

CHALLENGES AND GOVERNMENT POLICY SOLUTIONS FOR IMPROVING MANGOSTEEN EXPORT IN INDONESIA

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ABSTRACT:

The mangosteen fruit has the potential to become a leading export commodity from Indonesia when viewed from the development of export volume, thus requiring proper handling. The decline in Indonesia's export performance in recent years has raised concerns for the government and the business world. The lack of synchronization in regulations (between central and regional authorities and across sectors), transportation security, and non-IT-based documentation processes have created high costs in the shipment process. The author employs a qualitative research method based on philosophy, used to investigate scientific conditions (experiments) where the researcher serves as the instrument. Data collection techniques and qualitative analysis focus more on meaning. There are several obstacles faced by Indonesia that need improvement for the successful implementation of mangosteen export, namely Machine/Technology Factors, Price Factors, Marketing Factors, Process Factors, Productivity and Quality Factors, and Skills Factors. One of the solutions implemented by the government is the Indonesian government's policy to enhance productivity and production efficiency, quality, and

the appearance of products that meet standards and are attractive to consumers, as well as ensuring production/supply continuity.

Keywords; *Mangosteen Fruit, Export, Policy, Solution.*

A. Introduction

For a country, international trade, both imports and exports, plays a crucial role in the national economy due to its significant impact on economic development. Import and export activities can affect the gross domestic product (GDP), which in turn drives economic growth. Therefore, policies are needed to support economic reforms that are open and facilitate the flow of capital through growth strategies based on international trade. Meanwhile, for companies, export activities encourage the adoption of best practices applied in global markets, as well as spur technological innovation that can improve product efficiency and quality. This ultimately contributes to enhancing the company's export competitiveness.

International trade is the exchange of goods and services between business actors in different countries. Import and export indicators are used to assess a country's performance and success in economic development. When export values are higher than imports or when net exports are positive, it means that these activities contribute to national income, which impacts economic growth. This indicator is highly sensitive and can generate various sentiments in society, including those affecting exchange rates, investments, and even stock prices, generally impacting the currency exchange rate. An increase in export activities will lead to higher demand for the domestic currency, causing the exchange rate to strengthen, while also resulting in full employment, meaning that the unemployment rate decreases. Another factor that can influence the exchange rate is imports. High imports increase the demand for foreign currencies, leading to the depreciation of the domestic currency. In addition to imports, investment and capital flows can reduce domestic production, increase unemployment, and decrease income, which in turn weakens the purchasing power of the population.¹

¹ Ngatikoh. *Kebijakan Ekspor Impor : Strategi Meningkatkan Pertumbuhan Ekonomi Di Indonesia*. Jurnal Ilmu Ekonomi Islam Volume 04, Nomor 02 Tahun 2020, DOI: <https://doi.org/10.33507/labatila.v4i02.269>, hlm. 168-170.

One of the fruits exported from Indonesia is the mangosteen (*Garcinia mangostana* L.). The main mangosteen growing areas in Indonesia are spread across several regions, such as East Kalimantan, Central Kalimantan, West Java (Tasikmalaya, Bogor, Ciamis, and Purwakarta), West Sumatra, North Sumatra, Riau, East Java, and North Sulawesi. The largest mangosteen-producing regions in Indonesia are West Java, with around 11,512 tons, and West Sumatra, with around 8,474 tons.

Mangosteen can be a potential export commodity for Indonesia if we consider the development of export volume, thus requiring proper management. The mangosteen currently traded is generally of low quality, as it comes from wild mangosteen forests or home gardens that have not been exposed to proper cultivation techniques. The development strategy for mangosteen should focus on increasing the planting area, harvest area, production, and productivity of mangosteen, improving and facilitating mangosteen exports, and enhancing the welfare of farmers.²

Besides having great export potential, mangosteen can also boost Indonesia's economic growth through higher purchase prices for farmers and the opening of land for larger mangosteen processing industries. Indonesia has opportunities in the export of mangosteen as a commodity. Economic interests refer to actions taken by a country to achieve and develop its economy.³

An increase in exports is essential to address the imbalance in the balance of payments. Based on this research, the production of export-capable commodities must be enhanced. The export of traditional goods should be encouraged, as they are needed by both developing and developed countries.⁴

The decline in Indonesia's export performance in recent years has become a concern for both the government and the business sector. President Joko Widodo stated that Indonesia's exports are still lagging behind those of some neighboring countries. One important factor in improving export competitiveness is infrastructure development. On another occasion, President Joko Widodo reiterated his vision to enhance national competitiveness through infrastructure development. Additionally, the process of transporting export commodities/products from industries to ports still faces technical challenges on the ground. The underutilization of information technology to support export

² Tiara. Analisis Simulasi Kebijakan Peningkatan Ekspor Manggis Indonesia. *Habitat* Volume XXVI, No. 1, Kota Malang, 2015, DOI: <https://doi.org/10.21776/ub.habitat.2015.026.1.8>, hlm. 62.

³ Max Webber, *The Idea of Economic Sociology*. Princeton University Press, New Jersey, 2018.

⁴ Jhingan, *Ekonomi Pembangunan dan Perencanaan*. Rajawali Pers: Jakarta, 2014.

services is also a complaint among exporters. These issues are examples of the suboptimal efforts made by both the government and the private sector in supporting the growth of national exports.

The lack of synchronization in regulations (between central and regional governments, as well as across sectors), transportation security, and the documentation process for goods, which is not yet IT-based, have resulted in high costs in the shipping process. The bureaucratic export administration, limited fleet capacity, and the lack of synchronization in transportation schedules, along with access to ports from the hinterland, contribute to the inefficiency of the export commodity transportation process and extend delivery times. Similarly, the limited consolidation areas for goods are a cause of problems in port services.⁵

B. Research Method

The research conducted by the author uses a qualitative descriptive approach. Qualitative research is a research process that is carried out descriptively, presenting data in the form of words, both written and unwritten, obtained from informants or participants. This study emphasizes a deeper understanding of the quality and meaning behind the existing facts.⁶

Qualitative research methodology is a research method based on philosophy, used to study scientific conditions (experiments) where the researcher acts as the instrument. The data collection techniques and analysis are qualitative in nature, focusing more on meaning. With this method, the author aims to gather historical data and carefully observe certain aspects related to the issue being researched, so as to obtain data that can support the preparation of the research report.⁷

C. Discussion

International trade can be defined as trade between countries, which includes both exports and imports. The foreign exchange earned from exports is a source of funding for development. An increase in foreign exchange earnings from exports helps alleviate the burden on the trade balance. Trade is an important factor in stimulating economic growth in every country.⁸ The horticultural subsector plays an important role in export activities. In

⁵ Danang Hengki, *Policy Brief Infrastruktur Penunjang Ekspor Nasional*. Indonesia Eximbank, Yogyakarta, 2018, hlm 1-2.

⁶ Muh. Fitrah & Luthfiyah, *Metodologi Penelitian, Penelitian Kualitatif, Tindakan Kelas & Studi Kasus*, CV. Jejak, Sukabumi, 2017, hlm. 44.

⁷ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Penerbit Alfabeta, Bandung, 2018.

⁸ Todaro dan Smith, *Pembangunan Ekonomi*. Penerbit Erlangga, Jakarta, 2006.

2015, the GDP of the horticultural subsector was IDR 175.165 billion, while its export value reached USD 576.56 million.

Currently, Indonesia has become an importing country. Therefore, it is important to maintain the stability of the rupiah exchange rate to prevent a larger outflow of rupiah abroad. The maintenance of a stable exchange rate is also closely related to Indonesia's foreign debt. If the rupiah weakens, the debt burden will increase. This rise in the debt burden can hinder economic growth.⁹

Most of Indonesia's exports today are reactive, meaning they are only for fulfilling orders or waiting for buyers to come. Indonesia's export strategy is still generally not aggressive or proactive in entering other countries' markets, resulting in Indonesian products lacking strong competitiveness in international markets. This weakness needs to be addressed promptly. Indonesia's export strategy must shift to a more proactive approach by 'attacking' export markets. Business players must focus on developing more competitive products. It is hoped that Indonesia can increase its export value not only from agricultural and plantation products but also by diversifying into industrial commodities. Over the past two years, both Indonesia's exports and imports have declined due to various factors, such as the slow recovery of global demand and reduced domestic consumption. A similar phenomenon has occurred in other developing countries, including ASEAN nations, where their export and import levels are still relatively low compared to advanced countries such as Japan, China, and South Korea.¹⁰

Like other developing countries, Indonesia's export performance plays a significant role in economic fluctuations. Recently, for example, the massive rise in global prices has contributed to an increase in Indonesia's export revenue and high growth. Export activities aimed at boosting growth are higher for companies that import technology, and vice versa. By adopting cross-border learning, companies entering export markets can have a positive impact, as importing technology can create a synergistic effect.

Currently, Indonesia's contribution to total global exports is still less than 1 percent. Therefore, new breakthroughs are needed, especially in terms of policies to develop Indonesia's export markets. In fact, Indonesia has the potential and appeal for this, but it

⁹ Intan Sari Arfiani, *Analisis Empiris Hubungan antara Ekspor, Impor, Nilai Tukar dan Pertumbuhan Ekonomi di Indonesia*. Jurnal Ekonomi Pembangunan, Volume 17 No. 2, 2019, DOI: <https://doi.org/10.29259/jep.v17i2.9485>, hlm. 81.

¹⁰ Farina dan Husaini. *Pengaruh Dampak Perkembangan Tingkat Ekspor dan Impor*, Jurnal Administrasi Bisnis. Volume 50, No. 6 September 2017, DOI: <https://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/2079>, hlm. 45.

lacks sufficient competitiveness. Indonesia's export competitiveness remains low. From a policy perspective, there are many regulations that burden investors. However, Indonesia has advantages such as a strategic geographic location, a large population, security stability, and a developing economy. To ensure that existing regulations do not become a burden, Indonesia needs to improve its competitiveness. With more investors coming in, Indonesia's export value is expected to increase.¹¹

Indonesia's exports are still lagging behind those of Vietnam, because in Vietnam, ports already offer direct call services to investor countries and have been integrated as part of the supply chain. Meanwhile, ports in Indonesia still function primarily as places to load and unload goods. Therefore, port infrastructure in Indonesia needs to be improved to meet more complex needs, not just for loading and unloading goods. To increase export value, there have been several policy responses, such as policy simplification through the provision of tariff discounts and a reduction in gas prices since 2015. In addition, business certainty has also been ensured through the issuance of policy packages, including the 15th Economic Policy Package.

The import trade system for goods that are not available in Indonesia requires several breakthroughs to increase Indonesia's exports. One way to achieve this is by innovating products (value creation) to enhance export value, such as by implementing export product standards that are on par with global standards. Additionally, it is important to boost the industrialization of Indonesia's comparative advantage products, such as cinnamon derivatives, vetiver root, and others. The utilization of existing trade facilitation schemes also needs to be optimized to strengthen Indonesia's position in the global value chain. To increase Indonesia's export products, outreach or training is needed in each province with low export levels. Furthermore, new export products should be developed, markets should be expanded through international cooperation agreements, and institutional support related to infrastructure, such as ports, should be strengthened.

Exports and imports are activities in international trade. Exports and imports can influence a country's economic growth. When a country exports more than it imports, the national income of that country increases. The pandemic, which hindered export and import activities, certainly impacted the national income of the country. This can be seen from Indonesia's GDP data during the pandemic, which declined, and the country's economic

¹¹ Uyat Suyatna, *Implementasi Kebijakan Ekspor di Indonesia*. Sosiohumaniora - Jurnal Ilmu-ilmu Sosial dan Humaniora Vol 21, No. 2 Juli 2019, DOI: <https://doi.org/10.24198/sosiohumaniora.v21i2.19370>, hlm. 176.

growth even turned negative. To recover from the effects of the pandemic, Indonesia implemented several policies, one of which was a monetary policy established by the government together with Bank Indonesia (BI) to participate in maximizing various monetary policies and long-term strategies aimed at accelerating the digitization of Indonesia's payment system for economic recovery. This included continuing the exchange rate policy to maintain exchange rate stability in line with market mechanisms. Other monetary policies included accelerating government spending, relaxing income taxes, and focusing on national economic recovery. These policies aim to restore income levels to pre-pandemic levels, stimulate progress, avoid inflation, and reduce the unemployment rate.¹²

1. Factors Hindering the Government in the Export of Mangosteen

Mangosteen is one of the horticultural commodities with high economic value. This can be seen from the export of fruits from Indonesia, with mangosteen being one of the dominant commodities. Mangosteen is often called the 'Queen of Fruits' because of its exotic taste, the beauty of its skin, and its white to reddish flesh, which is clean and unlike any other exotic fruit. The largest mangosteen production centers in Indonesia are in East Kalimantan, Central Kalimantan, West Java, West Sumatra, North Sumatra, Riau, East Java, and North Sulawesi. The growth of mangosteen plantation areas has an average annual growth rate of 14.15%. Over the past five years, the volume of mangosteen production in Indonesia has tended to increase, with an average growth rate of 23.58% per year.¹³

Indonesia's agricultural commodities, including mangosteen, have entered the era of free trade, and their market status has become global. Marketing competition is no longer limited to ASEAN countries but has expanded into international markets. The opportunity for fresh fruit exports remains open because the market for fruits, including mangosteen, is not restricted by quotas. In fact, global demand for mangosteen has yet to be fully met. The volume of mangosteen exports from Indonesia has shown an increasing trend, with an average growth rate of 35.83% per year. Most of Indonesia's mangosteen exports are directed to Hong Kong, China, and the United Arab Emirates. In 2015, Indonesia was the fourth-

¹² Asbiantari, D. R., Hutagaol, M. P., & Asmara, A. *Pengaruh Ekspor Terhadap Pertumbuhan Ekonomi Indonesia*. Jurnal Ekonomi dan Kebijakan Pembangunan, Volume 5, No. 2, 2016, DOI: <https://doi.org/10.29244/jekp.5.2.2016.10-31>, hlm. 10-11.

¹³ Warid Ali Qosim, *Pengembangan Buah Manggis Sebagai Komoditas Ekspor Indonesia*. Jurnal Kultivasi Vol.12 No. 1, 2013, DOI: <https://pustaka.unpad.ac.id/archives/130308#>, hlm. 40-41.

largest exporter of mangosteen in the world. The world's main mangosteen exporters in that year were Mexico, India, Thailand, Indonesia, and Ecuador.¹⁴

There are several obstacles faced by Indonesia, and improvements are needed to ensure the successful implementation of mangosteen fruit exports.¹⁵

a. Machinery/Technology Factor

In the machinery/technology factor, there is an issue with the high cost of technology. It would be advisable for business actors to coordinate with the government to implement subsidies or assistance that support sustainable agriculture. Furthermore, the technology currently in use is outdated, so business actors and the government could collaborate to develop infrastructure, conduct research and innovation, and provide government subsidies. Additionally, issues arise with regulations, which is why the government must coordinate with farmers and business actors to simplify licensing processes and ensure policy stability. This would help boost productivity and the quality of agricultural products in Indonesia, including West Java.

b. Price Factor

In the price factor, there is an issue related to the volatility of exchange rates. Therefore, it is advisable for business actors to lock in the exchange rate through forward contracts to avoid unfavorable currency fluctuations. Additionally, challenges arise regarding international quality standards; however, business actors should implement a strong certification and accreditation system to meet international quality standards and build trust.

c. Marketing Factor

In the marketing factor, there is an issue related to consumer preferences from different countries. Therefore, business actors should conduct research to gain a better understanding of these markets and provide clear information about the environment in various countries. Additionally, challenges arise in the managerial marketing strategies for these products. To address this, business actors should promote and campaign for their products through various methods such as business meetings, trade missions, trade exhibitions, and communication with Indonesia's representatives (ITPC) in Australia. They should also connect with online platforms to encourage digital marketing.

¹⁴ *Ibid*,

¹⁵ Salma Alysa Nuranisa & Arie Kusuma Paksi, *Peran Strategis Kerjasama IA-CEPA Terhadap Pemulihan Ekonomi Indonesia di Masa Pandemi Covid-19*. Penelitian dan Pengembangan Sains dan Humaniora, Volume 6, No. 2, 2022. DOI: [10.23887/jppsh.v6i2.47310](https://doi.org/10.23887/jppsh.v6i2.47310), hlm. 196-200.

Furthermore, business actors are required to obtain certification and accreditation for their products to gain legitimacy from importers in the target countries.

d. Process Factor

In the process factor, there is an issue with complicated and convoluted regulations. Therefore, business actors and the government should coordinate to reform the existing export regulations and establish mutual recognition agreements so that each country understands its product standards. Furthermore, regulations can hinder sustainable agriculture, which highlights the importance of improving and collaborating with existing stakeholders to identify overlaps and inefficiencies. Another issue is the delay in information dissemination, whether from the Indonesian government or representatives in other countries. Therefore, the government should improve managerial practices, including the development of existing staff. Additionally, issues arise from high tariffs and taxes, so the government should evaluate policies and conditions between the two countries to provide information about tariff reductions to 0% for mangosteen and coffee after the ratification of IA-CEPA and AANZFTA. Proper socialization of these Free Trade Agreements is needed for business actors to take advantage of these opportunities.

e. Productivity and Quality Factor

In the productivity and quality factor, there are issues related to maintaining quality during transportation. Therefore, business actors should monitor the temperature and humidity inside containers to ensure that the products are well-preserved. Additionally, improving packaging quality is very important, as it helps adjust the product to condensation and prevents damage due to humidity. However, this should be supported by careful selection of vessels and appropriate insurance to minimize potential losses. Another issue is the practice of sustainable agriculture, where the government and business actors should coordinate to implement replanting and forest conservation to maintain environmental resilience. Moreover, the adoption of organic farming can promote agricultural sustainability, but there needs to be proper socialization through education and training for farmers. Another problem is the variability in harvest yields, which requires the implementation of Good Agricultural Practices, Pest Management, and training and education from the government to support Indonesian agriculture.

f. Skills Factor

In the skills factor, there are issues related to the limited knowledge, training, and technology available for agriculture and farmers. Therefore, partnerships with training

and education programs are needed to build and develop high-quality agriculture. However, this needs to be supported by improving existing infrastructure, and government subsidies should be provided to assist business actors in facilitating agricultural infrastructure. This must be regularly evaluated. Another issue is the aging workforce, where providing access to capital for millennial farmers would encourage collaboration with the younger generation. In addition, the government can empower retirees and young farmers to foster enthusiasm and a sense of responsibility among the younger generation toward Indonesian agriculture, including in West Java.

2. Government Policy Solutions in Mangosteen Export

To build a strong nation-state, it is necessary to integrate politics and economics, so the state must actively engage in regulating the economy to enhance national power. Therefore, to maintain a strong economy, the country must establish economic relations through a trade surplus by limiting imports and encouraging as much export as possible.¹⁶

Indonesia, as a tropical country, specializes in agricultural products, particularly fruits. Fruits contribute a significant share to the Gross Domestic Product (GDP) of the horticultural sector, averaging around 52 percent each year. One of the fruits that has become a flagship export of Indonesia is the mangosteen. Mangosteen is often referred to as the 'Queen of Fruits' due to its exotic appearance, which makes it a unique attraction. The contribution of mangosteen exports to the total national fruit exports in 2006 was 37.4 percent. Meanwhile, the export growth rate from 2001 to 2007 reached 35.6 percent per year. The government has designated mangosteen as a national flagship commodity in the National Strategic Research on Fruits (RUSNAS Buah) since 2000, because mangosteen still holds significant potential for further development.

The government is working to improve production technology at the farmer level and to discover superior varieties with optimal productivity. The significant attention given to Indonesia's mangosteen production must be matched with the right market opportunities, so that the commodities produced can be marketed according to consumer demand, particularly in the countries that are the main export destinations for Indonesia's mangosteen. Based on the issues faced, the objective here is to provide an overview of the characteristics of the main export destination countries for Indonesia's mangosteen and to analyze the factors

¹⁶ Oatley, *International Political Economy Interest and Institution in The Global Economy*. University of North Carolina at Chapel Hill: Pearson Longman. 2004.

influencing the flow of Indonesia's mangosteen trade, as well as the factors that have a significant impact on increasing export volume to these destination countries.

Indonesia's mangosteen market is largely directed toward various countries in Asia, Europe, and the Middle East. The export destination countries for Indonesia's mangosteen have different locations and characteristics. These differences are observed through variables such as the GDP of the destination country (Y_j), the population of the destination country (Pop_j), the distance between Indonesia and the destination country (D_{ij}), the use of mangosteen in religious ceremonies in the destination country ($DM1$), and the implementation of quarantine policies by the destination country ($DM2$). These variables are referred to as gravity variables, derived from 23 mangosteen export destination countries in 2007, and then analyzed using linear regression analysis tools. The results of the regression analysis illustrate the performance of variables in the model, revealing which factors significantly influence the export volume of Indonesia's mangosteen to these destination countries.

The depiction of the market potential for mangosteen in export destination countries is divided into two parts: first, by describing the characteristics of Indonesia's main mangosteen export destinations, namely China, Hong Kong, and the United Arab Emirates; and second, by describing the characteristics of groups of other mangosteen export destination countries, such as other Asian countries, other Middle Eastern countries, and European countries. The gravity model regression analysis of the flow of Indonesia's mangosteen trade conducted in this study has met the assumptions previously set. Based on the regression analysis results, the coefficient of determination (R^2) value obtained is 53.6 percent, which indicates that the independent variables in the model can explain 53.6 percent of the variation in the export volume of Indonesia's mangosteen to the destination countries. The remaining 46.4 percent is explained by factors outside the model. Based on the t-statistic test, the independent variables that significantly influence the export volume of Indonesia's mangosteen at the 10 percent significance level are *dummy1*, which represents the use of mangosteen as an offering in the destination country, and *dummy2*, which represents the implementation of quarantine regulations in the destination country. Meanwhile, the distance variable significantly influences the export volume of Indonesia's mangosteen at the 30 percent significance level.

The result provides an overview of the factors that influence the volume of Indonesia's mangosteen exports. Therefore, the solution derived in this case is:¹⁷

- a. The Indonesian government implements policies to improve productivity and production efficiency, product quality and appearance that meet standards and appeal to consumers, as well as continuity of production/supply.
- b. The Indonesian government promotes fruit production on state-owned enterprise (BUMN) land through land optimization programs.
- c. The Indonesian government encourages the private sector to invest in fruit commodities, such as through collaboration between the Agricultural Research and Development Agency (Badan Litbang Pertanian) and PTPN in providing land for fruit cultivation.
- d. The Indonesian government implements a Supply Chain Management system to enhance the production and export of horticultural commodities.
- e. The development of Indonesia's mangosteen exports in the near future should focus on countries with specific needs for mangosteen, such as China and Hong Kong, where mangosteen is required as an offering ingredient. The demand for mangosteen as part of the offering is highly significant in increasing the export volume of Indonesian mangosteen to these countries, especially considering that the Chinese New Year celebrations coincide with the mangosteen harvest season.
- f. The recommended export destinations for Indonesian mangosteen are countries with relatively low transportation costs, such as transit countries like Singapore, Hong Kong, and the United Arab Emirates, which have fleets with lower rates. This is due to the fact that the distance variable has a significant impact on the export volume of mangosteen to the destination countries
- g. The significant impact of quarantine policy implementation on the export volume of Indonesian mangosteen suggests the need for better production technology.

The improvements to address the barriers faced by the government in the exploration of agricultural exports, both for agricultural entrepreneurs and the government in increasing export activities, include:¹⁸

- a. Technology Factors: Government subsidies or assistance, infrastructure development, research and innovation, as well as the simplification of licensing and policy stability.

¹⁷ Anantanyu S. *Kelembagaan Petani: Peran dan Strategi Pengembangan Kapasitasnya*. Jurnal Sosial Ekonomi Pertanian dan Agribisnis, Vol 7, No. 2, Februari 2011, DOI: <https://doi.org/10.20961/sepa.v7i2.48895>, hlm. 102-108.

¹⁸ Salvatore, D. *International Economics*, 9th ed. River Street Hoboken, NJ 07030, USA: John Wiley & Sons, Inc., 2007.

- b. Price Factors: Use of forward contracts, as well as certification and accreditation.
- c. Marketing Factors: Understanding the target market, providing clear information, product promotion and campaigns, digital marketing, as well as certification and accreditation.
- d. Process Factors: Reforming export regulations, mutual recognition agreements, improving and collaborating with stakeholders, enhancing managerial skills, as well as implementing free trade agreements.
- e. Productivity & Quality Factors: Monitoring temperature and humidity, improving packaging quality, selecting the right vessels, cargo insurance, replanting and forest conservation, implementing organic farming, education and training for farmers and processors, good agricultural practices, and pest management.
- f. Skills Factors: Partnerships with training and education programs, improvement and subsidies for agricultural infrastructure, monitoring and evaluation, providing access to capital and collaboration with young farmers, empowerment of retirees, young farmers, and the provision of incentives.

In addition to these policies, attention is also needed in the development of commodities based on comparative and competitive advantages, namely that Indonesian horticultural products are safe for consumption by meeting food safety standards, of higher quality, with maintained continuity, and priced relatively lower than imported products.

D. Conclusion

Based on the explanation above, the author would like to emphasize once again that Indonesia is a country with extraordinary natural wealth. The mangosteen fruit is one of Indonesia's natural riches that plays a key role in the country's horticultural export sector. Indonesian mangosteen can boost the quantity of fruit exports from Indonesia. Therefore, more attention is needed in the development of both the quality and quantity of mangosteen production. Mangosteen has significant health benefits, as it helps maintain body metabolism and is said to have the ability to fight cancer cells, making it a potential asset for Indonesia to further develop with the support of advanced technology. The competition in mangosteen exports is not substantial, due to Indonesia's natural factors that allow the country to produce mangosteen in quantities that exceed domestic demand.

The development of mangosteen farming will also induce the growth of other sectors, creating new job opportunities. Government policies must prioritize mangosteen farmers by improving alignment and coordination between provincial and regional governments in providing farming infrastructure, such as roads, facilities, agricultural input institutions, capital, and marketing, to support the development of fruit-growing areas. The author also

hopes that the people of Indonesia will collaborate with both the government and the private sector to maintain the stability of domestic mangosteen production, so that mangosteen can be recognized globally and provide health benefits.

The solutions identified include the Indonesian government implementing policies to increase productivity and production efficiency, improving product quality and appearance to meet standards and attract consumers, and ensuring continuity in production/supply. Furthermore, in the near future, Indonesia's mangosteen export development should focus on countries with specific needs for mangosteen, such as China and Hong Kong, where mangosteen is used as an offering complement. Additionally, the recommended export destinations for Indonesian mangosteen are countries with relatively low transportation costs, such as transit countries like Singapore, Hong Kong, and the United Arab Emirates, which have fleets with lower shipping rates. This is due to the fact that distance has a significant impact on the volume of mangosteen exports to destination countries.

E. Suggestion

In looking at economic activities in the export sector, the recommendation for the government is to create policies or regulations that benefit exporters in order to boost both the economy of exporters and the country. This needs to be done to ensure that the balance of economic activities in the export sector is not disrupted.

The author hopes that the government will pay more attention to the export sector, as it can improve the quality of the economy and create policies that help traders export Indonesia's natural products, especially mangosteen.

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