



BALTIC JOURNAL OF LAW & POLITICS

A Journal of Vytautas Magnus University
VOLUME 16, NUMBER 3 (2023)
ISSN 2029-0454



Cite: Baltic Journal of Law & Politics 16:3 (2023): 3394-3409
DOI: 10.2478/bjlp-2023-00000256

Strategy for increasing export value through ijepa and ajcep cooperation with disperdagin

Iwan Satriyo Nugroho

Universitas Islam Nusantara Bandung
Email: iwansatriyo12@uninus.ac.id

Andri

Universitas Islam Nusantara Bandung
Email: andri@uninus.ac.id

Dian Islamiyati

Universitas Islam Nusantara Bandung
Email: dianislamiyati@uninus.ac.id

Muhamad Dion

Universitas Islam Nusantara Bandung
Email: muhamaddion@uninus.ac.id

Muhamad Rizal Abdulrohman

Universitas Islam Nusantara Bandung
Email: muhamadrizalabdulrohman@uninus.ac.id

Received: December 19, 2022; reviews: 2; accepted: January 21, 2023

Abstract

International trade is an important economic activity, and it involves international entrepreneurs. With international trade, it is hoped that a more orderly world economic balance will be created, thus giving rise to benefits for increasing world welfare through the mechanism of equal distribution of demand and supply of goods and services. In addition, through economic activity in international trade it is also hoped that it will open up very profitable new jobs needed to accommodate the growth of the productive workforce, which in itself will reduce the rate of response. To expedite trading activities, it is necessary to have a very important element, namely the strategy to increase export value. This research focuses on garment exports to Japan. The research on increasing the value of exports was carried out in two stages, namely the first stage to look at the objective conditions of garment export data from 2020 to 2022. The second stage of the research includes planning which begins with the stages according to research procedures, namely: 1) Identification

and Preliminary Research Stage; 2) Data Collection Stage; 3) Data Processing Stage; 4) Analysis and Discussion Stage; 5) Conclusion and Suggestion Stage. This study uses the SWOT analysis method as a tool to make it easier to analyze what things affect garment exports to Japan.

Keywords

International trade, exports, garments, SWOT analysis

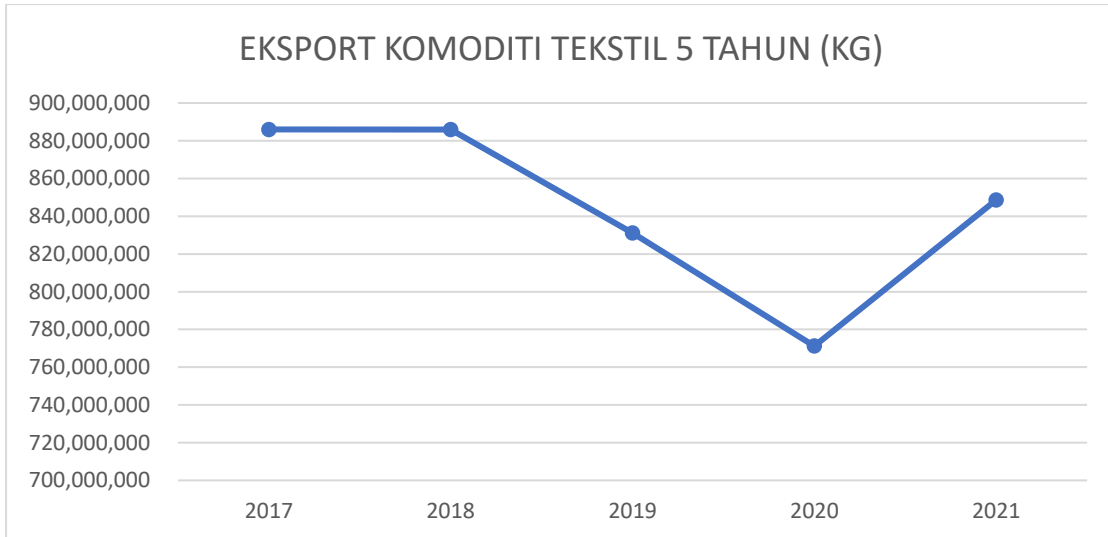
1. Introduction

International trade is a trade activity that occurs between 2 different countries through export and import activities, barter, cross-border, package deals and consignment in accordance with the agreements determined by the 2 countries, which are driven by the development and progress of science and technology, there are differences in natural resources in each country, world economic freedom, the needs of each country, and the ability or inability of the country to be able to produce its own needs. Indonesia has joined the WTO (World Trade Organization) since 1994 with the aim of increasing economic value, growing the nation's economy, and improving the nation's welfare. Indonesia's international trade continues to fluctuate, and based on validated data, Indonesia's trade balance in January 2020 experienced a deficit of \$860 million US dollars due to Indonesia's export balance of \$13.4 billion, lower than its import balance of \$14.2 billion . The Covid-19 pandemic has had a major impact on Indonesia's international trade and the global economy. As a result of the pandemic, there have been major changes in world trade patterns such as the existence of a lockdown system implemented by several countries which affects the time and cost required for shipping goods, the implementation of health protocols which results in increased logistics shipping costs, the export and import bans of certain commodities such as food and health, disruptions that occur in supply and demand, as well as changes in global supply chain center of several countries such as, China, Germany, and the United States. China itself is the largest trading partner that establishes international trade relations with Indonesia. Indonesia itself in expanding the supply of raw materials has cooperated through export and import agreements. One of them is with Indonesia-Japan which is called IJEPA (Indonesian-Japan Economic Partnership Agreement). In addition, Indonesia is also expanding its supply of raw materials by joining the AJCEP (ASEAN-Japan Comprehensive Economic Partnership Agreement). This is done to expedite the production process in Indonesia itself. Meanwhile, during the Covid-19 pandemic, Indonesia had difficulty obtaining supplies of raw materials from outside countries due to the lockdown system. This resulted in the production process being hampered because the supply of raw materials was difficult to obtain. This resulted in a decline in exports and imports and resulted in many companies going bankrupt

due to the co-19 pandemic. Therefore, a cooperation agreement is needed between Indonesia and foreign countries, namely Japan (IJEPA) and AJCEP (ASEAN). This is intended to expand the supply of raw materials which are needed in the production of goods. Where in the case of exports and imports regarding IJEPA and AJCEP can get relief costs. In contrast to countries that are outside the agreement where the country concerned does not get export and import fee relief.

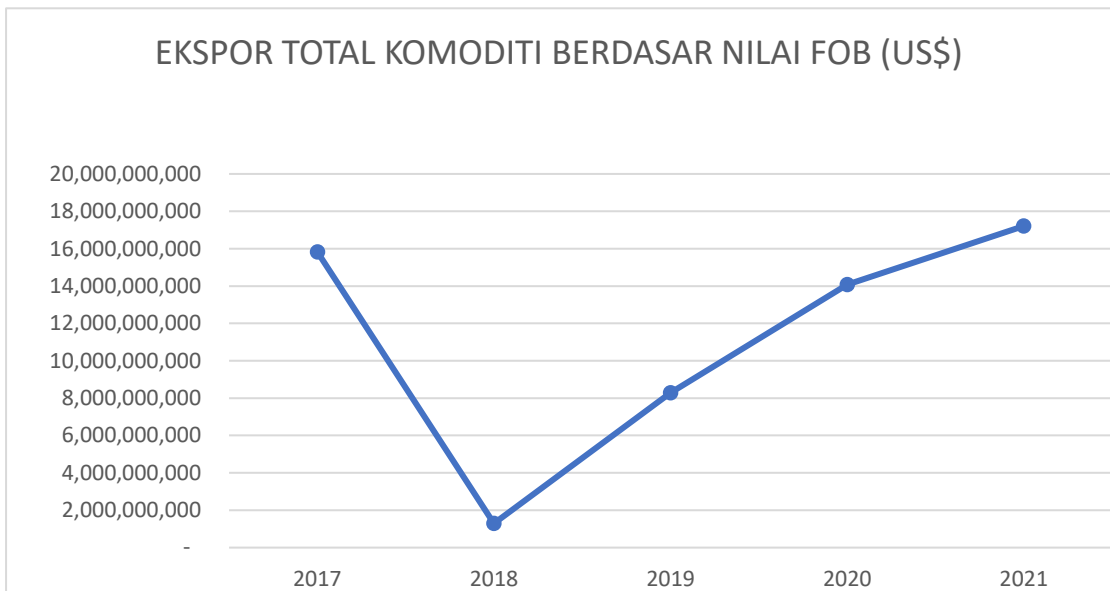
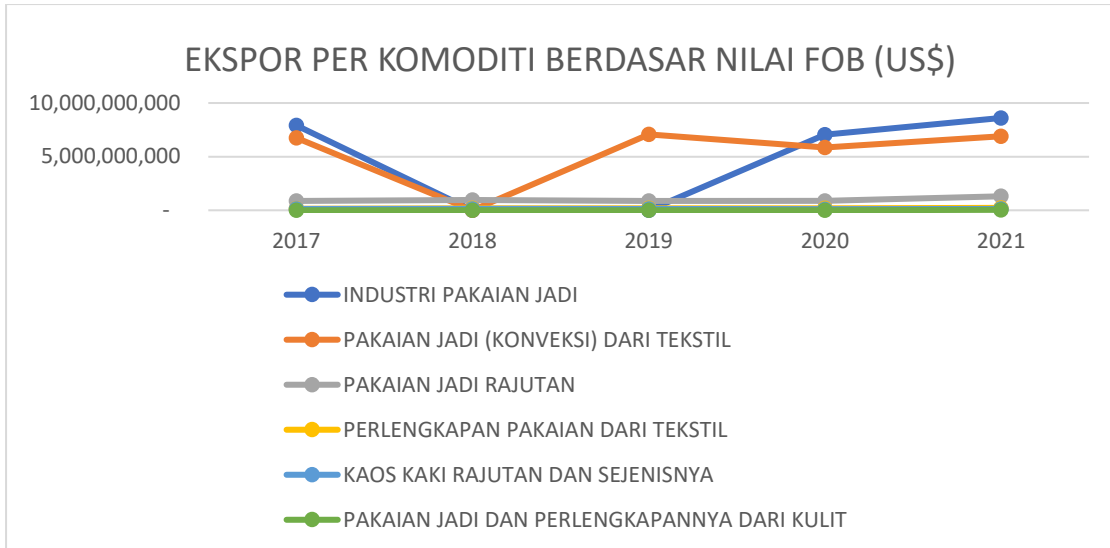
KOMODITI	Berat bersih				
	2017	2018	2019	2020	2021
Industri pakaian jadi	443.004.389	442.973.438	415.586.901	385.584.259	424.330.022
Pakaian jadi (konveksi) dari tekstil	364.226.964	357.217.214	335.160.291	290.085.587	322.646.880
Pakaian jadi rajutan	53.345.490	57.796.774	51.101.869	68.307.834	72.149.203
Perlengkapan pakaian dari tekstil	13.708.337	15.754.010	17.251.962	17.306.573	18.152.351
Kaos kaki rajutan dan sejenisnya	11.327.070	11.864.718	11.674.813	9.406.014	10.244.712
Pakaian jadi dan perlengkapannya dari kulit	396.529	340.722	397.966	478.250	1.136.875
	886.008.779	885.946.876	831.173.802	771.168.517	848.660.043

In the export commodities of the apparel industry, over a 5 year period there was an increase and decrease every year, as in the first year, namely in 2017, there was an increase, namely with a total net weight of 443.00.438 and in 2018 there was a significant decrease, namely with a total net weight of 442.973 .438, then in 2019 it decreased again with a total net weight of 415,586,901, then in 2020 the total net weight decreased drastically with a total net weight of 385,584,259, then in the last year, 2021, it experienced a fairly good increase with total net weight of 424,330,022 - In the commodity apparel (convection) from Textiles, there has been a decline in export value from year to year - For the knitted apparel commodity, the export value has fluctuated, as in 2017 the total net weight was 53,345,490, then in 2018 it was 57,796,774 and in 2019 it was 51,101,869 and in 2020 it was 68,307,834 and in 2019 2021 has a total export value of 72,149,203 - Commodities of textile clothing accessories are always increasing every year from 2017 to 2021. - In Commodity Knit Socks and the Like, from year to year the export value has fluctuated, but in 2020 it was at its lowest point compared to previous years, namely 9,406,014 kg, then in the following year it experienced a fairly good increase in exports, namely 10,244 .712. - The Leather Apparel and Equipment Commodity has experienced a steady increase and in 2021 the export value will increase rapidly. From all commodity data in the last 5 years the highest export value was in 2017 which is 886,008,779 kg



KOMODITI	NILAI FOB (US\$) KOMODITI				
	2017	2018	2019	2020	2021
Industri pakaian jadi	7.916.376.594	8.614.930.300	8.292.297.174	7.041.215.112	8.604.079.122
Pakaian jadi (konveksi) dari tekstil	6.747.696.669	7.322.531.576	7.072.196.789	5.856.468.362	6.909.420.333
Pakaian jadi rajutan	883.378.386	973.900.585	881.731.395	880.143.063	1.303.538.972
Perlengkapan pakaian dari tekstil	144.965.454	173.325.218	195.668.939	185.756.257	226.390.483
Kaos kaki rajutan dan sejenisnya	131.283.654	136.244.352	132.638.196	106.643.007	121.759.125
Pakaian jadi dan perlengkapannya dari kulit	9.052.430	8.928.568	10.061.854	12.204.423	42.970.209
	15.832.753.187	1.292.398.723	8.292.297.173	14.082.430.224	17.208.158.244
KOMODITI	2017	2018	2019	2020	2021

- In the Apparel Industry Commodities for the last 5 years, namely 2017 to 2021, there have been significant ups and downs, but in 2020 the export value was at its lowest point, namely \$7,041,215,122 and has increased in the last year, namely in 2021 valued at \$8,604,079,122 - The commodity apparel (convection) from Textiles has experienced ups and downs, but a quite drastic decline in export value is in the fourth year in the last 5 year period, namely \$ 5,856,463,360 then experienced a pretty good increase in the last year, namely 2021 worth \$6,909,420,220 - The Knitted Apparel Commodity experienced a significant increase in export value with a value of \$1,303,538,970 in the last year, namely 2021 - For Commodity Equipment from Textiles, the highest export value was in the last year of the last 5 year period, amounting to \$226,390,483 - The Commodity of Knitted Socks and the Like has the highest total export value of \$136,244,350 in 2018 - In the Apparel and Equipment Commodity made of Leather, there have been ups and downs, but in the last year, namely 2021, the export value was at its highest point, namely \$42,970,209 From all commodity data for the last 5 years, the highest export value will be in 2021, which is \$ 17,208,158,250



The total export value of commodities based on the FOB value (US\$) has the highest export value in 2021 and the lowest export value is in 2018.

2. Materials and methods

2.1. Experiment site

The experiment was carried out at the Indonesian Trade Service (DISPERDAGIN), West Java under the ministry of trade from 1 April 2023 to 20 June 2023. This company is located at XGHG+RVG, Pamekaran, Kec. Soreang, Bandung Regency, West Java 40912, approximately 25 km from Nusantara Islamic University. Further research was carried out in the laboratory of the Islamic Nusantara University. The research was conducted with quantitative research using secondary data.

2.2. Research setup

The research was carried out in stages. literature study data search. Subsequent activities are carried out by seeking information at government agencies as the highest level. Research is carried out jointly and with target stakeholders and experts who we think understand the problem best. The research was carried out with tiered targets from the stakeholder level, namely the district level and business actors, namely the Indonesian Trade Office (DISPERDAGIN).

2.3. Research Methodology

This research was conducted using the method of Literature Study - quantitative using secondary data. This research is a quantitative research through literature study. The stages of the research were carried out by collecting library sources, both primary and secondary. This study classifies data based on data on garment exports from 2020 to 2022. The reason for choosing a quantitative research design using secondary data is because the researcher wants to analyze the conditions that will be observed in the field in a more specific, transparent and in-depth manner. The research was carried out through 3 levels, namely the implementation of coordination meetings, Focus Group Discussions, the use of in-depth interviews and analysis of secondary data using the SWOT analysis method.

3. Results

2.4. Basic Literature Study

Export according to the Customs Law is the activity of removing goods from the customs area (Law of the Republic of Indonesia Number 17 of 2006). Export is the activity of removing goods from the customs area, or goods being loaded into a means of transport to be transported out of the customs area (Mohamad Jafar, 2015). 1. Strategy Strategy is a competitive advantage that has the goal of planning things in a strategic way. Strategic objectives enable the organization or can compete, work effectively and efficiently. 2. Trade Balance The trade balance is the difference between the export value and the import value of a country in a certain period. When the value of exports is greater than the value of imports is referred to as a trade surplus. When the value of imports is greater than the value of exports, it is called a trade deficit. 3. Macroeconomics Understanding macroeconomics or macroeconomics is the study of the economy as a whole and total. Meanwhile, according to the Father of Economics, Adam Smith stated that

macroeconomics is an attempt to analyze a phenomenon or event in order to find out the causes and effects of the event. 4. Garments Garment is an industry that moves to make cloth into apparel. Its purpose is to protect the human body or as a function of decoration/beauty reasons. Some of the garment production products that you will definitely encounter on the market are t-shirts, pants, shirts, jackets, skirts, and so on. 5. Textiles Textiles can be interpreted as the manufacture of weaving. In general, textiles are defined as goods or objects whose raw materials come from fibers that go through processing so that they can become yarn. Besides that, textiles can also be interpreted as a braid between the warp and weft or it can be said to be a plait that binds one another, woven and knitted. 6. SWOT analysis SWOT analysis is one of the analyzes used by organizations, companies and government agencies to determine the strengths (strengths) and weaknesses (weaknesses) of the organization, as well as evaluate opportunities (opportunities) and threats (threats) before setting goals and logical actions based on the analysis. . In addition, another use of SWOT analysis is to analyze personal conditions and personal environment, to analyze the internal conditions of institutions and the external environment of institutions, to determine the position of a company or organization among other companies or organizations, to determine the ability of a company to run its business. faced with its competitors. In simple terms, we can mean that SWOT analysis is a method of planning a strategy by considering and evaluating the 4 main components, namely: 1. Strengths The component in the first SWOT analysis is strengths or we can interpret it as strength. From here we can see how far the factors are the strengths in the business or project that we are working on. 2. Weaknesses The component in the second SWOT analysis is weakness or we can interpret it as weakness. From here we can see how far the factors that are weaknesses in the business or project that we are working on. 3. Opportunities The component in the third SWOT analysis is opportunities or we can interpret them as opportunities. From here we can see how far the factors that become opportunities in the business or project that we are working on. 4. Threats The component in the fourth SWOT analysis is opportunities or what we can interpret as threats. From here we can see how far the factors that are a threat in the business or project that we are working on.

3.2. Analysis of Garment Export Data

3.2.1. Garment Trade Export Data

Export Comparison of the Indonesian Trade Service for 2020-2022 The export values that have been realized by the Indonesian Trade Service from 2020 to 2022 are as follows.

Table 1. Indonesian Trade Service Export Data for 2020-2022

Tahun 2020			Tahun 2021			Tahun 2022		
Bulan	Berat Kotor	FOB (USD)	Bulan	Berat Kotor	FOB (USD)	Bulan	Berat Kotor	FOB (USD)
Januari	2.478.106,09	10.932.859,90	Januari	1.919.599,55	8.340.452,00	Januari	2.300.608,31	9.004.428,64
Februari	2.016.640,44	9.274.729,25	Februari	1.419.032,66	9.942.466,81	Februari	1.889.411,47	11.954.978,25
Maret	3.720.729,63	10.098.351,49	Maret	1.575.381,86	10.600.525,75	Maret	1.086.817,44	10.625.096,05
April	2.340.136,36	6.394.626,71	April	1.380.452,54	11.108.575,76	April	1.303.001,11	9.943.607,80
Mei	1.662.620,34	7.965.957,09	Mei	1.695.715,05	5.586.783,57	Mei	636.154,08	4.634.476,61
Juni	1.741.186,65	5.438.975,72	Juni	1.976.862,29	31.097.622,68	Juni	592.228,20	2.632.530,17
Agustus	2.598.627,57	11.461.702,87	Juli	2.104.078,40	16.306.516,29	Juli	917.685,58	13.128.054,70
September	2.611.120,15	9.748.272,80	Agustus	2.924.262,09	38.313.104,76	Agustus	1.233.682,22	21.961.645,91
Oktober	2.172.402,50	5.775.209,21	September	1.517.379,16	9.991.789,20	September	2.148.330,22	32.334.143,78
November	2.165.818,10	5.474.304,65	Oktober	1.503.458,32	38.989.100,00	Oktober	1.062.151,12	8.419.728,52
Desember	2.387.724,97	24.997.603,26	November	2.389.293,27	27.798.290,08	November	1.021.147,22	8.285.935,85
Total	25.895.112,80	107.562.592,95	Desember	2.866.968,18	15.669.490,79	Desember	509.409,55	4.206.084,36
			Total	23.272.483,37	223.744.717,69	Total	14.700.626,52	137.130.710,64

From the table above it can be seen that the export value has been realized by the Indonesian Trade Service from 2020 to 2022, which has experienced a decline in exports but experienced an insignificant increase in costs caused by the co-19 pandemic. Heavy the largest gross weight occurred in March 2020, namely 3,720,729.63 kg and the smallest gross weight occurred in December 2022, namely 509,409.55. Overall, export results from 2020 to 2022 have decreased significantly.

3.2.2. Garment Best Selling Product Data

Following are the results of garment exports for 2020, 2021 and 2022

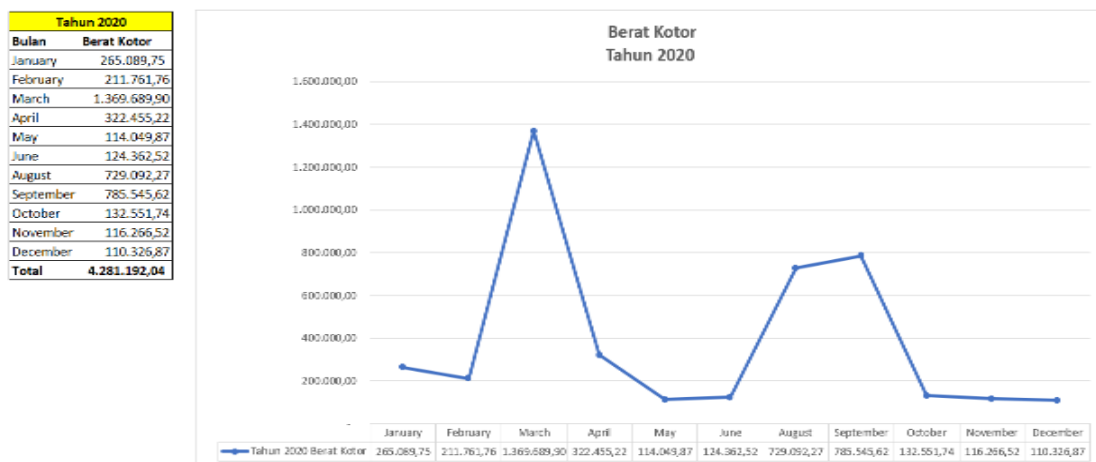


Figure 1. Graph of Gross Weight of Garment Exports for 2020

Based on the graph above, the lowest garment export results occurred in December, namely 110,326.87 kg. Meanwhile, the highest export yield occurred in March, amounting to 1,369,689.90 kg. Total garment exports in 2020 amounted

to 4,281,192.04 kg. In January, February, March & April 2020 the best-selling garment products are t-shirts, singlets and other undershirts, knitted or crocheted with the HS code (6109). In May 2020, the best-selling garment products were knitted or other related fabrics with the HS code (6006). In June August September October November & December Year 2020 best selling products garment, namely knitted or other related fabrics with HS code (6110).

Tahun 2021	
Bulan	Berat Kotor
January	143.455,80
February	176.987,70
March	63.528,51
April	55.580,50
May	35.902,07
June	21.305,61
July	47.085,16
August	74.882,00
September	124.829,41
October	104.702,65
November	74.895,65
December	1.823.056,25
Total	2.746.211,31



Figure 2. Graph of Gross Weight of Garment Exports in 2021

Based on the graph above, the lowest garment export results occurred in June, namely 21,305.61 kg. Meanwhile, the highest export yield occurred in December, amounting to 1,823,056.25 kg. The total export of garments in 2021 is 2,746,211.31 kg. In January, February, March & April 2021 the best-selling garment products are suits, ensembles, jackets, blazers, trousers, front and strap overalls, trousers to the knees and shorts (other than swimwear), for men or boy with HS code (6203). In February & December 2021 the best-selling garment products are t-shirts, singlets and other T-shirts, knitted or crocheted with the HS code (6109). In March, April, May, June, July & November 2021 the best-selling garment products are garment; textile articles with HS code (6105). In August, September and October 2021 the best selling garment products are jerseys, pullovers, cardigans, vests and similar items, knitted or crocheted with HS code (6110).

Tahun 2022	
Bulan	Berat Kotor
Januari	1.497.665,76
Februari	1.135.205,79
Maret	336.828,62
April	236.246,38
Mei	54.214,98
Juli	50.027,94
Agustus	83.278,16
September	461.659,36
Oktober	104.458,71
November	85.645,69
Desember	35.734,06
Total	4.080.965,45

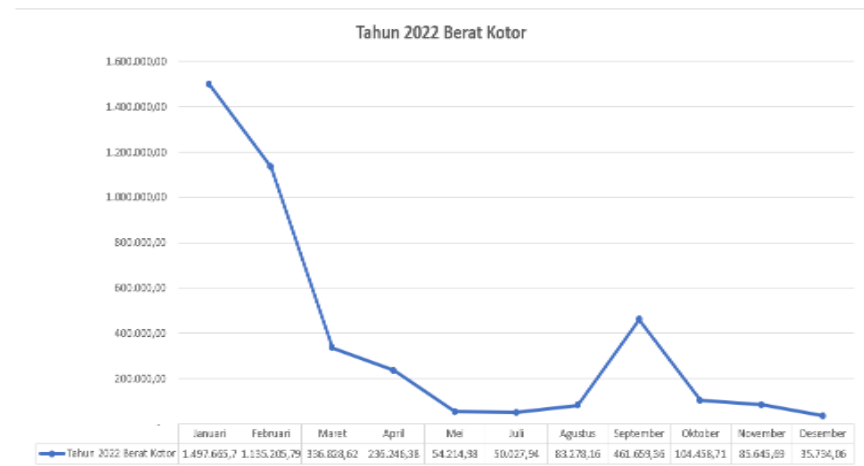


Figure 3. Graph of Gross Weight of Garment Exports in 2022

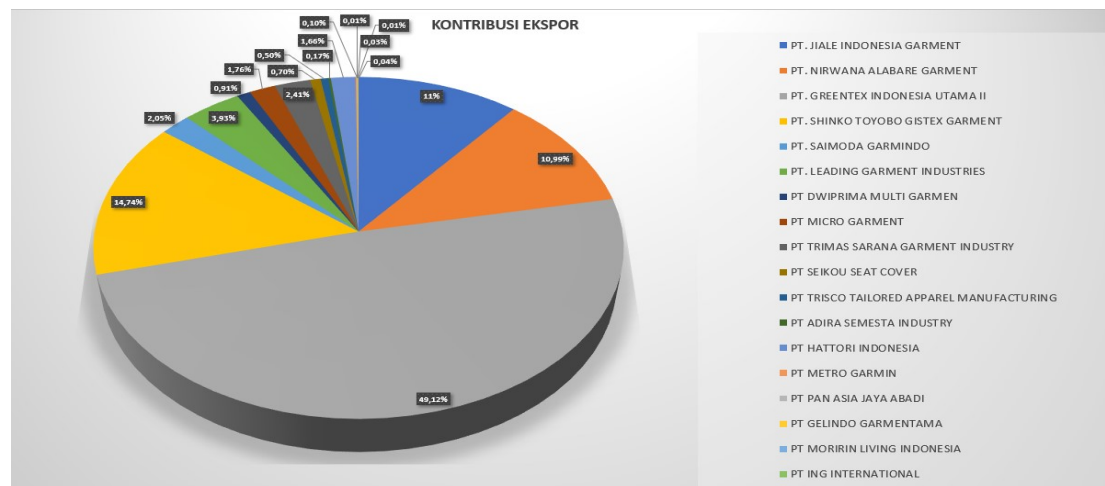
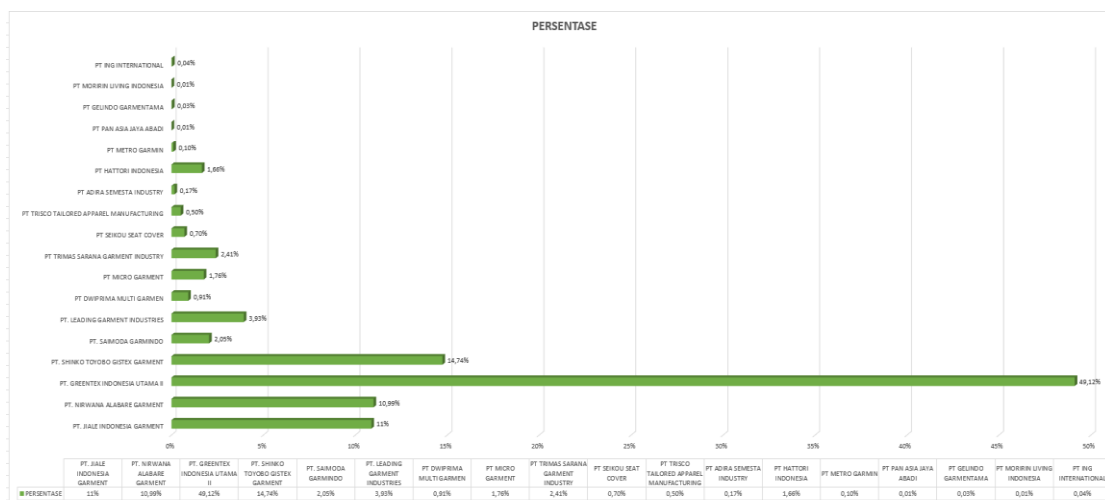
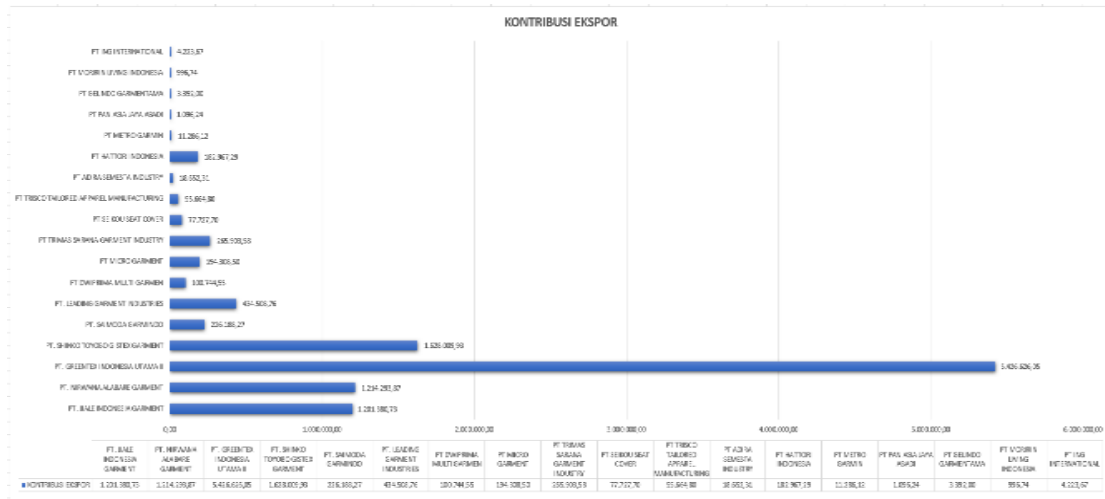
Based on the graph above, the lowest garment export results occurred in December, namely 35,734.06 kg. Meanwhile, the highest export yield occurred in January, amounting to 1,497,665.76 kg. The total export of garments in 2022 is 4,080,965.45 kg. In January, March, April 2022 the best-selling garment products are t-shirts, singlets and other vests, knitted or crocheted with the HS code (6109). In February, May, July, August, September, October, November & December 2022 the best-selling garment products are jerseys, pullovers, cardigans, vests and similar items, knitted or crocheted with HS code (6110).

3.2.3. Conditions of 18 Companies Registered at the Indonesian Trade Office

The analysis of the 18 most influential and exporting companies is as follows:

No	PT	KONTRIBUSI EKSPOR	PERSENTASE
1	PT. JIALE INDONESIA GARMENT	1.201.380,73	11%
2	PT. NIRWANA ALABARE GARMENT	1.214.293,87	10,99%
3	PT. GREENTEX INDONESIA UTAMA II	5.426.626,05	49,12%
4	PT. SHINKO TOYOBO GISTEX GARMENT	1.628.009,93	14,74%
5	PT. SAIMODA GARMINDO	226.188,27	2,05%
6	PT. LEADING GARMENT INDUSTRIES	434.508,76	3,93%
7	PT DWIPRIMA MULTI GARMEN	100.744,55	0,91%
8	PT MICRO GARMENT	194.308,50	1,76%
9	PT TRIMAS SARANA GARMENT INDUSTRY	265.903,58	2,41%
10	PT SEIKOU SEAT COVER	77.727,70	0,70%
11	PT TRISCO TAILORED APPAREL MANUFACTURING	55.664,80	0,50%
12	PT ADIRA SEMESTA INDUSTRY	18.652,31	0,17%
13	PT HATTORI INDONESIA	182.967,29	1,66%
14	PT METRO GARMIN	11.286,12	0,10%
15	PT PAN ASIA JAYA ABADI	1.096,24	0,01%
16	PT GELINDO GARMENTAMA	3.392,00	0,03%
17	PT MORIRIN LIVING INDONESIA	996,74	0,01%
18	PT ING INTERNATIONAL	4.223,67	0,04%
JUMLAH TOTAL		11.047.971,11	100%

From the results of the analysis that has been carried out, it can be seen that the most influential company and the one that exports the most garments is PT GREENTEX INDONESIA UTAMA II, which is 49.12%, followed by PT SHINKO TOYOBO GISTEX GARMENT with 14.74% & PT JIALE INDONESIA GARMENT. The total of 18 companies exporting garments to Japan was 11,047,971.11 kg. The following is a graph of the export contribution and its percentage.



The decline in export values from both the oil and gas and non-oil and gas sectors in 2020 and 2021 cannot be separated from the COVID-19 pandemic. The pandemic has caused demand both globally and domestically to decline. This decline in export value is expected to occur considering that the governments of countries in the world are having another main focus, namely to carry out various mitigation measures and cooperate to reduce the spread of COVID-19. Many

countries have opted for regional quarantine (lockdown) to contain the spread of COVID-19 causing the world production chain to be disrupted, demand to drop significantly, investment to decline, and export-import to suffer. obstacle. With the economic situation being disrupted during this pandemic, the government is expected to immediately find a solution for handling the COVID-19 pandemic as well as turning the wheels of the economy back in Indonesia.

3.3. IJEPA

IJEPA (Indonesian Japan Economic Partnership Agreement) is an agreement regarding an economic partnership between Indonesia and Japan based on the principles of the EPA (Economic Partnership Agreement). IJEPA was signed by the heads of state of Indonesia and Japan on 20 August 2007 in Jakarta and became effective from 1 July 2008 (entry into force). IJEPA is based on three main pillars, namely liberalization, investment/trade facilitation and cooperation.

3.3.1. Main Benefits of IJEPA

1. Improvement of Goods Trading Performance Indonesia-Japan trade after the implementation of IJEPA (2009-2017) increased by 155% where exports grew by 101.7% and imports by 322.1%; 2. Service Trade Performance Improvement On average, Indonesia exports a lot of business services to Japan and imports business services and cultural recreation services from Japan; 2. Increased Investment IJEPA will further attract Japan's interest in investing in Indonesia. This can be proven by the increasing trend of Japanese investment in Indonesia from around 2.6% (2000-2008) to 28.9% (2009-2017);

Increase in Labor Deployment Japan opens opportunities for sending nurses and elderly nurses to work in Japan. During 2008-2017, Indonesia has sent 622 nurses and 1,494 elderly nurses;

1. Increasing Competitiveness The existence of a capacity building scheme can encourage the growth of supporting industries, including SMEs, which will be beneficial for industrial development in Indonesia;
2. Increasing Public Purchasing Power Increasing exports & investment, opening up employment opportunities, developing supporting industries, and economic growth will increase people's purchasing power.

3.3.2. The IJEPA agreement includes

1. Better market access for trade in goods, services, and investment 2. Regulations covering intellectual property and government procurement 3. Trade facilities implementing rules of origin, and holding regular meetings between the Governments of Japan and Indonesia 4. Economic cooperation and capacity building which includes Industry 4.0, caregivers, and the Creative Economy Project (capacity building initiatives for creative workers)

3.4. AJCEP

The ASEAN-Japan Comprehensive Economic Partnership (AJCEP) is cooperation to strengthen economic integration between ASEAN and Japan, including forming a free trade area, increasing the competitiveness of ASEAN and Japan in world markets, and liberalizing and facilitating trade in goods, services and investment. AJCEP was signed on March 2, 2019, and implemented on February 1, 2022.

3.4.1. Key Benefits of AJCEP

AJCEP eliminated tariffs of 84.5% from all tariff lines for exports from Indonesia to Japan. Allows for the transfer of goods back and forth within member countries: Goods originating from AJCEP brought into Indonesia from member countries and re-exported in these countries, without processing in Indonesia, may enjoy tariff concessions. The original product that passes through the Parties can also maintain its original status. Allows third-party invoices for goods: The customs authorities in the importing country can accept a Certificate of Origin when a sales invoice is issued from another country or company that exports goods of origin in various sectors, provided the goods meet the necessary requirements. These invoices may originate from countries that are not Parties to this Agreement. Permit Regional Cumulation: Origin raw materials sourced from FTA Parties may be considered when assessing the origin criteria for final products produced in Indonesia.

3.5. Legal Basis

1. Decree of the President of Indonesia Number 58 of 1971 concerning Determination of Officials Authorized to Issue Certificates of Origin; 2. Regulation of the Minister of Trade Nompr 24/M-DAG/PER/6/2008 Concerning Provisions for Banana and Pineapple Exports to Japan in the Framework of IJ-EPA (Indonesia-Japan-Economic Partnership Agreement) 3. Regulation of the Minister of Trade of the Republic of Indonesia Number 111 of 2018 concerning Provisions and Procedures for Making a Declaration of Origin for Export Goods from Indonesia; 4. Presidential Regulation (PERPRES) Number 91 concerning Ratification of the First Protocol to Amend the Agreement on Comprehensive Economic Partnership Among Member States of the Association of Southeast Asian Nations and Japan (First Protocol to Amend the Agreement on Comprehensive Economic Partnership) between Member States of the Association of Southeast Asian Nations and Japan).

3.6. SWOT

3.6.1. Strengths

1. With the IJEPA and AJCEP agreements whether to increase the value of garment exports to international markets or not because the IJEPA free trade

agreement is a very important trade agreement for Indonesian garments considering Japan is Indonesia's main trading partner. 2. The presence of export activities to various countries makes DISPERDAGIN an advantage because the garment export market being studied is quite extensive to several countries around the world, creating added value for DISPERDAGIN itself. 3. Export trading activities have been facilitated by the existence of the IJEPA and AJCEP agreements so as to facilitate access to Indonesian buying and selling transactions to several countries. 4. Organizing the training aims to find out the steps for starting export activities at the Bandung Regency DISPERDAGIN. 5. Many activities and continuous training and increasing exports in Bandung district by DISPERDAGIN to design strategies and increase the number of exports so that the value of exports increases. 6. Striving for good service for exporters at DISPERDAGIN, several steps in serving exporters who want to export garments, namely: Examination of documents, Correction of Export of Goods (PEB), Correction of PEB data, Entry into the customs area, cancellation of exports. 7. The quality of Indonesian garments that compete with foreign garment products. Competition in quality and quantity affects the increase in export value, companies wishing to export garment products through DISPERDAGIN must already have an export permit. 8. The existence of an E-SKA (electronic) information system greatly supports the success of Indonesian exports because the e-SKA system uses a centralized web-based system (web-based) to connect all IPSKA with exporters and the Ministry of Trade. 9. Commitment of DISPERDAGIN which increases export value Some of the commitments contained in DISPERDAGIN are to increase the value of exports by maintaining the availability of raw materials and capital goods, as well as price stability of goods at competitive international prices, which can be done by reducing tariffs, providing convenience in the process of obtaining export licenses and permits, and increasing regulatory transparency. 10. The large number of garment commodities in the Bandung regency area is one of the factors in the increase in the export value in the Bandung regency area, so that the export value for the 5 year period at DISPERDAGIN is stable. 11. The human resources of the Ministry of Trade and Industry are very supportive of export success 12. There is an increase in garment exporters which really supports the increase in exports 13. With the existence of company operational standards (SOP) export activities are structured and organized so as to ensure that each unit of export activity carries out activities correctly, quickly, effectively, efficiently and avoids mistakes.

3.6.2. Weakness

1. Lack of participation by DISPERDAGIN in trade activities and exhibitions in the field of foreign garments 2. Lack of repositioning of semi-finished products and finished products 3. Lack of existence of FTA Center Minimizing the lack of an FTA Center because this FTA is very useful for increasing the capacity of Indonesian exporters to meet the standards of FTA partner countries because FTA also includes economic cooperation such as capacity building or technical assistance. 4. Lack of

research and development in the field of garment exports 5. Outreach regarding exporters Minimizing socialization activities at DISPERDAGIN regarding garment exporter activities in Bandung district 6. Dissemination of the implementation of garment exports that have not been fully conveyed by Attempting and optimizing all socialization activities for the implementation of garment exports at DISPERDAGIN.

3.6.3. Opportunity

1. Optimization potential for free trade agreements is an international trade agreement involving two or more parties entering into an export agreement. 2. Quality garment products provide an opportunity to increase export value because product quality is one of the most important things in a production process both for products sold domestically and for products sold for export purposes, then quality in garment products is very important because all products produced by the company for the European market have AQL 2.5 quality standards, namely strict quality standards and a standard that has been set for garment products to be marketed. 3. The existence of garment exporters that really support the increase in garment exports, so that DISPERDAGIN greatly optimizes export activities to several countries.

3.6.4. Threats

1. Competition for garment products from other countries Due to the large number of garment competitors from other countries, we must be able to optimize and improve the quality of garment products, then arrange licensing and provide facilities to producers of exporters. 2. The presence of used garment products disrupts garment exports. In order to minimize activities that interfere with export activities, it is best to eliminate used garment products because the export of used garments is an illegal act which is very detrimental to the parties involved, and the export of used garments is not listed in the Department of Industry and Trade. 3. Economic planning for export destination countries due to the covid-19 pandemic DISPERDAGIN entered into an IJEPA (Indonesian-Japan Economic Partnership Agreement) and AJCEP (ASEAN-Japan Comprehensive Economic Partnership Agreement), thus this is aimed at expanding the supply of raw materials which are needed in the production of goods. Then in terms of exports and imports regarding IJEPA and AJCEP can get relief costs.

5. Conclusion

From the results of the analysis that has been carried out SWOT analysis can be the basis for DISPERDAGIN to export goods to Japan because this analysis greatly influences the export of goods to Japan. Meanwhile, from the data that has been analyzed, the companies that have the most influence and export the most garments are PT GREENTEX INDONESIA UTAMA II, namely 49.12%, followed by

PT SHINKO TOYOBO GISTEX GARMENT with 14.74% & PT JIALE INDONESIA GARMENT. The total of 18 companies exporting garments to Japan was 11,047,971.11 kg.

Bibliography

- Impact of the Covid-19 Pandemic on Export-Import | BINUS UNIVERSITY BANDUNG - Creative Technology Campus. (2021). Retrieved March 24, 2023, from <https://binus.ac.id/bandung/2021/09/dampak-pandemi-covid-19-versus-ekspor-import/>
- IJEPA. (2023). Accessed March 26, 2023, from <https://ftacenter.kemendag.go.id/ijepe>
- Randy. (2023). Accessed March 26, 2023, from <http://eprints.umpo.ac.id/4127/3/3.%20RENDY%20KRIPSI%20%20BAB%20II.pdf>
- Kusumaningrum, Diana Dewi. (2023). Retrieved 26 March 2023, from <https://core.ac.uk/download/pdf/12347436.pdf>
- Quality, L. (2023). 5 Stages of Performing the Right SWOT Analysis for Your Business to be More Successful - Quality Assurance Agency. Retrieved 19 May 2023, from <https://lpm.uma.ac.id/5-phase-DO-Analysis-swot-yang-tepat-untuk-bisnis-anda-makin-success/>
- Adminlp2m: Definition, Examples and Sources. (2022). Retrieved 19 May 2023, from <https://lp2m.uma.ac.id/2022/04/08/methode-pengumpulan-data-pengertian-example-dan-source/>
- Fatimah, F. (2023). SWOT Analysis Techniques: Guidelines for Developing Effective & Efficient Strategies and How to Manage Strengths & Threats. | FADEL MUHAMMAD RESOURCE CENTER. Accessed 19 May 2023, from http://fia.ub.ac.id/katalog/index.php?p=show_detail&id=6974