heritage. With the right efforts, product development, and effective marketing strategies, these pottery products can continue to thrive and remain a significant part of the local economy and regional culture.

1. The results of interviews with Takalar pottery artisans and traders revealed several key findings:

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2. Utilization of E-commerce: The majority of artisans and traders have utilized e-commerce platforms to market pottery products. They mentioned that e-commerce provides them access to a broader market, including consumers beyond Takalar Regency and even internationally.
3. Challenges of Online Marketing: Respondents also faced various challenges in online marketing. One of them is how to convey the quality and authenticity of pottery products through online images and descriptions. This is a particular challenge because many consumers prefer to see and touch products in person before making a purchase.
4. Benefits of Social Media: Many artisans and traders rely on social media platforms such as Instagram and Facebook to promote pottery products. They view social media as an effective tool for building their brand and interacting with consumers.
5. The results of interviews with consumers who have purchased Takalar pottery products online revealed:
6. Trust in Local Products: Consumers displayed a high level of trust in local pottery products. They perceived Takalar pottery products as unique and valuable art pieces, and this was one of the main reasons they purchased them online.
7. Importance of Clear Product Descriptions: Consumers emphasized the importance of clear product descriptions and high-quality images in their purchasing decision-making process. They wanted to know more about the product's origins, crafting techniques, and the stories behind each pottery item.

Benefits and Potential of E-commerce:

The numerous benefits of e-commerce have had a significant impact on the growing interest of the public in starting their own businesses. Rapid technological advancements enable people to engage in various activities with just a smartphone and internet connection. This development has also been felt in the business sector, where anyone can now sell goods without the need for a physical store. The presence of e-commerce platforms provides various opportunities for entrepreneurs with limited capital. Some of the benefits of e-commerce include

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time savings, no requirement for substantial capital, business flexibility, simplified business expansion processes, and ease of payment and transaction records (Nusantara 2023).

E-Commerce has significant potential for enhancing pottery trade in Takalar Regency, much like in the handicraft trade in many regions. Here are some of the benefits and potentials of E-Commerce in the context of pottery trade in Takalar Regency:

1. **Broader Market Access:** With E-Commerce, pottery traders in Takalar Regency can access a wider market, not limited to local customers but also encompassing customers from various regions, even internationally. This opens up new opportunities for increased sales.
2. **Promotion and Marketing:** E-Commerce enables pottery traders to promote their products online through various platforms such as websites, social media, and marketplaces. This allows them to reach a larger audience and establish their brand online.
3. **24/7 Sales:** In E-Commerce, online stores can operate 24/7, meaning customers can make purchases at any time, even outside of working hours. This increases sales potential, especially if customers from different time zones are interested in pottery products.
4. **Overhead Reduction:** With an online store, physical operational costs like renting a business space and utilities can be minimized. This can help pottery traders reduce their operational expenses and increase net profits.
5. **Enhanced Customer Engagement:** Through E-Commerce platforms, pottery traders can interact with their customers more easily. This can be through features like live chat, product reviews, or notifications about offers and discounts. This engagement can build stronger customer relationships.
6. **Data Analysis:** E-Commerce also provides valuable data analytics on customer behavior, product preferences, and purchasing trends. This data can be used to optimize sales and marketing strategies.
7. **Empowering Local Businesses:** E-Commerce can be a powerful tool for empowering local businesses in Takalar Regency. It helps create additional employment opportunities and boosts income in the region.

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8. Promoting Regional Specialty Products: Takalar Regency has unique and diverse pottery products. With E-Commerce, these products can be effectively promoted to buyers looking for regional handicrafts.
9. Environmental Sustainability: Some E-Commerce buyers are interested in eco-friendly products. If pottery traders in Takalar Regency implement sustainable practices, this can be an added value in marketing their products.
10. Transaction Security: By using reliable E-Commerce platforms, payments and transactions can be conducted securely and with trust, enhancing customer confidence.

To harness the potential of E-Commerce in pottery trade in Takalar Regency, it is important for traders to have a sound digital strategy, an appealing website, reliable logistic support, and a good understanding of their customers and market. Additionally, collaborating with relevant parties, such as local government, can also help in promoting pottery trade online.

Findings indicate that E-Commerce has provided significant benefits in marketing Takalar pottery products. This opens up new opportunities to increase revenue and introduce these pottery products to consumers beyond the local region.

Challenges of Online Marketing

Online marketing, including pottery trade in Takalar Regency, may encounter several specific challenges that need to be taken into account. Here are some key challenges that pottery traders may face when trying to market their products online in the region:

1. Limited Internet Access: Takalar Regency, like many rural areas, may experience limitations in internet access. This can be a hurdle for traders looking to conduct online business. Customers and traders may face issues with slow internet speeds or unstable connections.
2. Lack of Digital Awareness: Many pottery traders in rural areas may not have a strong understanding of online marketing and related technologies. They may require training and support to grasp how to effectively manage their online businesses.

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3. **Logistics and Shipping:** Shipping fragile pottery products can be a challenge, especially if there is insufficient logistics infrastructure in the area. Traders need to plan carefully on how to package and safely deliver products to their customers.
4. **Competition from Big Online Marketers:** Local pottery traders may have to compete with large companies and major marketplaces that have significant resources for online marketing. This can be challenging for small and medium-sized businesses in terms of visibility and pricing.
5. **Transaction Security and Customer Trust:** Ensuring online transaction security and building customer trust is a crucial challenge. Customers need to be confident that they can make payments securely and receive products in good condition.
6. **Promotion and Marketing:** Online promotion and marketing of pottery products require the right strategy. There may be difficulties in reaching the appropriate target audience for Takalar's unique pottery products.
7. **Intellectual Property Protection:** For unique and valuable pottery products, there is a risk of intellectual property infringement. Traders should consider legal protection and copyright for their products.
8. **Website and Technology Maintenance:** Maintaining the website and technology used to run an online business requires time, effort, and resources. Especially if there is inadequate technical expertise within the team.
9. **Product Quality and Customer Satisfaction:** Ensuring pottery product quality and meeting customer expectations are key to maintaining a successful online business.
10. **Regulations and Taxes:** Pottery traders need to understand the regulations and tax obligations related to online trade in the region.

To address these challenges, it is important for pottery traders in Takalar Regency to seek support from the local government, business organizations, or educational institutions that can provide training and resources. Collaboration with local stakeholders and the use of appropriate online marketing platforms can also help traders overcome some of these hurdles. Communicating the quality of pottery products online is a crucial aspect to consider. Artisans and traders need to

find effective ways to showcase the quality and uniqueness of their products on digital platforms.

The Role of Social Media

Social media plays a crucial role in promoting pottery products in Takalar Regency, much like in marketing any products in today's digital era. Here are several ways in which social media can assist in promoting pottery products in Takalar Regency:

1. **Increasing Product Awareness:** Social media allows you to share images and information about your pottery products with a wider audience. This helps raise awareness about your products among both local and non-local residents.
2. **Building Brand Identity:** With social media, you can build a strong brand identity. You can share stories about the making of your products, unique production processes, and the history of Takalar pottery, which can establish an emotional connection with your customers.
3. **Customer Interaction:** Social media enables direct interaction with your customers. You can respond to questions, provide support, and receive feedback. This creates a closer relationship with customers and enhances trust.
4. **Product Promotion and Special Offers:** You can use social media to promote new products, announce special offers, and hold contests or promotional events. This can encourage product purchases.
5. **Product Visualization:** Pottery products often have strong visual elements. Social media allows you to easily share images and videos of your products, enabling customers to see your products from various angles and understand the details.
6. **Collaboration with Local Influencers:** Some social media platforms have users who have a significant following and influence in specific regions. You can collaborate with local influencers who can help promote your pottery products to their audience.
7. **Targeted Marketing:** Social media platforms provide tools to target audiences based on demographics, interests, and behavior. This allows you to reach people who are most likely interested in your pottery products.

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8. Using Local Hashtags: Using relevant hashtags related to Takalar Regency, pottery, or local crafts can help people find your products more easily through social search.
9. Monitoring Trends: Social media allows you to monitor trends and changes in consumer preferences. This can help you adjust your products according to market demand.
10. Reviews and Recommendations: Product reviews and recommendations from customers can influence the purchasing decisions of others. Traders can share positive reviews and show appreciation to loyal customers through social media.

In utilizing social media for promoting pottery products in Takalar Regency, it is crucial to have an organized and consistent strategy. Traders should also understand the platforms being used and the target audience to make promotional efforts more effective. Social media has proven itself as a highly useful tool for promoting pottery products. By building a strong presence on social media, artisans and traders can create a committed consumer community and expand the reach of their products.

Consumer Trust

Consumer responses to pottery products in Takalar Regency can vary depending on several factors, including product quality, design, price, marketing, and prior customer satisfaction. However, in general, there are some positive aspects often associated with pottery products from this region:

1. Artistic and Cultural Value: Pottery products from Takalar Regency are often appreciated for their high artistic and cultural value. Consumers tend to value handcrafted items that reflect local traditions and culture.
2. Uniqueness: Pottery products are typically unique and have their own distinct characteristics. Consumers seeking distinctive items are often drawn to Takalar's signature pottery products.
3. Material Quality: Consumers with knowledge of craftsmanship often appreciate the quality of materials and production techniques used in pottery making.
4. Support for the Local Economy: Consumers often feel proud and enthusiastic

about supporting the local economy by purchasing local products. This can have a positive impact on pottery traders and the community in Takalar Regency.

5. Gift Potential: Pottery products are often considered unique and valuable gift options. This can boost demand for these products, especially during special occasions like birthdays or holidays.
6. Customer Satisfaction: If customers have purchased pottery products from Takalar Regency and are satisfied with the quality, price, and service, they are likely to become loyal customers and may recommend these products to others.

However, it's important to note that consumer responses can also vary. Some consumers may prioritize price factors, while others may focus more on design or materials. Therefore, it's crucial for pottery traders to continually improve the quality of their products, offer a variety of options, and understand the needs and preferences of their customers.

Additionally, online marketing of pottery products, such as through social media and websites, can help reach a broader audience and garner more positive responses from consumers who may not have been familiar with Takalar pottery products before. Consumer trust in local products is a valuable asset. It underscores the importance of maintaining the quality and integrity of Takalar pottery products in online marketing efforts.

CONCLUSIONS AND RECOMMENDATIONS

In the context of online marketing for Takalar pottery products, several conclusions can be drawn from this research:

1. E-commerce is an effective tool for marketing Takalar pottery products and can create new opportunities to increase revenue.
2. Challenges in conveying the quality and authenticity of pottery products online need to be addressed with creative marketing strategies.
3. The use of social media is crucial in building a brand and an engaged community.

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4. Consumer trust in local products is a valuable asset in online marketing of pottery products.

Recommendations for Takalar pottery artisans and traders in efforts to enhance e-commerce success include:

1. Utilizing e-commerce platforms more effectively and maximizing the use of social media to promote products.
2. Developing stronger content highlighting the quality and uniqueness of Takalar pottery products.
3. Strengthening brand presence and building consumer trust through product stories and cultural values associated with pottery products.
4. This research provides in-depth insights into how online marketing can impact traditional pottery products in the digital era. Technological advancements and changes in consumer behavior will continue to play a significant role in marketing art products like Takalar pottery, and this research contributes to understanding how to address these challenges.

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