



The Program of Sekolah Ekspor in Enhancing Indonesia’s Trade Post Covid-19 Pandemic

Fatika Sinta Rizka Aisya^{1,a)}, Tanti Nurgiyanti^{1,b)}, Bagus Subekti Nuswantoro^{1,c)}

¹*Social and Economic Sains, Universitas Respati Yogyakarta, Yogyakarta, Indonesia*

a) Corresponding author: rizkashinta03@gmail.com

b) tanti.nurgiyanti@respati.ac.id

c) bagus.subekti@respati.ac.id

Abstract. Indonesian commerce is a key factor that contributes significantly to the long-term viability of economic growth and development. Indonesia's physical location as a key archipelago influences its ability to impact economic trends. Following the Covid-19 outbreak, global trade conditions changed in ways that impacted the national economy. Indonesia is one of the countries hit by the pandemic-related problems. The Indonesian government encourages policymakers to transform and strengthen its position in international commerce. One of the major strategies to promote economic recovery is a sustained growth in exports. The Indonesian government, through the Ministry of Trade and the Ministry of Cooperatives and SMEs, founded Sekolah Ekspor to empower exporters and boost entrepreneurship in Indonesian products. This study aims to examine Sekolah Ekspor program, which has the potential to boost Indonesia's post-pandemic trade mobilization, using Adam Smith's Theory of Economic Liberalism and Pentahelix Theory, which combines the collaborative roles of five elements: government, academics, business entities or actors, society or community, and the media. This study employs a qualitative approach, with data collected from relevant documents and literature.

Keywords: Sekolah Ekspor; Exports; Indonesian Trade.

INTRODUCTION

Trade is a key factor that contributes significantly to a country's economic progress. Countries around the world contribute to international relations by focusing on economic development for greater stability. Indonesia contributes to economic dynamics because of its geographical location and strategic archipelago. The natural resources found inside are one of the factors contributing to Indonesia's potential economic growth. Agricultural and non-agricultural products must be managed wisely, using synergies among multiple partners. These management efforts are aimed at the common good in the national economic growth chain. Furthermore, Indonesia's trading activities can be conducted in accordance with government rules and the situation of superior commodities such as agriculture, fisheries, plantations, and so on, which is predicted to have a significant impact on trade mobilization.

In 2020, global conditions were unstable as a result of modifications following the covid-19 pandemic. Various sectors that support state income must have a significant impact, one of which is the state of the economy. The pandemic has an impact on the Indonesian state. The reason for this is that the government adopted many policies to break the chain of the proliferation of covid-19, which resulted in a reduction in the national economy's proportion and unstable conditions. According to the Ministry of Finance portal, Indonesia's economic growth in 2020 slowed to 2.07%, which is not

similar to the previous year's gain of 5.02 percent [1]. This pandemic paralyzed the global supply chain network as a result of lockdown rules and efforts to prevent access to places around the world. Nonetheless, the Indonesian government is working to revive the economy by bringing policymakers together to identify solutions.

The Indonesian government's policies have a considerable impact on the dynamics of commerce through exports. The government, as the primary actor, fosters the development of a competitive environment while also enhancing the quality of human resources. The Indonesian government, through the Ministries of Trade and Cooperatives and SMEs, established an export training institution that serves as a venue for exporters to increase their entrepreneurship and create local products. The Ministry of Trade and Sekolah Ekspor Nasional are committed to creating 500,000 new exporters from SMEs, universities, and the younger generation by 2030 [2]. Sekolah Ekspor Nasional offers curricula that can be used as training and learning support, combining digitization and sustainable themes. The plan encourages exporters and the government to collaborate in a systematic, strategic, and practical manner to create a more optimal export market. As a result, the economy's openness will allow many stakeholders to participate in the implementation of a successful free trade policy. Indonesia will have wide opportunities to increase export potential. This also aligns with forecasts for Indonesia to become the world's fifth largest economy by 2045 [3].

METHODS

This study applied qualitative method with data collection through relevant documents and literature. Researchers applied this method to deeply understand the phenomena in the field. This method was chosen because it enable the researchers to explore the views, experiences, and meanings of participants to the issues of the study. Based on the book 'Research Methods in International Relations' by Christoper Lamont, qualitative research strategy is a process of collecting and identifying information that relies on collecting and identifying non-numerical information [4]. This qualitative method is often used to understand how the world is and requires researchers to examine the implications and cycles in a global problem. In the study of international relations, the methods often faced are information collection using interview techniques, web exploration, and report or file-based. Thus, report-based or chronicle-based research is the most involved process in international relations studies research.

RESULTS AND DISCUSSION

INDONESIA'S TRADE DYNAMICS AFTER THE COVID-19 PANDEMIC

Trade dynamics are strongly linked to the Indonesian government's efforts to achieve numerous sustainable development goals, increase people's well-being, reduce poverty, and build infrastructure. In this environment, Indonesia's position as a significant player in the global economy is becoming more strategic. Indonesia's international trade development fluctuates year after year. According to data from February 2020,

Indonesia's trade deficit was \$860 million US dollars, with Indonesia's export balance of \$13.4 billion lower than its import balance of \$14.2 billion [5].

Indonesia as a country that has abundant natural resources such as in the agricultural sector, oil and gas, non-oil and gas, and so on is confident enough to try to boost Indonesia's commerce through export activities. Indonesia's export performance is expected to improve in 2021, despite the Covid-19 epidemic. This is because, by 2021, the conditions in countries will be under control, and the immunization campaign will be accelerated. Indonesia's improved export performance has allowed it to re-establish demand in foreign markets such as China [6]. The rise in the price of Indonesia's key export commodities, such as coal and palm oil, is also helping to boost exports. Although the increase in exports was limited in the middle of the year, Indonesia's exports in 2021 increased more than in 2020. Overall, Indonesia's exports in 2021 were the greatest in history (BPS, 2022).

IMPLEMENTATION OF LIBERALISM THEORY AND PENTAHELIX INNOVATION

1. Economic Liberalism

Economic liberalism is the basic idea of Adam Smith that there is a rational and optimistic view of individual actors towards progress and mutual benefits called the positive sum game [7]. This perspective focuses on achieving maximum production in appreciating the creativity and uniqueness of non-state actors to contribute to efforts to increase trade for economic growth.

The correlation between the phenomena of liberalism and this study shows the efforts of Sekolah Ekspor as an export training facilitator are dedicated to the movement of Indonesian commerce through export activities targeted at national economic growth. Sekolah Ekspor offers programs that combine digitization with sustainable concepts to help with training and learning. Liberalism believes that collaboration will result in accomplishments for the greater benefit.

2. Pentahelix Innovation



FIGURE 1. Pentahelix Model

Pentahelix theory is a collaborative theory that incorporates five elements: government, academia, business, community, and media, all working toward the same goal. Pentahelix is an extension of prior hypotheses, specifically triplehelix and quadruple helix. Initially, the Pentahelix concept was employed to build economic theories for progress in business [8]. Pentahelix introduces media as a crucial component in development. The predicted collaboration in the theory enables innovation and strategic interaction in pursuit of progress in a variety of sectors, one of which is the economic sector [9].

The collaboration of the roles of the five elements began with the efforts of the Indonesian government in collaboration with the Ministry of Trade and Cooperatives and SMEs to establish an export training institution, Sekolah Ekspor Nasional. The development of Sekolah.

Sekolah Ekspor Nasional cannot be separated from Academia's role in the Internship and Certified Independent Study programs. Academia serves as a gateway for students to pursue employment options with Sekolah Ekspor, allowing them to become young exporters who will contribute to increased trade in Indonesia. Sekolah Ekspor Nasional works with firms on international trade, overseas investment, and worldwide market development initiatives. Business potential can be used to influence government policy and give prospects for Indonesia's integration into the global market [10]. Sekolah Ekspor Nasional empowers the community through MSMEs which are one part of the driving force of Indonesia's trade which is then strengthened by the role of the media in providing social media account platforms and export product marketing websites that will bring together sellers and buyers from various countries known as Export Market. The Export Market is a platform for superior products managed by PT Depo Ekspor Indonesia with the aim of attracting the attention of buyers from abroad.

FLAGSHIP PROGRAMS OF THE NATIONAL EXPORT SCHOOL

a. Participation of the National Export School in the Trade Expo Indonesia event

The Ministry of Trade organizes Trade Expo Indonesia, the largest exhibition of export products and services, which is conducted annually with international achievements that focus on business-to-business transactions, buying and selling [11]. Sekolah Ekspor's theme is 'Export Excellence,' which represents its dedication to contributing to the export industry by introducing Indonesian products into the global market on an ongoing basis. Furthermore, as part of the program's collaboration, Sekolah Ekspor focuses on export education and international commercial practices. The School of Export's attendance at TEI 2023 aims to generate new possibilities and interact with existing business partners (B. Ekspor, 2023).

b. Inauguration of Perhimpunan Pelajar Indonesia (PPI)

Perhimpunan Pelajar Indonesia (PPI) is Sekolah Ekspor response to Indonesian students studying abroad who want to learn more about how local conditions relate to Indonesian products. PPI Dunia has demonstrated competency by implementing the Indonesian Trade Representative Abroad Talks and Export Ambassador programs. This is expected to contribute significantly to the development of thousands of new exporters among Indonesian students studying abroad [12].

c. National Export School

Sekolah Ekspor provides a place for students and business professionals to learn about many aspects of exporting. Sekolah Ekspor is part of the Be A Digital Exporter project, and the presentation is attended by export specialists.

CONCLUSIONS

The Indonesian government has invited policymakers to collaborate to identify measures to strengthen the economy following the COVID-19 outbreak. One policy that has a considerable impact on Indonesian trade is the export sector. The presence of Sekolah Ekspor Nasional yayasis expected to help accelerate Indonesia's international commerce activity. Sekolah Ekspor, through programs such as participation in the Trade Expo Indonesia event, the launch of the international PPI, and the Indonesian Export

Lecture, can assist develop an ecosystem that promotes the expansion of Indonesia's export sector following the epidemic. Indonesia is also able to enhance its position in the international market, with the expectation that exports will assist to economic recovery and increase Indonesia's trade mobilization following the epidemic.

The involvement of many stakeholders through pentahelix innovation is believed to inspire shared responsibility in overcoming problems and capitalizing on possibilities. Involving government, academia, business, society, and the media allows for the adoption of innovations in product development and more effective marketing, hence increasing Indonesian product competitiveness in the international market. The epidemic has altered the dynamics of global trade, and pentahelix innovation can help Indonesia adapt to these changes.

ACKNOWLEDGMENTS

The authors would like to thank Sekolah Ekspor Nasional for their complete assistance throughout the research process. Without their cooperation, this research would not have been possible. Access to information, practitioner networks, and the provision of relevant resources were all extremely useful in the development of this study. Finally, the authors would like to thank the team for their contributions to the completion of this research. Their efforts were significant in ensuring that this study met the desired standards of quality. Hopefully, the contributions of the many parties, as well as the findings of this research, will be valuable for future research and relevant to the academic and practical worlds.

REFERENCES

- [1] Wely Putri Melati, "The Covid-19 Pandemic and the Decline of the Indonesian Economy," Ministry of Finance of the Republic of Indonesia. [Online]. Available: <https://www.djkn.kemenkeu.go.id/artikel/baca/16064/Pandemi-Covid-19-Dan-Menurunnya-Perekonomian-Indonesia.html>
- [2] K. P. R. Indonesia, "Ministry of Trade Partners with Export Schools to Create New Exporters." [Online]. Available: <https://www.kemendag.go.id/berita/siaran-pers/gandeng-sekolah-ekspor-kemendag-kemendag-print-new-exporters>
- [3] S. Ekspor, "Export School Vision and Mission." [Online]. Available: <https://sekolah ekspor.com/60-2/>
- [4] C. Lamont, *Research Methods in International Relations*. 2015. [Online]. Available: file:///C:/Users/MyBook Hype/Downloads/71316_book_item_71316.pdf
- [5] Binus, "Impact of Covid-19 Pandemic on Export-Import." [Online]. Available: <https://binus.ac.id/bandung/2021/09/dampak-pandemi-covid-19-terhadap-ekspor-impor/>
- [6] L. A. Rafsanjani, "The Rivalry between the United States (US) and China in Becoming a Security Orderer in East Asia," *Indones. J. Glob. Discourse*, vol. 2, no. 1, pp. 27–44, 2020, doi: 10.29303/ijgd.v2i1.6.
- [7] G. S. Robert Jackson, *Introduction to the Study of International Relations: Theories and Approaches*. 2013.
- [8] M. Z. Firmansyah, S. Priyanto, and M. Bilney, "Collaboration Strategy in the Penta-Helix Concept: Deradicalization Program for Terrorist Separatism Groups in Papua," *J. Terror. Stud.*, vol. 4, no. 1, 2022, doi: 10.7454/jts.v4i1.1045.
- [9] R. U. P. Al Amin, "The Synergy of Pentahelix Model In Increasing Innovation of Startup Digital in Cimahi City," *Univ. Komput. Indones.*, pp. 13–40, 2020.
- [10] GAPMMI, "Collaboration Program to Create 500,000 New Exporters," Indonesian Food and Beverage Association. Accessed: Nov. 10, 2023. [Online]. Available: <https://gapmmi.id/article/read/7683/program-kolaborasi-mencetak-500-ribu-eksportir-baru>
- [11] K. Ministry of Trade, "Jokowi Opens Trade Expo Indonesia, Ministry of Trade Aims for Rp 172 T Transaction," 2023, [Online]. Available: