



The Role Of Sekolah Ekspor Laccorre In Increasing The Export Of Indonesian Fashion Products In The Global Market

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Abstract. Indonesia is a country rich in natural resources making it one of the key actors in international trade. Indonesia's role in the global economy has become increasingly significant alongside the government's efforts to strengthen its position as a major player in various sectors, including the global fashion industry. This research aims to analyze the role of Sekolah Ekspor Laccorre in enhancing the export of Indonesian fashion products in the global market using Michael Porter's competitive advantage theory. The research employs a qualitative method, with data collected through document analysis and relevant literature. The findings indicate that Laccorre plays a significant role in boosting the capacity of Indonesian fashion exporters through strategies such as cost efficiency, product differentiation, market understanding, and international marketing. In conclusion, the collaboration between the government and Sekolah Ekspor Laccorre is expected to strengthen the position of the Indonesian fashion industry in the global market.

Keywords: Sekolah Ekspor Laccorre, Export, Fashion, Global Market

INTRODUCTION

International trade has become a key pillar in the dynamics of the global economy, facilitating the exchange of goods, services, and investments between countries around the world. In the increasingly evolving era of globalization, international trade is not only a tool for economic growth but also an essential means for countries to expand market access, enhance cooperation, and enrich international relations. Participation in international trade not only increases national income but also brings other positive impacts on a country's economy, such as creating opportunities to improve efficiency and productivity. This allows a country to leverage its comparative advantage by focusing on the production of goods and services that can yield substantial benefits for national income.

Indonesia is a country with abundant natural resources, making it one of the key actors in international trade, marked by its increasingly significant role in the global economy [1]. As the largest economy in Southeast Asia, Indonesia has a substantial market share and serves as an attractive destination for foreign investment. According to Tedjo Asmoro, the fashion industry ranks among the top three sectors contributing to reducing Indonesia's trade deficit and current account deficit during 2019, with export values reaching USD 10.84 billion, following the food and beverage industry and the basic metals industry[2]. The export of the fashion industry in the global market plays a crucial role in the economies of many countries. The fashion industry not only encompasses clothing but also includes accessories, shoes, bags, jewelry, and various other products that reflect current styles and trends. In the context of international trade, the fashion industry is one of the most dynamic and rapidly growing sectors.

The increasingly intense global competition presents the Indonesian fashion industry with several challenges that need to be addressed in order to maintain and enhance its competitiveness in international markets. One of the primary challenges is the complex and highly competitive market access. Fashion companies often face difficulties in product distribution and promotion in international markets due to high distribution costs, complex trade regulations, and a lack of strong distribution networks abroad. Additionally, product

promotion poses a significant obstacle due to limited knowledge of global markets and resource constraints.

The Indonesian government continues to strive to strengthen Indonesia's position as a key actor in the global fashion industry and to enhance its contribution to the national economy as a whole. One of the steps taken is to provide support to designers and fashion industry players in developing high-quality products with international market appeal. This includes offering training, mentorship, and access to the necessary resources to boost creativity and improve product quality.

Sekolah Ekspor Lacorre (PT Lacorre Loka Maya) is a non-state actor that plays a central role in promoting and expanding the export of Indonesian fashion products on the international stage. With an extensive network and a deep understanding of global market trends, Sekolah Ekspor Lacorre facilitates access for Indonesian fashion products to international markets. Through effective marketing strategies, strong partnerships, and support for local designers and producers, Sekolah Ekspor Lacorre helps expand the global footprint of Indonesian fashion products and enhances the international image of Indonesian brands[3]. By providing training, mentorship, and other resources, Sekolah Ekspor Lacorre assists Indonesian fashion industry players in developing effective marketing strategies and building strong brand images in global markets.

METHODS

The research uses a qualitative method, gathering data through document analysis and reviewing relevant literature. This approach helps the researchers explore the topic in more detail by examining existing written materials. Document analysis allows the researchers to identify key themes and patterns, while the literature review provides a theoretical background and connects the findings to previous studies. Additionally, the research incorporates the author's personal experience as a primary data source. This approach allows for a comprehensive exploration and understanding of the topic by integrating theoretical insights with practical perspectives derived from the author's direct experience. The combination of secondary data from extensive document review and the firsthand insights of the author aims to provide a well-rounded and in-depth analysis of the subject matter.

RESULTS AND DISCUSSION

Export is a key factor driving economic growth in a country. In the global economic context, exports allow a nation to sell goods and services in international markets, thereby generating foreign exchange income. This revenue is crucial for the country's economic stability, as it can be used to finance imports, pay foreign debt, and fund domestic development[4]. According to the most recent data from the Central Statistics Agency (BPS), Indonesia's export value in January 2024 amounted to USD 20.52 billion[5]. This figure demonstrates a robust export performance and highlights the significant role of the export sector in the national economy. The achievement of an export value of USD 20.52 billion reflects an increase in international trade activities and underscores Indonesia's capacity to access global markets. Indonesian exports products including agricultural commodities, manufactured goods, and creative industry products such as fashion items, have collectively contributed to this accomplishment.

Sekolah Ekspor Lacorre (PT Lacorre Loka Maya) is a digital-oriented educational institution under the Yayasan Ekspor Nasional, focused on providing vocational training in digital export for spices and fashion[6]. Sekolah Ekspor Lacorre has emerged as an educational institution dedicated to enhancing the competitiveness of Indonesian export products, particularly within the fashion industry, in the ever-evolving global market.

Confronting the challenges and opportunities of the digital age, this institution plays a crucial role in shaping future leaders of the export industry who are both competitive and innovative.

In this study, Michael Porter's theory of competitive advantage is employed to analyze the role of Sekolah Ekspor Lacorre in boosting Indonesian fashion exports in the global market. This theoretical framework offers insights into how the institution leverages strategic approaches to enhance the competitiveness of Indonesian fashion products. Michael Porter's theory of Competitive Advantage posits that the competitive advantage of an organization or country depends on its ability to create greater value than its competitors within a specific industry or market. Porter defines three types of strategies to achieve competitive advantage: cost leadership, differentiation, and market segmentation (or focus). This can be achieved through strategies that focus on understanding and leveraging factors that drive advantage, such as lower production costs, product differentiation, market access, and innovation capabilities[7].

Cost Leadership is defined as a strategy focuses on achieving economies of scale and leveraging them to produce high volumes at low costs. By minimizing production expenses, a company can offer products or services at lower prices compared to competitors, which can attract more customers and increase market share. Although profit margins may be smaller, the high sales volume can lead to significant revenue streams. Differentiation is defined as a strategy that aims to create unique product or service offerings through strong branding or exceptional internal capabilities. The goal of this strategy is to provide something that is difficult for competitors to replicate, thereby adding value for customers. Differentiated products or services are often associated with a strong brand and can attract customers who are willing to pay a premium for unique features or high quality. Market Segmentation (Focus) is defined as a strategy with a narrower scope compared to the previous two strategies. Companies employing this strategy choose to serve specific market segments or customer groups. By concentrating on the particular needs of the selected segment, the company can develop a strong competitive advantage, either through cost leadership within that segment or by differentiating the products or services offered[7].

To enhance the position of Indonesian exporters and fashion companies in the global market, Sekolah Ekspor Lacorre plays a crucial role by applying the theory of competitive advantage through a series of strategic steps that cover several key elements. These steps are specifically designed to strengthen competitiveness and product superiority on the international stage, including the following: cost efficiency, product differentiation, market understanding, and international marketing.

Cost Efficiency refers to the ability of a company or organization to effectively manage and optimize its financial resources[8]. The primary goal of cost efficiency is to reduce production or operational costs without compromising on quality or productivity. In a business context, cost efficiency is crucial as it can enhance a company's profitability. Steps to achieve cost efficiency include controlling production costs, employing appropriate technology, optimizing the supply chain, negotiating with suppliers, and managing financial risks wisely. Sekolah Ekspor Lacorre provides training to prospective exporters on the importance of cost efficiency in the context of fashion product exports. They teach strategies for identifying and reducing production costs and other resource expenditures. When exporters aim to enter international markets, they need to account for various costs associated with the export process. Initially, they must detail production costs, including raw materials, labor, and overhead expenses. Following this, companies should consider logistics costs, such as compliance with international packaging standards, international shipping expenses, and insurance to protect goods during transit. Additionally, costs related to export licensing and documentation must be factored in, including fees for obtaining necessary product certifications, issuing export documents such as invoices and bills of lading, and administrative costs for handling customs processes and export permits

in the destination country. In calculating all these costs, companies must ensure that their exported products remain competitive in the international market. This involves keeping total export costs low to maintain attractive pricing for foreign consumers while still securing adequate profit margins.

Product Differentiation is a marketing strategy where a company creates products or services with unique features or attributes that set them apart from competing products in the same market[9]. The goal is to make the product more appealing to the target consumers, allowing the company to distinguish its offerings from competitors and maintain a larger market share. Sekolah Ekspor Lacorre offers training to prospective exporters on developing export-ready products, focusing on several key aspects. They guide participants in identifying products suitable for export, procurement processes, meeting quality standards, brand marketing strategies, effective packaging design, setting appropriate international pricing, and creating product prototypes. Additionally, they provide specialized modules to develop skills in creating fashion products that can compete in the global market. Sekolah Ekspor Lacorre also encourages prospective exporters to develop products that not only exhibit high quality and appealing aesthetics but also possess unique features or added value that distinguish them from similar products in the market. This approach helps companies build a strong brand image, enhance product appeal to global consumers, and create opportunities to capture a larger market share and achieve higher profits in international trade.

Market Understanding refers to the ability or process of analyzing, comprehending, and interpreting the market in which a product or service will be offered[10]. This includes in-depth knowledge of market characteristics, consumer behavior, needs and preferences, as well as competitive dynamics within the market. In a business context, market understanding is crucial for developing effective marketing and sales strategies. It involves collecting and analyzing extensive market data, including demographic, economic, social, and political factors that influence consumer behavior. A strong grasp of the market helps companies identify new market opportunities, tailor their products or services to meet consumer needs, and better address competition.

In Sekolah Ekspor Lacorre, the Export Research and Strategy module is a core component of the training program, aimed at providing prospective exporters with a comprehensive understanding of preparing fashion products for the global market. This module covers essential aspects such as market research planning, market segmentation to identify potential segments, and targeting markets based on in-depth analysis of market needs. Additionally, it teaches international business ethics important for interactions with global market players and compliance with business regulations. Prospective exporters are also trained in practical skills, including creating global market maps specific to fashion products, allowing them to systematically map market opportunities and develop the necessary attitudes and skills for becoming successful and professional exporters.

International Marketing refers to the process of planning and executing marketing activities to promote products or services in global markets[11]. It involves strategies for identifying, understanding, and reaching consumers across different countries effectively. Sekolah Ekspor Lacorre implements a practical strategy using Trade Map to support Indonesian prospective exporters in preparing for entry into global markets. In this practical session, prospective exporters are guided on how to use Trade Map to conduct in-depth analysis of international markets. They learn to utilize the platform to access data on export and import values from various countries, trade volumes, prices, and relevant target or origin markets for their products. Additionally, they are trained to identify potential market opportunities based on the data available on Trade Map. This includes analyzing the latest trade trends, understanding market demand for specific products, and identifying market segments they can target.

Sekolah Ekspor Lacorre utilizes analysis from Trade Map to help prospective

exporters understand the competitive landscape in international markets. By examining data on competitors' market share and trade strategies, prospective exporters can take appropriate measures to position their products more competitively in the global market. This approach provides tangible support in preparing Indonesian exporters for successful expansion into international markets. Training in international marketing is crucial for exporters preparing their fashion products for the global market. Exporters are taught to understand cultural differences, consumer habits, and market preferences in various countries. Effective international marketing strategies include adapting products and marketing communications to align with local market characteristics and demands, as well as utilizing relevant media and distribution channels.

Sekolah Ekspor Lacorre also teaches techniques for global market analysis, competitor identification, and market potential evaluation to assist exporters in developing more intelligent and measurable marketing strategies. The training includes creating comprehensive business plans to optimize global market penetration and employing digital marketing strategies, such as leveraging social media and digital technologies to boost the visibility and appeal of fashion products internationally. Additionally, the school emphasizes the importance of digital business communication, instructing how to effectively interact with potential customers and business partners through digital platforms, and strategies for selling products online, including utilizing export platforms to broaden market reach.

Sekolah Ekspor Lacorre empowers fashion industry players to optimize their potential understanding global market dynamics. This provides them with greater opportunities to achieve sustainable competitive advantage and enhance their competitiveness in the international market. Competitive advantage enables Indonesian fashion products to stand out among competitors by offering unique and relevant value to international consumers. By effectively understanding and leveraging their advantages, exporters can create significant differentiation, enhance product appeal, and increase market share across various countries. The application of the Competitive Advantage theory is not just about achieving current excellence but also about building a foundation for long-term, sustainable growth. By adapting strategies that are relevant and responsive to changes in the global market, Indonesian fashion exporters can strengthen their position as major players in the international fashion industry.

CONCLUSIONS

International trade plays a crucial role in driving Indonesia's economic growth, particularly through the export sector. In this context, Indonesia's fashion industry faces increasingly fierce global competition, making exports essential for maintaining competitiveness and fostering economic development. Sekolah Ekspor Lacorre (PT Lacorre Loka Maya) is a significant non-governmental entity that plays a key role in supporting Indonesian fashion exports, focusing on the promotion and development of Indonesian fashion products on the international stage. Additionally, Sekolah Ekspor Lacorre provides practical support to fashion industry players through training, guidance, and other resources. Sekolah Ekspor Lacorre implements a series of strategic measures that include cost efficiency to enhance competitiveness, product differentiation to create added value, market understanding to align products with consumer needs, and international marketing to expand the global market share of Indonesian fashion companies. Through government initiatives and support from non-governmental entities like Sekolah Ekspor Lacorre, the Indonesian fashion industry is expected to continue strengthening its position in the global market and making a significant contribution to national economic growth.

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