

Journal of Positive School Psychology

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Psychology

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Social Psychology

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Gökmen Arslan

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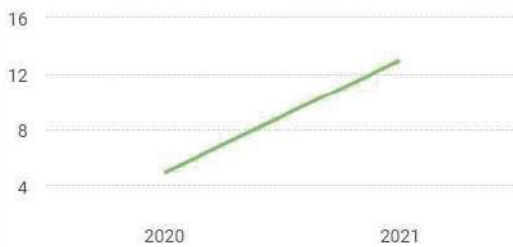
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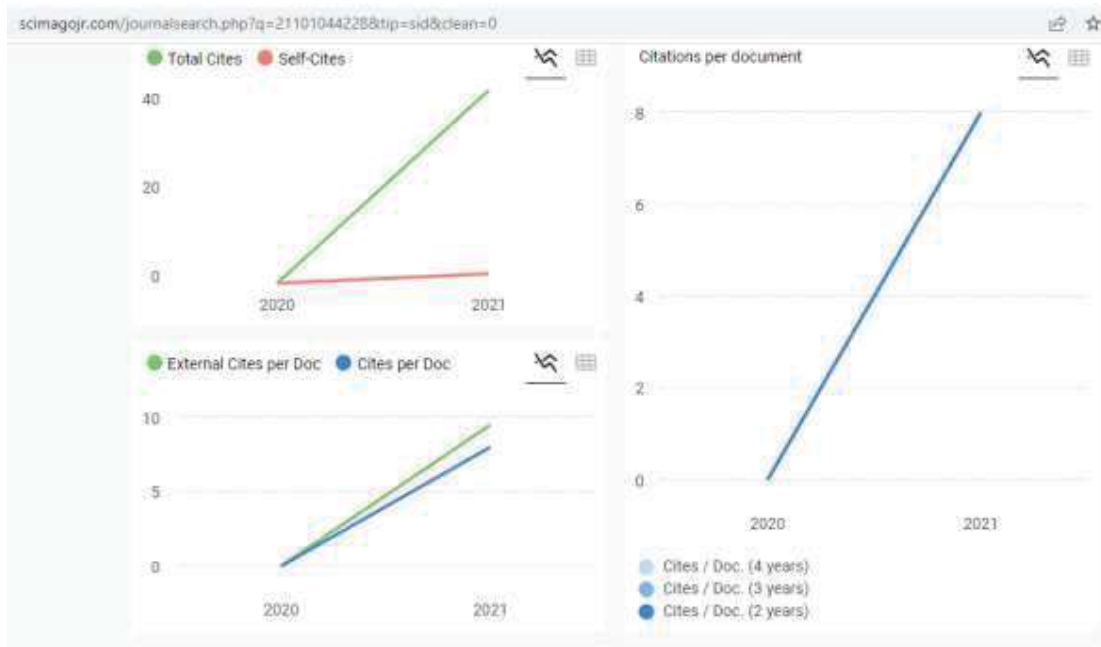
SJR

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2021	0.639

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Book References

Jackson, L. M. (2019). *The psychology of prejudice: From attitudes to social action* (2nd ed.). American Psychological Association. <https://doi.org/10.1037/0000168-000> (<https://doi.org/10.1037/0000168-000>)

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Kesharwani, P. (Ed.). (2020). *Nanotechnology based approaches for tuberculosis treatment*. Academic Press.

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Posma Sariguna Johnson Kennedy
939 – 948

Increasing the Human Resources Competence of Export in Indonesia

pdf

Posma Sariguna Johnson Kennedy

Abstract

"Independent Learning Campus Merdeka" Program was issued by the Minister of Education and Culture of the Republic of Indonesia. The program is expected to be able to answer the challenges of higher education to produce graduates who are in line with the times, advances in science and technology, and the demands of the business and industrial world. This research wants to examine the implementation and evaluation of the Independent Learning Campus Merdeka Program for the Certified Independent Study in the Export. This Independent Study provides knowledge and experience for students regarding exports. The method used in this study is in the form of qualitative research by conducting observations, interviews, and discussions with resource persons participating in the Independent Study Program. The observations were made for one semester on participants who became informants in participating in the program. The findings are that students face various obstacles in participating in Export Schools during the COVID-19 Pandemic. Some students feel that the online Export School activity process has become less effective. Various factors that cause difficulties in participating in independent study activities at the Export School are described, along with solutions to overcome these problems, such as the need for offline export practices. Learning at the Export School needs to be improved because this program has a good impact on students.

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Keywords



Increasing the Human Resources Competence of Export in Indonesia

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Abstract

“Independent Learning Campus Merdeka” Program was issued by the Minister of Education and Culture of the Republic of Indonesia. The program is expected to be able to answer the challenges of higher education to produce graduates who are in line with the times, advances in science and technology, and the demands of the business and industrial world. This research wants to examine the implementation and evaluation of the Independent Learning Campus Merdeka Program for the Certified Independent Study in the Export. This Independent Study provides knowledge and experience for students regarding exports. The method used in this study is in the form of qualitative research by conducting observations, interviews, and discussions with resource persons participating in the Independent Study Program. The observations were made for one semester on participants who became informants in participating in the program. The findings are that students face various obstacles in participating in Export Schools during the COVID-19 Pandemic. Some students feel that the online Export School activity process has become less effective. Various factors that cause difficulties in participating in independent study activities at the Export School are described, along with solutions to overcome these problems, such as the need for offline export practices. Learning at the Export School needs to be improved because this program has a good impact on students.

Keywords: Export School, Independent Learning Campus Merdeka, Independent Study, Learning Evaluation.

I. INTRODUCTION

Not many Indonesian people or small and medium entrepreneurs dare to enter the world of exports, even though they have great potential, such as processed batik, handicrafts, furniture, canned or frozen food, and spices (Mediacreative, 2021). It can now do marketing products abroad easily through digital media, and dissemination of information from all over the world can be done via the internet, including introducing business abroad (J.entrepreneur, 2022). Moreover, Indonesia is a country that has natural resources and diverse customs. It will be very profitable if we can manage it properly.

Some of the influencing factors include a lack of knowledge about exports. Only the theory of export and import is taught in school or college, so people do not know how to export goods, what documents are needed to export, how to process export financing and others. It makes people choose to market their products only locally. They do not have the creativity to develop products. Product development is very necessary because, along with time, people need something instant and easy, so we as entrepreneurs must be able to adapt and make innovations to products both from packaging, flavor variants, shapes, and so on. Don't dare to go out of your comfort zone because you feel that if you sell it abroad, you will need a large amount of capital, and if you fail to export, you

will experience big losses. Lack of networking (business network), because they are accustomed to distributing products only locally, Indonesian Small and Medium Enterprises (SMEs) certainly do not have a network abroad, discouraging them from exporting their products. Inexperienced feeling experience is needed, but it is not the main key to a person's success. All the passed processes will become a valuable business experience. These things create obstacles for people to develop and dare to try new things, especially in the export sector. (Simanjuntak G., 2022)

To expand knowledge about exports, the Indonesian government held the program "Independent Learning Campus Merdeka" (called MBKM), in which one of the activities is "Certified Independent Study" (called SIB), especially for Export Schools. This Independent Study provides knowledge and experience for students regarding exports. Thus, it is hoped that students can become new exporters or can even help become facilitators for small and medium enterprises (SMEs) whose products may have the potential to be exported abroad. (Dikti, 2020)

The COVID-19 outbreak has made the situation for many people very difficult, both in the economic, industrial, and educational fields. Conditions are completely limited, so we can only do activities online. Only a few people do face-to-face while still following health protocols. One of those who experienced it was the students carrying out their learning, especially independent schools as an independent learning program for independent campuses (MBKM) with Export School activities.

Implementing physical distancing makes Export School students conduct online learning (in a network or online). Some students feel that the online Export School activity process has become less effective. Some feel burdened by the state of the network, internet quota, and other activities such as searching and developing products to be exported. These difficulties are a process that shapes and perfects the quality of a student so that he "fits" to become a net exporter.

For this reason, the author conducted a study that aims to find out the activities carried out by the Export School in the Independent Learning Program for Certified Independent Studies in achieving its goal of making students New Exporters 4.0. In addition, it also looks at what obstacles occur in the implementation of an independent study (SIB) as an evaluation of learning as a new MBKM program organized by the government, especially during the COVID-19 Pandemic, where learning is carried out online. Guidance activities for students are carried out by two parties, namely external parties from export schools and internal parties from the student's home university.

2. METHODOLOGY

This study uses a qualitative study by conducting interviews with students directly involved with the certified independent study of the Merdeka Learning Campus Merdeka (MBKM) Program. The informants were interviewed by students involved in Certified Independent Study (SIB) for the export school program. This direct experience evaluates the Independent Study of Certified New Exporter 4.0. Observations were made for one semester on participants who became informants in participating in the program by studying the logbook of the activities they reported. This topic is a new thing in Indonesian education because this MBKM program is a policy that was just launched in January 2020.

Students develop their interests by participating in off-campus school activities through the Export School Foundation, which is also a partner at Merdeka Learning Campus Merdeka (DirjenDikti, 2020). This foundation has opened a Certified Independent Study Program to provide students with a means of knowledge and experience regarding exports. Thus, it is hoped that students can become new exporters or can even help become facilitators for small and medium enterprises (SMEs) whose products may have the potential to be exported abroad. The Export School Foundation has the aspiration to create one hundred thousand new exporters for the future of Indonesia and invite

the young generation of Indonesia to have a global perspective. More than 80% of the participants are students or alumni of public or private universities. (S. Exports, 2021)

3. DISCUSSION

Merdeka Learning Campus Merdeka

The Independent Learning Campus Policy or "Merdeka Learning Campus Merdeka" (MBKM) was issued by the Minister of Education and Culture of the Republic of Indonesia. The MBKM policy aims to improve the competence of graduates, both soft skills and hard skills. Students are expected to be better prepared to meet the needs of the times and become graduates who can become future leaders of the nation with wonderful personalities. Experiential learning programs with flexible pathways are expected to facilitate students to develop their potential according to their passions and talents (Sudaryanto et al., 2020). As time changes in the era of the industrial revolution 4.0, which is very close to this technology, MBKM wants to give freedom and autonomy to educational institutions and is free from bureaucratization. Lecturers are freed from complicated bureaucracy, and students are given the freedom to choose the fields they like (Nehe, 2021). The MBKM program is expected to be able to answer the challenges of higher education to produce graduates who are in line with the times, advances in science and technology, the demands of the business and industrial world, as well as the dynamics of society (Astuti et al., 2022).

It is very much needed in the world of work because the MBKM concept tends to be practical in responding to the demands of today's world of work (Fachrissal, 2020). In addition, the purpose of the MBKM Program is to provide opportunities for students to choose a study program according to their passion so that they become graduates who are ready to work (Sopiansyah & Masruroh, 2021). Some MBKM programs include students being given the opportunity for one semester, equivalent to 20 credits of studying outside the study program at the same university. A maximum of

2 (two) semesters which is equivalent to 40 credits in studying in the same study program at different universities, studying in different study programs at different universities, and studying outside the university (Tohir, 2020). (Kamalia et al., 2001)

Shah et al. (2020) showed that the application of independent learning was very effective in improving cognitive (creativity and critical thinking), metacognitive (reflecting the entire learning process), and affective (motivation to adapt) skills. To realize this independent learning experience, universities must cooperate with the business or industry world and the government. Cooperation is based on the framework of improving the professionalism of the academic community (Susilawati, 2021). Universities need to establish partnerships, especially in implementing credit transfers, monitoring, assessment, and program evaluation (Hidayat et al., 2021). (Insani et al., 2021)

Independent Studies is one of the MBKM Programs. It is part of the "independence campus" program organized by organizations or industries that provide knowledge and skills relevant to work and business. It is like short courses, work camps (boot camps), massive open online courses (MOOC), and others, collaborative activities with fellow participants and personnel of partner organizations in a project or case study. (T. Microcredential, 2021)(W. Belajar, 2021)

It aims to provide opportunities for students to learn and develop themselves through activities outside the lecture class but are still recognized as part of the lecture. This program is intended for students who want to equip themselves by mastering specific and practical competencies sought after by the business and the industrial worlds. The following are 6 (six) characteristics of independent study by "Independent Learning Campus Merdeka" (MBKM) (Situmorang RY, 2021):

- Simple project-based learning method and work in groups.
- Students are given relevant learning modules under the guidance of professional

mentors (25 students at least accompanied by one Mentor).

- The synchronous portion is where students interact directly with teachers, mentors, and other students.
- They are learning hours from 16 weeks to 24 weeks.
- The learning curriculum also includes developing soft skills related to the field of science being taught.
- Students are given certification if they pass the evaluation and are given recommendations to partner companies or organizations from independent study providers.

Export School

Independent study to become a new exporter 4.0 combines off-campus lectures with 20 credits and real export practice to become today's global entrepreneur as a net exporter by optimizing e-commerce. The program is held online or online with a combination of export practices, offline or offline activities are optionally limited to participants who register. The series of activities in the independent study program to become a new exporter 4.0 includes individual learning and final assignments in the form of teams. Independent study activities certified to become a new exporter 4.0 consist of a series of activities: teaching, Bootcamp, export practice, and exams.

It aims to provide opportunities for students to learn and develop themselves through activities outside the lecture class but are still recognized as part of the lecture. This program is intended for students who want to equip themselves by mastering specific and practical competencies sought after by the business and the industrial worlds.

The following are 6 (six) characteristics of independent study certified by Merdeka Camp (Situmorang RY, 2021):

1) Simple project-based learning method and work in groups.

2) Students are given relevant learning modules under the guidance of professional mentors (25 students at least accompanied by one Mentor).

3) The learning method must have an asynchronous portion, where students interact directly with teachers, mentors, and other students.

4) They are learning hours from 16 weeks to 24 weeks.

5) The learning curriculum also includes developing soft skills related to the field of science being taught.

6) Students are given certification if they pass the evaluation and are given recommendations to partner companies or organizations from independent study providers.

The competencies developed have the main objective of managing and developing export businesses among students to be competitive and sustainable (S.Export, 2021). The participating students will be divided into groups according to their choice. Namely to become new exporters or export facilitators for small and medium enterprises (SMEs) with priorities as Exporters of agricultural products; Processed food industry exporters; Exporter of creative industry products; as well as An export facilitators intended for participating students who have the intention to become an export companion for SMEs.

Activities in Export School

The activities carried out are (S.Export, 2021a):“

1. Teaching Activities

1) The presentation of teaching materials is carried out with 30 modules that reflect 30 competency units grouped into 6 module clusters. Each module consists of several activities, namely:

a) Synchronous teaching in online presentations delivered by export teachers is 2 hours long.

b) Synchronous teaching in online case study discussions delivered by export teachers is 2 hours long.

c) Asynchronous teaching by watching export videos placed in the Export Learning System (SELS) School for 30 minutes.

d) Paper writing according to the module topic.

2) Export Lecture Teaching Activities. Periodically, all participants will also participate in Export Lectures from Export Experts to share experiences and enlightenment from successful exporters, CEOs, officials, Ambassadors/Consul Generals, Trade Attaches, Head of ITPC, and others. Export Lectures are conducted online 100 times, delivered in the format of 1 (one) hour of experience sharing, followed by a discussion for 1 hour facilitated by the Mentor.

3) Practical Activities. It carried out a practicum with a mentoring system with four assignments: Practicum on the Development of Export Ideas and Export Products; Practicum of Preparation of Export Plan; Onboarding Practicum on Marketplace; and Onboarding Practicum in the Export Directory.

2. Bootcamp Activities. It made this activity in the form of a New Exporter Summit Bootcamp export for all participating students. In principle, it is carried out online or combined with offline activities for limited participants at the New Exporter Summit Series 2021 in 3 (three) cities, namely: Bandung, Denpasar, and Jakarta.

3. Export Practice Activities. All participants participate in export practice activities by developing export products and participating in exhibitions and bazaars at home and abroad by applicable health protocols. Costs support the development of export products and export promotion materials. It will display Products or Export Promotion Materials by participating in student Export Products Exhibitions at home and abroad.

4. Exam Activities. Students who have completed all clusters of teaching modules in the certified independent study program

Become a New Exporter 4.0 will take several exams, namely:

- 1) Practice Exam Preparing Export Plan
- 2) Practice Exam Developing Export Products
- 3) Onboarding Practice Exam on Marketplace
- 4) Onboarding Practice Exam in Export Directory
- 5) Promotion Practice Exam at Export Products Exhibition
- 6) Final Paper Writing Becomes New Exporter

5. Program Activation

1) Selected students who meet the requirements of up to 50 people will receive Onboarding facilities at the International Marketplace, including the cost of shipping goods to the Marketplace Warehouse in Singapore.

2) Selected students who meet the requirements of up to 50 people will receive transportation and accommodation facilities from practicing offline promotions in Singapore and other countries for 2 (two) days by health protocols and provisions related to the corona pandemic in each country.

3) Selected students who meet the requirements of up to 50 people will receive transportation and accommodation facilities from practicing offline promotions for 2 (two) days at export product exhibitions at SMESCO Jakarta or other places.

4) Selected students who meet the requirements of up to 50 people will receive transportation and accommodation facilities to take part in the Bootcamp or new exporter summit offline.

Three certificates can be obtained by a student participating in the Independent Study Program. Become a New Exporter 4.0: Participation Certificate, Beginner Exporter Certificate, and Competency Certificate.”

Scope of Work (Duha, 2022)

The target partners for independent study activities are community business groups (such as Village-Owned Enterprises or other village business units), cooperatives, productive economic business groups, and other general community groups. The field of activity carried out is a priority and superior that the partner has determined. The science and technology that will apply are science and technology products that have been tested and are for the community's needs. In addition, it is carried out in collaboration through multidisciplinary science. This activity is expected to produce outputs in the form of (1) Innovative products in the form of appropriate technology (TTG), prototypes, models, prototypes, and the like; (2) One scientific article published in an ISBN journal or proceedings at a national seminar; (3) One article in print/electronic mass media; (4) Intellectual property rights, and (5) Video activities. In the Independent Study program at the National Export School Foundation, students must fulfill learning outcomes to become new exporters. (S.Exports, 2021a)

Export School Teaching Activities

It carried out this Independent Study learning activity for approximately five months. Teaching activities are divided into several parts:

1. Material Presentation (Mandatory). Teaching is carried out with 30 modules that reflect 30 competency units grouped in 6 (six) module clusters. Synchronous teaching in online presentations delivered by export teachers is 90 minutes long.
2. Regular Mentoring (Mandatory). More detailed synchronous teaching in online presentations delivered by export teachers lasts 90 minutes.
3. Mentoring Export Wisdom or Global Thematic Mentoring (Mandatory). Mentoring is done online by looking at it from a global perspective, how business works globally, and how to compete in a globalized world, delivered by an export teacher within 3 hours.

4. Thematic Mentoring (Optional). Thematic mentoring is carried out online and divided according to the commodities taken, namely agricultural products, processed food industries, and innovative industrial products, delivered by export teachers for 2 hours 30 minutes.

5. Export Lecture (Compulsory). Export Lectures from Export Experts share experiences and enlightenment from successful exporters, CEOs, officials, Ambassadors/Consul Generals, Trade Attaches, and Heads of ITPCs abroad for 3 hours.

6. Practicum (Compulsory). A practicum with a mentoring system is carried out with 4 (four) assignments.

7. Export School Team Mentoring (Compulsory). Mentoring for the Export School Team is carried out online and divided according to their respective groups delivered by the export teacher according to a 3-hour team.

8. Export Debate (Mandatory). Each Export Debate is carried out by each Export School Team, presenting their respective products online, then being given criticism and suggestions from other Export School Teams, lasting 3 hours.

9. Export Mentoring (Mandatory). Export Mentoring is carried out by several Export School Teams participating in business matching in several cities such as Medan, Bali, Jakarta, and Batam; they present their products before potential buyers for 3 hours.

Obstacles Encountered

Based on interviews with student informants who took part in the Certified Independent Study to Become a New Exporter 4.0, it turned out that students experienced quite a several difficulties during distance learning. At the start of this program, the information provided by partners was still quite ambiguous because it created no official group for all students. The question and answer process with partners is also quite difficult because in the learning process, there is limited time, and chat via

Whatsapp is sometimes very rarely answered by the school.

Eight hundred students participate in this program, while the partner employees who work to serve it are 11-50 people. Thus the performance of partners is not optimal. For example, at the time of consolidation, said that partners would divide students into groups of 4 (four) people. Still, because of the large number of students, partner employees had difficulty dividing them and suddenly informed them to choose their group mates. It is difficult for students to find group friends because learning is done online. Over time partners created ' Sels, 'a web for attendance and collection of assignments.

Another difficulty experienced is in the distribution of mentors. For example, today should have uploaded the list of mentors for each group in Sels but uploaded a delay one week later. In addition, learning materials are not uploaded on time, so students find it difficult to study or reread the material presented by the Mentor. It is the same in giving assignments. For example, today, the school principal informed him that he was working on an assignment in the form of a paper. But, he had not yet uploaded the assignment to Tues.

The export product development stage is preparing the product so that it can participate in the exhibition. The difficulty experienced at this stage is the search and development of products to be exported. The friends are from different regions, so they cannot meet in person to conduct surveys or discuss with suppliers.

In addition, there were difficulties at the product mentoring stage for company profiles and product catalogs. Mentors for groups that the Export School has distributed are difficult to contact, even if they are not seen anymore when studying at the Export School. The students were disappointed to be given a mentor who was no longer present and difficult to contact. Then, they assigned the second Mentor only to send the product, while the company profile and catalog were unclear and had not yet received a signature for approval.

When mentoring mentors from other groups, they were asked to change the brand name because there were similarities with those on the PDKI portal. It makes students confused because the product has been sent, and changing the brand name is not that easy. The mentoring process is a serious problem.

Initially, the Export School mentor said the products would be put together in retail containers to make them easier to export. Still, it was different from the reality experienced. Students are asked to form a business entity or cooperate with other business entities to act as facilitators or exporters. Initially, students thought that doing this export would be assisted by mentors. They did not directly export. Still, they had to plan a product exhibition, onboarding in the domestic marketplace first, only when it was mature. There was a possibility of selling in the export market and then exporting.

Another difficulty that impacts students is not having sufficient capital to carry out the entire export process as it should. For example, if you want to export, you must take the form of a business entity. At the same time, one group only consists of 4 (four) people from different regions with different economic levels. Meanwhile, forming a business entity requires a lot of considerations and costs. It is feared that if a business entity is formed while the SIB program ends, it may disband, and the business entity will not continue.

In addition, students may have joint capital from the pocket money given to purchasing products. Still, the capital is insufficient for development because costs must be provided, such as packaging renewal, adding variants, labels, shipping costs, and other costs. The Export School said that the government would provide product development funds. Still, because the funds had not yet fallen, students were confused about continuing to develop their products.

The most frequent difficulty is the problem with the class schedule at the Export School, which often changes and is erratic every week, sometimes even late uploading in Sels.

Sometimes students are confused about whether there is a class schedule or not. Another obstacle is the lack of cooperation between group mates, where they don't have credit conversions at their campuses, so their schedules clash and their assignments pile up. They don't care about tasks or issues related to products from the Export School. This independent study becomes less than optimal if all students do not simultaneously get a conversion.

Solution

From the evaluation and findings in the field, the solutions that can give to improve future implementation are:

1. Independent Studies Certified to Become a New Exporter 4.0 at the Export School will be more effective for students developing a business or owning a business entity. Because the main requirement to become a professional exporter is to have a business entity.
2. Export or partner school staff should be increased, or the quota of students participating in independent studies should be reduced so that the independent study activities run effectively and efficiently.
3. If provided before the program starts, budget funds for product development financing will be no delays/delays in time for business matching activities, booth camps, exhibitions, and others.
4. It's better if the export school's class schedule is consistent, so it doesn't interfere with the student activity schedule that has been arranged.

4. CONCLUSION

With the learning activities in the export school, students gain a lot of knowledge in marketing, product design, arranging permits, and others to develop themselves so that they can become exporters. By preparing students with various learning activities and discussions, they are assigned to choose one product that

they believe can compete in world markets such as Asia and Europe. Commitment to export practices is carried out by deciding which country to export to for the first time with various research carried out. The initial plans to penetrate foreign markets were: Conduct market research by adapting products to these markets; Introduce the product and its advantages; and Display a unique product design.

"Independent Learning Campus Merdeka," in which one of the activities is "Certified Independent Study" to become a New Exporter 4.0 at the Export School. It will be more effective for students developing a business or owning a business entity. Because the main requirement to become a professional exporter is to have a business entity. However, this independent study activity needs to be continued because students feel they are very developed even though they are still unable to export. The knowledge provided is very important and useful, especially in improving human resources in Indonesia. The impact will be very large on the progress of exports. The implementation of Export School Learning needs to be improved again. We should carry it out offline to maximize the implementation in theory and practice.

The difficulties experienced based on the experience of informants who took part in the Certified Independent Study to Become a New Exporter 4.0 turned out to be quite a lot during distance learning. Eight hundred students participate in this program, while the number of partner employees who work is 11-50 people, so the performance of the employees is not optimal. The initial difficulty experienced was finding and developing products to be exported because group friends from different regions could not meet in person to conduct surveys or discuss with suppliers. There is difficulty in the product mentoring stage for company profiles and product catalogs because mentors for groups that have been distributed are difficult to contact and even no longer seen when studying at the Export School. It is estimated to assist mentors, telling them first to plan a product exhibition and onboarding at a domestic marketplace. If it is stable and there is

a possibility of selling in the export market, you can export it. Another difficulty is not having enough capital to properly carry out the entire export process. The difficulty that is often experienced is the problem of class schedules which often change every week.

Learning at the Export School needs to be improved. It should be carried out offline so that it is more optimal in its implementation, both theoretically and technically, because this program has a good impact on students.

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Primary Data Attachment

Logbook from One of the Informants

01 Nov - 05 Nov

Monday, 01 Nov. The presentation was delivered by Mrs. Nini Tanjung regarding the schedule change and the tasks to be carried out, then continued by Mr. Handito telling his experience at the Banjarmasin Floating Market. Mentoring by Mrs. Catherine Moya, discussing with students about product packaging and catalogs.

Tuesday, Nov 02. Today is the presentation of material by Kak Auriel Sutadja regarding Marketing Communication Strategy. 1. What and why : defining market communication strategy and why it's important 2. Create and develop : steps to creating your strategy and developing 3. Communication Channels : determining the best channel for your business 4. Marketing message : how to pitch your product Continued mentoring session with Mr. Tommy Faisal

Wednesday, Nov 03. Export Lecture by Kak Imam Sumantri regarding Onboarding in the local marketplace, starting from how to register, the steps for making banners, making vouchers, etc.

Thursday, 04 Nov. Presentation of material by Mr. Thomas Dermawan on the topic of Negotiating and Export Sales Contracts. Negotiation stages: 1. Preparation - Learn and understand properly about the product and price - Create a target for achieving the negotiation and how to achieve it - Do research on the culture of the other person - If necessary, prepare presentation materials properly 2. Discussion 3. Negotiation 4. Agreement 5. Contract Work Identify Type of Buyer 1. Direct Buyer 2. Agent 3. Distributor Negotiation Tips: give a good first impression Result of the document to be included in the Trade Contract document: 1. Product name 2. Product Quantity 3. Product Quality 4. Payment Term 5. Packaging TIPS FOR TRADE CONTRACT, APPLICABLE LAW 1. Each party may determine the law of the country that will be used. 2. It is recommended to use the laws of the exporting country. 3. Indonesia has adopted an international legal system, so that even if it uses the law of the importing country, the legal process can run in Indonesia. 4. Avoid court, try to resolve it by way of deliberation; if it doesn't work, just use the arbitration route.

Friday, Nov 05. Export Lecture by Mr. MUhammad Nafik, made a Start Up. How to find a business idea? 1. Hobby 2. Finding solutions to problems faced by yourself 3. Finding solutions to problems in their own environment 4. Utilizing untapped resources 5. How strong and big is our curiosity, innovation and creativity 7 steps to build a Start Up 1. Survey prospective products in Indonesia 2. Survey opportunities 3. Create a brand as a business identity 4. Choose a business partner and open a market place store 5. Become an intermediary/reseller/dropshipper 6. Market and promote on social media 7. Continuous capacity building ATM strategy : Observe, Imitate and Modify The keys to success in the digital era 1. Honesty 2. Discipline 3. Good interpersonal skills 4. Harmony and support from life partners 5. Work more, hard, smart, complete and sincere 6. Commitment and love what you do and practiced 7. Good, strong and reliable leadership 8. Competitive and adaptive spirit and character 9. Better life management 10. Ability to sell I ideas, ideas, concepts and products Intensive National SME Export Webinar by pak handito Terms in the Export business, based on documents for shipping goods: 1. Bill of lading : a purchase or proof of delivery of goods and collection of goods or a letter of transport contract or ownership document 2. POL : Port Of Loading 3. POD : Port Of Discharge / Port of unloading 4. Packing List : A detailed list of goods details containing the names of Shipper, Consignee, Nofity Party, Vessel and Voy Names, Dimensions of Goods, Gross Weight and Net Weight per items as well as the total number of items 5. Commercial Invoice: A detailed list of items containing the names of Shipper, Consignee, Nofity Party, Vessel and Voy Names, Dimensions of Goods, Gross Weight and Net

Weight per item of goods as well as the total number of items

Conduct Export Correspondence by Mr. Benny Bernadus

Export correspondence is an alternative way of communicating between exporters and importers, generally used even those who speak English as an international language.

Type :

1. Business Letter: simple, clear, accurate, complete, relevant, neat

There are several types: introduction letter, inquiry letter, offering letter, letter of intent, sales contract

Business letter components:

- a. letter number
- b. date
- c. about
- d. greetings
- e. the contents of the letter: opening, content, closing
- f. closing words
- g. signature
- h. appendix
- i. copy

2. Company Profile

- a. company profile is a description of the company, including information about the company's products and services
- b. function: attract customer attention, increase customer awareness
- c. components: company information, business data, business achievements, additional information

3. Email Optimization and Online Promotion by Kak Ikko: How to Get Good Reviews and Ratings

To get good reviews and ratings, there are 3 points that must be considered, or commonly referred to as 3R, namely:

1. Remind buyers to check purchases- use chat to remind buyers to leave reviews.
2. Reward buyers by giving vouchers as a sign of appreciation
3. Respond immediately to good and bad reviews, make sure that their ratings and reviews are well received.

Duration of Chat Reply Based on a Tokopedia survey, buyers said that the seller's reply or response to previous buyer reviews influenced their decision to shop at the store. The better the duration and percentage of chats being replied to, the more credible the store will look. Marketplace calculates the speed of replying and will provide reports and display the duration/percentage of stores in replying to chats. Things that will happen if we are not alert and quick in responding to customer messages, then:

1. Prospective customers can choose to leave, and look for other stores
2. Store performance will be bad
3. Orders will decrease
4. Not getting loyal customers

Relationship Management

1. If there are problems related to delivery, immediately contact the Courier concerned to be able to immediately resolve the problem
2. If the product is lost during delivery you can contact the Tokopedia team and the Courier to be able to arrange a refund
3. If the product that arrives at the customer turns out to be defective, then better replace it with a good condition

What did you learn this week?

Export Lecture by Mr. MUhammad Nafik, made a Start Up. How to find a business idea?

1. Hobby
2. Finding solutions to problems faced by yourself
3. Finding solutions to problems in their own environment
4. Utilizing untapped resources
5. How strong and big is our curiosity, innovation and creativity

7 steps to build a Start Up

1. Survey prospective products in Indonesia
2. Survey opportunities
3. Create a brand as a business identity
4. Choose a business partner and open a market place store
5. Become an intermediary/reseller/dropshipper
6. Market and promote on social media
7. Continuous capacity building

ATM strategy : Observe, Imitate and Modify

The keys to success in the digital era

1. Honesty
2. Discipline
3. Good interpersonal skills
4. Harmony and support from life partners
5. Work more, hard, smart, complete and sincere
6. Commitment and love what you do and practiced
7. Good, strong and reliable leadership
8. Competitive and adaptive spirit and character
9. Better life management
10. Ability to sell ideas, ideas, concepts and products

Intensive National SME Export Webinar by pak handito

Terms in the Export business, based on documents for shipping goods:

1. Bill of lading : a purchase or proof of delivery of goods and collection of goods or a letter of transport contract or ownership document
2. POL : Port Of Loading
3. POD : Port Of Discharge / Port of unloading
4. Packing List : A detailed list of goods details containing the names of Shipper, Consignee, Notify Party, Vessel and Voyage Names, Dimensions of Goods, Gross Weight and Net Weight per items as well as the total number of items
5. Commercial Invoice: A detailed list of items containing the name of the Shipper, Consignee, Notify Party, Vessel and Voyage Names, Dimensions

of Goods, Gross Weight and Net Weight per item of goods as well as the total number of items

Perform Export Correspondence by Mr. Benny Bernadus Export correspondence is an alternative way of communicating between exporters and importers, generally used even though English is an international language. Type : 1. Business Letter: simple, clear, accurate, complete, relevant, neat There are several types: introduction letter, inquiry letter, offering letter, letter of intent, sales contract Business letter components: a. letter number b. date c. subject d. greetings e. the contents of the letter: opening, content, closing f. closing words g. signature h. appendix i. copy 2. Company Profile a. company profile is a description of the company, including information about the company's products and services b. function: attract customer attention, increase customer awareness c. components: company information, business data, business achievements, additional information 3. Email Optimization and Online Promotion by Kak Ikko: How to Get Good Reviews and Ratings To get good reviews and ratings, there are 3 points that must be considered, or commonly referred to as 3R, namely: 1. Remind buyers to check purchases- use chat to remind buyers to leave reviews. 2. Reward buyers by giving vouchers as a sign of appreciation 3. Respond immediately to good and bad reviews, make sure that their ratings and reviews are well received. Duration of Chat Reply Based on a Tokopedia survey, buyers said that the seller's reply or response to previous buyer reviews influenced their decision to shop at the store. The better the duration and percentage of chats being replied to, the more credible the store will look. Marketplace calculates the speed of replying and will provide reports and display the duration/percentage of stores in replying to chats. Things that will happen if we are not alert and quick in responding to customer messages, then: 1. Prospective customers can choose to leave, and look for other stores 2. Store performance will be bad 3. Orders will decrease 4. Not getting loyal customers Relationship Management 1. If there are problems related to delivery, immediately contact the courier concerned to be able to immediately resolve the problem 2. If the product is lost during delivery you can contact the Tokopedia team and the Courier to be able to arrange a refund 3. If the product that arrives at the customer turns out to be defective, then should replace it with a good state Marketing Communication Strategy. 1. What and why : defining market communication strategy and why it's important 2. Create and develop : steps to creating your strategy and developing 3. Communication Channels : determining the best channel for your business 4. Marketing message : how to pitch your product Negotiation : 1. Preparation - Learn and understand correctly about the product and price - Make a target for achieving the negotiation and how to achieve it - Do research on the culture of the other person - If necessary, prepare presentation materials properly 2. Discussion 3. Negotiation 4. Agreement 5. Contract of Work Identify the Buyer Type 1. Direct Buyer 2. Agent 3. Distributor Negotiation Tips: give a good first impression, Result of the document to be poured in the Trade Contract document: 1. Product name 2. Product Quantity 3. Product Quality 4. Payment Term 5. Packaging TIPS FOR TRADE CONTRACT, APPLICABLE LAW 1. Each party may determine the law of the country that will be used. 2. It is recommended to use the laws of the exporting country. 3. Indonesia has adopted an international legal system, so that even if it uses the law of the importing country, the legal process can run in Indonesia. 4. Avoid court, try to resolve it by way of deliberation; if it doesn't work, just use the arbitration route.

08 Nov - 12 Nov

Monday, November 08. Today there is an export lecture with the topic WORKING ON INDONESIAN-KOREA BUSINESS. Potential products for Indonesia's exports to South Korea: 1. Industry - Communication electronics - Specialty Chemicals - Various chemical products - Organic chemicals - Inorganic chemicals - Electronic components - Business/Industrial Electronics - Machinery spare parts 2. MSMEs - Processed food - Fisheries - Handicraft - Furniture Challenges for Indonesian products in South Korea: 1. Food Sanitation act: guarantees the overall hygiene of a product 2. Plant Quarantine: avoids the danger of spreading pests and diseases 3. Positive list system: Korea does not allow imports of food containing agrochemical residues 4. Special act on imported food safety management: products made from fat must be equipped with a health certificate 5. Coal reduction: reducing the use of coal as an energy source in Korea

Tuesday, 09 Nov. The presentation was filled with Motivation by Mrs. Lely Suryani. Things to consider when becoming an entrepreneur: 1. Determine your goals/goals both short and long term 2. Participate in the entrepreneur community 3. Keep your spirits up by doing things you enjoy 4. Create an agenda that you will do from morning to night 5. Create an alarm/reminder as a reference so you don't forget 6. Appreciate yourself, give rewards 7. Check list of finances, both income, expenses, etc. Separate personal finances from Mentoring companies by Mr. Tommy Faisal When designing a product, it cannot be separated from the elements of history, tradition and innovation

Wednesday, 10 Nov. Presentation of material by Mr. Handito, explaining the duties of Mentors and TSE for the preparation of the exhibition. Followed by TSE Mentoring by Kak Satria regarding product catalogs, logos, etc.

Thursday, Nov 11. Webinars on Indonesia-Middle East Trade Potential with the topic "From Jeddah to Dubai" Current issues Saudi Arabia : 1. Saudi Vision 2030 2. VAT increase by 15% starting 1 uli 2020 3. Construction of 28 new cities all over Saudi, development 3 mega cities (NEOM, Red Sea, Amala) Challenges : 1. Fraud 2. Packaging 3. Price 4. Consistency 5. Response 6. Quality 7. Capacity Presentation of material by Mr. Thomas Dermawan on "Doing Trade Mission and Business Matching" Promotion Omnichannel : 1. Offline Promotion : trade fairs, trade missions 2. Online Promotion : website, social media, e-commerce marketplace Trade Mission : 1. Activities to bring together prospective buyers and potential exporters 2. G2B and B2B available 3. Priority is given to meeting with Free trade agreement partner countries 4. Is a form of initial promotion to potential trade agreement partner countries 5. Targeting countries that have the potential to become a source of trade deficit Indonesia Business Matching: 1. Face-to-face meetings between companies aan (buyer) and business actor (seller) 2. B2B nature 3. Formed when the company meets with business partners with the same business field Business Matching Process: 1. Effective for 10-20 minutes 2. Takes place in private 3. Starts with introductions 4. Continue with the product introduction 5. If you agree, an MOU can be made 6. Follow Up through correspondence Business Matching Tips: 1. You don't have to create a trade contract immediately. Give a good first impression so that a relationship can be established for further communication 2. Learn and understand in advance who we will meet. Learn about the company and its needs 3. Prepare promotional materials, both online and offline. Make business cards, brochures, make sure the online promotion display is well made 4. Be a good listener, understand the direction of the conversation so you can understand the buyer's needs 5. Schedule the next contract time, follow up the meeting results Followed by a Mentoring Session with Kak Atiek on "Optimizing Social Media to promote Online Stores for Marketing Specialists"

Friday, Nov 12. Today's export lecture was filled with short discussions by Mr. Handito, Mr. Thomas Dermawan and Mr. Benny. Then it was continued with a joint exhibition with ITPC Busan by Mr. Reandhy, who was taken around the exhibition, one of them to the coffee section, it turned out that quite a lot of Indonesian coffee was exported to Korea, the most famous and most commonly found at the exhibition were Mandailing Coffee and Luwak Coffee. Mr. Toto Dirgantoro's presentation of the material on "Managing the Delivery of Export Products" Learning materials

1. Understanding exports
2. Preparing export plans
3. Developing export products
4. Developing export branding and promotion
5. Starting exports
6. Developing business
7. Exam Types of modes transportation : 1. Land 2. Sea 3. Air

Shipment and documentation stage *Shipment and documentation *Understanding *Planing *Product preparation *Promotion & Transaction Freight : the process of moving goods in large quantities Lead time : the distance between the delivery of goods and the receipt of goods Mentoring by Kak Ikko "Optimizing social media performance to promote online stores for marketing specialists" Classification of social media : 1. Collaborative project : website 2. Content : video, e-book 3. Social networking site : users connect with created information 4. Blog and marketing: brainstorming or blog 5. Game virtual world: every player to be able to interact and communicate in the form of an avatar

What did you learn this week? [20.14, 12/11/2021] grefisimanjuntak: Indonesia's Export Potential Products to South Korea : 1. Industry - Communication electronics - Specialty Chemicals - Various chemical products - Organic chemicals - Inorganic chemicals - Electronic components - Business/Industrial Electronics - Machine spare parts 2. MSMEs - Processed food - Fishery - Handicraft - Furniture Challenges for Indonesian products in South Korea: 1. Food Sanitation act: guarantees the overall hygiene of a product 2. Plant Quarantine: avoids the danger of spreading pests and diseases 3. Positive list system : Korea does not allow the import of food containing agrochemical residues 4. Special act on imported food safety management : products made from fat must be accompanied by a health certificate 5. Coal reduction: reduction of the use of coal as an energy source in Korea [20.15, 12/ 11/2021] grefisimanjuntak: Things to consider when becoming an entrepreneur: 1. Determine your goals/goals, both short term or long 2. Participate in the entrepreneur community 3. Keep your spirits up by doing things you enjoy 4. Create an agenda that you will do from morning to night 5. Create an alarm/reminder as a reference so you don't forget 6 . Appreciate yourself, give rewards 7. Check list of finances, both income, expenses, etc. Separate personal finances from companies Current issues Saudi Arabia : 1. Saudi Vision 2030 2. 15% VAT increase from 1 uli 2020 3. Construction of 28 new cities all over Saudi , construction of 3 mega cities (NEOM, Red Sea, Amala) Challenges : 1 Fraud 2. Packaging 3. Price 4. Consistency 5. Response 6. Quality 7. Capacity Material presentation by Mr. Thomas Dermawan regarding "Doing Trade Missions and Business Matching" Omnichannel Promotions: 1. Offline Promotions: trade fairs, trade missions 2. Online Promotion: website, social media, e-commerce marketplace Trade Mission: 1. Activities to bring together prospective buyers and potential exporters 2. Can be G2B and B2B 3. Priority is given to meeting partner countries with free trade agreements 4. Is a form of initial promotion to prospective countries trade agreement partners 5. Targeting countries that have the potential to become a source of trade deficit Indonesia Business Matching: 1. Face-to-face meetings between companies (buyers) and business actors (sellers) 2. B2B nature 3 Formed when the company meets with business partners with the same business field Business Matching Process: 1. Effective for 10-20 minutes 2. Takes place privately 3. Starts with introductions 4. Continues with product introduction 5. If agreed, an MOU can be made 6 Follow Up through correspondence. Business Matching Tips: 1. You don't have to create a trade contract immediately. Give a good first impression so that a relationship can be established for further

communication 2. Learn and understand in advance who we will meet. Learn about the company and its needs 3. Prepare promotional materials, both online and offline. Make business cards, brochures, make sure the online promotion display is well made 4. Be a good listener, understand the direction of the conversation so you can understand the buyer's needs 5. Schedule the next contract time, follow up on the meeting results. Shipment and documentation stage *Shipment and documentation *Understanding * Planing *Product preparation *Promotion & Transaction Freight: the process of moving goods in large quantities Lead time: the time gap between the delivery of goods and the receipt of goods Our group is currently waiting for the finished product to be made, as well as working on the company profile, logo and catalog

Nov 15 - Nov 19

Monday, Nov 15. Today TSE mentoring with Mr. Satria, each representative of the TSE group consulted about the logo, catalog and company profile which later, when approved and approved by the mentor, the group can send their products to be brought to the exhibition and will get money for product bearers.

Tuesday, Nov 16. Today TSE mentoring by Mr. Daniel Yohanes discussed the development of products to be exported. Followed by an export debate by the Millennial On Top Group, presented by Muhammad Akbar Pamungkas with his Canvas Craft product, namely AIUCRAFT, these products are Tote bags, Gallon Caps etc. The second group was presented by Anneke Shierly with fried onion products which are planned to be exported to Malaysia.

Wednesday, Nov 17, the Export Lecture was filled by Mr. Muhammad Aditya Warnan and Mr. Handito, discussing and sharing about ideas for developing export products, motivations and experiences.

Thursday, Nov 18. TSE by Daniel Yohanes and Mr. Aries discussed the development of TSE TEAM's export products. Presentation of material by Thomas Dermawan on the topic of Conducting Trade Missions and Business Matching. Mentoring by Kak Atiek regarding Social Media Marketing. Social media marketing goals: 1. Increase Sales 2. Cost Efficiency 3. As a CRM (Customer Relationship Management) Tool for Promotional Companies through Social Media (Digital Ads): 1. Challenges in digital ads - setting the right target - setting the right goals - still need to consider content that is suitable to be advertised 2. Solutions in digital ads - determining targets that are in accordance with the products to be sold - creating an ad agenda so that it can be maximized properly so that it is achieved in accordance with the goals / goals SOCIAL MEDIA BENEFITS MARKETING: 1. Will make it easier We Find Out More About Customers 2. Find New Customers and Broader Target Market 3. We Will Get Feedback from Consumers 4. Increase Website Visitors and Ranking On Search Engines 5. Provide Information To Customers Faster. Promotion through social media (partnering with influencers) 1. Challenge - not all influencers are professional, you need to do a strict sorting - if you choose the wrong influencer, the potential ROI minus can occur 2. Solution - find influencers who can really attract the audience - make sure it's right and appropriate to look for influencers who can indeed influence the audience later Promotion through social media (through reviews and buyer testimonials) 1. Challenges - not all buyers want to give testimonials - not all buyers are willing to be published - there are clients who choose to use a second account so no a big influence from their side 2. Solutions - we can remind clients by providing services such as chat thanks and asking for reviews from clients who have purchased products/services that have been used - as much as possible do the best service

so that we too get reviews and testimonials good from buyers Stages of me run Social Media Activation: 1. Create a targeting profile 2. Define clear goals/objectives 3. Create a posting schedule with a content calendar 4. Increase engagement on social media 5. Create a link in bio

Friday, 19 Nov. Export lecture by Mr. Bedjo Santoso regarding introduction to young exporters and the export of natural resources for national economic development. BIOLOGICAL SDA: 1. optimization 2 responsible, sustainable and fair 3. sustainable UUD 1945 Article 33 Paragraph 3 (Earth, water and natural resources contained therein are controlled by the state and used as much as possible for the prosperity of the people) The main problems of managing living natural resources : 1. has not been able to fulfill the constitutional mandate: as much as possible for the prosperity of the nation, the Pancasila economic system with cooperatives as pillars, does not involve the community 2. has not been effective and efficient and is not environmentally friendly; exploitation of natural resources on a large scale, practices of managing natural resources that damage the environment, the use of hazardous materials, without considering the carrying capacity of the environment 3. lack of diversification: lack of research and product development, orientation of large corporations, SME products from natural resources raw materials less well known, lack of revitalization of local wisdom Management of biological natural resources that supports the national economy 1. maximum added value from all economic activities owned resources 2. does not damage the environment and can be sustainable 3. management results are distributed equitably and fairly to improve people's welfare Economy National: 1. The principle of kinship 2. All levels of society

What did you learn this week? Social media marketing goals: 1. Increase Sales 2. Cost Efficiency 3. As a CRM (Customer Relationship Management) Tool for Promotional Companies through Social Media (Digital Ads): 1. Challenges in digital ads - setting the right target - setting the right goals - still need to consider content that is suitable to be advertised 2. Solutions in digital ads - determining targets that are in accordance with the products to be sold - creating an ad agenda so that it can be maximized properly so that it is achieved in accordance with the goals / goals SOCIAL MEDIA BENEFITS MARKETING: 1. Will make it easier We Find Out More About Customers 2. Find New Customers and Broader Target Market 3. We Will Get Feedback from Consumers 4. Increase Website Visitors and Ranking On Search Engines 5. Provide Information To Customers Faster. Promotion through social media (partnering with influencers) 1. Challenge - not all influencers are professional, you need to do a strict sorting - if you choose the wrong influencer, the potential ROI minus can occur 2. Solution - find influencers who can really attract the audience - make sure it's right and appropriate to look for influencers who can indeed influence the audience later Promotion through social media (through reviews and buyer testimonials) 1. Challenges - not all buyers want to give testimonials - not all buyers are willing to be published - there are clients who choose to use a second account so no a big influence from their side 2. Solutions - we can remind clients by providing services such as chat thanks and asking for reviews from clients who have purchased products/services that have been used - as much as possible do the best service so that we too get reviews and testimonials good from buyers Stages of me run Social Media Activation: 1. Create a targeting profile 2. Define clear goals/objectives 3. Create a posting schedule with a content calendar 4. Increase engagement on social media 5. Create a link in bio HAYATI SDA: 1. optimize 2 be responsible, sustainable and fair 3. sustainable UUD 1945 Article 33 Paragraph 3 (Earth, water and natural resources contained therein are controlled by the state and used as much as possible for the prosperity of the people) The main problems of managing living natural resources: 1. have not been able to fulfill the constitutional mandate: as much as possible the magnitude is for the prosperity of the nation, the Pancasila economic system with cooperatives as

pillars, less involvement of the community 2. not yet effective and efficient and not environmentally friendly; exploitation of natural resources on a large scale, practices of managing natural resources that damage the environment, the use of hazardous materials, without considering the carrying capacity of the environment 3. lack of diversification: lack of research and product development, orientation of large corporations, SME products from natural resources raw materials less well known, lack of revitalization of local wisdom Management of biological natural resources that supports the national economy 1. maximum added value from all economic activities owned resources 2. does not damage the environment and can be sustainable 3. management results are distributed equitably and fairly to improve people's welfare Economy National: 1. The principle of kinship 2. All levels of society

Nov 22 - Nov 26

Monday, Nov 22. TSE Mentoring with Mr. Satria, discussing the development of the product, has it started to be shipped? Any problems with suppliers? or other problems

Tuesday, Nov 23. Presentation of material by Mr. Mastuki regarding the Halal Industry in Indonesia. National Strategy Of Halal Industry Development : G : Global Hub R : Research and Regulation I : Industrialization P : Social Preference S : SMEs Challenges of halal products : 1. The potential of the halal industry is not maximized 2. Not yet focused on increasing exports of halal products 3. Countries with many non-Muslim residents develop the halal industry (Africa, Thailand) 4. Many business actors, especially MSMEs have not performed halal certification 5. Halal certification, tariffs and non-tariffs 6. No.1 consumer of halal products but ranked 10th in halal producers Opportunities for halal products: 1 The increasing world Muslim population: increasing demand for halal products/services 2. The world's halal industry is growing rapidly: global consumption of halal food and beverage products in 2018 is USD 1.369 trillion. In 2024, it is estimated to reach USD 1.972 trillion 3. The industry with the largest Muslim population in the world: has the opportunity to be the largest producer of products/services in the world 4. Consumers of halal products worldwide: consumers of halal products in Muslim and non-Muslim majority countries 5. Product variations halal : e-commerce, travel, finance, fashion, cosmetic, medicine, media, healthcare, and education 6. Utilization of trade agreement : FTA/CEPA/EPA/PTA Followed by an export debate by Anneke's group, explaining their product, namely onions premium fry.

Wednesday, Nov 24. Export Lecture by Mr. Mastuki Halal Industry in Indonesia 3 schemes for submitting/registering for halal certification: 1. Regular submission 2. Extension 3. Statement of UMK (Self Declare) perpetrators The application for halal certification is accompanied by: -Enterprise data -Name and type of product - List of products and materials used - Processing of products The determination of LPH is carried out by considering: a. LPH accreditation b. The scope of LPH activities c. LPH accessibility d. LPH workload, and/or e. LPH Performance LPH submits the results of inspection and/or product halal testing to MUI with a copy to BPJPH, which contains: a. Name and type of product b. Products and materials used c. PPH d. Results of analysis and/or new specifications e. Minutes of inspection and f. Recommendation Obligation to be certified halal in Micro and Small Enterprises, with the following criteria: a. The product is not at risk or uses ingredients that have been confirmed to be halal, and b. The production process is confirmed to be halal and simple. Statement of business actors is carried out based on halal standards set by BPJPH: a. Statement of business actor b. PPH assistance PPH assistance can be carried out by: 1. Islamic community organizations/Islamic religious institutions

with legal entities 2. Universities 3. Government agencies or business entities as long as they are partnered with Islamic organizations or Islamic religious institutions with legal entities and/or universities

Thursday, Nov 25. Presentation of material by Mrs. Sofi Suryani on "Tips for Compiling a Business Plan"
- Business plan: a business plan to achieve company goals, through routine steps in business planning
- Business model: a plan to generate profits - Business planning: business planning to realize your business model
Business plan : 1. Timeline 2. Executive summary 3. Mission Statement 4. Company background 5. Product description 6. Marketing plan 7. Competitor analysis 8. SWOT Analysis 9. Operations 10. Financial planning
Business Mode Canvas Development Concept : consists of 9 related components: 1. Customr segments 2. Value propositions 3. Channels 4. Customer Relationship 5. Revenue Streams 6. Key Resources 7. Key activities 8. Key partners 9. Cost structure
Then followed by a mentoring session with Mr. Imron

Friday, Nov 26. The export lecture was filled by Kak Fajri and Kris Imanuel telling about the exhibition they visited. Presentation of material by Mr. Roberto Roy regarding SEGMENTATION. Basics of market segmentation: 1. Geographic 2. Demographic 3. Psychographic 4. Behavior of Targeting Market
1. Undifferentiated marketing 2. Differentiated marketing 3. Concentrated marketing
5 things for effective communication: 1. What is conveyed? message content 2. To whom will it be delivered? communication 3. Who delivers? communicator 4. How to convey? media 5. When will it be delivered? time
4 time pattern for delivery of promotions: 1. Continuous, for example: pepsodent, rinso 2. Decreased, for example: cooking spices (morning) 3. Up, for example: entertainment on Saturdays 4. Concentrated, for example: school equipment during the new school year
Mentoring by Mr. Aditya and Mr. Bunayya, regarding Maximizing Social Media. 6 steps to optimize social media so that products are more known: 1. Make a plan (SMART method) 2. Determine the right social media platform 3. Know your audience 4. Expand audience reach 5. Build solid relationships 6. Share attractive visuals

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The determination of LPH is carried out considering: a. LPH accreditation b. The scope of LPH activities c. LPH accessibility d. LPH workload, and/or e. LPH Performance LPH submits the results of inspection and/or product halal

testing to MUI with a copy to BPJPH, which contains: a. Name and type of product b. Products and materials used c. PPH d. Results of analysis and/or new specifications e. Minutes of inspection and f. Recommendation

Obligation to be certified halal in Micro and Small Enterprises, with the following criteria: a. The product is not at risk or uses ingredients that have been confirmed to be halal, and b. The production process is confirmed to be halal and simple. Statement of business actors is carried out based on halal standards set by BPJPH: a. Statement of business actor b. PPH assistance

PPH assistance can be carried out by: 1. Islamic community organizations/Islamic religious institutions with legal entities 2. Universities 3. Government agencies or business entities as long as they are partnered with Islamic organizations or Islamic religious institutions with legal entities and/or universities

Business plan: plan business to achieve company goals, through routine steps in business planning - Business model : plan to generate profit - Business planning : business planning to realize your business model

Business plan : 1. Timeline 2. Executive summary 3. Mission Statement 4. Company background 5 Product description 6. Marketing plan 7. Competitor analysis 8. SWOT Analysis 9. Operations 10. Financial planning

Business Mode Canvas Development Concept : consists of 9 related components: 1. Customr segments 2. Value propositions 3. Channels 4. Customer Relationship 5. Revenue Streams 6. Key Resource 7. Key activities 8. Key partners 9. Cost structure

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Mentoring by Mr. Aditya and Mr. Bunayya, regarding Maximizing Social Media. 6 steps to optimize social media so that products are more known: 1. Make a plan (SMART method) 2. Determine the right social media platform 3. Know your audience 4. Expand audience reach 5. Build solid relationships 6. Share attractive visuals

29 Nov - 03 Dec

Monday, Nov 29. Today PM and Mentoring are filled with Mr. Imron, Mr. Bedjo, Mr. Bunayya, and Mr. Zaidan discussing updates on Indonesia's export developments. Then proceed with a discussion about customs, namely the HS code of student products, as well as restricted products. also discussed how the search for buyers was carried out by students, whether promotions on social media had started, etc.

Tuesday, Nov 30. Today, Mr. Handito presented the material, followed by Mentoring with Mrs. Maya Puspita on Business Strategy. Business Strategy Objectives: 1. For business continuity in the sense that a company that carries out a unique business strategy and good marketing methods will make its business last and last. 2. Can increase sales and profits that competitors cannot follow. 3. Can create new products, services, and business models because they have a strategy or idea to plan. Benefits of Business Strategy

1. As a guide in building a business, it can certainly help business people to be able to know the direction of their business development. 2. Improve the organization's ability to face various challenges. 3. Can expand the business. 4. To find out the level of success, business people can find out what the level of success of the business steps they have done. 5. Being able to win the competition if the competitors have not applied a good business strategy, then of course they can win

the competition more easily. Business Strategy Levels: 1. Corporate level strategies are the strategic plans of an organization's top management. They form the mission and vision statement and have a fundamental impact on the firm's long-term performance. They guide decisions around growth, acquisitions, diversification and investments. 2. Business level strategies integrate into the corporate vision, but with a focus on a specific business. At this level, the vision and objectives are turned into concrete strategies that inform how a business is going to compete in the market 3. Functional level strategies are designed to answer how functional departments like Marketing, HR or R&D can support the defined business and corporate strategies of an organization. Components in Business Strategy: 1. Vision and business goals A well-planned strategy is intended to help you achieve the goals in your business. With a vision for the direction of the business, you can create clear instructions in the business strategy for what needs to be done and who is responsible for it. 2. Core values A good strategy guides top-level executives and departments on what should and should not be done, in accordance with the organization's core values. 3. SWOT analysis SWOT consists of strengths (strengths), weaknesses (weaknesses), opportunities (opportunities), and threats (threats) which is a planning process that helps your company overcome challenges and determine what to aim for as a whole. 4. Tactics Many strategies attempt to articulate the operational details of how work should be done to maximize efficiency. 5. Resource allocation plan A structured strategy includes where you will find the resources needed to complete the plan, how the resources will be allocated and who is responsible for doing so. 6. Strategy measurement in business continuity also includes ways to track the company's output, evaluate its performance in relation to the targets set before launching the strategy.

Wednesday, 01 Dec. Today's Export Lecture is filled with motivation by Mr. Aditya Warman. Then it was continued by a discussion session with Mrs. Lely Suryani, she shared about her first experience in the entrepreneurial world at the age of 19. He advised "the more you fail, the faster you will go to success." Tips to become an entrepreneur: 1. Take the opportunities that exist 2. Business Ethics: ethics in communicating with buyers, honest, committed, competitive prices. Business ethics are made to build trust 3. Be grateful for the little things. 4. Dare to fail

Thursday, 02 Dec. Today, Mr. Aries presented material on business strategy. Business strategy is a plan related to the management of a business, which is long term (3-5 years). Consists of: Plan, Do, Check, and Action Includes: 1. Financial Management 2. HR Management 3. Marketing management 4. Production management 5. Technology MISSION : run every day VISION : must be measurable (there are indicators of achievement), there must be a deadline time of achievement, must be evaluated each period Long Term Goals, for example: Year 1: investment Year 2: growth Year 3: market expansion Year 4: product differentiation Followed by a mentoring session with Mr. Hendy Subandi on Compiling a Business Plan - Business plan: business plan to achieve company goals, through routine steps in business planning - Business model : plan to generate profit - Business planning : business plan to realize your business model Business plan : 1. Timeline 2. Executive summary 3. Mission Statement 4. Company background 5. Product description 6. Marketing plan 7. Competitor analysis 8. SWOT Analysis 9. Operations 10. Financial planning Concept Pen Gambangan Business Mode Canvas : consists of 9 related components: 1. Customr segments 2. Value propositions 3. Channels 4. Customer Relationship 5. Revenue Streams 6. Key Resource 7. Key activities 8. Key partners 9. Cost structure

Friday, 03 Dec. CLASSIFICATION OF SOCIAL MEDIA 1. Collaboration Project This is a social media in the form of a website, where users are allowed to change, add, or delete content on the site. Examples

are Wikipedia, Medium, WordPress, and so on. 2. Content Social media users in it can share content such as videos, e-books, and images. Examples of its application are Tik Tok, Instagram, and Youtube. 3. Social ring sites Applications that allow users to be able to connect personally that have been created. The personal information is in the form of photo posts or the platforms are Facebook and Instagram. 4. Blogs and Microblogs This application is more able to make users free to express everything in a blog that contains an outpouring of heart (vent) or a criticism. Examples of platforms that are often used are Twitter and Facebook. 5. Game World Virtual Virtual based game world allows each player to interact and communicate in the form of an avatar, just like in the real world. An example of its application is online games (online).

POSITIVE IMPACTS OF SOCIAL MEDIA
Positive Impacts: 1. Increase profits from product sales 2. Increase the credibility of the company or organization 3. Establish extensive business cooperation

NEGATIVE IMPACTS OF SOCIAL MEDIA
Negative Impacts: 1. Introduce inappropriate (fake) products 2. Spread the news or hoax information 3. Generating unfair competition

TYPES OF SOCIAL MEDIA FOR BUSINESS

A. Social Networking - Social Networking
The purpose of social networking is quite simple, namely to provide a platform for users to connect with other people. From various types of social media, networking sites such as Facebook and LinkedIn are analogous to existence as white rice for marketing, while user-created content is the side dish. These sites put marketers on an equal footing with their clients, customers and prospects when it comes to networking. In short, social networking sites encourage users to: 1. Post, share, and respond to each other's content. From blog posts to infographics and beyond, almost any form of content gets some free space. 2. Connect directly with other people. Whether as friends or fans, engaged social followers signal influence for marketers and brands. 3. Form a community and discuss relevant news within the community

B. Microblogging
Microblogging is short content designed for rapid audience interaction. Microblogging is a combination of instant messaging and content production. With microblogging, users can share short messages with online audiences to increase engagement. Social channels like Twitter, Instagram, and Pinterest are the most popular microblogging platforms today.

C. Video Sharing - Youtube
In simple terms, video sharing offers more conversions than any type of marketing content on any social media channel. Just like image-based social sites, video hubs like YouTube have the powerful power of attracting customers and providing navigation to sales, with visual content magnets, of course. Youtube with video format, of course, has the ability to attract more subscribers than other social media. For this reason, YouTube's business development has the task of being a customer mobilization route or customer meeting point.

BENEFITS OF USING SOCIAL MEDIA
1. Get real-time information 2. Able to communicate in real-time 3. Increase brand awareness 4. Increase traffic and search rankings 5. Build relationships quickly and broadly

Types of view Content Calendar

1. Monthly view
Monthly view is a type of social media calendar that displays a schedule of posting social media content per month. So, you can find out if there are important dates in the month, for example holidays or other special days that need special content.

2. Weekly/daily view
Weekly/daily view displays the weekly content schedule. So you'll only see a schedule for seven days instead of a full month. This can make you focus more on short-term plans.

Creating Content: In carrying out social media activation, people are required to be creative because basically social media requires us to always create and present interesting content for followers/audiences. Content according to the KBBI is information available through media or electronic products.

1. Explore creative ideas in creating content: Create a mind map Create a frame of mind to explore content ideas.

2. Doing social listening: Seeing the audience's response, seeing the topics being discussed by netizens and celebrities/influencers.

5. Creating Content pillar P: determining the main content categories that are broken down from the major themes that have been determined.

This will make it easier to enter the content presented, so that it is consistent and supports the big theme.

What did you learn this week? Business Strategy Objectives: 1. For business continuity in the sense that a company that carries out a unique business strategy and good marketing methods will make its business last and last. 2. Can increase sales and profits that competitors cannot follow. 3. Can create new products, services, and business models because they have a strategy or idea to plan. Benefits of Business Strategy 1. As a guide in building a business, it can certainly help business people to be able to know the direction of their business development. 2. Improve the organization's ability to face various challenges. 3. Can expand the business. 4. To find out the level of success, business people can find out what the level of success of the business steps they have done. 5. Being able to win the competition if the competitors have not applied a good business strategy, then of course they can win the competition more easily. Business Strategy Levels: 1. Corporate level strategies are the strategic plans of an organization's top management. They form the mission and vision statement and have a fundamental impact on the firm's long-term performance. They guide decisions around growth, acquisitions, diversification and investments. 2. Business level strategies integrate into the corporate vision, but with a focus on a specific business. At this level, the vision and objectives are turned into concrete strategies that inform how a business is going to compete in the market 3. Functional level strategies are designed to answer how functional departments like Marketing, HR or R&D can support the defined business and corporate strategies of an organization. Components in Business Strategy: 1. Vision and business goals A well-planned strategy is intended to help you achieve the goals in your business. With a vision for the direction of the business, you can create clear instructions in the business strategy for what needs to be done and who is responsible for it. 2. Core values A good strategy guides top-level executives and departments on what should and should not be done, in accordance with the organization's core values. 3. SWOT analysis SWOT consists of strengths (strengths), weaknesses (weaknesses), opportunities (opportunities), and threats (threats) which is a planning process that helps your company overcome challenges and determine what to aim for as a whole. 4. Tactics Many strategies attempt to articulate the operational details of how work should be done to maximize efficiency. 5. Resource allocation plan A structured strategy includes where you will find the resources needed to complete the plan, how the resources will be allocated and who is responsible for doing so. 6. Strategy measurement in business continuity also includes ways to track the company's output, evaluate its performance in relation to the targets set before launching the strategy. Tips to become an entrepreneur: 1. Take the available opportunity 2. Business Ethics: ethics in communicating with buyers, honest, committed, competitive prices. Business ethics are made to build trust 3. Be grateful for the little things. 4. Dare to fail Business strategy is a plan related to the management of a business, long term (3-5 years). Consists of: Plan, Do, Check, and Action Includes: 1. Financial Management 2. HR Management 3. Marketing management 4. Production management 5. Technology MISSION : run every day VISION : must be measurable (there are indicators of achievement), there must be a deadline time of achievement, must be evaluated each period Long Term Goals for example: Year 1: investment Year 2: growth Year 3: market expansion Year 4: product differentiation Prepare a Business Plan - Business plan: a business plan to achieve company goals, through steps routine in business planning - Business model : plan to generate profit - Business planning : business plan to realize your business model Business plan : 1. Timeline 2. Executive summary 3. Mission Statement 4. Company background 5. Product description 6. Marketing plan 7. Competitor analysis 8. SWOT Analysis 9. Operations 10. Financial planning Business Mode Canvas Development

Concept : consists of 9 related components : 1. Customer segments 2. Value propositions 3. Channels 4. Customer Relationship 5. Revenue Streams 6. Key Resource 7. Key activities 8. Key partners 9. Cost structure

Content Calendar view type 1. Monthly view Monthly view is social media type calendar that displays a schedule of posting social media content per month. So, you can find out if there are important dates in the month, for example holidays or other special days that need special content.

2. Weekly/daily view Weekly/daily view displays the weekly content schedule. So you'll only see a schedule for seven days instead of a full month. This can make you focus more on short-term plans.

Creating Content In carrying out social media activation, people are required to be creative because basically social media requires us to always create and present interesting content for followers/audiences. Content according to the KBBI is information available through media or electronic products.

1. Explore creative ideas in creating content: Create a mind map Create a frame of mind to explore content ideas. 2. Doing social listening Seeing the audience's response, seeing the topics being discussed by netizens and celebrities/influencers. 3. Creating a Content pillar Determining the main content categories that are broken down from the major themes that have been determined. This will make it easier to enter the content presented, so that it is consistent and supports the big theme.

06 Dec - 10 Dec

Monday, 06 Dec. Today is mentoring with Mr. Tommy, each group is asked to tell a synopsis of their product, one of the groups whose percentage is HOBAH, their product is Ulos which has been modified into a bag. They tell what the meaning of ulos is, it is used in any event, its types and so on.

Tuesday, 07 Dec. Today, Mr. Benny Bernadus presented material on Business Strategy which consists of: 1. HR 2. Finance 3. Operations 4. Production 5. Marketing Components in a business strategy statement: 1. Vision and business goals 2. Core values or Core Value 3. SWOT analysis 4. Tactics 5. Resource allocation plan 6. Performance measurement

10 business strategies : 1. Cross-selling more products 2. Innovative products or services 3. Grow sales from new products 4. Improve customer service 5. Acquiring new companies 6. Product differentiation 7. Pricing strategy 8. Using technology 9. Increasing customer retention 10. Sustainability Business strategy : 1. Innovation strategy 2. Pricing strategy 3. Distributions strategy 4. Channel strategy 5. Trade strategy 6 Advertising strategy 7. Media strategy 8. Marketing strategy 9. Brand strategy 10. Sales strategy 11. CRM Strategy 12. Promotion strategy

Wednesday, 08 Dec. Today is a discussion regarding the preparation of SIB Export students for business matching held in Medan

Thursday, 09 Dec. Exhibition Business Matching and Soft Launching Asean Export School

Friday, Dec 10, the Principal shared about the Business Matching activity that was held yesterday, and showed some photos taken at the inauguration

What did you learn this week? Business Strategy consisting of: 1. HR 2. Finance 3. Operations 4. Production 5. Marketing Components in the business strategy statement: 1. Vision and business goals 2. Core values 3. SWOT analysis 4. Tactics 5. Plans resource allocation 6. Performance measurement

10 business strategies : 1. Cross-selling more products 2. Innovative products or services 3. Grow sales from new products 4. Improve customer service 5. Acquire new companies 6. Product differentiation

7. Establishment strategies pricing 8. Using technology 9. Increasing customer retention 10. Sustainability Business strategy : 1. Innovation strategy 2. Pricing strategy 3. Distributions strategy 4. Channel strategy 5. Trade strategy 6. Advertising strategy 7. Media strategy 8. Marketing strategy 9. Brand strategy 10. Sales strategy 11. CRM Strategy 12. Promotion strategy

13 Dec - 17 Dec

Monday, Dec 13. Today is an export debate between groups, each group presents their company profile starting from their vision and mission, history and background, product details to the social media they use to promote and sell their products.

Tuesday, Dec 14. Today is an export debate between groups, each group presents their company profile, starting from their vision and mission, history and background, product details to the social media they use to promote and sell their products.

Wednesday, Dec 15. Today is an export debate between groups, each group presents their company profile, starting from their vision and mission, history and background, product details to the social media they use to promote and sell their products.

Thursday, Dec. 16. Today, Mr. Thomas Dermawan presented material on "Strengthening the Supply Chain of Export Activities." Supply Chain is the flow of materials, information, payments and services in a company. The flow in question is from the supply of raw goods then the goods are factory and warehouse to end up in consumers and end users. TERMS IN THE EXPORT-IMPORT BUSINESS-1

1. SENDER OF GOODS Shipper: Exporter or the sender of goods. Consignee : Importer or consignee. Notify Party: a designation for the second party after the Consignee who has the right to be notified about the delivery and receipt of export / import goods. DATA OF GOODS Shipping Mark & Number: The number of PACKING and shipping marks listed on the packaging of the goods. Description of Goods: Are the details of the goods. GW: Gross Weight / gross weight. NW: Net Weight / net weight. LCL Less than Container Loaded: A term for the type of partial shipment of goods, and the goods sent are addressed to the warehouse stacking of the shipping agent. The warehouse will then collect other LCL shipments to meet the quota for loading / loading into the container. FCL : Full Container Loaded. The term for the type of delivery of goods by using a container. but if the shipper sends the goods by using a container then this type of shipment is called FCL. Delivery of goods with FCL mode, we have to bring containers to our warehouse for process stuffing (the process of loading goods). After the stuffing is finished, we seal the container and send it to the Container Stacking Place at the port. CFS: Container Freight Station, CFS is a term for the mode of delivery from the LCL Warehouse in the country of origin to the LCL Warehouse in the destination country. CFS-CFS CY : Container Yard. CY is the term for the shipping mode from the container dumping point of the country of origin to the container dumping point of the destination country. CY-CY Closing time : Each shipping schedule always includes the closing date and time. And if the cargo enters the TPS after the stipulated time, the shipper will be subject to sanctions/fines.. NPE : Export Service Note (export approval from Bukai Customs) PEB : Notification of export of goods is submitted online through the EDI system. If the PEB inspection is approved, the NPE Feeder Vessel will be issued: a small-capacity carrier that transports containers from the origin port to the transit port Mother Vessel: A large-capacity carrier that transports containers from the transit port to the destination port Voyage: The usual ship departure number abbreviated as V. or Voy ETD : Estimation Time of Departure ETA : Estimated Time of Arrival

BASED ON DELIVERY DOCUMENTS Bill of Lading or B/L, meaning is a bill of lading or proof of delivery of goods and collection of goods or a transport contract or document of ownership. POL : Port Of Loading/ Port of Loading POD : Port Of Discharge/ Port of Unloading Packing List: List of detailed item details containing the name of Shipper, Consignee, Notify Party, Vessel & Voy Name, Dimensions of Goods, Gross Weight and Net Weight per item item as well as the total, the number of goods. Commercial Invoice: A detailed list of item details containing the name of the Shipper, Consignee, Notify Party, Name of Vessel & Voy, Invoice Value per item of goods or the total, Quantity of goods. 4 stages of the export process: 1. Sale's contract process 2. L/C opening process 3. Cargo shipping process 4. Shipping document negotiation process. Then followed by a mentoring session with Mr. Aziz on "E-commerce Customs Business Process" Benefits of e-commerce 1. Save time 2. Buyers across regions 3. Increase market exploration 4. Increase customer loyalty 5. Improve supplier management 6. Reduce operational costs 7. Shorten production time 8. Always open 9. Automatic inventory management 10. Payment online Procedures e-commerce/market place schemes: 1. e-commer in technical international trade 2. e-commerce business processes E-commerce business processes: 1. Buyers order goods through market places, pay online 2. Sellers send goods using delivery services the buyer chooses 3. The delivery service sends to the country the buyer chooses 4. Customs checks and determines the import duty on the shipment 5. The delivery service sends the goods to the buyer buy after customs obligations are settled E-commerce import customs procedures: 1. Business process for importing consignments 2. E-commerce import customs business processes (marketplace) 3. Importing consignments through courier services (jastip) 4. Challenges in supervision of e-mail consignments -commerce Export Via PT POS 1. Weighing not more than 100 kg per sender: not mandatory PEB 2. Weight more than 100 kg per sender: Mandatory PEB sender as exporter and PT POS as PPJK (Customs Service Management Entrepreneur) E-commerce export business process : 1. Buyer orders goods through a market place, pays online 2. Seller looks for shipping services according to buyer's orders 3. Shipping service notifies exports to Customs 4. Customs checks documents/scans goods 5. Shipping service exports goods to buyer's country

Friday, 17 Dec. Today's export lecture was filled by Mrs. Gati Wibawaningsih on "Improving the Competitiveness of National Small and Medium Industries (IKM) to Enter the Export Market" 5 Major Growth of the Non-Oil and Gas Processing Industry Sector in Quarter II 2021: 1. Transportation equipment industry: 45.70 2. Base metal industry : 18.03 3. Machinery and equipment industry : 16.35 4. Rubber, rubber and plastic products : 11.72 5. Chemical, pharmaceutical and traditional medicine industry : 9.15 Competitiveness Improvement Program IKM : 1. Access to financing : KUR, Fintech Literacy 2. Access to sources of raw/auxiliary materials : Material center, logistical cooperation 3. Facilitation of technology and production infrastructure facilities: restructuring of machinery/equipment, facilitation of machinery, DAK Revitalization and development of centers, 4. Product quality improvement and HR expertise: Technical service unit (UPT), Product standard, Expertise certification, Management and technical, Packaging house. 5. Increasing market access: e-smart IKM (digital literacy), exhibitions and promotions, link and match (partnerships), awarding Speaker 2 Mr. Maspiyono Sharing Export Experience (International Business): 1. Export research and planning 2. Initial export sales 3. Investment abroad Key lessons in international business : 1. Understanding consumer and competition and right to win 2. Product and packaging 3. Prices 4. Place 5. Promotion 6. Local Teams Speaker 3 Pak Parlindungan Purba on ASEAN Market Products Why should you enter ASEAN market? 1. ASEAN countries are rich in natural resource commodities in the form of energy, minerals and food crops; 2. The large number of ASEAN's population, namely 655.51

million people (2019), the majority are of productive age 3. The economic growth of ASEAN countries is relatively high, an average of 5% -6% per year. General Export requirements/conditions: 1. Legal Entity (CV, Firm, PT (Limited Company), Persero (Company Company), Cooperative) 2. Have NPWP (Taxpayer Number) 3. Have one of the permits issued by the Government such as: Trading Business Permit (SIUP) from the Trade Office, Industrial Permit from the Industry Office, Domestic Investment Business Permit (PMDN) or Foreign Investment (PMA) issued by the Investment Coordinating Board (BKPM)

What did you learn this week? "Strengthening the Supply Chain of Export Activities" Supply Chain is the flow of materials, information, payments and services in a company. The flow in question is from the supply of raw goods then the goods are factory and warehouse to end up in consumers and end users. TERMS IN THE EXPORT-IMPORT BUSINESS-1 1. SENDER OF GOODS Shipper: Exporter or the sender of goods. Consignee : Importer or consignee. Notify Party: a designation for the second party after the Consignee who has the right to be notified about the delivery and receipt of export / import goods. DATA OF GOODS Shipping Mark & Number: The number of PACKING and shipping marks listed on the packaging of the goods. Description of Goods: Are the details of the goods. GW: Gross Weight / gross weight. NW: Net Weight / net weight. LCL Less than Container Loaded: A term for the type of partial shipment of goods, and the goods sent are addressed to the warehouse stacking of the shipping agent. The warehouse will then collect other LCL shipments to meet the quota for loading / loading into the container. FCL : Full Container Loaded. The term for the type of delivery of goods by using a container. but if the shipper sends the goods by using a container then this type of shipment is called FCL. Delivery of goods with FCL mode, we have to bring containers to our warehouse for process stuffing (the process of loading goods). After the stuffing is finished, we seal the container and send it to the Container Stacking Place at the port. CFS: Container Freight Station, CFS is a term for the mode of delivery from the LCL Warehouse in the country of origin to the LCL Warehouse in the destination country. CFS-CFS CY : Container Yard.CY is the term for the shipping mode from the container dumping point of the country of origin to the container dumping point of the destination country. CY-CY Closing time : Each shipping schedule always includes the closing date and time. And if the cargo enters the TPS after the stipulated time, the shipper will be subject to sanctions/fines.. NPE : Export Service Note (export approval from Bukai Customs) PEB : Notification of export of goods is submitted online through the EDI system. If the PEB inspection is approved, the NPE Feeder Vessel will be issued: a small-capacity carrier that transports containers from the origin port to the transit port Mother Vessel: A large-capacity carrier that transports containers from the transit port to the destination port Voyage: The usual ship departure number abbreviated as V. or Voy ETD : Estimation Time of Departure ETA : Estimated Time of Arrival BASED ON DELIVERY DOCUMENTS Bill of Lading or B/L, meaning is a bill of lading or proof of delivery of goods and collection of goods or a transport contract or document of ownership. POL : Port Of Loading/ Port of Loading POD : Port Of Discharge/ Port of Unloading Packing List: List of detailed item details containing the name of Shipper, Consignee, Notify Party, Vessel & Voy Name, Dimensions of Goods, Gross Weight and Net Weight per item item as well as the total, the number of goods. Commercial Invoice: A detailed list of item details containing the name of the Shipper, Consignee, Notify Party, Name of Vessel & Voy, Invoice Value per item of goods or the total, Quantity of goods. 4 stages of the export process: 1. Sale's contract process 2. L/C opening process 3. Cargo shipping process 4. Shipping document negotiation process. Then followed by a mentoring session with Mr. Aziz on "E-commerce Customs Business Process" Benefits of e-commerce 1. Save time 2. Buyers across regions 3. Increase market exploration 4. Increase customer loyalty 5. Improve supplier

management 6.Reduce operational costs 7.Shorten production time 8.Always open 9Automatic inventory management 10.Payment online Procedures e-commerce/market place schemes: 1. e-commercers in technical international trade 2. e-commerce business processes E-commerce business processes: 1. Buyers order goods through market places, pay online 2. Sellers send goods using delivery services the buyer chooses 3. The delivery service sends to the country the buyer chooses 4. Customs checks and determines the import duty on the shipment 5. The delivery service sends the goods to the buyer buy after customs obligations are settled E-commerce import customs procedures: 1. Business process for importing consignments 2. E-commerce import customs business processes (marketplace) 3. Importing consignments through courier services (jastip) 4. Challenges in supervision of e-mail consignments -commerce Export Via PT POS 1. Weighing not more than 100 kg per sender: not mandatory PEB 2. Weight more than 100 kg per sender: Mandatory PEB sender as exporter and PT POS as PPJK (Customs Service Management Entrepreneur) E-commerce export business process : 1. Buyer orders goods through a market place, pays online 2. Seller looks for shipping services according to buyer's orders 3. Shipping service notifies exports to Customs 4. Customs checks documents/scans goods 5. Shipping service exports goods to buyer's country "Improving the Competitiveness of National Small and Medium Industries (IKM) to Enter the Export Market" The Top 5 Growth of the Non-Oil and Gas Processing Industry Sector in Quarter II 2021: 1. Transportation equipment industry n : 45.70 2. Base metal industry : 18.03 3. Machinery and equipment industry : 16.35 4. Rubber industry, rubber and plastic products : 11.72 5. Chemical, pharmaceutical and traditional medicine industry : 9, 15 IKM Competitiveness Improvement Program: 1. Access to financing: KUR, Fintech Literacy 2. Access to sources of raw/auxiliary materials: Material center, logistical cooperation 3. Facilitation of technology and production infrastructure facilities: restructuring of machinery/equipment, facilitation of machinery, DAK Revitalization and center development, 4. Improving product quality and HR expertise: Technical service unit (UPT), Product standard, Expertise certification, Management and technical, Packaging house. 5. Increasing market access: e-smart IKM (digital literacy), exhibitions and promotions, link and match (partnerships), awarding Speaker 2 Mr. Maspiyono Sharing Export Experience (International Business): 1. Export research and planning 2. Initial export sales 3. Investment abroad Key lessons in international business : 1. Understanding consumer and competition and right to win 2. Product and packaging 3. Prices 4. Place 5. Promotion 6. Local Teams Speaker 3 Pak Parlindungan Purba on ASEAN Market Products Why should you enter ASEAN market? 1. ASEAN countries are rich in natural resource commodities in the form of energy, minerals and food crops; 2. The large number of ASEAN's population, namely 655.51 million people (2019), the majority are of productive age 3. The economic growth of ASEAN countries is relatively high, an average of 5% -6% per year. General Export requirements/conditions: 1. Legal Entity (CV, Firm, PT (Limited Company), Persero (Company Company), Cooperative) 2. Have NPWP (Taxpayer Number) 3. Have one of the permits issued by the Government such as: Trading Business Permit (SIUP) from the Trade Office, Industrial Permit from the Industry Office, Domestic Investment Business Permit (PMDN) or Foreign Investment (PMA) issued by the Investment Coordinating Board (BKPM)

20 Dec - 24 Dec

Monday, Dec 20. Today the presentation of the material was filled with motivation and sharing of experiences by Mr. Muhammad Nafik, Mrs. Lely, Mr. Bedjo, Mr. Glenn Sompie and several other mentors. There are several veterinary sciences that need to be applied in starting a business 1. Snake science: it eats once enough for weeks, which means it should not be greedy. 2. The science of cats: he steals fish, but after that his master is still petted, which means if you make a mistake it's something natural, you just calm down and learn from your mistakes. 3. Cockroach science: it can live anywhere under any conditions, meaning to survive in any difficulty, whatever the conditions, etc

Tuesday, Dec 21. Today is a discussion with Mr. Handito, Mr. Thomas, Mr. Benny and several Export School students regarding the preparation of Boothchamp in Solo. Then share about their experiences regarding batik products and Solo batik handicrafts that have been modified.

Wednesday, Dec 22. Today there is a BootCamp at SOLO

Thursday, 23 Dec. Today's Exhibition and Business Matching Soft Launching Program "Let's Start Exporting Through Pos Indonesia" Presentation of material by Mr. Adriyan regarding export documents. PREPARING EXPORT DOCUMENTS 1. Classification of export products is identified in accordance with general provisions in the export sector 2. Indonesian government regulations and policies are identified according to the products to be exported 3. Export documents are prepared by exporters according to regulations. related in accordance with applicable regulations 2. Restricted export product requirements documents are managed in accordance with applicable regulations 3. Main export goods delivery documents are prepared and managed by the exporter 4. Export supporting documents are handled by the exporter in accordance with the request of the importer RECEIVING THE RESULTS OF EXPORT DOCUMENT 1 Exporter's legality permit status is monitored, online and or manually 2. Requirements for export products are monitored to an authorized institution to issue online or manually 3. Shipping documents are monitored to an authorized institution to issue online or manually 4. All export documents are received d from the institution authorized to issue online or manual 5. All export documents are distributed to those in need and documented. Main Document a. Sales Contract (Sales Contract) b. Letter of Credit (L/C) c. Invoice or Invoice d. Packing List e. Bill of Lading (B/L) or Air Waybill (AWB) f. Insurance Policy g. PEB (Notice on Export of Goods) h. Shipping Instruction (SI) Requirements documents for restricted export products are managed in accordance with applicable regulations a. Certificate of Origin (COO) or Certificate of Origin (SKA): Issued by the local Regency/City/Provincial Department of Industry and Trade (Disperindag) b. Certificate of Analysis (COA): Issued by an accredited independent laboratory c. Phytosanitary Certificate : Issued by the office of the Agricultural Quarantine Center at each Export Port d. Health Certificate (Health Certificate): Issued by BKIPM for Fishery Products, Animal Quarantine for Animal Products and BPOM for Products e. Fumigation Certificate : Issued by a Fumigation Company located at the Export Port f. Veterinary Certificate : Issued by the Directorate General of Livestock and Animal Health (PKH) Ministry of Agriculture g. Surveyor Report (Surveyor Report): Issued by an accredited Surveyor Institute

Friday, Dec 24. Christmas Eve Holiday

What did you learn this week? PREPARING EXPORT DOCUMENTS 1. Classification of export products is identified in accordance with general provisions in the export sector 2. Indonesian government regulations and policies are identified according to the products to be exported 3. Export documents

are prepared by exporters according to regulations. related in accordance with applicable regulations

2. Restricted export product requirements documents are managed in accordance with applicable regulations

3. Main export goods delivery documents are prepared and managed by the exporter

4. Export supporting documents are handled by the exporter in accordance with the request of the importer

RECEIVING THE RESULTS OF EXPORT DOCUMENT

1. Exporter's legality permit status is monitored, online and or manually

2. Requirements for export products are monitored to an authorized institution to issue online or manually

3. Shipping documents are monitored to an authorized institution to issue online or manually

4. All export documents are received from the institution authorized to issue online or manual

5. All export documents are distributed to those in need and documented.

Main Document

a. Sales Contract (Sales Contract)

b. Letter of Credit (L/C)

c. Invoice or Invoice

d. Packing List

e. Bill of Lading (B/L) or Air Waybill (AWB)

f. Insurance Policy

g. PEB (Notice on Export of Goods)

h. Shipping Instruction (SI)

Requirements documents for restricted export products are managed in accordance with applicable regulations

a. Certificate of Origin (COO) or Certificate of Origin (SKA): Issued by the local Regency/City/Provincial Department of Industry and Trade (Disperindag)

b. Certificate of Analysis (COA): Issued by an accredited independent laboratory

c. Phytosanitary Certificate : Issued by the office of the Agricultural Quarantine Center at each Export Port

d. Health Certificate (Health Certificate): Issued by BKIPM for Fishery Products, Animal Quarantine for Animal Products and BPOM for Products

e. Fumigation Certificate : Issued by a Fumigation Company located at the Export Port

f. Veterinary Certificate : Issued by the Directorate General of Livestock and Animal Health (PKH) Ministry of Agriculture

g. Surveyor Report (Baporan Surveyor): Issued by an accredited Surveyor Institute

There are several veterinary sciences that need to be applied in starting a business

1. Snake science: he eats once enough for weeks, which means he should not be greedy.

2. The science of cats: he steals fish, but after that his master is still petted, which means if you make a mistake it's something natural, you just calm down and learn from your mistakes.

3. Cockroach science: it can live anywhere under any conditions, meaning it survives in any difficulty whatever the conditions are

27 Dec - 31 Dec

Monday, Dec 27. Today, Mr. Handito explained the structure of the final report for the Independent Study, followed by a question and answer session regarding the concept of credit conversion assessment, etc. Then mentoring by Mr. Tommy Faisal, regarding the articles and videos assigned, and free to ask anything about the difficulties experienced by students

Tuesday, 28 Dec. Today, there is an export debate activity by groups that have not yet presented their products, one of which is TSE Goelaku. They present their company profile and their product, namely coconut sugar, consisting of several types that have been innovated with other mixtures, one of which is coconut sugar. with turmeric, coconut sugar with ginger, and many other types and their products are made in powder form so they are no longer whole round like palm sugar in general.

Wednesday, Dec 29. Today's Export Lecture was filled by Mrs. Lely and Mr. Leles with the topic of Business Tips. One thing we need to pay attention to when becoming an entrepreneur is business ethics.

1. Ethics in communication: understand how to negotiate and work together

2. Ethics in accounting/finance: intentionally omitting evidence of transactions so that accountants have difficulty entering data

3. Ethics in pricing: making prices 2 times more expensive than product prices on the

market . Case: There is a customer who buys a product in e-commerce but after arriving the product does not match (damaged) then the customer makes a video and posts it on social media, accidentally one of the office employees who produce this product sees it, then immediately contacts the customer to be given the product new. So, without being asked, the customer thanked him by making a video and re-uploaded it on his social media to let him know that the mistake was purely accidental. This is called "image" maintaining the company's image in the eyes of the public is something important, because that is what will come to people's minds when they hear your brand/brand/company.

Thursday, Dec 30. Today's presentation by Mr. Handito is filled with motivation that students must remain enthusiastic in pursuing their dreams, starting with changing their mindset and doing small things. Then continued with Mentoring with Mr. Rulijanto on how to install the PEB application and how to use it

Friday, 31 Dec. Closed

What did you learn this week? Business Tips. One thing we need to pay attention to when becoming an entrepreneur is business ethics. 1. Ethics in communication: understand how to negotiate and work together 2. Ethics in accounting/finance: intentionally omitting evidence of transactions so that accountants have difficulty entering data 3. Ethics in pricing: making prices 2 times more expensive than product prices on the market . Case: There is a customer who buys a product in e-commerce but after arriving the product does not match (damaged) then the customer makes a video and posts it on social media, accidentally one of the office employees who produce this product sees it, then immediately contacts the customer to be given the product new. So, without being asked, the customer thanked him by making a video and re-uploaded it on his social media to let him know that the mistake was purely accidental. This is called "image" maintaining the company's image in the eyes of the public is something important, because that is what will come to people's minds when they hear your brand/brand/company.

03 Jan - 07 Jan

Monday, Jan 03. Today mentoring with Mr. Thomas Dermawan and Mr. Rulijanto was filled with questions and answers with students about products, cooperation agreements, exhibitions and final reports

Tuesday, 04 Jan. Today there is a business matching with the Singapore diaspora by Mr. Stephanus. Entrepreneurship Challenges : 1. No capital 2. Don't know what business that to start 3. No connection 4. No experience 5. Afraid/fear to get out from their comfort zone/jump from working professional Marketing strategy : 1. Product display 2. Event collaboration 3. Youtube 4. Online advertisement 5. Social media 6. EDM marketing Then continued with Mrs. Kartini S diaspora Qatar The potential of Indonesian products in Qatar: 1. Geography: The country of Qatar is located in West Asia, occupies a small peninsula on the east coast Arabian Peninsula sea. Its only land border is with the country of Saudi Arabia on the south side with the rest of the territory surrounded by the Persian Gulf. The Gulf of Bahrain, a small bay in the Persian Gulf, separates Qatar from its neighbors. 2. Politics: The Qatar Diplomatic Crisis began in June 2017, when KSA, UAE, Bahrain, Egypt, Maldives, Mauritania, Senegal, Djibouti, Comoros, Jordan, the Libyan government based in Tobruk, and the Yemeni government led by Hadi severed diplomatic relations with Qatar and barred Qatari planes and ships from using their

air and sea routes along with Saudi Arabia blocking the only land crossing. This crisis disrupted the supply of food and beverages which previously mostly came from imports from KSA and the UAE. Since this crisis, Qatar has become more open to products from various countries in the world. And, it is also an opportunity for Indonesian products. 3. Economy: Qatar's economy is currently still supported by the production and export of natural gas, oil and derivative products of oil and gas. Half of the country's income comes from the oil and gas sector and oil and gas make up 90% of Qatar's export commodities. Other sectors: Manufacturing, Finance/Banking (QNB), Tourism, Transportation (Qatar Airways), Overseas Investment (Ooredoo). The large number of business and job opportunities in Qatar makes many foreign nationals to come to do business and work in Qatar. The current population of Qatar is around 2.7 million, of which the indigenous population is only about >10% of the total population. The role of the Indonesian Diaspora as a Captive Market : - There is no accurate enough data, especially since the moratorium on domestic workers and the world oil price crisis - The range of the number of 28,000 - 40,000 Indonesian citizens in Qatar - 50% of domestic workers - 25% of professionals in the oil and gas industry, and its derivatives - Others in hospitality, infrastructure & construction, banking, etc.

Wednesday, 05 Jan. Today there is an export debate, one of the groups presenting is TSE Aroma. They have 2 products, namely Charcoal Briquettes and Aroma Coffee. The coffee they sell is coffee from Tulungrejo, East Java and what is unique is Charcoal Briquettes which they sell made from seed shells. that coffee. So far, the environment has been thrown away, so this group has taken the initiative to use it as briquettes. The promotion that this group does is via social media such as Instagram, Facebook. They also market it locally via e-commerce, namely Shopee and Tokopedia.

Thursday, 06 Jan. Today, Mrs. Harniati presented material on Agriculture and Agribusiness 1. Food Crops: Seeds, tubers and nuts 2. Horticulture: Vegetables, Fruits, Ornamental Plants, Medicinal Plants 3. Plantation : Annual crops, annual crops and spices 4. Livestock : Large livestock, small livestock and poultry Product development stages or process : 1. Improve existing product 2. Increase product value 3. Experiment 4. Specialization and customization 5 Package offer 6 New product lines 7. Changing ideas or ideas 8. New target markets Product development stages or processes: 1. Creating ideas or ideas 2. Screening ideas or ideas 3. Concept development and testing: concept development, concept testing 4. Marketing strategy development 5. Business analysis 6. Product development 7. Marketing test 8. Commercialization of AGRIBUSINESS System approach: totality/holistic/comprehensive Microeconomic approach: agribusiness as a company/bid Commodity approach: chili, coffee agribusiness etc. Regional approach: OVOP (one village one product) AEZ (Agro Ecological Zero) Macroeconomic approach: a collection of business units, not production units that make up various industrial sectors nationally. Industrial tree approach: combined systems approach, microeconomics and commodities Then continued with mentoring with Pak

Friday, 07 Jan. This morning there was an Export Collaboration Dialogue Towards Digital Export 2022 Then the evening class was filled with Reflections on Becoming a Future Exporter

What did you learn this week? Potential of Indonesian products in Qatar: 1. Geography: The country of Qatar is located in West Asia, occupying a small peninsula on the northeast coast of the Arabian Peninsula. Its only land border is with the country of Saudi Arabia on the south side with the rest of the territory surrounded by the Persian Gulf. The Gulf of Bahrain, a small bay in the Persian Gulf, separates Qatar from its neighbors. 2. Politics: The Qatar Diplomatic Crisis began in June 2017, when KSA, UAE, Bahrain, Egypt, Maldives, Mauritania, Senegal, Djibouti, Comoros, Jordan, the Libyan

government based in Tobruk, and the Yemeni government led by Hadi severed diplomatic relations with Qatar and barred Qatari planes and ships from using their air and sea routes along with Saudi Arabia blocking the only land crossing. This crisis disrupted the supply of food and beverages which previously mostly came from imports from KSA and the UAE. Since this crisis, Qatar has become more open to products from various countries in the world. And, it is also an opportunity for Indonesian products.

3. Economy: Qatar's economy is currently still supported by the production and export of natural gas, oil and derivative products of oil and gas. Half of the country's income comes from the oil and gas sector and oil and gas make up 90% of Qatar's export commodities. Other sectors: Manufacturing, Finance/Banking (QNB), Tourism, Transportation (Qatar Airways), Overseas Investment (Ooredoo). The large number of business and job opportunities in Qatar makes many foreign nationals to come to do business and work in Qatar. The current population of Qatar is around 2.7 million, of which the indigenous population is only about >10% of the total population. The role of the Indonesian Diaspora as a Captive Market :

- There is no accurate enough data, especially since the moratorium on domestic workers and the world oil price crisis
- The range of the number of 28,000 - 40,000 Indonesian citizens in Qatar
- 50% of domestic workers
- 25% of professionals in the oil and gas industry, and its derivatives
- Others in hospitality, infrastructure & construction, banking, etc.

Entrepreneurship Challenges :

1. No capital
2. Don't know what business that to start
3. No connection
4. No experience
5. Afraid/fear to get out from their comfort zone/jump from working professional

Marketing strategy :

1. Product display
2. Event collaboration
3. Youtube
4. Online advertisement
5. Social media
6. EDM marketing

Today, Mrs. Harniati presented material on Agriculture and Agribusiness

1. Food Crops: Grains, tubers and nuts
2. Horticulture: Vegetables, Fruits, Ornamental plants, Medicinal plants
3. Plantation: Annual crops, annual crops and spices
4. Livestock: Large livestock, small livestock and poultry

Stages or process of product development:

1. Improve existing products
2. Increase product value
3. Experiment
4. Specialize and customize
5. Package offerings
6. New product line
7. Changing ideas or ideas
8. New target markets

Product development stages or processes:

1. Creating ideas or ideas
2. Screening ideas or not gasan
3. Concept development and testing: concept development, concept testing
4. Marketing strategy development
5. Business analysis
6. Product development
7. Marketing test
8. AGRIBUSINESS commercialization

System approach: totality/holistic/comprehensive

Microeconomic approach: agribusiness as a company/field business

Commodity approach: chili, coffee agribusiness etc.

Regional approach: OVOP (one village one product) AEZ (Agro Ecological Zero)

Macroeconomic approach: a collection of business units, not production units that make up various industrial sectors nationally.

Industrial tree approach: a combination of approaches systems, microeconomics and commodities

