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OPPORTUNITIES AND CHALLENGES ON IMPORT AND EXPORT PROCESS: CASE OF IBISMA'S PARTNERS

Internship Final Project

Compiled and submitted to meet the final exam requirements in order to obtain a

Bachelor's degree in International Undergraduate Program in Management
Faculty of Business and Economics, Islamic University Indonesia



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OPPORTUNITIES AND CHALLENGES ON IMPORT AND EXPORT PROCESS: CASE OF IBISMA'S PARTNERS

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OPPORTUNITIES AND CHALLENGES ON IMPORT AND EXPORT PROCESS: CASE OF IBISMA'S PARTNERS

A BACHELOR'S DEGREE INTERNSHIP REPORT

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ABSTRACT

OPPORTUNITIES AND CHALLENGES ON IMPORT AND EXPORT PROCESS: CASE OF IBISMA'S PARTNERS

by Osama Abdulhakeem Hezam Alfahd

Student of Faculty Business and Economics Universitas Islam Indonesia

This research investigates the challenges and opportunities faced by the Incubation and Management Association (IBISMA) and its tenant startups in their export and import endeavors. Drawing from interviews with three IBISMA tenants and the director, the study identifies five key challenges in export: complex licensing and documentation, identifying suitable importers/exporters, meeting global standards, high cost of equipment, and large order quantities. Additionally, one major challenge in import is identified: difficulty locating suitable partners. IBISMA is well-positioned to address these challenges through strategic solutions like streamlined resource guides, partner search assistance, compliance training, financial support programs, and a novel University-to-University (U2U) import program. Furthermore, five key opportunities for IBISMA to facilitate export success emerge: leveraging government support, capitalizing on unique product value, fostering client collaboration, embracing tenant diversity, and encouraging continuous innovation. By implementing these solutions and capitalizing on these opportunities, IBISMA can empower its tenants, overcome export and import hurdles, and achieve sustainable success in the international market.
Keyword: Export, Import, Opportunity, Challenge

ABSTRAK

PELUANG DAN TANTANGAN DALAM PROSES IMPOR DAN EKSPOR: KASUS MITRA IBISMA

oleh Osama Abdulhakeem Hezam Alfahd

Mahasiswa Fakultas Bisnis dan Ekonomi Universitas Islam Indonesia

Penelitian ini menyelidiki tantangan dan peluang yang dihadapi oleh Asosiasi Inkubasi dan Manajemen (IBISMA) dan startup penyewanya dalam upaya ekspor dan impor. Berdasarkan wawancara dengan tiga penyewa IBISMA dan direkturnya, penelitian ini mengidentifikasi lima tantangan utama dalam ekspor: perizinan dan dokumentasi yang rumit, mengidentifikasi importir/eksportir yang cocok, memenuhi standar global, tingginya biaya peralatan, dan jumlah pesanan yang besar. Selain itu, ada satu tantangan besar dalam impor yang teridentifikasi: kesulitan menemukan mitra yang cocok. IBISMA mempunyai posisi yang baik untuk mengatasi tantangan-tantangan ini melalui solusi strategis seperti panduan sumber daya yang disederhanakan, bantuan pencarian mitra, pelatihan kepatuhan, program dukungan keuangan, dan program impor Universitas-ke-Universitas (U2U) yang baru. Selain itu, terdapat lima peluang utama bagi IBISMA untuk memfasilitasi keberhasilan ekspor: memanfaatkan dukungan pemerintah, memanfaatkan nilai produk yang unik, membina kolaborasi klien, merangkul keragaman penyewa, dan mendorong inovasi berkelanjutan. Dengan menerapkan solusi-solusi ini dan memanfaatkan peluang-peluang ini, IBISMA dapat memberdayakan para penyewanya, mengatasi hambatan ekspor dan impor, dan mencapai kesuksesan berkelanjutan di pasar internasional.

Kata Kunci: Ekspor, Impor, Peluang, Tantangan

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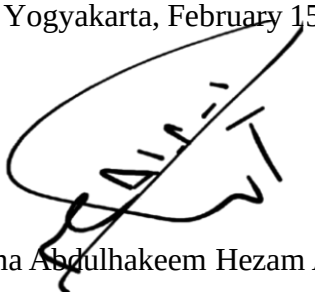
My heartfelt gratitude extends to my loving wife, Dinda. Her unwavering support and understanding have been a constant source of strength. Her meticulous editing and insightful suggestions significantly improved the quality of this report. Thank you for always believing in me and motivating me to achieve my goals.

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Finally, I acknowledge and sincerely thank all those who have directly or indirectly contributed to this research, offering their suggestions, feedback, and resources. Your support is deeply appreciated.

Wassalamu'alaikum Warahmatullahi Wabarakatuh,

Yogyakarta, February 15, 2024



Osama Abdulhakeem Hezam Alfahd

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CHAPTER 1

INTRODUCTION

1.1 Company Profile

Inkubasi Bisnis & Inovasi Bersama (IBISMA) is a unique division created to promote the application of research findings in higher education, where universities are expected to be able to employ innovation to address societal issues. IBISMA works to implement various innovation-related program activities, such as entrepreneurship development programs and creating an innovation ecosystem that is achieved through departments within the IBISMA organization.

IBISMA is coordinated by the Deputy Chancellor for Networking & Entrepreneurship (WR-4), Directorate of Development & Development Entrepreneurship (DPPK), who manages entrepreneurship coaching and development programs within the UII environment. IBISMA was formally established in December 2014 based on UII Chancellor's Decree No.1321.A/SK-Rek/DOSDM/IV/2014.

To produce young entrepreneurs that excel in business creativity, independence, and professionalism and are capable of making a substantial contribution to the economic development of the Indonesian nation, IBISMA seeks to assist entrepreneurship development programs inside UII. In addition to providing academic coursework, IBISMA also offers a variety of experiential learning opportunities, such as internships, business simulations, and mentorship programs. These experiences allow students to apply their knowledge and skills in real-world settings and gain valuable insights from experienced professionals. IBISMA graduates have a strong track record of success. They are employed by leading companies in Indonesia and around the world, and many have gone on to start their own successful businesses.

1.1.1 The IBISMA Organizational Structure

Table 1.1.1 below is a top-down hierarchy, with the Director of IBISMA at the top, followed by the Deputy Director. Below the Deputy Director are four Special Work Units (Unit Kerja Khusus, or UKK). Each UKK has a Head and a Manager.

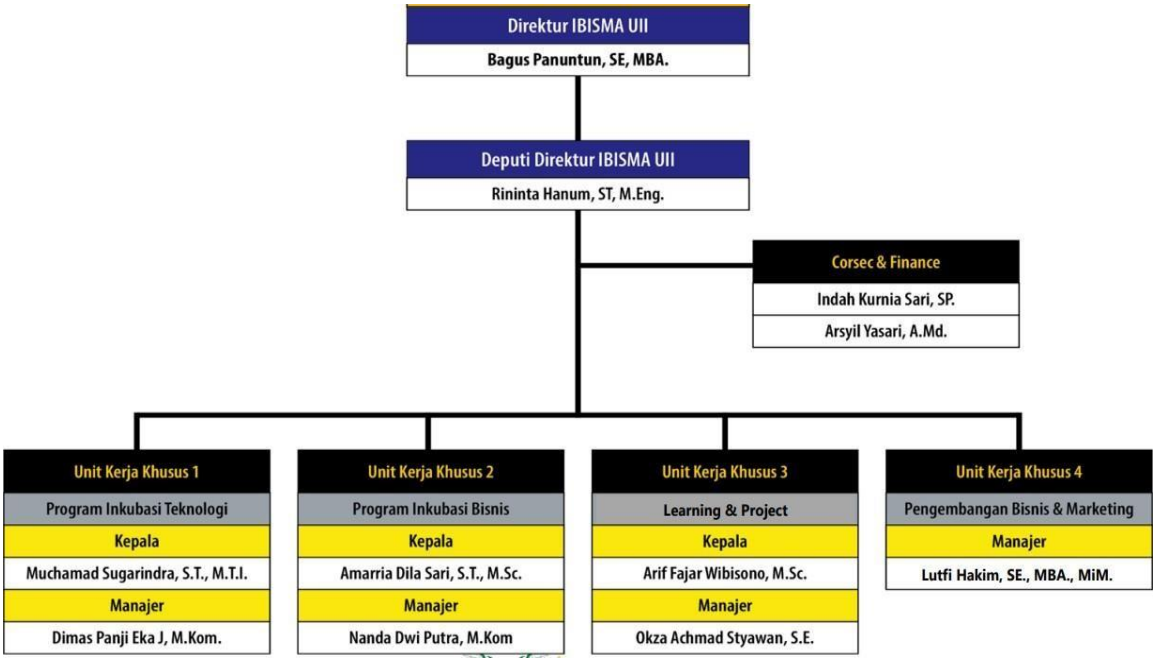
The four UKKs are:

a. Technology Incubation Program
b. Business Incubation Program
c. Learning & Project
d. Business Development & Marketing

Each UKK has its own responsibilities. For example, the technology incubation program is responsible for providing support to technology startups, while the Business Incubation Program is responsible for providing support to small and medium-sized businesses.

The organizational chart shows that IBISMA is a relatively small organization, with only four UKKs. However, the chart also shows that IBISMA has a wide range of responsibilities, from providing support to startups to developing and marketing new businesses.

Overall, the organizational chart provides a useful overview of the structure and function of IBISMA. It shows how the different units within IBISMA are organized and how they work together to achieve the organization's goals.



Source: Primary Data, 2023

Figure 1.1.1 IBISMA Organizational Structure

1.1.2 IBISMA Organization Culture

IBISMA's culture of cooperation and assistance defines its organizational identity. By nurturing the growth and success of creative entrepreneurs, this incubator cultivates an environment that fosters innovation. IBISMA's personnel and mentors wholeheartedly support incubatees, guiding them toward their goals and enabling their blossoming within the nurturing ecosystem.

Some critical elements of IBISMA organization are Culture Support, collaboration, innovation, and entrepreneurship. The organizational culture cultivated at IBISMA plays a crucial role in its achievements. IBISMA enables startups to reach their goals and benefit society by promoting collaboration, support, and innovation. The organizational culture upheld by IBISMA proves to be an invaluable

feature within the realm of the incubator. Promoting cooperation and support amongst individuals effectively facilitates personal growth and community bonding for its resident incubatees. Additionally, this distinctive culture greatly appeals to talented entrepreneurs searching for a conducive atmosphere wherein they can successfully launch their enterprises.

The organizational culture of IBISMA significantly impacts its employees' engagement in various ways.

a. **Collaboration**: The IBISMA culture encourages group endeavor and the pursuit of shared objectives. Consequently, employee engagement levels are increased. They view themselves as critical contributors to an effective group. In this collaborative setting, their efforts are recognized and valued.

b. **Support**: IBISMA's culture of support ensures that its employees have access to the necessary resources and instruments for success. This supportive environment increases their participation by demonstrating that the company places a premium on their personal growth. Employees are motivated and empowered to realize their utmost potential.

c. **Innovative**: IBISMA's innovative culture encourages its employees to think creatively and unconventionally by allowing individuals to reject conventional practices and embrace novel concepts. As a consequence of this culture, employee engagement is increased. Employees experience a sense of empowerment as they become aware of their ability to effect meaningful change within the organization.

d. **Entrepreneurship**: The entrepreneurial culture of IBISMA encourages employees to take calculated risks and act enterprisingly. This creates an enticing environment that encourages greater participation from

employees who value participating in a dynamic and engaging company.

Between 2018 and 2022, IBISMA created a work environment that valued dependability, adaptability, and creativity. Nevertheless, the organization struggled with issues such as insufficient structure and limited opportunities for professional advancement. To enhance professionalism and sustainability, IBISMA began reorganizing its organizational culture at the beginning of 2022 through several transformative initiatives.

IBISMA's organizational culture, from the middle of 2022 onward, focuses on professionalism, with a simplified institutional framework and an unwavering commitment to sustainability. As a result, the organization can concentrate on achieving its objectives while offering excellent services designed explicitly for incubatees. Table 1.1.2 shows the achievements of the organization.

Table 1.1.2 IBISMA Organization Culture

2018-2022	**2022-onward**
Family/Relationship type	Professional/Business type
Unstructured form of organization	Structure form of organization
Non-revenue generated organization	Revenue generated/self-structure organization
No-Development system	Develop organization system

Source: primary data, 2023

1.1.3 The Vision and Mission of IBISMA

Vision

"Become a business incubator & technology that plays an active role and excels in helping efforts to Indonesian society through increased innovation and entrepreneurship."

Mission

a. Creating a conducive climate & ecosystem for developing innovation and entrepreneurship in Indonesia.

b. Encouraging the birth of capable young innovators & entrepreneurs provide a sustainable impact on the people of Indonesia.

c. Encouraging the downstream process of inventions by the UII academic community is technology-based and sustainable.

d. Organizing effective business & technology incubation programs, optimal management of entrepreneurship learning, and collaborative business development with all stakeholders.

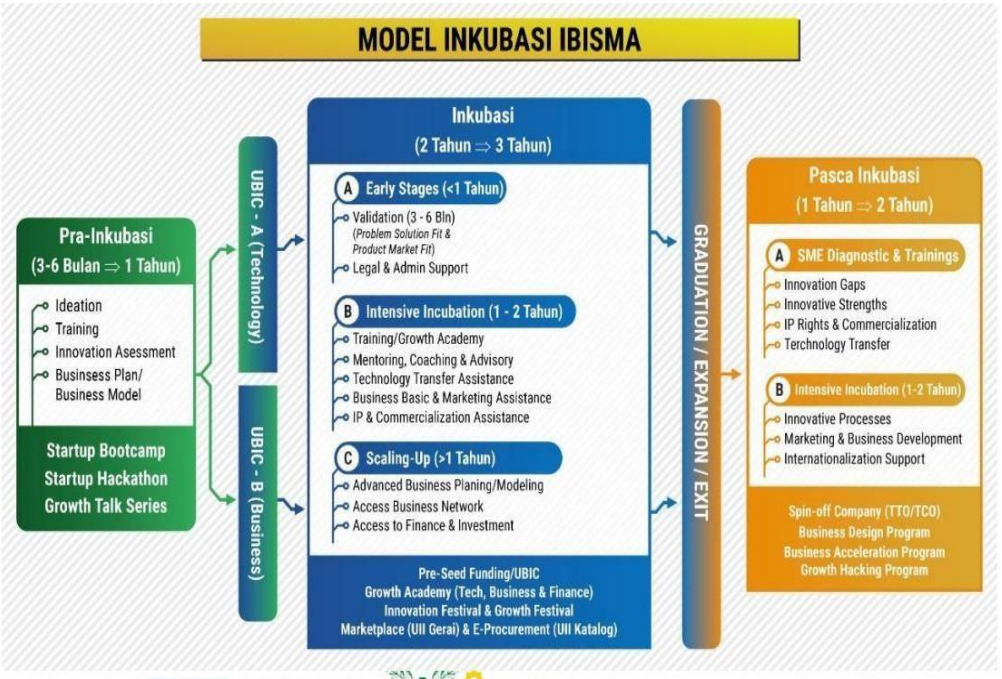
1.1.4 The Strategic Goals of IBISMA

a. Creating innovation-based startups in Technology & Creative Industries sustainable.

b. Downstream the results of inventions in the UII environment related to sustainable technology-based innovation.

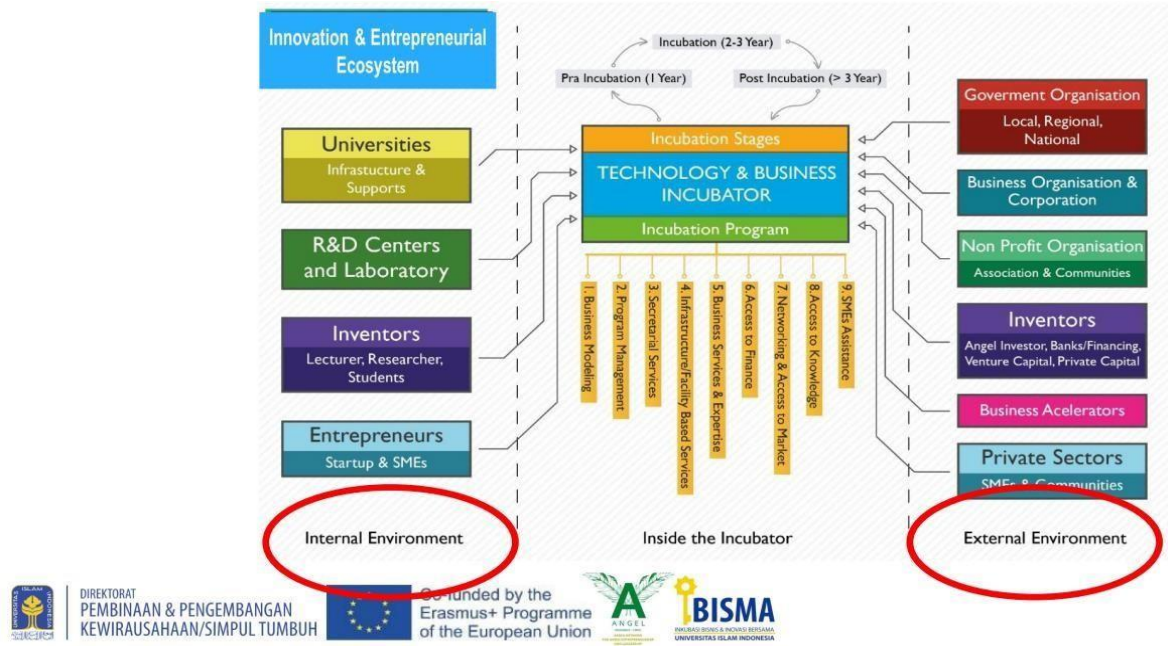
c. Improving the Java region's economy through increased field employment/creating new jobs.

Figure 1.1.4.1 and 1.1.4.2 depict the incubation business model (IBM) of IBISMA, The model is visualized as a three-stage processes categorized into pre-incubation, startup bootcamp, and growth talk series.



Source: Primary Data, 2023

Figure 1.1.4.1 IBISMA Incubation Model



Source: Primary Data, 2023

Figure 1.1.4.2 IBISMA Collaboration in Ecosystem Development

1.2 Background

The ASEAN BRIEFING from Dezan Shira and Associate released an article in 2021 stated that Indonesia has proven to be a profitable market, and the country has made significant efforts to strengthen its import and export procedures as it strives to become the world's fourth-largest economy by 2045. Afterwards, Ayman (2021) also stated that The new Omnibus Law has been hailed as Indonesia's most serious attempt at economic reform, with implementing legislation aimed at encouraging investments, promoting financial inclusion, and easing imports and exports. The Ministry of Trade (MoT) is the authority that gives approvals, verifications, obligations, and permits on import-export activities under Government Regulation No. 29 of 2021 (Reg 29/2021), an implementing regulation of the Omnibus Law.

Export and import are critical components of any worldwide business's success. Businesses can expand their consumer base and reach new markets by exporting goods and services. Businesses can acquire a greater selection of

products and services at competitive pricing by importing goods and services. However, there are several difficulties linked with export and import. These difficulties are to begin, first is the tariffs that charges levied on imported goods. Tariffs that are too high can make it difficult for enterprises to compete in overseas markets. Tariffs can have an influence on costs by increasing the cost of importing goods, making them less competitive in the domestic market. Importers' sales and profitability may suffer as a result. Tariffs can diminish exporters' competitiveness by making their products more expensive in foreign markets. Exporters' sales and profitability may suffer as a result and Tariffs can establish trade obstacles that make it more difficult for enterprises to export and import. Second, there is intricate customs regulations. The rules and procedures that businesses must follow when importing and exporting goods are referred to as customs regulations. Complex customs regulations can increase the cost and time it takes to export and import goods. Third, there is a lack of infrastructure. Poor infrastructure, such as roads and ports, can make transporting goods to and from export markets difficult and expensive. Fourth, there is a scarcity of financing. Businesses that are new to exporting may struggle to obtain financing. This is due to banks' perceptions of them as high-risk borrowers. Fifth, there are language barriers. Businesses may find it difficult to communicate with customers and suppliers in foreign markets due to language barriers (Ayman, 2021).

Despite these challenges, there are numerous opportunities for IBISMA UII businesses to export and import goods and services. First, expanding the middle class in Indonesia and other developing countries. The middle class in Indonesia and other developing countries is rapidly expanding. This opens up new avenues for businesses to export goods and services to these countries. Second, there is an increasing demand for Indonesian products overseas, such as textiles, food and beverages, and handicrafts. This is due to a variety of factors, including the growing popularity of Indonesian culture and the growing purchasing power of developing-country consumers. Third, government

assistance to exporters. The Indonesian government has a number of programs and incentives in place to help exporters. These programs and incentives can assist businesses in lowering their export costs and expanding into new markets. Fourth, Indonesia has a number of free trade agreements in place with other countries. Tariffs on goods traded between countries that have signed these agreements are reduced or eliminated. This can make exporting goods to these countries easier and more profitable for businesses. Fifth, there is e-commerce. It facilitates the export and import of goods and services by businesses. Businesses can now sell to customers all over the world via online marketplaces like Amazon and Alibaba (Ayman, 2021).

According to Setyo (2018), the opportunities and challenges of export and import in Indonesia, the opportunities to improve competitiveness remain abundant, and Indonesia's chances of increasing exports are also excellent due to abundant natural resources and a large labor force. The Ministry of Trade sets trade destination countries as targets in order to increase exports. This means that the government's assistance is capable of stimulating an increase in export commodities in order to meet the target. Exports are expected to triple from 2016 (realization year), reaching USD 458.8 billion in 2019. The United States, China, Japan, and India have always been major export destinations. They will remain the primary export target for the next three years, with a market share of 12.9%, 12.2%, 11.5%, and 8.5% respectively. If we can increase the export and at the same time decreasing the imports dependency it will effect positively on RCTA.

Indonesian Ministry of Trade in 2016 stated that Technical issues, rejection from destination countries, non-tariff barriers, and other issues impede Indonesia's ability to export its commodities. Japan, United States, and Asian countries, particularly China, have emerged as Indonesia's primary export destinations. The largest export, chemicals, is still dependent on demand in these countries. Exporters in developed countries should be prepared for a drop in export value during times of crisis. Furthermore, domestic exporters must be

prepared to compete with competitors who can export the same products. Foreign trade is the application of trade remedies by WTO member countries. This trade policy allows the government to take corrective action against imports to protect domestic industries from unfair trade practices that can cause losses. This policy consists of anti-dumping, anti-subsidies, and safeguard measures. Indonesia received 290 accusations of trade remedies, from which 133 cases were suspended, 122 cases were imposed, and 35 cases are in the settlement process.

Within the IBISMA organization, export-oriented startups and tenants navigate a landscape of both challenges and opportunities. To successfully export their products, they must proactively address obstacles, such as insufficient production capacity, non-compliance with standards, and lack of regulatory validation. Simultaneously, they should capitalize on available opportunities, such as government support programs, collaborative projects, and favorable market conditions. This research delves into the specific details of these challenges and opportunities, with the aim of supporting both the organization and its export-driven members.

1.3 Problem Formulation

IBISMA is planning to export and import the products of its tenants. Thus, this report discussed specifically about these issues:

a. What are the challenges that IBISMA may face to export the products of its tenants or startups?

b. What are the challenges that IBISMA may face to import products from other countries?

c. What are the opportunities that IBISMA may get to export the products of its tenants?

d. What are the opportunities that IBISMA may get to import products from other countries?

1.4 Purpose of the Internship

The Purpose of the Internship are, follows;

a. To describe the challenges that IBISMA may face to export the products of its tenants or startups.

b. To describe the challenges that IBISMA may face to import products from other countries.

c. To determine the opportunities that IBISMA may get to export the products of its tenants.

d. To determine the opportunities that IBISMA may get to import products from other countries.

1.5 Benefit of the Internship

Internships offer a variety of benefits to students, including:

a. Gaining real-world experience. Internships provide students with the opportunity to apply what they have learned in the classroom to a real-world work environment. This experience can be invaluable when applying for jobs after graduation.

b. Developing professional skills. Internships help students develop important professional skills, such as communication, teamwork, problem-solving, and time management. These skills are essential for success in any career.

c. Networking with professionals. Internships give students the chance to meet and network with professionals in their field. This can lead to job opportunities, mentorship relationships, and other valuable connections.

d. Exploring career options. Internships can help students explore different career options and determine what they are passionate about. This is important for making informed decisions about their future.

e. Building a resume. Internships provide students with concrete work experience that they can add to their resume. This can make them more competitive in the job market.

1.5.1 Benefit for the Intern

a. To gain practical knowledge about the work environment.
b. To learn the practical work in cultural diversity.
c. To learn how to manage HR activities in a work environment.
d. To learn how to manage and improve employees, performance.
e. To improve the intern's performance through soft skills and hard skills**.**

1.5.2 Benefit for the Company

The benefits of this internship at IBISMA are:

a. To help improve the employee's performance in IBISMA.

b. To inform the IBISMA management team about its employees' challenges and Performance.

c. To improve IBISMA workforce performance by providing solutions, suggestions, and through work engagement.

1.6 Benefit of the Internship Report

1.6.1 Theoretical Benefit

This research provides an information of the important steps for import and export process regarding the challenges and the opportunities.

1.6.2 Practical Benefit

This internship report let the company prepare for the challenges to solve and use the opportunities as follow:

a. Making decisions to avoid the barriers during import and export process.

b. Making a decision to solve challenges and problems that can be faced in import and export process.

c. Empower the opportunities that IBISMA has for the process of import and export.

CHAPTER 2

LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Export and Import

The World Trade Organization WTO (2023) defines exports as goods and services produced in one country and sold to buyers in another. Imports are defined as goods and services produced in one country and bought by buyers in another. Exports, according to Investopedia, a financial website and online broker, are goods and services produced in one country and sold to businesses or customers in another. As a result, the country selling goods and services receives an influx of funds. Similarly, imports are goods and services purchased from another country by a business or customer. As a result, funds flow out of the country that is purchasing foreign goods and services. This report's goods and services include food, clothing, body oil, and other items (Investopedia, 2023).

Numerous studies have examined the relationship between imports, exports and economic growth (Shah, 2020). Most of these studies' findings disagree particularly on the direction and strength of the causal impact of imports and exports on growth. The existence of contradictory findings in the literature emphasizes the importance of conducting a study to determine the relationship between imports, exports, and growth, as the findings cannot be generalized to any country due to the different country characteristics used in the investigations. To the best of my knowledge, no comparable studies have been conducted for countries such as Botswana, Namibia, South Africa, and Zimbabwe. This is a thorough investigation into the scope of imports (Shah, 2020).

Previous research has investigated the relationship among exports, imports, and economic growth in Namibia (Sunde, 2023). Utilizing the ARDL cointegration method, this research aimed to shed light on the dynamic interplay among these factors within the Namibian context. The research found that exports and trade openness have a positive and significant impact on Namibia's economic growth, while imports have a significant negative relationship with economic growth. This suggests that trade liberalization and export-led growth are crucial for Namibia's economic development. The findings support the mercantilist theory, emphasizing the importance of participating in global markets by increasing exports and trade. Additionally, the research recommended that the government can limit imports by imposing quotas and higher import tariffs to mitigate the negative effects of imports on economic growth.

Another research by Traiyarach (2022) explained about the impact of export and import for specific product like craft the result of that research is Export competitiveness plays a mediating role in the relationship between export promotion programs and export performance. The export promotion programs, such as financial and tax incentives, trade fairs participation, market research, export training, and export consultation, provided by the government and related export agencies, may not directly create export performance. However, when entrepreneurs are able to manage themselves to gain export competitiveness by creating high product quality, product differentiation, and promotion effectiveness, it can lead to improved export performance. This is supported by research that indicate export competitiveness, including product differentiation, can be linked to export performance. Additionally, the competitiveness in producing high-quality products, offering product differentiation, and gaining promotion effectiveness can improve export performance from both financial and market perspectives. Therefore, export competitiveness acts as a mediator

in the relationship between export promotion programs and export performance.

Both exports and imports are important components of international trade. They allow countries to access goods and services that they cannot produce efficiently or cheaply domestically. Exports can also help to boost economic growth by creating jobs and generating revenue. Overall, exports and imports are essential for the global economy. They allow countries to specialize in the production of goods and services that they are good at producing and to import the goods and services that they need.

2.1.2 Opportunities of Export and Import

The potential for a country to engage in successful export and import activities varies significantly across nations. This variability stems from a multitude of factors, including a nation's export capacity, the compliance of its products with relevant standards, the availability of potential customers or agents, and a wide range of additional considerations. According to a trade journal explaining about the Opportunities of USA in Canada, Part of the US's success in the Canadian market can be attributed to the abundance of sales opportunities for a diverse range of consumer-oriented products and food processing ingredients. Canada is also one of the wealthiest countries in terms of per capita income. According to the CIA World Factbook, the Canadian GDP per capita is $48,400 in purchasing power parity, ranking eighth among countries with populations greater than 10 million. The wealth of Canadian consumers, like that of the United States, leads to a highly developed and diverse food and beverage sector, which opens up opportunities for U.S. food and beverage ingredient exports as well as product distribution channels for consumer-oriented product sales (Hog farmer, 2019).

India is the world's leading exporter of turmeric. According to the findings, India has a comparative advantage in exports over other countries, with a gradual increase in RCA and RSCA. The RSCA is close to one, indicating that the country has a greater comparative advantage than other countries. Countries like Indonesia and Vietnam have comparative advantages, but their GDP per capita is 97.08 thousand US dollars lower than the rest of the importing countries. The country's net revenue loss would be 177.99 thousand US dollars. However, trade diversion from India is greater than trade creation, with 141.78 thousand US dollars in total trade diversion from India, indicating that less efficient countries can gain and export to countries. The liberalization has a significant impact on export and trade creation for many developing countries as a result of tariff cuts to most favored nations. Price reductions occur, forcing the countries to compete in the global market (Jagadeshwaran, 2022).

Countries in Asia have opportunities as well. According to Apparel Resources (2022), the opportunities between China and south Korea for export and import, South Korea currently sources 34% of its apparel from China. However, rising costs are driving apparel production out of China, and as it would have been, Bangladesh, which ranks second only to China in terms of manufacturing prowess and export capabilities, appears to have recognized an opportunity to expand its foothold in the thriving South Korean market.

2.1.3 Challenges of Export and Import

Pakistan is one of the countries that has some challenges for export process. According to a trade journal by Pakistan and Gulf Economist (2023), the current statistics released by the Pakistan Bureau of Statistics (PBS), the country's exports fell by 12.68 percent in July 2023 compared to the previous month. Exports fell to $2.057 billion in the first month of

fiscal year 2023-24, down from $2.356 billion in June 2023, reflecting the difficult economic situation. On a positive note, the trade deficit improved by 13.35 percent on a month-to-month (MoM) basis, reaching $1.607 billion in July 2023, up from $1.863 billion in June 2023. This reduction in the trade deficit can be attributed to a 13.15 percent decrease in imports, which totaled $3.664 billion in July 2023, compared to $4.219 billion in June 2023. When comparing year-on-year (YoY) data, exports fell 8.57 percent, with $2.057 billion in exports recorded in July 2023, compared to $2.250 billion in July 2022. These figures highlight Pakistan's economic challenges in the context of international trade, and the Pakistani government may need to implement measures to boost exports and balance the trade deficit in the coming months.

The diverse challenges of import and export extend beyond logistical and administrative hurdles. Specific product attributes, such as perishable goods like vegetables, can present unique obstacles. Research has identified the challenge of meeting stringent quality and safety standards as a key hurdle for agricultural exporters and farmers. According to Fulano (2021), Non-optimal agronomic practices limited market information, less supported producer groups, and a lack of coordination among stakeholders along the snap bean value chain where all of these contribute to smallholder farmers' difficulties in meeting phytosanitary and quality requirements. This review documents of smallholder farmers continued use of synthetic pesticides, which exacerbates reaching the full potential of exported snap beans despite stakeholders' calls for a paradigm shift to integrated pest management coupled with good agricultural practices. Continuous research is required to develop new pest management technologies to meet the dynamic phytosanitary and quality regulations, as well as stringent consumer demands, while protecting the environment and the economic viability of smallholder vegetable growers.

There are also challenges regarding the wide range of market talking about exporting and importing. Necessarily talking about global market and globalization, there are many challenges regarding that. There is research mentioned some of challenges for India's Apparel exports that the process of globalization involves the slicing up of the value cham and forces countries to become niche players in the global market. In the global apparel market, specialization is based on product rather than fabric. The strategy is to make sure that players enter the most appealing export niches where they have a comparative advantage. In the global apparel market, retailers and brand-name marketers wield the most power at the marketing and retailing ends of the supply chain. To meet customer demands, they outsource and rely on package suppliers who can procure fabric, cut, make, trim, and pack the final product. They scour the globe in search of low-cost suppliers and locations. Even well-known manufacturers are increasingly turning to outsourcing, with a focus on design and marketing (Ramaswamy, 2000).

2.1.4 Opportunities of Export and Import Process in Indonesia

The export and import process in Indonesia has been streamlined in recent years, making it easier for businesses to participate in international trade. The Indonesian government has also implemented a number of measures to promote exports and imports, such as providing tax breaks and other incentives to exporters and importers. Here are some of the opportunities that the export and import process in Indonesia presents to businesses (Bremmer, 2023):

a. Access to a large and growing market: Indonesia is the fourth most populous country in the world, with a growing middle class. This presents a significant opportunity for businesses to export their products and services to Indonesia.

b. Diversification of export and import markets: By exporting and importing from Indonesia, businesses can diversify their markets and reduce their reliance on a single market. This can help businesses to mitigate risk and weather economic downturns.

c. Improved competitiveness: Exporting and importing can help businesses to improve their competitiveness by exposing them to international competition and best practices.

d. Increased sales and profits: Exporting and importing can help businesses to increase their sales and profits by expanding their reach to new markets and accessing new sources of supply.

Businesses that are considering exporting or importing to Indonesia should consult with a qualified customs broker or trade advisor to ensure that they are aware of the latest regulations and procedures. In addition to the above, here are some specific opportunities that the export and import process in Indonesia presents to businesses:

a. Access to preferential trade agreements: Indonesia has preferential trade agreements with a number of countries, which can give Indonesian exporters and importers access to lower tariffs and other trade benefits.
b. Government support: The Indonesian government offers a number of support programs to exporters and importers, such as export financing and assistance with trade compliance.
c. Growing digital economy: Indonesia's digital economy is growing rapidly, presenting new opportunities for businesses to export and import products and services online.

There are several external elements that present chances for developing Gorontalo grain exports (Susilowati, 2021) as follow:

a. Growing corn as a strategic commodity is a national policy goal. A guaranteed lowest price protects farm-level corn prices.
b. The impact of China-America trade relations has the potential to increase Indonesia's economic exports to China and other countries. If the two countries' agricultural commodity trade relations deteriorate, Indonesia will have more opportunities to replace the United States as China's corn exporter. From 2011 to 2013, China was the sixth largest importer of American commodities, but it is now ranked 23rd [20]. The primary drivers of the reduction are non-tariff barriers (NTBs), imported genetically modified (GM) commodities, and international trade. In addition, there are concerns about international trade competition.
c. The growth of foreign corn-based biofuel industries creates new markets for corn-producing countries. China, for example, which does not produce corn, intends to increase biofuel production in order to capture an 8% market share by 2027. Despite the fact that China has special non-tariff market regulations for agricultural products that corn exporters to China must be aware of, this opens up market opportunities for corn exports to China.
d. Corn demand in neighboring countries is expected to increase further. Inter-island com demand is high in addition to import demand from the Philippines. Com from Gorontalo is traded inter-island to feed-producing provinces such as East Java, South Sulawesi, West Java, as well as Lampung.

2.1.5 Challenges of Export and Import Process in Indonesia

Despite the numerous opportunities presented by the export and import process in Indonesia, businesses must be aware of a number of challenges. Based on research from the Indonesian Chamber of Commerce and Industry (KADIN), the Indonesian Ministry of Trade, and the World Trade Organization (WTO), the following are some of the key challenges of the export and import process in Indonesia (WTO, 2023):

a. Complicated and time-consuming regulations: Indonesian export and import regulations can be complicated and time-consuming to comply with. This can be difficult for businesses, particularly small and medium-sized ones.
b. Lack of transparency: Some aspects of the export and import processes in Indonesia are opaque. This can make understanding and complying with regulations difficult for businesses.
c. Corruption: Corruption is a problem in Indonesia, and it can have an impact on the export and import processes. Businesses may face bribery demands from corrupt government officials.
d. Inefficient infrastructure: Infrastructure in Indonesia, such as ports and roads, is not as efficient as in other countries. This can cause delays and cost increases for both exporters and importers.

The others specific challenges of the export and import process in Indonesia, based on recent research:

a. Skilled labor shortage: There is a skilled labor shortage in Indonesia's export and import sectors. Businesses may find it difficult to find qualified employees as a result of this.
b. Language barrier: Indonesian is the official language. When dealing with government officials and other businesses in Indonesia,

businesses that do not have Indonesian-speaking staff may face a language barrier.

c. Cultural differences: Indonesia is a diverse and culturally rich country. Businesses new to Indonesia should be aware of cultural differences and adjust their business practices accordingly.

These challenges above make the businesses that are considering exporting or importing to Indonesia should carefully assess the challenges and develop a plan to mitigate them. By doing so, businesses can increase their chances of success in the Indonesian market.

Lord (2010) conducted a significant study identifying key challenges faced by Indonesian SMEs in exporting to European countries. The research emphasizes persistent cross-sectoral barriers within Indonesia, including unreliable infrastructure (roads, energy, logistics), and limited marketing expertise and networks in non-regional markets. These hinder SMEs' ability to meet stringent EU requirements due to information gaps and prohibitively high compliance costs. The main obstacles to realizing Indonesia's export potential are supply-side restraints in the furniture business. Production costs and exchange rate pass-through into Indonesia's export price in the EU market have, at times, had a substantial impact on trade. Non-price variables have continually undercut Indonesia's exports to the EU market, lowering customer impressions of Indonesian furniture quality, design, and delivery reliability. These non-price elements are classified into four types: (1) supply-chain weaknesses in both internal and external production processes affecting quality levels; (2) a large number of MSEs operating in the industry that lack networking capabilities capable of providing direct export services to foreign markets; (3) a lack of institutional support from both business organizations, as well as the Government's lack of a well-defined strategy and action plan for the

subsector; and (4) EU market access challenges under the FLEGT, which could be feasibly addressed

The following are internal issues that function as weaknesses and impede corn exports from Gorontalo by Susilowati (2021);

a. The road infrastructure is deficient. Many roads and bridges connecting villages and farms are damaged, making corn transportation difficult. This circumstance raises transportation costs, limiting export competitiveness. Due to insufficient transportation, Gorontalo corn has relatively significant marketing margins from farmers to merchants.
b. The market crowds on the way to the export port frequently impede vehicles to the port. This delayed transportation to the ship for export.
c. The number of contacts for export market access is restricted. Access to the Philippine export market is restricted. Exporters have difficulties in obtaining export prospects to foreign countries.

2.2 Conceptual Framework

This research examined the opportunities and challenges faced by IBISMA and its tenants in export and import activities. The goal is to identify potential strategies for IBISMA to capitalize on available opportunities and overcome challenges. By analyzing these factors, the research aims to generate practical recommendations that can improve IBISMA's support for its tenants' export and import efforts.

Table 2.2 Conceptual Framework

<table>
<tr><td colspan="2">IBISMA</td></tr>
<tr><td rowspan="2">Partners</td><td>Opportunities</td></tr>
<tr><td>Challenges</td></tr>
</table>

Souce: Primary Data, 2023

CHAPTER 3

METHODOLOGY

3.1 Research Focus

This research examines the potential opportunities and challenges associated with IBISMA's planned foray into import and export activities. As IBISMA navigates the pre-implementation phase, this research aims to equip them with crucial information, enabling informed decision-making regarding capitalizing on emerging opportunities and effectively mitigating anticipated challenges.

3.2 Methodology

Import and export are complex processes that occur between countries. Thus, determining the opportunities and challenges for an IBISMA Organization is essential. The qualitative methodology was used in this research paper. The focus of qualitative research is multimethod, with an interpretative, naturalistic approach to its subject matter. This means that qualitative researchers investigate phenomena in their natural contexts, attempting to make sense of or interpret phenomena in terms of the meanings that people assign to them. The research and collection of a variety of empirical materials - case study, personal experience, introspective, life story, interview, observational, historical, interactional, and visual texts - that describe routine and problematic moments and meanings in individuals' lives constitute qualitative research (Denzin and Lincoln, 2005).

This research used descriptive analysis to go into greater detail about the research topic. According to Kim (2017), qualitative descriptive research generates data that describe the 'who, what, and where of events or experiences'

from a subjective perspective. From a philosophical standpoint, this research approach is most compatible with constructionism and critical theories that employ interpretative and naturalistic methods (Lincoln et al., 2017). These philosophical perspectives represent the belief that reality exists within dynamic and subjective contexts (Lincoln et al., 2017). This translates into researchers being concerned with understanding the individual human experience in its unique context in qualitative descriptive research. This type of inquiry necessitates adaptable research processes that are inductive and dynamic while not transforming the data beyond recognition of the phenomenon under investigation (Ormston et al., 2014; Sandelwoski 2010).

3.3 Unit Analysis

The unit of analysis is a critical component in any methodology because it determines the object of the inquiry, forming a worldview on what we can and cannot learn in any empirical study (Jornet & Damsa, 2021). Scholars are still debating the unit of analysis. Special issues in learning research have been devoted to discussing the compatibilities and incompatibilities of competing epistemological and methodological approaches (Mason, 2007; Tobin, 2008). The primary unit of analysis within this research are the tenant startups under the purview of IBISMA, an incubator organization. These nascent businesses, having received incubation support from IBISMA, represent the entities whose products form the basis of the forthcoming export initiative.

3.4 Data Collection Method

The process of gathering and analyzing information or data from various sources in order to solve research problems, answer questions, evaluate outcomes, and forecast trends and probabilities is known as data collection. It is a necessary step in all types of research, analysis, and decision-making, including those conducted in the social sciences, business, and healthcare (Simplilearn, 2023).

This research includes interviews with the organization's director and four tenants or startups. In interviews, the researcher and the respondent interact directly. They can take place in person, over the phone, or via video conferencing. Interviews can be structured (with pre-defined questions), semi-structured (with more flexibility), or unstructured (more conversational) (Simplilearn, 2023).

IBISMA fosters a vibrant entrepreneurial ecosystem through annual competition programs, offering aspiring startups incubation opportunities encompassing training and financial support. From a pool of 36 promising startups, 15 initially expressed interest in pursuing export ventures. However, further assessment revealed that only 5 possessed truly exportable products and a genuine willingness to participate in international trade. Despite initial plans for in-depth interviews with all 5 target participants, logistical challenges arose. One individual remained uncontactable despite phone and message attempts, while another repeatedly postponed scheduled interviews. Consequently, the research proceeded with in-depth Zoom interviews conducted with the remaining 3 tenants.

3.4.1 Observation

Observation is an important data collection method in the research process, particularly in qualitative research (Poerwandari, 1998). Observation is a complex process that combines biological and psychological processes (Sugiyono, 2014).

Prior to this internship research, the researcher gained valuable experience through a six-month business development internship at IBISMA. Within the business development department, the researcher held a diverse role encompassing both marketing and social media functions, as well as tenant relationship management and engagement in import and export activities. This internship provided firsthand exposure to a range of tasks, including social media management and content creation.

3.4.2 Interview

Interviews are a type of communication that consists of conversations, questions, and answers aimed at achieving the research goal (Poerwandari, 1998). A research interview involves both an interviewee and an interviewer. The interviewer directs the interaction and asks questions, while the interviewee responds. Interviews are an effective strategy for gathering in-depth information about people's opinions, beliefs, experiences, and feelings (Easwaramoorthy, 2016).

The nature, explanation, and comprehension of phenomena are the focus of qualitative research. Unlike quantitative data, qualitative data is examined for in-depth meanings and processes rather than frequency or quantity (Labuschagne, 2003). In qualitative research, interviews are commonly used as a data collection tool. They are commonly used as a research strategy to collect information about participants' experiences, perspectives, and beliefs about a specific research question or phenomenon of interest (Lambert and Loiselle, 2007).

According to (Sandelowski, 2002), one-on-one interviews are the most commonly used data collection tools in qualitative research. Their inherent flexibility and personalized nature empower researchers to delve deeply into participants' lived experiences, motivations, and perspectives. This intimate setting fosters unparalleled opportunities for individual expression and nuanced exploration, often resulting in richer, more detailed data compared to other methods.

The research targets tenants or startups of IBISMA, the organization's director who leads the program for export and import and three people who are startups for the organization. IBISMA has approximately 36 tenants, with people coming and going each year. Tenants were selected for export based on the eligibility of their products, with 10 chosen for export. From these ten tenants, five were chosen for export because they expressed interest in exporting. This is because even though some products are eligible for export, a lack of interest in exporting them would not be beneficial for this research. Therefore, five tenants were chosen for this research. Two tenants could not be reached by phone or messages after many attempts, so only three tenants were interviewed. The interview consisted of a couple of questions in the context of B2B businesses to identify opportunities and challenges for the export-import process. The details of the interview are presented in the Table. 3.4.2:

Table 3.4.2 Interviewees information

No	Name	Position	Code	The media for the Interview
1	Bagus Panuntun, S.E, M.BA	The director of IBISMA Organization	D1	Zoom
2	Anindya Satyanurgaha	Owner of the business Batika	T1	Zoom

3	Sumartono	Owner of the business Gunalee	T2	Zoom
4	Sharif Ihsanuddin	Owner of the business Sabila Craft	T3	Zoom

Source: Primary data, 2023

The questions that are used for the interview are as follow:

a. What are the key opportunities for export and import in IBISMA?
b. What are the key challenges for export and import in IBISMA?
c. How can the government support businesses to export and import more effectively?
d. How can businesses prepare for the future of export and import in IBISMA?
e. What are your thoughts on the future of export and import in IBISMA?

These questions informed by existing research and relevant literature. The interview questions were developed. The rationale behind each question is outlined below.

Some organizations have opportunities that differs from one company to another company. Thus, **the researcher wants to find out what are the opportunities for export and import in IBISMA?**
According to Susilowati (2021), when discussing the opportunities in Indonesia's Gorontalo Province, the article mentioned that Gorontalo Province is one of the corn producers who has succeeded in exporting corn [3]. The success of Gorontalo Province corn exports is due to the benefits of its proximity to the corn importing country, namely the Philippines.

This will lead us to the question of What are the key challenges for export and import in IBISMA?

Apart from EQI limitations, major cross-sectoral obstacles remain in areas such as poor infrastructure, particularly road, electricity, and logistics, as well as a lack of marketing expertise and networking in extra-regional markets, according to an important article. SMEs face significant challenges in meeting EU standards because they frequently lack information and face prohibitively high costs in obtaining those standards (Lord and Montague, 2010).

As a result, the researcher has to get the answer of the question of how can the government support businesses to export and import more effectively?

Concerning the significance of government assistance, there are a large number of products in which Indonesia has already succeeded in increasing its market share in rapidly expanding markets in the European Union. Electronic components, processed and prepared foods, and chemicals are some examples. In other products, however, Indonesia has yet to capitalize on the rapidly expanding EU markets for soaps and cosmetics, television parts, furniture, crustaceans, footwear, and jewelry. Recognizing these opportunities could encourage the Indonesian private sector, with government support, to overcome existing barriers and develop products with export potential to fast-growing EU markets (Lord, 2010).

This reference explains the importance of choosing the question of how can businesses prepare for the future of export and import in IBISMA?

Japan, United States, and Asian countries, particularly China, have emerged as Indonesia's primary export destinations. The largest export, chemicals, is still dependent on demand in these countries. Exporters in

developed countries should be prepared for a drop in export value during times of crisis. Furthermore, domestic exporters must be prepared to compete with competitors who can export the same products (Setyo, 2018).

Because predicting the future of export and import as it is explained from the article, this one leads us to the question of what are your thoughts on the future of export and import in IBISMA?

Because of advancements in telecommunications and transportation technology, as well as the development of the Internet, the speed of global trade activities has increased, and economies all over the world have been integrated into a global economic system. This is known as globalization, and it is characterized by sustained positive economic growth and increased global trade. Global trade forecasting can assist us in understanding global economic development, economic recovery, and future prosperity. However, accurately forecasting global trade is difficult due to the vulnerability of these predictions to political and economic events (Yang, 2023).

3.5 Data Analysis

Data analysis is an important component of research problems because it provides data with meaning as objective answer information. The sharpness and accuracy with which conclusions are drawn determines the use of tools in analysis (Nasir, 2023).

This research will employ a dual-pronged analytical approach. Content analysis will be utilized to dissect and extract specific keywords, themes, and patterns within the data, allowing for a nuanced understanding of the participants' experiences and perspectives. Descriptive analysis will then be applied to summarize and present the key findings in a systematic and

organized manner, enabling clear interpretation and dissemination of the results.

3.5.1 Content Analysis

Through observation, document analysis, and open communication behavior from the chosen communicator, content analysis is a systematic technique for analyzing and processing the important messages contents that want to convey or describe something (Suprayogo, 2001). The research used this analysis approach to obtain the data from the director of the organization and the tenants of the organization in reality.

In the social sciences, qualitative content analysis (QCA) has a long history. BERELSON was the first to define the quantitative version of the method as "a research technique for the objective, systematic, and quantitative description of the manifest content of communication" (Schreier, 2019).

Concerns have been raised about the hybrid nature of Qualitative Content Analysis (QCA), with some qualitative researchers excluding QCA entirely from qualitative research. This exclusionary viewpoint within German methodological discourse has sparked a lively debate within the qualitative paradigm, dubbed the "Struggle for Supremacy in Qualitative Social Research." Concerns have also been raised about the relationship between QCA and other qualitative data analysis methods. For example, concerns have been raised about the differences between QCA and thematic analysis, as well as QCA's limitations in analyzing origin contexts. Furthermore, the methodological foundations of QCA have been discussed, with authors expanding on their assumptions and propositions about the nature of the world, social reality, and the universe. The state of the science on which research methods are based (Schreier, 2019).

3.5.2 Descriptive Analysis

Analyze descriptively qualitative is a qualitative analysis technique that analyzes, describes, and summarizes all of the various conditions and situations derived from various data collected as a result of an interview or observation regarding the problems studied in the field (Wirartha, 2006).

According to Sloman (2010), several advantages of descriptive analysis have been noted in the literature. The researcher used this analysis based on the experience of observing in the organization for 4 months as a business development position. The interviews had similar answers for some questions; thus, descriptive analysis is to gather these answers and analysis then provide the summary of it. For starters, because descriptive analyses involve direct observation of behavior in the natural environment, they allow for the collection of baseline rates of problem behavior. Once an intervention has been developed and implemented, these rates may be useful in determining treatment efficacy. Second, rather than relying on caregivers' verbal reports, the direct observation aspect of descriptive analyses may be useful in developing operational definitions of behavior. Third, descriptive analyses can help identify specific antecedents or consequences to include in functional analyses. Certain functional analysis conditions, for example, may be added or removed based on common antecedent and consequent conditions observed in the natural environment. Fourth, descriptive analysis has been proposed as an assessment procedure when functional analyses are not possible due to the nature of the target behavior (e.g., extremely low rate or dangerous problem behavior).

3.6 Validity and Reliability Testing

Even though this research employs qualitative methods, it must also conduct validity and reliability tests to ensure that the data is accurate and not biased. Reliability and validity tests are defined as an instrument for assessing the trustworthiness, accuracy, and quality of the qualitative paradigm in the form of credibility, transferability, and dependability (Utsman, 2017). Internal validity in quantitative research is referred to as credibility in qualitative research. The external validity is then referred to as transferability. Next, dependability refers to the dependability of quantitative research. Finally, conformability in quantitative research refers to objectivity (Afiyanti, 2008). Furthermore, Kyngäs et al. (2020) stated the research investigated five key dimensions of trustworthiness that contribute to assessing the quality of qualitative research conducted through content analysis: credibility, dependability, confirmability, authenticity, and transferability.

a. Credibility: The research establishes its findings on existing literature and studies related to headhunter activities, marketing techniques, customer engagement, and client intentions (Kyngäs et al., 2020). Additionally, the researcher's professional experience as a Business Development intern at IBISMA Incubation provides contextual insight.

b. Dependability: Data collection relies on interviews and observations to ensure a comprehensive understanding of the research phenomenon (Kyngäs et al., 2020).

c. Confirmability: Interviewing a representative from the Job Connect Team strengthens the alignment of data collection with the research objectives (Kyngäs et al., 2020).

d. Authenticity: The research upholds academic integrity by citing and referencing relevant sources utilized throughout the study (Kyngäs et al., 2020).

e. Transferability: By applying marketing perspectives to analyze headhunter activities, the research findings hold potential for application in future studies beyond the immediate context (Kyngäs et al., 2020).

CHAPTER 4
RESEARCH FINDINGS AND DISCUSSION

4.1 Finding

Data collection was taken in two ways. Some data was mainly taken from interviews (primary data) and some data was taken from observation during the internship (secondary data).

4.2 Observation

This research explains six-month internship experience at IBISMA, specifically within the business development department. During this period, the researcher served in a multifaceted role, encompassing both digital marketing activities through social media and program engagement alongside client relationship management, focusing primarily on IBISMA's tenant startups. Through active participation and observation, the researcherd gained valuable insights into programs designed to enhance tenant sales and foster export initiatives beyond Indonesia.

4.3 Interview

The interview as a method of data collection involves verbal questioning by the interviewer and verbal response by the subject. As in observational data collection, interviews can be unstructured or structured. In the unstructured interview, neither the specific questions to be asked nor the responses of the subjects are predetermined. On the other end of the continuum is the structured interview. Questions are predetermined and an order in which to ask the questions is established. Responses may be either open-ended, in which the subject responds in his own words, or fixed-alternative, in which the subject must choose from a list the answer that best fits his response (Boyd, 1985).

The research involved targeted interviews with four key individuals. First, the director of IBISMA offered valuable insights into the organization's current and future plans for export and import programs. Additionally, three interviews were conducted with IBISMA tenants fulfilling two criteria: (1) possessing products eligible for export and (2) actively planning to participate in export initiatives. This selection strategy ensured targeted exploration of the research topic from both organizational and individual perspectives.

4.4 Respondent's Data

Four key informants participated in this research, providing diverse perspectives on export-import processes within IBISMA. The first respondent, the director, offered crucial insights into the organization's current and future initiatives, outlining planned programs and strategic directions. The remaining three respondents were IBISMA tenants or startups specifically chosen for their export potential. These tenants possessed products deemed eligible for export and demonstrated a firm commitment to pursuing overseas markets. Their detailed data is provided in Table 4.4 below that form the foundation for this research's analysis.

Table 4.4 Respondent's Data

Respondent Number	Name	Position	Business	Business kind	Status of export and import	Year of start
1	Bagus Panuntun, S.E, M.BA	The Director	IBISMA	Incubator	Still planning	2018
2	Anindya Satyanurgaha	The Owner	Batika	Bags made of Indonesian traditional fabric	Not yet succeed	2018
3	Sumartono	The Owner	Gulanee	Coconut sugar	Already	2014
4	Sharif Ihsanuddin	The Owner	Sabila Craft	Decoration, and handmade Craft	Already	2020

Source: Primary data, 2023

4.5 Interview Results

4.5.1 Opportunities of export and import

This research, based on four interviews with the director and startups of IBISMA, identified five key opportunities for the organization's export-import development:

a. Abundance of Diverse Products: The director (Respondent 1) highlighted the strength of IBISMA's diverse tenant base, each possessing a multitude of exportable products. This variety creates a strong foundation for attracting international buyers and catering to different market demands.

b. Supportive Government Initiatives: All respondents acknowledged the significant support provided by the

Indonesian government for incubators and startups. This includes:

i. Collaborative Programs: Respondent 1 emphasized the positive relationship between IBISMA and the government, citing collaborations like the G20 Summit's startup support programs in Bali. These initiatives expose startups to international audiences and enhance their market visibility.

ii. Marketing Assistance: Respondent 2 lauded the government's extensive network of overseas agents, facilitating broader product reach and market penetration.

iii. Training and Facilitation: Respondents 3 and 4 mentioned government-organized online webinars and exhibitions like KUB (Koperasi dan UMKM) focused on export training and market exposure.

iv. Customer Acquisition: Respondent 4 acknowledged the government's assistance in connecting startups with potential customers, further highlighting the importance of government support.

c. Unique Product Value: Respondents 2, 3, and 4 each emphasized the distinct value proposition of their exportable products. Respondent 2 showcased their unique, high-quality, and design-centric "anti-twin" batik bags, tailored for specific markets like Europe. Respondent 3 highlighted their diabetic-friendly coconut sugar, already exported to the US, Europe, and China, demonstrating its global market potential. Finally, Respondent 4 emphasized the handcrafted nature and cultural significance of their products, already successful in the US market in 2018.

d. Continuous Innovation: Respondent 2 underscored the critical role of ongoing innovation in their traditional fabric bag

business. This commitment to development ensures product relevance and market competitiveness.

e. Collaborative Partnerships: Both Respondent 1 and 3 identified the potential for fruitful collaborations. Respondent 3 cited a successful co-branding opportunity with their European clients for the coconut sugar product, demonstrating the benefits of client partnerships. Respondent 1 envisioned potential partnerships with universities in other countries, enabling cross-border import and export trade for both IBISMA tenants and these universities.

Further Details: A comprehensive table outlining these opportunities in detail is provided in Table 4.5.1.

Table 4.5.1 Opportunities data

Opportunities	Respondents				Total
	1	2	3	4	
1. Abundance of Diverse Products	✓				**1**
2. Supportive Government Initiatives	✓	✓	✓	✓	**4**
3. Continuous Innovation		✓			**1**
4. Collaborative Partnerships	✓		✓		**2**
5. Unique Product Value		✓	✓	✓	**3**

Source: Primary data, 2023

4.5.2. Challenges of export and import

The four interviews conducted with the director and startups of IBISMA revealed four key challenges hindering export-import development:

a. Complex Licensing and Documentation: Respondents 1, 2, and 3 emphasized the arduous process of acquiring necessary licenses and certifications for export. Respondent 1 highlighted specific examples like Halal certificates, chemical safety approvals, and FDA clearances.

Respondent 2, with limited export experience, discovered additional licensing requirements that posed unexpected obstacles. Similarly, Respondent 3, an exporter of organic coconut sugar, faced challenges navigating Europe's specific organic certification like ECO (Switzerland).

b. Identifying suitable Importers/Exporters: Respondents 1 and 4 encountered difficulties in finding appropriate partners for their U2U (University to University) import-export program. Respondent 1 noted the varying levels of interest in entrepreneurship and trade among universities, making it challenging to secure partnerships. Respondent 4, a handicraft exporter, struggled to find international customers interested in his unique handmade products.
c. Meeting Global Quality Standards: Respondents 2 and 4 grappled with adhering to global quality standards. Respondent 2, whose handmade products comprise 80% of his business, acknowledged the challenges of meeting these standards due to the nature of his production. Respondent 4 encountered similar issues, emphasizing the diverse quality standards imposed by different countries.
d. High Cost of Equipment: Respondent 3, the coconut sugar exporter, identified the expensive equipment required for production as a challenge. The cost of specific equipment, like the filters utilizing expensive magnets, significantly impacted his financial resources.
e. Meeting Large Order Quantities: Respondent 4 highlighted the difficulty of fulfilling large container-sized orders within specified timeframes while maintaining quality control. Meeting these demands for high-volume production proved challenging for his handmade craft business.

Further Details: A comprehensive table outlining these challenges in detail is provided in Table 4.5.2. in the next page.

Table 4.5.2 Challenges data

Challenges	Respondents				Total
	1	2	3	4	
1. Complex Licensing and Documentation	✓	✓	✓		**3**
2. Identifying suitable Importers/Exporters	✓			✓	**2**
3. Meeting Global Quality Standards		✓		✓	**2**
4. High Cost of Equipment			✓		**1**
5. Meeting Large Order Quantities				✓	**1**

Source: Primary data, 2023

4.5.3 Opportunities and challenges of export and import

This section presents a consolidated table (Table 4.2.2) summarizing the opportunities and challenges identified through respondent interviews, ranked from most frequently mentioned (highest points) to least mentioned (lowest points).

a. Opportunities

Government Support (4 points): All respondents acknowledged the significant support provided by the Indonesian government for incubators and startups through training programs, network-sharing initiatives, and collaborative ventures like G20 programs. This assistance helps startups reach international audiences and gain export traction.

Unique Product Value (3 points): Respondents 2, 3, and 4 each highlighted the distinct value proposition of their exportable products. Coconut sugar's diabetic-friendly appeal, high-quality batik bags, and handcrafted cultural artifacts showcase the diverse value offerings present within IBISMA.

Client Collaboration (2 points): Respondents 1 and 3 emphasized the potential benefits of building partnerships with clients.

Co-branding opportunities and client-driven promotion efforts showcased by Respondent 3 demonstrate the mutually beneficial outcomes of these collaborations.

Tenant Diversity (1 point): Respondent 1 (IBISMA director) pointed to the organization's diverse tenant base spanning various categories as a key advantage. This variety enhances the potential to cater to a wider range of international customers and market demands.

Sustainable Innovation (1 point): Respondent 2, the owner of the batik business, emphasized the importance of continuous product development and innovation. This commitment to evolving product offerings strengthens their export potential and market competitiveness.

b. Challenges

Licensing and Documentation (3 points): Respondents 1, 2, and 3 identified the complex process of obtaining necessary licenses and certifications for export as a major obstacle. Examples like Halal certificates, chemical safety approvals, and organic certifications present significant hurdles for new exporters, particularly startups.

Finding Importers/Exporters (2 points): Respondents 1 and 4 encountered difficulties in locating suitable partners for their export goals. The U2U program's challenge in finding universities interested in entrepreneurship and trade aligns with Respondent 4's struggle to find international customers for his unique, handmade crafts.

Meeting Global Standards (2 points): Respondents 2 and 4 highlighted the complexities of adhering to global quality standards. Respondent 2, with a handmade product focus, and Respondent 4 facing diverse country-specific standards, both face challenges in consistently meeting these demanding requirements.

High Cost of Equipment (1 point): Respondent 3, the coconut sugar exporter, identified the expensive equipment needed for

production as a financial constraint. The cost of specialized equipment like filters with expensive magnets significantly impacts business resources.

Large Order Quantities (1 point): Respondent 4 highlighted the difficulty of fulfilling large container-sized orders within specified timeframes while maintaining quality control. This challenge adds pressure to his handmade craft production for export quantities.

Table 4.5.3 Opportunities and Challenges data

Opportunities	Respondents				Total
	1	2	3	4	
1. Abundance of Diverse Products	✓				**1**
2. Supportive Government Initiatives	✓	✓	✓	✓	**4**
3. Continuous Innovation		✓			**1**
4. Collaborative Partnerships	✓		✓		**2**
5. Unique Product Value		✓	✓	✓	**3**
Challenges	**1**	**2**	**3**	**4**	
1. Complex Licensing and Documentation	✓	✓	✓		**3**
2. Identifying suitable Importers/Exporters	✓			✓	**2**
3. Meeting Global Quality Standards		✓		✓	**2**
4. High Cost of Equipment			✓		**1**
5. Meeting Large Order Quantities				✓	**1**

Source: Primary data, 2023

4.7 Discussion

In this section, the collected data from the interviews, and findings will be elaborated with refereeing to other studies, the data in findings were collected from the interviews and observations by having internship for six months in IBISMA organization. Interviews were conducted with four respondents, three respondents are the tenants or startup of IBISMA, and one of the respondents is the director of IBISMA organization. The data were

categorized into two categories, first category is the opportunities for IBISMA to export and import and the second category is the challenges for IBISMA to export and import. Thus, the explanation and elaboration will be as the following.

4.7.1 Opportunities of export and import

a. Tenant Diversity

The first discovery of finding for the opportunities that could IBISMA get for export and import process is having many different startups with different products. This thing can facilitate the process to find customer faster or to have larger range to export the products, to have a multitude startup of startups offering a plethora of distinct products ranging from food and crafts to bags. IBISMA boasts a heterogeneous product portfolio with several inherent advantages.

According to Krugman (1980), for example, larger nations create a wider range of goods than smaller nations, which translates into higher export sales. Trade benefits come from the "love-for-variety" that characterizes consumer preferences and the expansion of product varieties accessible for consumption through imports. A single nation cannot produce every variety that could be produced due to scale economies in the production of each type and limited domestic resources. This kind of paradigm has many advantages, one of which is that it provides an explanation for intra-industry (or two-way) commerce. According to Andersson (2012), Entropy's value rises as the number of product categories and the homogeneity of the exports by product distribution both rise. When the export quotas of the goods that are traded are equal, the entropy reaches its maximum value. Conversely, when the aggregate volume of agri-food product

exports is concentrated at the level of a single product, the entropy's value is minimal (Andrei, 2022).

b. Government Support as a Facilitating Opportunity

This research highlights governmental support as a key opportunity for IBISMA's export-import endeavors. All respondents acknowledged the positive impact of Indonesian government initiatives in facilitating these processes. The government implements various programs and strategies, including:

i. Market Exposure Initiatives: The organization of training programs, webinars, and participation in events like G20 summits (mentioned by respondent 1) provide startups with international visibility and market exposure opportunities.

ii. Training and Development Programs: Government-organized webinars and exhibitions like KUB (as mentioned by respondent 3) focus on export training and market expertise, equipping startups with necessary skills and knowledge.

iii. Financial and Resource Support: Selected startups may receive financial assistance and targeted training programs as part of government initiatives (mentioned by respoendents 3 and 4). These multifaceted interventions align with the Indonesian government's broader economic development goals, as supporting start-up export contributes to national economic growth and competitiveness. Consequently, this constructive synergy between IBISMA and the government presents a significant opportunity for the organization to leverage these resources and expertise to enhance its export-import activities. Respondent 1's emphasis on the positive relationship between IBISMA and the government further underscores the potential for fruitful collaboration in this domain.

Numerous research (Anderson and Marcoullier, 2002; Francois and Manchin, 2013; Jansen and Nordas, 2004; Koukhartchouk and Maurel, 2003; Kucharcukova, Becky, and Raiser, 2012) concluded that strong governance has a favorable impact on commerce. Anderson and Marcouiller (2002) looked at the relationship between law enforcement and import demand. Additiodnally, they provided evidence that contract enforcement issues and corruption could make sales to the nation less secure. Moreover, Koukhartchouk and Maurel (2003) included variables reflecting institutional quality in their analysis of the possible trade impact of Central and Eastern European nations. According to comprehensive prior research, Jansen and Nordas (2004) discovered a positive and significant correlation between the quality of governance and the degree of national openness (Yogatama, 2016).

c. Continuous Innovation

This research identifies continuous innovation as another key opportunity for IBISMA's export success. As highlighted by one respondent, who produces innovative bags utilizing traditional batik fabrics, ongoing product development enhances export potential in several ways:

i. Product Differentiation: Innovation generates distinctive offerings that stand out in competitive global markets. The respondent's batik bags, with their unique blend of tradition and modernity, exemplify this differentiation strategy.
ii. Increased Market Appeal: New and improved features or designs can attract wider customer segments and cater to evolving market preferences. This aligns with research on demonstrating the positive correlation between innovation and export performance.
iii. Enhanced Brand Reputation: A commitment to innovation fosters a dynamic and forward-thinking brand image,

strengthening IBISMA's and its tenants' competitiveness in the international market. Companies like Apple, Google, Amazon, and Samsung owe much of their success to their relentless pursuit of innovation, constantly introducing new versions, features, and ideas. Therefore, IBISMA can leverage the continuous innovation of its tenants, like the batik bag producer, to create differentiated and market-appealing products. This dedication to innovation can ultimately enhance export success and solidify IBISMA's position in the global marketplace.

According to Vieira (2023), the PPI demonstrated high levels of innovation in this research, which was strongly associated with export performance. It is critical to consider the scale used to assess innovation. According to Asemokha et al. (2019), evaluating innovation in international contexts attempts to capture the company's ability to respond to market volatility, whether resulting from contextual changes resulting from situations of high uncertainty (such as those that characterize this research) or from the identification of new opportunities in target markets and the ability of organizations to capitalize on them (see Appendix C). This scale is particularly effective at capturing innovation capabilities during tactical stages, but less so in early R&D stages. As a result, we decided to investigate potential links between innovation and marketing capabilities.

d. Mutually Beneficial Client Collaboration

This research identifies client collaboration as a valuable opportunity for IBISMA's export success. Two respondents emphasized the potential advantages of partnering with clients in the target market. These partnerships create a synergistic relationship where both parties benefit:

i. Enhanced Market Penetration: Clients with established local market networks and expertise can effectively promote and advertise the exporter's products, facilitating deeper market penetration in the target country. Respondent 3's example of their client promoting their products in China exemplifies this benefit.
ii. Shared Resources and Expertise: Collaborations can enable knowledge sharing and resource pooling, optimizing both parties' capabilities for export-related activities. This aligns with the concept of inter-organizational relationships in international trade, where collaborative strategies enhance export performance.
iii. Alignment of Common Interests: Respondent 2 identified the potential for mutually beneficial partnerships with other countries based on shared interest in import and export trade. Such collaborative ventures can lead to mutually beneficial trade agreements and streamlined export processes. Therefore, IBISMA can actively cultivate partnerships with clients and international organizations to leverage their market knowledge, expertise, and resource networks. This collaborative approach can significantly enhance the organization's export success and market reach.

Benevolence has a positive effect on relationship performance. As a result, exporters should make every effort to facilitate benevolence by developing marketing programs specifically designed to increase the level of commitment and satisfaction of their importers. Despite the fact that commitment is exogenous to our conceptual model, previous research has shown that it can be enhanced through mutual trust, shared value, close communication, and adaptation to each other's operations Gundlach

(Chu, 2000). Furthermore, previous research has shown that increasing the competency and capability of the exchange partners, perception of fairness, trust, and close communication can improve relationship satisfaction (Dong-Jin, 2007).

e. Unique Product Value

This research highlights the distinctive product value offered by IBISMA's diverse tenant base as a key opportunity for export success. Each startup showcases unique offerings, as exemplified by:

i. Respondent 2's handcrafted bags: Made from traditional fabrics, these bags offer a blend of cultural heritage and contemporary design, differentiating them from mass-produced competitors. Respondent 2 rightly emphasizes the lack of comparable products in the market, highlighting the unique value proposition.
ii. Respondent 3's organic coconut sugar: Already exported to countries like China, USA, and Europe. This product caters to growing global demand for healthy and sustainable food options. Its established export record further underlines its market potential.
iii. Respondent 4's handmade crafts: Produced by 100 employees, these crafts embody cultural authenticity and artisanal workmanship. The conscious choice to avoid machine production adds to their appeal for customers seeking unique and hand-crafted goods. Respondent 4's prior export success to the USA demonstrates the marketability of these products.

The heterogeneity of values showcased by these products significantly enhances IBISMA's export potential. This variety allows the organization to cater to diverse market segments and niche preferences, attracting a wider customer base globally. This aligns

with research on export diversification strategies, which emphasize the competitive advantage of offering a range of distinct products. Therefore, IBISMA should leverage the unique value propositions of its tenants' products to attract international buyers and expand its export footprint. By effectively communicating the cultural significance, artisanal quality, and sustainable features of these offerings, IBISMA can capitalize on the growing demand for unique and value-driven products in the global market.

There is a study of Laos products shows the less value of these products and affection of that, the research mentioned that the main findings indicate that Laos has a large number of non-active products. The number of products exported is a small proportion of the total, whereas imports cover a large proportion of the total product in the world. This implies that The Lao People's Democratic Republic relies on products from other countries. Lao export products are primarily concentrated on natural resources. They have little added value because they are exported as raw materials. Many agricultural products are widely produced in Lao PDR; however, they have lost their comparative advantage in recent years due to low market prices (Wongpit, 2017).

4.7.2 Challenges of export and import

i. Complex Licensing and Documentation

This research identified complex licensing and documentation requirements as a major challenge for IBISMA's export-import activities. Nearly all respondents emphasized this hurdle, highlighting its significant impact on their operations.

i. Varying Regulations: Export and import regulations, including licenses and necessary documentation, differ significantly across

countries. This inconsistency creates confusion and increases the complexity of navigating compliance requirements.

ii. Time-Consuming Process: Obtaining necessary licenses and approvals can be a lengthy and bureaucratic process, requiring significant time and resources from startups and the organization. This delay in authorization poses a challenge for timely export and import activities.

iii. Diverse Documentation: The sheer volume and variety of required documents, encompassing aspects like health certificates, quality control certifications, and industry permits, adds to the burden and complexity of the process.

These factors combine to render licensing and documentation a significant obstacle for IBISMA and its tenants. This aligns with research on emphasizing the challenges posed by complex and heterogeneous export regulations for small and medium-sized enterprises. Therefore, it is crucial for IBISMA to develop strategies to overcome this challenge. This could involve by building comprehensive resource guides providing tenants with detailed information on specific country requirements, furthermore by partnering with trade facilitation organizations. By actively addressing this challenge, IBISMA can create a more supportive environment for its tenants and enhance their success in export-import endeavors.

Documentation requirements in international trade serve a variety of functions. Documents required as part of governmental procedures, supply chain management, and payment requirements are examples of these. Managing the various documentary requirements becomes difficult as information is required to be submitted to various agencies (UN-ECE & UNCTAD, 2011). To facilitate trade transactions, all stakeholders must be familiar with the documentation involved and the rights associated with it, and they must work together to achieve efficiency

(Onwuegbuchunam, 2021). The difficulties encountered during import/export transactions at ports can be related to documents or facility/documentation procedures. At the ports, a number of agents/agencies are involved in import and export transactions. We have Clearing and Forwarding (C&F) agents, shipping companies (that discharge or load the goods in the port), trucking companies, and so on. On the other side of the transaction, we have government representatives such as the Nigerian Customs Service, the Nigerian Port Authority (NPA), and terminal operators (who statutorily manage the terminals on behalf of the NPA) (Onwuegbuchunam, 2021).

b. Identifying Suitable Importers/Exporters

This research identified finding suitable importers/exporters as another significant challenge for IBISMA's export-import operations. Two respondents highlighted this difficulty:

i. Respondent 1 (IBISMA director): Seeking universities as U2U (University to University) export-import partners proved challenging due to varying levels of interest in entrepreneurship and trade among universities. This aligns with research on university engagement in international trade, showcasing the complexities of finding compatible university partners.
ii. Respondent 2 (handicraft artisan): Locating international customers for unique handmade crafts presented difficulties despite having successfully exported to the USA. This finding resonates with research on niche market entry challenges, emphasizing the specific hurdles faced by exporters of non-standardized products.

Several factors contribute to the complexity of finding suitable partners:

i. Product Specificity: Certain products, like Respondent 2's handmade crafts, require targeting niche markets due to their unique characteristics, making it more challenging to identify compatible buyers.
ii. Global Competition: The vast pool of international exporters and importers necessitates diligent research and effort to stand out and attract suitable partners.
iii. Building Trust: For first-time exporters, establishing trust and convincing potential customers requires additional time and effort, further extending the partner search process. Therefore, IBISMA can implement various strategies to mitigate this challenge for example Market Research and Targeting is Conducting thorough research to identify appropriate target markets and potential partners based on product type and compatibility, or by networking and Relationship Building could Actively participating in trade fairs, industry events, and online platforms to connect with potential buyers and build lasting relationships. It can be also by creating targeted marketing materials and communication strategies to showcase the unique value proposition of IBISMA's tenant products and attract suitable import partners.

Import-export business can be a great way to diversify and expand your Indian export product line while increasing sales. When you export, you are selling goods and services manufactured in one country to customers in another. Many businesses can benefit from exporting, especially when domestic opportunities in the importing country are limited. However, as an exporter, finding buyers for your product can be the most difficult challenge, especially if you are just getting started with

your import export business. Selling in another country is never easy. Exporting entails more than just shipping goods to another country; it also entails understanding your customer and market, as well as how to get paid (Sharma, 2023).

c. Meeting Global Standards

This research identified complying with diverse and evolving global quality standards as a significant challenge for IBISMA and its tenants in the export-import realm. Two respondents highlighted the difficulties associated with adapting to these standards:

i. Differing Requirements: International markets often have stringent and complex quality standards that differ from those in the domestic market. This discrepancy necessitates significant adjustments to production processes and product specifications, posing a challenge for exporters.
ii. Adaptation Costs: Implementing changes to meet international standards can involve substantial financial and logistical investments, particularly for smaller businesses with limited resources.
iii. Knowledge Gaps: Understanding and adhering to the intricacies of various international standards can be challenging for exporters, especially those lacking prior experience in export activities.

Respondent 2, who has already exported, provided a specific example of this challenge. They referenced a study on EU mango import regulations in Ghana, highlighting the reluctance of farmers to adopt recommended practices due to the perceived cost and complexity involved. This aligns with research on the challenges faced by small and medium-sized enterprises in complying with international quality standards. Therefore, it is crucial for IBISMA to implement strategies to assist its tenants in meeting these demanding standards. IBISMA may

Provide training and resources by Offering workshops, seminars, and access to relevant information on specific international standards and compliance requirements. A helpful insight can be by Facilitating collaboration and Connecting tenants with experts and consultants.

By addressing this challenge and providing necessary support, IBISMA can empower its tenants to navigate the complexities of international standards and achieve successful export-import operations. This support includes access to academic resources and expertise in international trade law, finance, logistics, and marketing. IBISMA staff also collaborate with researchers and experts from UII's various academic departments to provide tenants with the latest knowledge and best practices in international trade.

According to the findings, compliance with EU certification and standards practices is primarily influenced by education, farm size, farm income, GAP, ready market, and training. Furthermore, the vast majority of farmers sold their mangoes to processors. Furthermore, farm and institutional factors such as market availability, harvest quantity, and credit access are important variables in explaining farmers' market outlet preference. Farmers' socio-demographic characteristics were the most influential in their choice of local marketing outlets. The primary variable explaining farmers' choice of processors as a marketing outlet was the quality of the fruits (Bannor, 2023).

d. High Cost of Equipment

This research identifies the high cost of specialized equipment as a significant challenge for some of IBISMA's tenants engaged in export activities. Respondent 3, an exporter of coconut sugar, highlighted this specific hurdle:

i. Scaling Production for Large Orders: Meeting large order quantities often requires significant increases in production capacity. This typically necessitates investment in advanced

machinery and technology, which can be cost-prohibitive for smaller businesses.

ii. Resource Constraints: For exporters like Respondent 3, whose product (coconut sugar) requires specific equipment like filters with several stages, the financial burden of acquiring and maintaining such machinery can pose a major obstacle.

iii. Limited Access to Funding: Securing financial resources to cover the high costs of essential equipment can be challenging for startups and small businesses, further hindering their ability to scale production for export orders.

This finding resonates with research on the financial constraints faced by small and medium-sized enterprises in international trade, emphasizing the specific challenges associated with acquiring necessary equipment for export-oriented production. Therefore, it is crucial for IBISMA to consider strategies to address this challenge and support its tenants in acquiring essential equipment, IBISMA could facilitate an access to grants loans, or any other financial instruments, or IBISMA can encourages purchasing initiatives among tenants to negotiate better prices.

Promoting collaborative procurement: Encouraging collective purchasing initiatives among tenants to negotiate better prices and share equipment costs when feasible.

e. Large Order Quantities

This research identifies fulfilling large-volume orders as a significant challenge for some of IBISMA's tenants, particularly those venturing into export for the first time. Respondent 4 specifically

highlighted this difficulty, drawing a distinction between the scale of domestic and international sales.

i. Increased Production Demands: Exporting often involves fulfilling significantly larger orders compared to domestic sales. This necessitates a substantial increase in production capacity, demanding more resources and manpower.
ii. Labor Constraints: Meeting large order requirements can overwhelm limited production teams, leading to potential issues with timely delivery, product quality control, and overall efficiency.
iii. Resource Mobilization: Managing larger orders requires additional investments in raw materials, equipment, and logistics, stretching the resources of smaller businesses and potentially impacting their financial stability.
iv. Organizational Adaptation: Scaling operations to accommodate large orders can be challenging for startups and small businesses accustomed to smaller production batches. This can involve adapting workflows, establishing new partnerships, and implementing new control measures.

This finding requires the organization to find out strategies such as adopting workshops and resources to help tenants optimize production processes, improve efficiency, and develop strategies for scaling up operations. By facilitating partnerships with logistics companies, raw material suppliers, and other relevant stakeholders could secure reliable resources and streamline order fulfillment processes.

CHAPTER 5
CONCLUSION

5.1 Conclusion

This research identified five prominent challenges faced by IBISMA and its tenants in their export endeavors:

a. Complex Licensing and Documentation: Emphasized by three respondents, this challenge stems from the varying and time-consuming nature of licensing and documentation requirements across different countries. This complexity presents a significant hurdle for startups navigating export regulations and obtaining timely authorization. This finding aligns with research on highlighting the challenges faced by SMEs in complying with diverse export regulations.
b. Identifying Suitable Importers/Exporters: Two respondents noted this difficulty. Finding compatible partners can be particularly challenging for niche product exporters and first-time exporters who need to build trust and establish relationships with international buyers. This aligns with research on the complexities of partner selection in international trade, especially for non-standardized products.
c. Meeting Global Standards: Highlighted by two respondents, adhering to diverse and evolving global quality standards poses a significant challenge. The costs, technical complexity, and knowledge gaps associated with adaptation to international standards can hinder export initiatives for smaller businesses. This finding resonates with research on the difficulties faced by SMEs in complying with stringent international quality standards.
d. High Cost of Equipment: One respondent emphasized the financial burden of acquiring specialized equipment necessary for scaling production to meet large export orders. This challenge is particularly relevant for businesses with limited resources and can significantly constrain their

export potential. This aligns with research on the financial constraints faced by SMEs in acquiring equipment for export-oriented production.

e. Large Order Quantities: Mentioned by one respondent, fulfilling large-volume orders presents a major challenge for some tenants, particularly those new to exporting. Scaling production to meet demand requires significant resource mobilization, organizational adaptation, and efficient management to avoid issues with labor, quality control, and timely delivery. This finding resonates on the challenges faced by SMEs in managing large export orders. These identified challenges present critical areas for IBISMA to focus its support and development efforts.

This research identified one prominent challenge faced by IBISMA in import endeavors:

A primary challenge identified by one respondent was the difficulty in locating suitable partners for product importation. To address this, the organization proposes a novel University-to-University (U2U) abroad program, facilitating reciprocal product imports between participating institutions.

By implementing strategic solutions such as streamlined resource guides, partner search assistance, compliance training, and financial support programs, IBISMA can empower its tenants to overcome these hurdles and achieve their export goals in the international market.

This research identified five key opportunities for IBISMA to facilitate the export success of its tenant startups:

a. Government Support: All four respondents highlighted the supportive role of the Indonesian government in promoting export activities. Government-organized training programs, market exposure initiatives, and financial assistance were identified as valuable resources for startups venturing into international trade. This aligns with research on emphasizing the positive impact of government interventions on SME export performance.

b. Unique Product Value: Three respondents emphasized the distinctive value proposition of their products as a competitive advantage in the export market. Handcrafted artisanal crafts, sustainably produced coconut sugar, and innovative batik bags exemplify the diverse and value-driven offerings of IBISMA tenants. This diversity caters to niche markets and evolving consumer preferences, providing a strong foundation for export success.
c. Client Collaboration: Two respondents identified the potential benefits of partnering with clients in target markets. Clients can provide market expertise, promotional support, and established distribution channels, facilitating efficient market penetration and enhanced export performance. This collaborative approach resonates with research on the positive impact of inter-organizational relationships in international trade.
d. Tenant Diversity: One respondent emphasized the advantage of IBISMA's diverse tenant base encompassing a variety of product categories. This diversification mitigates market dependence, reduces risk, and creates broader market reach, enabling IBISMA to cater to a wider range of customer demands and export opportunities. This aligns with research on the positive correlation between product variety and export performance.
e. Continuous Innovation: One respondent highlighted the importance of continuous product innovation for achieving export success. This aligns with research on] demonstrating the positive impact of innovation on competitiveness and export performance. IBISMA can encourage and support its tenants in adopting innovative practices and developing differentiated products to stay ahead in the global market.

This research identified one key opportunities for IBISMA to facilitate the import success:

a. Client Collaboration: Recognizing a substantial import opportunity, IBISMA leverages its university partnerships to implement a University-to-University (U2U) abroad import strategy. This approach capitalizes on

its existing incubator network, streamlining resource allocation and maximizing potential benefits.

These identified opportunities provide a strategic roadmap for IBISMA to leverage its strengths and resources to empower its tenants and achieve sustainable export success in the international market.

5.2 Recommendations

This research offers valuable insights into opportunities that IBISMA can leverage to enhance its tenants' export-import success.

a. Capitalizing on Government Support: The active role of the Indonesian government in promoting startup exports presents a significant advantage. IBISMA can strategically strengthen its government ties by actively participating in training programs, market exposure initiatives, and financial assistance schemes offered by government agencies. This proactive engagement can secure valuable resources and expertise for its tenants, facilitating their entry into the international market. This aligns on highlighting the positive impact of government interventions on SME export performance.
b. Harnessing Diverse Product Value: The multitude of startups with distinctive product offerings within IBISMA's ecosystem creates a strong advantage. This heterogeneity caters to diverse market demands and niche preferences, providing a wider base for export and import activities. IBISMA can leverage the unique value propositions of its tenants, such as handcrafted crafts, coconut sugar, or batik bags, to target specific market segments and capitalize on evolving consumer trends. This diversification strategy resonates on demonstrating the positive correlation between product variety and export performance. By actively pursuing these opportunities and strategically aligning with government initiatives and

leveraging the unique value of its tenants' products, IBISMA can establish a resilient and successful export-import ecosystem.

This research identifies several challenges that require IBISMA's attention to facilitate its tenants' export-import success. Here are some recommendations for addressing these challenges based on the research findings and your insights:

a. Complex Licensing and Documentation: Collaboration with Facilitation Experts IBISMA can partner with organizations specializing in export documentation and licensing procedures. These expert partners can provide guidance, resources, and streamlined processes to navigate the complexities of regulatory compliance, furthermore IBISMA can collaborate with industry associations and government agencies to advocate for simplified and harmonized export-import regulations. This can create a more conducive environment for startups and SMEs to engage in international trade.
b. Challenge 2: Meeting Global Standards: training and knowledge Sharing that IBISMA could do by conducting workshops and training programs to equip tenants with the knowledge and skills required to comply with various international quality standards, including ISO certification. Financial aspect is important too. IBISMA can explore grant programs or funding initiatives to support tenants in meeting international standards.
c. Challenge 3: Identifying Suitable Importers/Exporters: IBISMA can employ a multi-pronged approach to connect tenants with potential partners. This may involve actively participating in trade fairs, utilizing online trade platforms, and developing collaborations with universities or other relevant organizations. An important recommendation by encouraging active participation in industry events, conferences, and online communities can facilitate networking and relationship building with potential importers and exporters. By actively implementing these recommendations, IBISMA can empower its tenants to navigate the

complexities of export-import operations and achieve sustainable success in the global marketplace.

For Importing process, IBISMA could Identify and Capitalize on Shared Interests by Establishing collaborations with universities or organizations abroad based on mutually beneficial interests can create valuable import-export partnerships. This exchange of knowledge, expertise, and resources can enhance both entities' international engagement and innovation potential. Furthermore, Expanding Scope beyond Universities collaborations offers a valuable starting point, exploring partnerships with diverse organizations can broaden IBISMA's import opportunities and cater to a wider range of products and services.

5.3 Limitation

This section details the methodological challenges encountered while conducting research on IBISMA and its startup export-import initiative. These challenges provide valuable insights into the research process and highlight potential areas for improvement in future studies:

a. Startup Selection:
    i. Complex Eligibility Criteria: Navigating the multitude of startups within IBISMA and identifying those with export potential, considering diverse product offerings and varying levels of experience, proved to be an initial hurdle.
    ii. Low Participation Rates: Convincing certain startups to participate in the research presented a challenge, potentially due to lack of prior export experience, limited resources, or competing priorities.
    iii. Limited Accessibility: Despite repeated attempts, contacting specific startups via phone or online platforms remained unsuccessful, impacting data collection completeness.

b. Interview Scheduling and Data Collection:
    i. Time-Consuming Coordination: Arranging interviews with busy startup representatives required significant effort and flexibility, with delays and rescheduling affecting research timelines.
    ii. Language Barriers: Conducting interviews with primarily Indonesian-speaking participants while the researcher possessed limited Indonesian language skills introduced potential communication difficulties. This necessitated assistance from translators, impacting research efficiency.

c. Literature Review and Information Gap:

    Limited Academic References: Identifying relevant academic sources directly addressing certain challenges mentioned by interviewees, such as the high cost of export equipment, proved challenging, potentially due to the nascent stage of the IBISMA export program.

d. Transcription and Translation:

    Time-Intensive Process: Transcribing and translating multiple interviews from Indonesian to English added a significant workload to the research timeline, requiring dedication and meticulous attention to detail.

These challenges offer valuable lessons for further research in this area. Strategies for efficient participant selection, improved communication channels, and broader literature searching could mitigate future hurdles. Additionally, incorporating multilingual research capabilities or collaborative partnerships with local researchers could address language barriers and enhance data collection accuracy.

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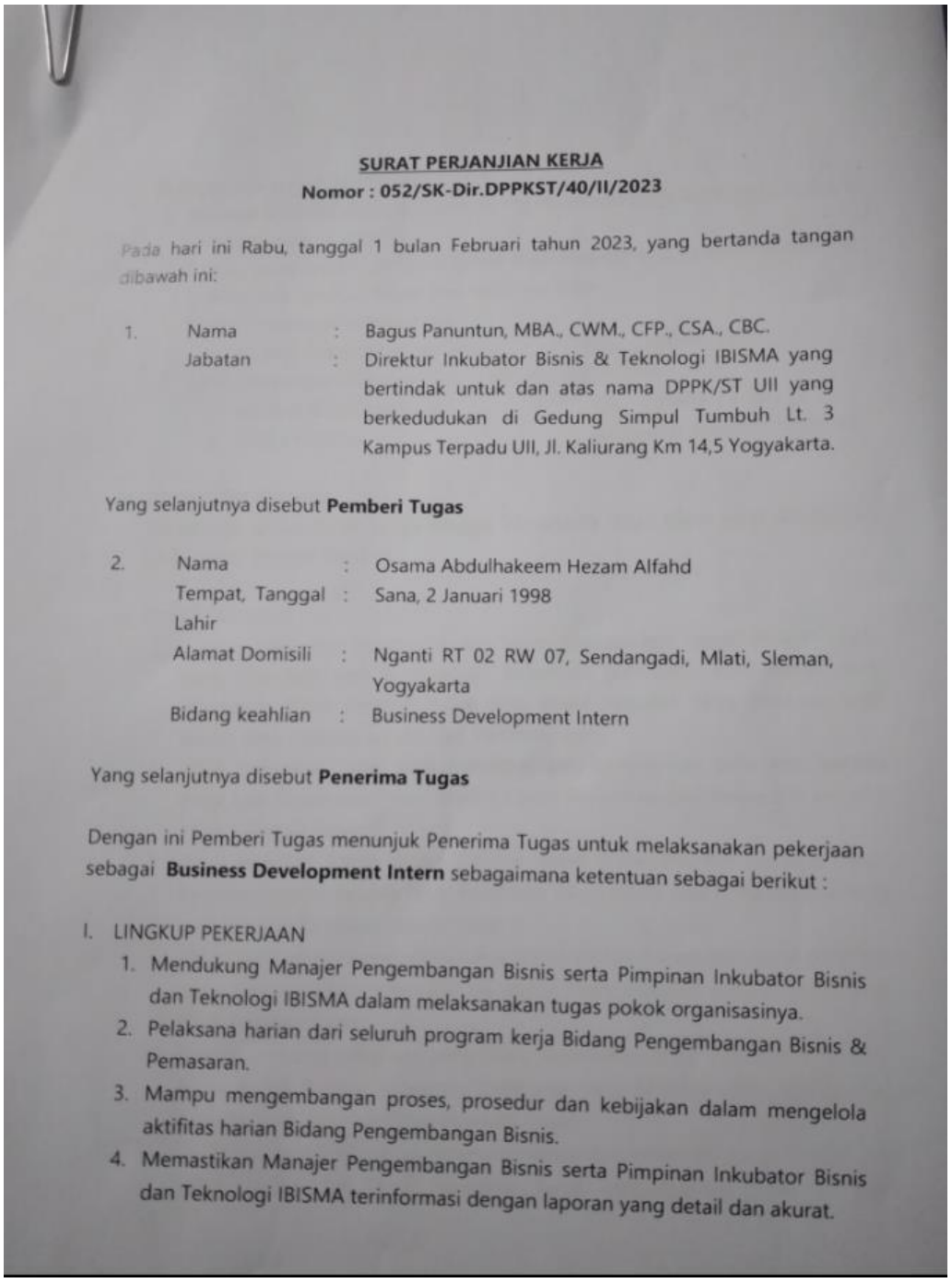
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APPENDICES

Appendix 1.

The statement of acceptance in IBISMA Incubation:



SURAT PERJANJIAN KERJA
Nomor : 052/SK-Dir.DPPKST/40/II/2023

Pada hari ini Rabu, tanggal 1 bulan Februari tahun 2023, yang bertanda tangan dibawah ini:

1. Nama : Bagus Panuntun, MBA., CWM., CFP., CSA., CBC.
   Jabatan : Direktur Inkubator Bisnis & Teknologi IBISMA yang bertindak untuk dan atas nama DPPK/ST UII yang berkedudukan di Gedung Simpul Tumbuh Lt. 3 Kampus Terpadu UII, Jl. Kaliurang Km 14,5 Yogyakarta.

Yang selanjutnya disebut **Pemberi Tugas**

2. Nama : Osama Abdulhakeem Hezam Alfahd
   Tempat, Tanggal Lahir : Sana, 2 Januari 1998
   Alamat Domisili : Nganti RT 02 RW 07, Sendangadi, Mlati, Sleman, Yogyakarta
   Bidang keahlian : Business Development Intern

Yang selanjutnya disebut **Penerima Tugas**

Dengan ini Pemberi Tugas menunjuk Penerima Tugas untuk melaksanakan pekerjaan sebagai **Business Development Intern** sebagaimana ketentuan sebagai berikut :

I. LINGKUP PEKERJAAN
   1. Mendukung Manajer Pengembangan Bisnis serta Pimpinan Inkubator Bisnis dan Teknologi IBISMA dalam melaksanakan tugas pokok organisasinya.
   2. Pelaksana harian dari seluruh program kerja Bidang Pengembangan Bisnis & Pemasaran.
   3. Mampu mengembangan proses, prosedur dan kebijakan dalam mengelola aktifitas harian Bidang Pengembangan Bisnis.
   4. Memastikan Manajer Pengembangan Bisnis serta Pimpinan Inkubator Bisnis dan Teknologi IBISMA terinformasi dengan laporan yang detail dan akurat.

II. MASA KERJA & NILAI KONTRAK

1. Masa kerja efektif ditetapkan selama 4 bulan terhitung sejak tanggal 1 Februari 2023 hingga 1 Juni 2023.
2. Waktu pelaksanaan ini hanya dapat diperpanjang apabila ada kesepakatan antara pihak Pemberi Tugas dan Penerima Tugas.
3. Skema kontrak kerja antara lain:
   a. Insentif Transportasi per bulan Rp. 750.000,- (nett)
4. Skema tunjangan diluar upah yang tersedia antara lain:
   a. Lembur diluar hari kerja Rp. 50.000,-/ 1 hari
   b. Bonus Kinerja Berdasarkan kebijakan organisasi

III. CARA PEMBAYARAN

Dibayarkan setiap bulan (pada tanggal 25) selama masa tugas yang ditetapkan pada Surat Perintah Kerja ini.

IV. SYARAT-SYARAT

1. Lingkup pekerjaan tersebut di atas harus dilaksanakan sesuai dengan tugas yang diberikan dan berdasarkan ketentuan jam kerja operasional yang ditentukan Pihak Pemberi Tugas serta sesuai petunjuk yang diberikan baik secara lisan maupun tertulis dari Pemberi Tugas.
2. Pihak Penerima Tugas tidak diperkenankan mengalihkan pekerjaan kepada Pihak Lain (harus dikerjakan sendiri) dalam kondisi apapun tanpa ada izin dari Pihak Pemberi Tugas.
3. Pihak Pemberi Tugas secara sepihak dapat mencabut/membatalkan Surat Perintah Kerja ini apabila Pihak Penerima Tugas dinilai lalai terhadap apa yang tercantum pada syarat- syarat 1 dan 2.
4. Harga yang telah disepakati tersebut diatas adalah merupakan harga pasti dan tanpa ada kenaikan harga kecuali akibat *Force Majeure* yang disetujui oleh Pihak Pemberi Tugas.
5. Pembayaran atas pekerjaan yang telah diselesaikan akan dilaksanakan dengan Berita Acara Prestasi (Opname) pekerjaan yang disahkan oleh kedua belah pihak serta diakui oleh Pihak Pemberi Tugas.
6. Pihak Penerima Tugas tidak diperkenankan untuk mempekerjakan tenaga yang belum mahir dan Pihak Penerima Tugas bertanggung jawab terhadap

kerahasiaan data serta kerusakan material/peralatan milik Pihak Pemberi Tugas dan akan dikenakan denda sebesar nilai material/peralatan yang rusak atau hilang.

7. Penugasan diluar surat perintah kerja sama diatur sesuai dengan peraturan yang berlaku.

Demikian Surat Perjanjian Kerja ini di dibuat dan ditandatangani oleh kedua belah pihak diatas kertas bermaterai dengan sukarela tanpa paksanaan atau tekanan dari pihak manapun setelah para pihak membaca dan memahami isinya.

Yogyakarta, 1 Februari 2023

Pemberi Tugas	Penerima Tugas
Bagus Panuntun, MBA., CWM., CFP., CSA., CBC.	Osama A.H. Alfahd

Appendix 2.

Daily log Internship

Name : Osama Abdulhakeem Hezam Alfahd
Student number : 20311563
Concentration : Marketing
Name of company : IBISMA-UII
Division/unit/Dept. : Business Development
Field Supervisor : Lutfi Hakim S.E., MBA., MiM.
Lecturer Supervisor : Istyakara Muslichah. S.E.,MBA.
Date of start : February 1, 2023
Date of completion : June 1, 2023

Date	Length of work (hours)		Brief description of activity
1	1, Feb	8-16	Introduction about IBISMA, and signing the contract of the internship
2	2, Feb	8-16	understanding the tasks, and studying the materials
3	3, Feb	8-16	joining some meetings and programs, and discussing the tasks and goals for February
4, Feb		Holiday	
5. Feb			
4	6, Feb	8-16	making contents for (Innovation Festival 2023) that was hold in 18 & 19 of January, in order to share the summary on the social media and website of IBISMA
5	7, Feb	8-16	making review for the previous

			tenants and checking their performance, 2- meeting the social media admin to discuss the performance on social media
6	8, Feb	8-16	making review for the previous tenants and checking their performance, 2- meeting the social media admin to discuss the performance on social media
7	9, Feb	8-16	reviewing the UBIC suggestion contents and adding some improvement
8	10, Feb	8-16	Going to the faculty of business and economics to have meeting with education ministry, by request from Ms. Katya
11, Feb		Holiday	
12, Feb			
9	13, Feb	8-16	- have meeting on the office of ANGEL in law faculty to prepare the office and took some pics with the new setup, - have meeting with one of the workers in Indonesia Bank to discuss incubate with some of their tenets, with my

			supervisor Mr. Hakim
10	14, Feb	8-16	- already designed the announcement of UBIC program that consists of three pages for Instagram, Facebook, and Linkedin
11	15, Feb	8-16	- Designing three slides for UBIC business ptogram for Instagram, - Designing two slides for DIGE young leaders program
12	16, Feb	8-16	- Making review for designs and adjust contents depends on the order, - planning for next slides with Mr Dimas, - translate design into English version
13	17, Feb	8-16	- designing post consists of 3 slides for UBIC program Technology, review contents and descriptions, waiting confirmation from Mr Dimas
18, Feb		Holiday	
19, Feb			

	14	20, Feb	8-16	- having meeting with the director Mr Bagus to discuss the outcomes and strategies for next

				days. - attending the birthday of UII. - posting the technology innovation register on Instagram with promoting
	15	21, Feb	8-16	- Promoting technology UBIC on Instagram after appearing some issues, -developing contents and description of the post according to lack applications
	16	22, Feb	8-16	- analyzing the promotion for UBIC 9.0 advertisement, - making email for UBIC advertisement
	17	23, Feb	8-16	- adjusting and developing email promotion for UBIC 9.0, - designing a reel for the program Innovation Festival
	18	24, Feb	8-16	- have a meeting incubators roundtable meeting in block71, - have a meeting with Mr bagus disscusing the future projects of IBISMA
	25, Feb		Holiday	
	26, Feb			
	19	27, Feb	8-16	making a report for the incubators roundtable meeting in block71
	20	28, Feb	8-16	analyzing the tenant or startup to choose specific tenants to start over the exporting plan

	1	1, March	8 hours	analyzing the social media of IBISMA for February
	2	2, March	8 hours	- Making report for February for the performance of IBISMA in February -Designing new content for IBISMA Instagam
	3	3, March	8 hours	analyzing the competitive incubators and figure out their programs in order to collaborate with them.
	4, March	8 hours	Holiday	
	5, March		8 hours	
	4	6, March	8 hours	- Attending two meeting with the director and one of the agents to discuss the future programs and problems that are faced recently like UBIC program, or Market fest. - designing a poster for extending the program of UBIC
	5	7, March	8 hours	- trying to recover some data from SD card memory of the camera of IBISMA, and going to recovery store to recover the data
	6	8, March	8 hours	- collaborating with one of the incubation business block 71, and summarizing and sharing our programs to them,

				also offer for them UBIC program to register
	7	9, March	8 hours	- attending the meeting of Inklusif tumbuh and berkembang - documenting the meeting
	8	10, March	8 hours	designing the outcome of inkllusif tumbuh program and publish it on instagram
	11, March	8 hours	Holiday	
	12, March		8 hours	
	9	13, March	8 hours	filling the report progress of internship
	10	14, March	8 hours	- designing a poster for growth fest volunteer , - handling the bio of IBISMA, - finishing the monthly report of the internship
	11	15, March	8 hours	designing and producing first video for UBIC training
	12	16, March	8 hours	- designing and producing second video for UBIC training
	13	17, March	8 hours	- have meeting with the director and some agents talking about the program of growth fest that will be held on Ramadan, - finish designing two videos with review for UBIC program

	18, March	8 hours		Holiday	
	19, March			8 hours	
	14	20, March		8 hours	- designing a video for UBIC training
	15	21, March		8 hours	- designing a video for UBIC training
	16	22, March		8 hours	Holiday of Ramdan and national day
	17		23, March	8 hours	
	18		24, March	8 hours	- designing video for UBIC training and discussing the program of growth festival in Ramadan
	25, March		8 hours	Holiday	
	26, March			8 hours	
	19		27, March	0 hours	taking a permission for sickness
	20		28, March	8 hours	- preparing for growth festival program, - adjusting the internship report for February
	21		29, March	8 hours	- opening the program of growth festival and sharing the Quran part
	22		30, March	8 hours	- checking and valuating IBISIMA tenant for export stage
	23		31, March	8 hours	- designing video for UBIC material

1	3, April	0 hours	permission for family sickness
2	4, April	0 hours	permission for family sickness
3	5, April	8 hours	designing video reel for Instagram
4	6, April	8 hours	designing post for competition program consist of 4 slides
5	7, April	0 hours	National Holiday
8, April		Holiday	
9, April			
6	10, April	8 hours	- making description for competition program, - have meeting with the director to get plan for exporting project
7	11, April	8 hours	- designing post for congratulating (AiBI) Indonesia, - attending meeting about the UII and the international agents
8	12, April	8 hours	- publish the post for (AiBI) new positions on the social media of IBISMA - searching the data for the chosen tenant for export
9	13, April	8 hours	- making a plan for exporting project with all process and stages. - making a suggestion for promoting IBISMA by making competition
10	14, April	8 hours	- designing post for congratulating for idulfitri

	15, April		Idulfitri Holiday
16, April			Idulfitri Holiday
17, April			Idulfitri Holiday
18, April			Idulfitri Holiday
19, April			Idulfitri Holiday
20, April			Idulfitri Holiday
21, April			Idulfitri Holiday
22, April			Idulfitri Holiday
23, April			Idulfitri Holiday
24, April			Idulfitri Holiday
25, April			Idulfitri Holiday
26, April			Idulfitri Holiday
27, April			Idulfitri Holiday
28, April			Idulfitri Holiday
29, April			Idulfitri Holiday
30, April			Idulfitri Holiday
31, April			Idulfitri Holiday
1	1, May	0 hours	Holiday
2	2, May	0 hours	Holiday
3	3, May	8 hours	- making internship report for April month - posting a program of incubation business UMKUM on Instagram
4	4, May	8 hours	- making status on Instagram for new programs
5	5, May	8 hours	waiting tasks and updates
6, May		Holiday	
7, May			
6	8, May	8 hours	- have meeting with the director to decide about the exporting plan and give the confirmation to start - assigned as the manager of exporting project - making some adjustment for the exporting project plan -

			posting a reel and story on Instagram
7	9, May	8 hours	- selecting best tenants for exporting project - contacting the tenant for confirmation about joining export project
8	10, May	8 hours	- contacting the tenants and get confirmation to join the exporting project with clarify for them the goals of the project and answering their questions
9	11, May	8 hours	- making a suggestion to make a contract with tenants for exporting project
10	12, May	8 hours	- have meeting with the director to discuss and adjust some plans of the B2B project
13, May		Holiday	
14, May			
15, May	8 hours		start searching for customers to export
16, May	8 hours		going to faculty to register in KKN as they request
17, May	8 hours		- adding a tenant to the project of exporting and making some adjustments
18, May		National Holiday	
19, May	8 hours		- making exporting agreement to sign by IBISMA and tenants
20, May		Holiday	
21, May			
22, May	8 hours		joining Angel program for sustainable program in UGM
23, May	8 hours		joining Angel program for sustainable program in UII
24, May	0 hours		sickness permission

25, May	8 hours	designing video for UBIC 9 program
26, May	8 hours	improving dealing skills by attending a course
27, May		Holiday
28, May		
29, May	4 hours	- searching for any updated related to exporting project
30, May	8 hours	making internship monthly report
31, May		completing internship monthly report
1, June	8 hours	National Holiday

Appendix 3.

Documentation Pictures







Appendix 4.

Interview transcription:

Speaker 1

So as you know that I have the my report about. Availability for IBISMA opportunities and challenges for export and import.

Speaker 1

Alright, sir. Thank you. So as I said before, I have my report as my internship in my six months. Uh, regarding the export import so. My idea of the report is to figure out what are the opportunities that IBISMA can use. OK, in order to have the process of export and import. Also, the challenges, what are these challenges? So in the future IBISMA can avoid, the interviews consist of Some of the tenants and also with you, Mr. Bagus, as the director. So if we start now, uh, can you tell us a little bit about you? And background bravely background about IBISMA. And your position in IBISMA.

Speaker 2

OK. So thank you very much, Osama me. My name is Bagus, Panto and my position is the director of abysmal technologies and business incubator. And then one of the core pieces of **IBISMA** is doing the INCUBATIONS program for examples , the technology startups or even small medium enterprises. And then Our potential tenants are not only for from the internals of the universities such as students, lectures, or researchers, but also from outside of the universities. Such as the small. Medium enterprise outside the campus and then it IBISMdA, is already built or established since 2014 and then try to focus not only. Not only doing incubations, but trying to. What we call serve the post incubations start from 2018 actually, but the post incubation surfaces dpends on the progress of its tenant.
Have a potential tenant that could be supported to both incubation programs, such as. Yeah, empower them to go to extend their market in the international markets. So we'll support them. So there is the. Link. Yeah, the link that regarded with the opportunities for export and import was included in the closing trial program actually. Alright, OK, that is Osama.

Speaker 1

OK thank you. Uh, uh, looks interesting, but uh, you are talking about the start up and the tenants, can you tell us how I? How IBISMA selects the tenants choose the tenants. OK, the start up , is there any standards or? How the way?

Speaker 2

Choosing OK actually, how do we recruit the potential tenants. We are using the two ways of recruitment. The one is scheduled recruitments and usually we. Start at the earliest of. March. Yeah, the selection will start in February and then we hope that March will already get the top 10 for examples. It starts with the call for proposals or call for tenants and then will be concentrated for eight months to. Eight months and then we'll finish the first stage of incubation program will be in November. And then the 2nd way, the 2nd way in recruitment, the tenor of recruitment will be based on projects. So we not only serve the internal stakeholder clients, but we also serve the external stakeholders, clients such as the Ministry of Small Medium Enterprises. Is uh. If they are having a program of incubations, they will ask IBISMA to do an open recruitment for potential tenants and then? We will recruit the potential tenants to join the incubation program that we set up based on the delegations from the partners. And the second opportunities are not only from the Ministry of Small Medium Enterprises projects, but it's open for many partner projects for examples from the. This business is a company or state owned enterprise such as pangraya Indonesia for examples. We are having a project to create a local inspiring entrepreneur leaders. So we open the recruitments based on the needs of our stakeholders. So the first one is scheduled, the second one is project based. So there are two two gateways to enter the Yes, if the potential tenant wants to join.

Speaker 1

Right. Ugh. OK, so we know now that's how IBISMA Selects choose their tenants, but as an incubator in Cuba. No, IBISMA my support. Uh, the start up , what are the main things or the main fields that OK, IBISMA can support the tenants or startup.

Speaker 2

OK, so actually IBISMA has many self assistants being given to the startups, if we try to. To elaborate for the surfaces that we try to provide for examples, the basic services that we provide are. Infrastructures. Yeah, for examples, we provide spaces like Co working spaces for their works and then some areas that they could do, like a business meeting and many things. And then the second one. Is a business modeling. Yeah, business modeling means we'll try to help them to have a good and sustainable business model that not only exists for one year, two years, but it's a long lasting one . We try to. To reshape the business model, the third one is a management program. We have many programs, we have many programs that could support their business instead of the INCUBATIONS program only we have many supporting programs and then. Some of them we also provide like secretarial service. This services, uh, perhaps. Uh, not what we call. Quite significant for the early stage startups, but for the business or small medium enterprises, they're already running. We we provide these services for

examples like the 10 , no 9 tenants of innovation based startups. Federica, we provide the Secretary of services and then the others are a business services and expertise, which means we provide an expert. Such as like a mentors coach or even the the the Business Network we provided them. And then the others are like access to finance. You know, one thing that becomes the need of every early stage startups or even small medium enterprises is access to financing companies or even we also provide an internal financing or we call present finding. Yeah. Present funding for our tenants. This is one of the. What we called benefits main benefits that we provide. And then.

Speaker 1

Sometimes, sometimes the financial aid or the funds. Come to 20 million rupiah. Right.

Speaker 2

Yes, of course we can provide up to 20 million rupiah for. Each start-up. And it will depend on the business progress that they will commit. In uh, in the first eight months of the early stage incubation programs. OK. And also we also we support them with. Many things, yeah.

Speaker 1

We realize a lot of benefits, a lot of benefits that uh start ups can get from IBISMA. So now this thing leads us to a bigger project As for example export and import. For sure IBISMA, I had recently had a lot of tenants. OK. Uh as an export and import? What do you think about the opportunities? What are the key opportunities for IBISMA? In order to export the products of tenants or maybe import example products from universities to here and Sell it.

Speaker 2

OK, so regarding with the. Export and import activities are the key opportunities that IBISMA had is our tenant is not fully in a digital or high tech. Startups. We also have what we call the small medium enterprises and product bases businesses. Our tenants and then this will make it easier for us to empower them to do exports and imports. That's the first key opportunity. The second key opportunities come from the relationship with some aggregators for examples like the government. Governments will help us more easily to entertain the international markets, and we also have quite close relationships for our best tenants to take the opportunities on behalf of the opportunities that are being given by the ministry. For example

Yeah. And then the government itself has. Have full attention to push. The small medium enterprises, businesses, students and export, and we have some of the

tenants that on the segments. So we have many opportunities, at least there are three key opportunities for us in IBISMA to optimize the opportunities.

Speaker 1

For me, as uh, intern person for six months. Uh, I see the products, the products of the startup. Uh, some of the products are really interesting. Uh, for example, batika batika , they have, uh, very amazing products with their bags made by the batik, right, that Indonesia is known. You know, yeah, in traditional. Fabric so. It's something interesting. Other products, for example the sugar. Uh, the healthy sugar.

So the product itself is a big opportunity also for IBISMA Smith. This is as I realized during my IBISMA internship. OK, great. So we have opportunities, but for sure there should be challenges. Can you give us some of the challenges that may face in the case of export and import?

Speaker 2

OK. Yeah. The key challenge is in the process of supporting our tenants, you do an export and import. Yeah. The first one, yeah, this is the most common challenge is talking about the Legal requirements. Such as like certifications and some permissions and what we call. Yeah. From the authority release where the authority of certain industry. Yeah. If we try to export foods for example. There are some requirements not only halal, but what we call safe from chemical materials. If in Indonesia there's released by. Big home, Big home is a big rule for protections of foods and drugs. Or SDA in the US and then wishing to do an export should be in comply with the recipient country and the destinations country. And then another key challenge to do export and import is what we call finding an importer. In the destination country is if our tenants try to do it themselves, they have to set up a. A link. A link or a network to receive the product there. We also try to we also try to. Uh set up a strategy actually set up a strategy. Using the strategy of you to you university to university. Why? Because our incubators, the parents of our incubators are universities. So we try to optimize the resources from the universities. Uh, and then this also becomes a challenge because not every university has such attention. In the entrepreneurships or even doing what we call the business commercialization for international skills, I mean entrepreneurship in the international skills. Yeah, this is the next key.

Speaker 1

OK, alright. Uh, you mentioned before, before about the government and relationships. That IBISMA has a good relationship with the government that can facilitate. Maybe the process for export and import, so in your opinion. How can

the government support? Either IBISMA itself as incubator or, uh, the tenant and start up. In order to export.

Speaker 2

OK. If we talk about how the government can support, of course the government works based on programs, they have many programs that have beneficiaries. Uh for the small medium enterprises or even startups to do an export? For examples like a business matching like international business matching by inviting the international traders from another country and then the others of a business matching it could be opportunities by inviting like the investors. Yeah, because business matching is providing the markets that investors are providing the capital. For the tenants. And then after giving many programs, usually the way of the government is. What do we call uh from a Rivero referral potential tenant, or potential startups? And then the referral process usually is by asking an incubator for their best talent. So the connections. Between the incubators and the government is playing an important role for the second part. The first type is an open program for anyones and then the second one is the referral referral process that usually the government asks for certain incubators and then gives a referral. The best talents to do the export and import. Ohh that one.

Speaker 1

Ugh. Now according to the tenants we are talking about the tenants or startup, what do you expect from them in case they are involved or choosing for export an import project? What do you expect from there or what do you want them to do for example, to prepare in order to join the export and import

Speaker 2

OK, what do I ask the tenants to be well prepared for the export and import process is of course I will push the tenants to what we call to pull fulfill and comply to anything. Requirements that need the first administrative things and then the second one after I push or encourage the tenant to fulfill the administrative things. Then usually I push them to do a market research. And then on behalf of the process, we also try to what we call build connections too on behalf of the incubators interests, to make sure not only that one startup can. Benefits from this route of export but. Some of the similar businesses of our tenants could use this strategy and then after that one. Yeah, we hope that the successful tenants that already do an export, they can be. An importer, the connections of importer in a destinations country by helping the potential tenants who will try to support to follow the route that they have already done before, so helping each other among the tenants is something that we need to. To them to give feedback not in the financial feedback, but please help the other tenants to follow their route there.

Speaker 1

We can say collaboration.

Speaker 2

Yes, of course. Collaborations.

Speaker 1

Alright, OK, we come to the last question. Is about your thoughts for the future of export and import in IBISMA? Uh uh . What do you do? Think the future or your thoughts for uh exprt and import in IBISMA?

Speaker 2

OK. Uh, my future thoughts of export and import are like this. Universities have captive the potential and captive markets in the amount of thousands, like the students in us every year we enroll around . by having 30,000 students at a time of university. This is a very potential captive market. Even if we position our students as a market, so many potential businesses or startups from the incubators of university partners, they can promote their products to our market and vice versa. From 30,000 students, if we have at least one percent, 1% of students are having attention to run a business, which means 3330 thousand 300. 300 students that have 300 products, so we can promote these products to our university partners. In other countries to fulfill their needs. So this is like. A very good. Potential collaborations between university to university and incubator to incubator.

Speaker 1

So can we say that IBISMA now planning? And working on that.

Speaker 2

Yes, we are in the process of working to realize our goals. Yeah. And then we try to build programs like the global market hub. Even though these programs have many challenges. Many challenges because we are not originally run as a business entity. Incubators are not originally run as a business entity, and our parents' organization is also not a business entity. But the university and education entity. So we need to work hand in hand with other stakeholders to optimize and successfully run the global market.

Speaker 1

OK, we hope that. Smart and their tenants and start up, inshallah, will succeed on the export and inshallah soon we will find out. Already export some of the products or either import from outside. As you said, U to U University to university. Alright Sir. Thank you so much, Mr. Bagus. For you . It was really a pleasure to have you here. I got a lot of information regarding this interview and regarding my report. Thank you so much.

Speaker 2

Hope with success with your projects and assignments.

Tenant one, Batika

Speaker 1

I want to record. Okay. Bismillahirahmanirahim. I want to ask now. The first, can you explain briefly about the business you run for?

Speaker two

Okay. I will explain a little about my business called Batika. Batika is a batik bag producer and batik umbrella originally from Jogja founded in 2018 and its been around 5 years existed in the world of batik. Then, We have three pillars for batika which are women where most of our craftsmen predominate from mothers or women, the second one we stand to culture to taking care the culture of Batik in Yogyakarta and arounds. The third is regeneration, so it can make a culture generations where the young people like the process of making Batik, so for the future Batika wants to be a Batik Producer who think about the regenaration of Batik itself also. So by that, the sustainability batik makers in Indonesia , especially in Jogja and its surroundings its keep going until dozens year to front. That’s it.

Speaker 1

Okay, Thank you for your explanation. Now, Whats the things that inspired you For make or open business this busnisses?

Speaker two

The things that inspired me to make the business actually because we want to make the young generation loves batik as our dream,

For example like coffee industry for moment this is what it is being succeed. That dominated by baristas or this coffee maker domination is young generation. It was dominated by old generations, But now Already start regeneration of this coffee succeed Because what its ecosystem formed that's it when want to something moment Later We Can make regenerating batik is like coffee when This So batik maker That No dominated by old generation or most batik maker is generations already _ aged 70 and over Well, we want to bring this batik known child young and batik maker This So One there are cool jobs too One pride they For made our batik already do This especially in our batik umbrellas making or our production process around 30% is done by vocational school graduates. So straight after they graduated the high school they work and make batik crafts in our umbrellas , here we go the customers too wide so possibility big for reach they made decent job it's very big.

Speaker one

What is the unique of your business?

Speaker two

One motif is only one piece. So you will not find the twins of it. In Bahasa its Anti Kembaran. One and Only.

Speaker one

Now, What are the key opportunities for export and import through IBISMA?

Speaker two

Because previously I have not yet once do export nor import.

Speaker one

if there is possibility in the future in God Willing

Speaker two

Yes, because this moment I have not yet a market for export nor our import market opportunities for to outside or get goods from outside what we can do is being innovate in our business and its very interesting like that Because we really like with innovations new especially which later will can upgrade or become the trend center in the world of batik like we did in the umbrella That it's also innovation from current developments. So it was batik only it's on the cloth we try for umbrella it turns out you can use our ingredients also use options I see So

why Not, if for example There is opportunity from outside to in or We Can open the market out this is very interesting for us to made something learning and challenges for We For Can accepted product we 're abroad.

Speaker one

God Willing. Batika has a really good bag. Maybe in Europe there will so many people like the bag. So in God Willing Batika can doing export to Europe.

You Already said that you don’t have documents This for example What is the challenges?

Speaker two

Challenges, right? Okay, the challenge for us because we have not yet once to do the export, So Possible related with document or licensing licensing We Not yet Possible there are things we haven't completed and If of course There is terms particular in perhaps Europe or in America which requires it Possible Yes There are standards special For coloring Maybe here we are still Not yet knowing and that need We need to learn Again For fulfil need they like that second challenge That For standardization product standardization product This We know that handmade products or product which can said the process 70% 80% is done by humans whereas product export usually standardization tight Well for like What when This made For standardization handmade products arrived how much be big right example make bird motifs, birds This what was made ? benchmark is picture print or in drawing everyone and everything else Certain There is difference although a little bit of this We Still Not yet know standardization product export That Actually like What Because temporary This We only sell retail to individuals abroad such as in America , Germany, Italy and so on just Not yet in accordance possible standards our shadow is exported That is in One container and when there is human error or Possible example There is One failed product is This influence all or only product this is what was returned or directed well like that's us still Not yet know the procedures and how anyway so product We No yes We No make a loss with sale in a way export That like that Because Because This export the goal right serious and this relate with What yes values in culture we are also in Indonesia especially For showed to overseas that product we have good quality just For handmade products Are This standard This which exists benchmarks special or the standard Like have we not ? you know, this is what I want we need to challenge it that Possible There is training special from ibisma For explain about handmade products that will exported This standardization like what and when There is failure earlier there is one that is possible We Passed quality control is influence all or only some of this We Still Not yet know the rules for export import like That

speaker one

Thank you. Now, How the method of government support your business in do export import for more effective?

Speaker two

For moment This The government is very supportive business We especially For Yesterday the G20 event was in Bali. Keep going Yesterday There is also an event from Bank Indonesia for Ice Saving in Jakarta , that is one of the government support in introduce product Domestically , especially our UMKM , have been greatly helped that It turns out We capable have standardization product international Because We know that a number of event from The government event is an event of scale international and us There is product we are one of them For support they So from a number of

our customers are contact like that they know from events international like This especially we are the ones Already follow like Keep going was on isave and g20 yesterday So this is one government support that We trusted For make their merchandise or souvenirs and be introduced in a way international that's support from government moment we feel this like That

Speaker one

if there is a program from opinion to support your business want to join export?

Speaker two

very interested very Because We Want to opening a new market or not only in Indonesia because We the goal For introduce to another world wide so batik is global like That

Speaker one

Next Question, How can business prepare for the futurre of export and import in IBISMA?

Speaker two

Okay For prepare this business, especially in side of quality production for the first, the second about standardization. The standardization earlier so from quality the production We repair especially the quantity is also possible We must add again if for send possible one container like that automatic our actual production For moment this we have not yet ready for that But we can conditioning it Because still lots of Local Batik maker in the village there indeed not yet own work and past they batik maker We currently absorb around 15% of the total population makes batik that and if We Can export or open more markets wider No close possibility We Can absorb power they until to60 even 70% of the current ones This Can we Absorb especially in quality production We will repair from quantity production We repair For we also standardize start Actually

moment This We Still Study For own good standardization. But Because our limitations, Not yet own OK standardization if We mark from standardization export this need We repair Again. And clear For channel channel work like from the material process raw and until So We Still do the process That Still Not yet regular so which one is more? First, which one is more ? fast No in accordance with order So This indeed our homework is in the industry creative especially in the batik industry because between one and another usually No own specification special So one and the other all Can batik from the start of the process until end That our difficulties. If possible in the world of fashion, for example sew hard like that The same install button There is Specific specifications of each Oh this Specially installed this one is tough install For buttons. Well, for batik, the average is between one and the other own different and intermediate standardization one that and the other that can process from beginning until end So No effective or No efficient Because he after batik he must be color processed he the process has to get to the end , so this takes quite a long time or Want to Eat possible time if We from side production Actually This No effective But because it's running moment This Still like We're still following rule just if when We understand the export process Like What will more easy We For enter standardizations is not Already We set this. We Still need Study For That

Speaker one

Now last question, How your opinion about future export import in IBISMA?

Speaker two

My opinion about export import in IBISMA is a good program and possible of course it's time of course we must show that product local No lost with product export or products out there that although we own limitations However we also have advantages from products that are outside. So moment This Indonesia has great potential and why IBISMA not showing that Indonesia also has great potential in what world industry creative like that for moment this I strongly agree ff there is IBISMA There is what will do what is the Project for export import and i wait very that chance the good thing is we are ready For Study again and want to try export through IBISMA.

Speaker one

Thank you so much mas Satya

Speaker two

Sama-sama

Tenant 02, Gulani (Coconut Sugar)

Speaker one
First question, when you start this business?

Speaker two

Start at Coconut Sugar, that was in my 2014. But the acknowledge about coconut sugar that's from my grandma or grandpa. Because since I was child, they already sell coconut sugar in a block shape. In 2014s its start with a crystals or brown sugar that has potency to be exported, I studied about it. Because potency of the export, we develop the business there. At first, we didn't have our own company so its followed other companies that has target for exporting. That's it and thank God it worked and those now already know about how sugar ….. business should be. That's the beginning was.

Speaker one

You can Language English or not?

Speaker two

Yes, I can but a little speak, because I make Indonesian for English. Sorry

Speaker one

Ok. For Now How many amount of the worker you have?

Speaker two

It's just 6 people. Its farmer we put the farmer out of the employee but they as a partner and there is an organic internal control system that's 4 people for the farmer 118.

Speaker one

Whats the product of your business? Its just gulani or ….

Speaker two

It’s coconut sugar, the organic but we also has others varieties of product. Coconut sugar mix ginger,

Speaker one

Wow, With ginger also

Speaker two

Yups, so it coconut sugar with flavor ginger. Coconut sugar turmeric flavor, then Java ginger, and all kinds of spices. you know like Curcuma so its easy to mix it with spices.

Speaker one

Where is the location of your office business?

Speaker two

I'm in Kulon Progo, Yogyakarta. Near to Yogyakarta International Airport. YIA. 10 km from there.

Speaker one

Did you ever do export and import?

Speaker two

At first, we did. It was in 2015-2016 to Singapore and Malaysia.

Speaker one

Singapore and Malaysia?

Speaker two

Yes, it was just Singapore and Malaysia.

Speaker one

How many times?

Speaker two

That's Singapore 5 times and Malaysia once. It's directly with company I managed. But our product is being supplied to some big company, the name of the company are …… company …… company that many companies are me as the exporter, sorry I mean as a supplier to companies exporter in Indonesia. its almost a minimum of 50 tons to 100 metric ton per month. As a suppliers.

Speaker one

As supplier to Singapore and Malaysia?

Speaker two

The direct export one is only Singapore and Malaysia. However, if supply to exporter wow they more to America Europe export they like, That’s it. with Korea.

Speaker one

Would you please to explain about the business you run about?

Speaker two?

Or maybe about the product? Or how is it?

Speaker one

Explain briefly about your business. Overview of your business.

Speaker two

Possible from beginning, Formerly yeah So we are must manage the farmer coconut or coconut sugar farmers. in Kulon Progo Lots very coconut sugar farmers about 6000 farmers. Each Farmer, own or average produce 3 - 3.5 kg. Although Anyone can produce One day 5 kilos 7 kilos 10 kilos but if beaten average only only 3 or up to 5 kilos like that. Well if calculated mark amount farmers 6000 multiplied consider just 3.5kg already every day produce how many tons ? So We only build farmer for example I manage farmers 118 farmers Then I calculate per farmer many kilos later I collect or there is collector then delivery to my factory, so production process capacity per month 20 metric ton.

Speaker one

So whats your motivation to open this business?

Speaker two

From the beginning, we know Coconut sugar only from grandma ancestors yes grandma ancestors That Coconut sugar block known only, the market is only traditional market. But the crystal coconut sugar or that I businesss now Now That potential For Exports are very good. Interest first initially interested But Then if You know about certification from product food drink That from Indonesia yes BIRT then halal and BPOM then smoke or HCCP results later There is organic from Jewish Khoser That there's a cover later Europe PRC there is an American FDA there One Again astonishing thing or startling all of us There is the term the certification order per choices. Do you know? We own That Actually There is distribution the results must be returned to the farmers about 10%. Well if That Can happen means I Can help public farmer That Alone from well-being they income they Then from appropriateness Coconut sugar 's value become tall like That That our motivation. Next Time is step by step certificate certificate is mandatory owned right of course quite expensive than from certificate for Indonesia, right ? only until to maybe HCCP but if until to Europe must need BRC then must There is fda for America there is concert for those in Europe too later until For that's it. Order per choices for around the world. Well , that 's it Certain

Speaker one

What is the unique of your business?

Speaker two

During This, they We example like this. We exhibition in Indonesia only yes Indonesia when I meet the buyers from out the countries all need hundreds tons per month. So Even though we just maximum time That I only 100 tons Just only supplied to exporters in Indonesia too.

In Indonesia, foreigners also own it as the owner is a foreigner , an American, a German, then a Chinese, Korean, Italian , they have a factory in Indonesia and we only as the supplier That Already Already big really 100 tons per month that 's the request We international event exhibition it turns out they Correct need they are big fairies maybe 200 if We capable of 200 tons 300 tons per month will taken, whereas ability We only 100 tons. That's means it turns out product this has a lot of potential only For export. That’s it.

Speaker one

What are the key opportunities for export and import through IBISMA?

Speaker two

What yes Possible

Because I Not yet Can answer Because like this For this Coconut sugar product of course many have not know about potency export or Possible he Anyone knows If There is someone Indonesian who knows about this Coconut sugar Then There is complexity in the system the production Then There is certification is mandatory owned so know the system like That that's the average local Indonesian person giving up. he lift hand. The average is taken over a foreigner Like that's it. So I Want to From where Possible Can Can go to Bisma later if you can be delivered Because There is something institutional certification in Indonesia is one of them example organic that's in Indonesia

Speaker one

Do you already have the certification?

Speaker two

Yeah, I have from Netherland for the Organic

Speaker one

So whats the key opportunities for exporting and importing through IBISMA? As you as u already export. Singaporean and Malaysian already like your product. Any other? For your product.

Speaker two

during this time, I cooperation with China. they branding the product themselves with their own brand. Then sent to me then I'm doing repacking like That just packing. That Already since year

2016. until Now So they only Just order how many tons , how many pieces or How many boxes ?

until Now So Already labeled they Then I Send to Surabaya then they just export it like that. This is also an example of cooperation even though in the export market to America like that and to the China itself.

Speaker one

What are the challenges for export and import through IBISMA?

Gulani

if That still certification its organic. that's what's necessary dig because in Indonesia there is But not yet recognized internationally. Recognized internationally That the name is from the Netherlands his institution Later Union control from Switzerland it is ECO then from Germany Ceres is one of them that's what can recognized international and can For export later. If Not yet own That Certain buyers from Europe America for sure will ask But if for Asia still There is yes to the possible No need organic but one of them for Southeast Asia such as Korea and China still use still use certificate organic like that.

Speaker one

Is there are other examples? Like communication the communication to the agent in Malaysia or Singapore?

Speaker two

huh like this Just yes I often to exhibition yes exhibition That from or from itpc then the representative country of Indonesia That they welcome with Coconut sugar wheel. But the regulations regulations of that country Same Definitely earlier to organic There is Again if to America earlier must need There is FDA like that, Then if in Europe more Later to the possible BRC until It's time So There is addition the level that must be fulfilled like That

Speaker two

This is the target of becoming a cooperation partner this is one of them I Now this is the same China more to Korea now This yes

Speaker one

Is there another difficulties?

Speaker two

Possible to This What his name equipment or the machines that need to be Oven we already have an oven dryer and then filter but filters are a must there is a metal detector or magnet for catch more metal. There is fragments metal That catchy So become safe product yeah guys like that's So but That of course Enough The price is quite expensive yes from every filter right need if its perfect use 4 magnet detector. That One detector That around Now almost The price is 5 million and we need 4 magnet for each filter. Even may business is a growing business but since pandemic covid pandemic we need to rise again

Speaker one

Yeah, the covid. Okay Now There is question. How can the government support businesses to export and import more effectively?

Speaker two

Actually the government very helpful. But they more help Certain more to group like Koperasi KUB cube group business together like That for those with PT or

form the CV business entity No helped in a way facility about production equipment Then or equipment seconded production. That maybe

I Not yet Once can groups like that only We only given facility Certain training like that training export webinar export then the exhibition is also the exhibition can facility from the Ministry of Trade, Ministry of Koperasi that's what we got facility That like That

Speaker one

If there is program in IBISMA. How can businesses prepare for the future of export and import in IBISMA?

Speaker two

I still need certificate for organic because mine is in expired position caused of the previous pandemic. I need investor for making organic certification and working capital investment like purchasing materials for material from farmer like That.

Speaker one

it is last question, What are your thoughts on the future of export and import in IBISMA?

Speaker two

namely very supportive like this This every government program is also being intensified about export yes for Indonesia so like I take part in the webinar This of course all topic or The Explore theme is like that uh the How to look for buyer theme is like That it's like a webinar That we're in the teach yeah so about skills negotiation pump yeah like that like those are the programs we are dealing with so export yes I Ready So I Like very means I Like Because from government that's very eee Seriously For handle For increase Indonesian exports or products with great potential export itself

Speaker one

But When the last time you exported?

Speaker two

Lastly I did export, its more likely to exporter in last August Sorry September

Speaker one

September 2023?

Speaker two

Yeah 2023. It was the last time. So yeah these October November then down again. That's why what happened. We need to rise Again like That.

Speaker one

usually quantity How many?

Speaker two

If our quantity is 20 tons per month 20 matric ton But as long as this China only ask 4 matric to for send it, So our farmer ask why why? Because the storage full. So they sell it to traditional market.

Speaker one

Gulani for diabetes right?

Speaker two

Yeah, it can be also for diabetes because the index, we make it really low the coconut sugar really low only 35

Tenant 3, Sabila Craft

Speaker one

There is first question _ Why did you start this business?

Speaker two

Why did I start business This Why start business This Because potency or the opportunity is still very big Why because the market is very wide yes Because We right The same export That right to all over the world or websites like that yes So scope the market it's very broad and because We only promote only in one country it seems still very very unfortunate like that I No We try for export markets to many countries abroad are like that Okay

Speaker one

So How many amount of the worker you have?

Speaker two

I have 20 workers

Speaker one

You can Language English?

Speaker two

Little bit

Speaker one

Okay What's the product of your business?

Speaker two

If product We play yes We playing in the handicraft hut made from materials base That from There is Miscellaneous material our basis, use sort of bamboo Keep going then also shellfish sea and others too But if run a handicraft product that is

Speaker one

OK where is the location of your business?

Speaker two

Our location is in Magelang Central Java

Speaker one

Do you ever do import-export? When?

Speaker two

For Export We Already start from in 2018. About import We Not yet Once. if When does it start? namely exported in 2018 if import We Not yet has experience

Speaker one

When did the last transaction for export?

Speaker two

The last transactions this November. In the middle of 20th to America.

Speaker one

How many the quantity? How many tons or kilos? Or pcs

Speaker two

The last transaction was 8400 pcs. For the product, it was bowl

Speaker one

Okay. which country and target as ?

Speaker two

US America

Speaker one

Can you explain in a way short about the business you run?

Speaker two

If moment This we play in 3 main business games . So the first one That We as manufacture or as goods That For handicraft products in particular. Then the second one we are also traders or as which trader does not production but We find it buyer, Then We What swatch the goods, Then We exports are also the second. Then the third we too as service export finished service, We helping entrepreneurs in Indonesia in particular when when they want to send goods to abroad meanwhile they No know The method Then neither have they own certification or whatever That We Can help so that the transaction process Can walk fluent. That So of the 3 main things we run for.

Speaker one

What's inspired you to open this businesses?

Speaker two

Why business? First because want to help lots of people of course open field work For many people. Then, the second We from side what are we sell we also use it There are many UMKM in Indonesia for We market it on the global market So later it will too impact positive in the environment public. Then, the third one is more to We help government as warrior foreign exchange Due to doing overseas transactions like that

Speaker one

Whats the unique of your business?

Speaker two

The unique of our business, in a way General Because We run on the product at Craft from side product we are 100 person handmade so most buyer We more value product the product indeed It means from usefulness, That Lots involve people so No No Lots use machine on the other hand perhaps Lots entrepreneurs who pursue quantity so they use machine That No is in us We the more more and more orders Lots a must product generated so the more many people we need For We What help from side field work so that mark from something product That its nature to get more aspect

Speaker one

Okay that’s really Good. Right Now, whats the key opportunities for exporting and importing through IBISMA?

Speaker two

In a way technical For moment This Actually ibisma that's on us That No in a way direct help We in regarding the buying and selling process So ibisma That help We from side management So We helped For tidy up How take notes good and correct finances. Then, How method make products We has an edit value. But if For in business processes No in a way direct effect. So we are if asked like that yes We This that's very , very help We from side repair management.

yes if our opportunities, Possible from We Can expanding the market possible yes It means if We create an IPM for export Possible We Can start with explore the surrounding area Europe maybe it's us Not yet we enter there from there expect Can become opportunity We For Can more so fast on the market not enough more Okay Now is about What Just unclean in export if You There is what what what caught

Speaker one

What are the challenges for export and import through IBISMA?

Speaker two

if talk challenge Possible more to standardization Quality, of course their quality political We that's very very different so that from that line What his name We feel Enough important For We Can adapt each of their opinions they or buyers We are like that in many countries yes so it also spur us For Finally we are at global standardization from what was previously very national become Global standards

Speaker one

okay what else?

Speaker two

We everything Still Can handled the communication. if earlier Talking about quality maybe moment this is what we see That talk with quantity Usually buyers loss when they order a little goods That only A little sadly they when order goods from We That usually with sufficient amount, that's a lot at a minimum One containers and right For authored products alone That usually dimensions from product That right usually small Whereas For fulfil capacity of 1 container That Finally must send amount very many products whereas We given nor does time Lots so. So we also enough seen there from side if We call it location So duration production So in our agreement for example 2 months For production with the quantity made let say 10,000 pcs that's Yes we are Enough visible with That Meanwhile, on the other hand , quality is also a must We also take care of the quality and quantity always related.

Speaker one

if You search Friend from outside anything Already Enough difficult

Speaker two

Enough difficult Why so Because talk our products sell products that are Crafted that are not The primary need, is handicrafts right a real need only some people have with existing economy more from Enough For Can be our customer yes product from from We as manufacture or as producer That quite tricky when We look for pay abroad indeed only for certain people.

Speaker one

Okay, Now the question. How can the government support businesses to export and import more effectively?

Speaker two

During This from side government we are very precise from marketing of course with government himself in the Indonesian government they have an agent or have a representative their trade. That spread throughout the world where they come from help We For reach Lots with you paying or buyer with more aggressive that's all so that from from our side as manufacture or producers are very helpful with exists representative trade from the Indonesian government's book is

Speaker one

What are your thoughts on the future of export and import in IBISMA?

Speaker two

How prepare business in the future in export at Ibisma. If from side prepare yes naturally Certain from side product Because We if talk products that are Crafted then We Also talk about his name creativity or creativity. From there we always ber ber explore from side design Then from side House latest For We Can marketed to buyer buyer us abroad

Speaker one

How opinion You about export upcoming in IBISMA?

Speaker two

naturally We want to his is the more develop Possible Lots at startup which is Can helped by IBISMA. For develop his business so that from there too No direct many people are renewable Because open field work from system. if We talk export so do we as end foreign exchange for government.