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UPAYA PEMERINTAH INDONESIA DALAM MENINGKATKAN EKSPOR PRODUK ALAS KAKI KE PASAR LUAR NEGERI

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Abstract: Footwear is one of Indonesia's leading commodities; in addition, Indonesia's footwear imports are relatively small so that on a net basis, footwear records a surplus and supports national income. Indonesia is also one of the fourth largest footwear producers in the world after China, India, and Vietnam. Furthermore, footwear has become a mainstay commodity in RIPN 2015-2035. However, in export activities footwear still experience several obstacles including a brand image that cannot compete, insufficient availability of domestic raw materials, high trade logistics costs, market information that is not specific and up-to-date, and trade facilities that are not maximized. Therefore, the Indonesian government has made several efforts to increase exports of footwear products to international markets. The theory used in this research is export theory. This research is a descriptive qualitative research. Data collection was carried out by library research using secondary data. The results of this study shows that the Indonesian government has made six efforts to increase footwear exports to international markets, including conducting training on design development and diversification of footwear products, providing business capital subsidies to footwear industries that have export potential, giving awards to footwear business actors, promoting Indonesian footwear products to international markets, holding business to business meetings, and providing market information and Indonesian free trade agreements.

Keywords: footwear, shoes, export, Indonesian government efforts

Pendahuluan

Indonesia memiliki sejumlah komoditas ekspor unggulan di pasar luar negeri salah satunya adalah alas kaki. Alas kaki termasuk ke dalam 10 komoditas ekspor non migas terbesar Indonesia. Di samping itu, impor alas kaki Indonesia memiliki nilai yang relatif kecil sehingga secara neto, komoditas ini mencatatkan surplus dan juga mendukung pendapatan nasional (Kementerian perdagangan RI, 2020).

Pada tahun 2019 Indonesia termasuk ke dalam negara produsen alas kaki terbesar di dunia yang menempati urutan ke empat setelah Tiongkok, India, dan Vietnam (Kementerian Perindustrian RI, 2019). Selain itu, Kementerian Keuangan Republik Indonesia menyampaikan bahwa alas kaki merupakan salah satu sektor ekspor unggulan Indonesia. Alas kaki juga termasuk ke dalam salah satu industri prioritas dan strategis untuk dapat terus ditingkatkan sesuai dengan Rencana Induk Pembangunan Industri Nasional (RIPN) tahun 2015-2035.

Indonesia pertama kali mengeksport alas kaki pada tahun 1989 ke berbagai negara, adapun 12 negara yang menjadi tujuan utama ekspor alas kaki Indonesia antara lain Jerman, Amerika Serikat, Inggris, Belgia, Jepang, Italia, Meksiko, Prancis, Argentina, Tiongkok, Swiss, dan Belanda (Yanka, 2017). Indonesia memproduksi dan mengeksport beberapa produk alas kaki dalam negeri berjenis sepatu. Adapun beberapa merek sepatu Indonesia antara lain Sagara Boots, Pjakkbumi, Trekkers, Gino Mariani,

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