



Analysis of Business Process Reengineering and Export Platform in Supporting Business Exports of Creative Economy Players in the Micro, Small and Medium Business in Culinary Sub-sector

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ABSTRACT

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The creative economy has a large contribution to Gross Domestic Product (GDP) that the role of creativity and knowledge in generating new ideas is a driver of economic growth and is able to absorb a large number of workers. Strong infrastructure support is needed, such as platforms and facilitators as an intermediary between creative industry players and the market or consumer if they want to expand their business into the global market. The purpose of this research is to describe the factors that can help Indonesian creative industry players to enter the global market by focusing on four things: Business Process Reengineering ; support system (in terms of product technology, legality, and capital); as well as a platform as an infrastructure as an intermediary between creative industry players and the global market. This research used a qualitative method (review paper) by using data obtained from related journals and articles that were studied, then described descriptively based on the researcher's perspective. The key informants in the study were cassava flour producers and gluten free food pioneers who have successfully exported as research subjects.

INTRODUCTION

Creative economy is an economic idea that describes the change in industry towards a model that relies more on creative ideas and ideas in creating a business. The Creative Economy (Ekraf) is currently becoming one of the sectors that is expected to become a new, sustainable national economic power and can emphasize the adding value to goods through human thinking and creativity (Dewi et al, 2021). This statement is supported by Howkins' view (Ria Arifianti and Mohammad Benny Alexandri, 2017) in which the creative economy is an economic activity where the input and output are the idea of economic activity in society, which spends most of its time generating ideas, not just doing things. which is routine and repetitive.

Based on data compiled by katadata.co.id, the creative economy had a large contribution to the gross domestic product (GDP) of IDR 1,105 trillion at the end of 2018, and increased to IDR 1,211 trillion in 2019.

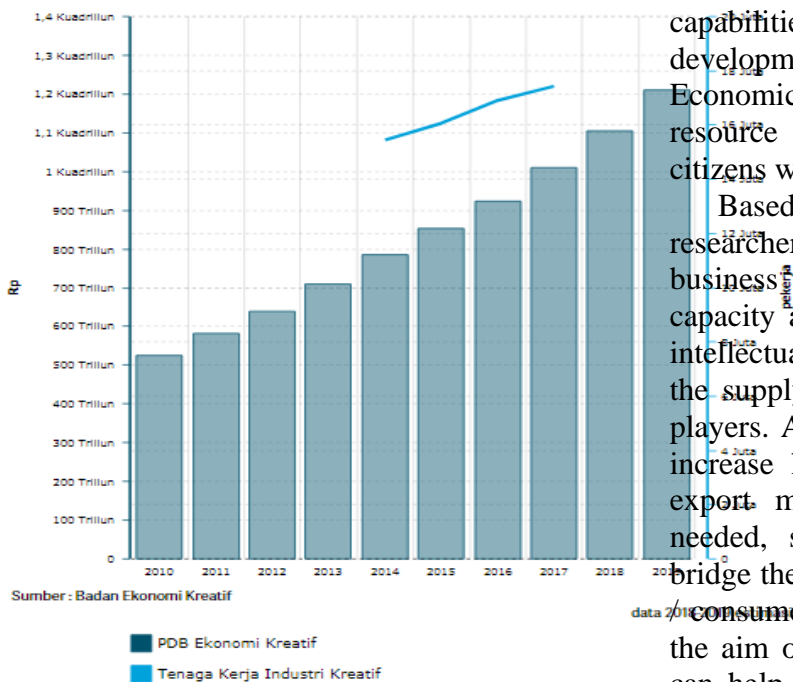


Figure 1. Indonesia's Gross Domestic Product in 2010-2019
Source: katadata.co.id

The data shows that the role of creativity and knowledge in generating new ideas, driving economic growth and filtering a large number of workers. Therefore, in order to maximize creative economic practices that can encourage national and global economic growth, it is necessary to encourage creativity in maximizing the added value

of a product or service produced by businessmen. This indicates that the character of the creative economy needs to involve collaboration from various parties (such as government and platform providers) as well as from the side of businessmen who develop value from their products or services (Howkins in Ria Arifianti and Mohammad Benny Alexandri, 2017).

Creative economy does not work without a system that measures the activation of the process. Therefore, Ria Arifianti and Mohammad Benny Alexandri tried to describe six indicators of creative economy activation, which include (1) Policies, namely regulations, provisions or regulations that support citizens, business, industry, which support a city to develop a creative ecosystem. Completeness (2) Infrastructure in the form of infrastructure and facilities in the city that allows citizens to carry out creative activities. (3) Law, ethics, and intellectual property that support creative entities in carrying out their activities. (4) Support systems in the form of technology and innovation that support citizens to be creative. (5) Creative capacity in the form of human resource capabilities and other resources which support the development of a creative economy, and lastly (6) Economic contribution in the form of human resource capabilities and economic results for citizens with the existence of a creative city

Based on the six existing indicators, the researcher highlighted the role of structured business process rearrangement, as a creative capacity and complete legality documents such as intellectual property is very important to strengthen the supply side, in this case the creative industry players. And if a creative industry player wants to increase his business scale towards the global / export market, strong infrastructure support is needed, such as platforms and facilitators that bridge the creative industry players with the market consumers. Therefore, against the background of the aim of the researcher to parse the factors that can help the Indonesian creative industry players penetrate into the global market, this research will highlight four things, namely rearranging business processes, support systems (in terms of product technology, legality and capital), as well as a platform as an infrastructure that bridges creative industry players with the global market. This study aims to analyze the system model of the culinary sub-sector of the culinary sub-sector creative micro-small and medium-sized creative economy

business actors that can meet export requirements through rearranging business processes, as well as creating a platform model concept that can help micro, small and medium-sized creative economy entrepreneurs in the culinary sub-sector to penetrate the export market.

The limitations of this study include the variables that most contribute to maximizing the export efforts of business actors in the creative economy, micro, small, and medium-sized culinary sub-sector:

1. Implementation of business process rearrangement with Creative Economy players as a reference
2. Supporting elements: packaging, intellectual property, and financing or venture capital
3. Export platforms consisting of government platforms, private facilitators, and digital platforms.

LITERATURE RESEARCH

Business process

A business process is an activity that occurs in an organization which is a mapping of the flow of business to consumers to achieve organizational efficiency and effectiveness. Organization must have a business process in a clear mapping of each business unit in a unit of activity. According to Harmon (2007) and Harrington & Lomax (2000) as a process that can be seen as a series of activities that add value to input and convert it to output. It can be concluded that the scale organization of creative economy entrepreneurs, micro, small and medium in the culinary sub-sector also needs to have a business process in order to find out the series of activities of each person's duties for monitoring, evaluation and development.

Business Process Reengineering

Reengineering or rearrangement can also be interpreted as process innovation or strategic vision planning and new competitive strategies and the development of new business processes that support that vision. Hamer and Champy (1993), business process rearrangement is a fundamental rethinking and radical re-design of business processes to achieve dramatic improvements, so that productivity can be measured such as cost, quality, service, and speed. Business process rearrangement is a concept for changing business process rearrangements that have weak points in a

series of activities starting from raw material processing to customers. the goal is to improve an organization's performance to make it more efficient and competitive.

Reengineering itself has become a fairly accepted approach today in efforts to reform public sector organizations. Therefore, a number of bureaucrats in developed countries have tried to apply this concept to government organizations with the ultimate goal of improving the quality of institutional performance, especially in facing various challenges in the era of globalization (Giri & Santoso (2020). Business process rearrangement can be applied to improve performance of a business, agency, organization and company.

Packaging

Packaging is one of the elements that make up the product image. Initially, packaging only served as a container for storing products. However, along with the development of science and technology, packaging now serves to keep products in their packaging last longer (Peter & Alvons 2016). Packaging plays an important role in the success of a product. Good packaging is a good way of communication to attract consumers' attention in terms of purchases. From a consumer's point of view, good packaging plays a big role in brand recognition. Packaging is not just a promotional tool, but also a way to communicate the identity of a nation to foreign tourists (Tan Si Min 2018).

There are still many packages of products of creative economy micro, small and medium enterprises in the culinary sub-sector that have not met the standards. Product packaging is very important because it determines success in marketing as well as functions as a product protector. Packaging is a material used to load and wrap food, whether it is in direct contact with food or not. The functions of packaging include protecting the contents of the product, as a product container, facilitating distribution and warehousing, and assisting in marketing the product. Packaging according to standards can increase product image and competitiveness in the tourism sector (Agus, 2018).

Certification

Certification is the process of issuing certificates for goods or services or someone's expertise. There are two characteristics of certification, namely (1) Mandatory: carried out because there is an

obligation from the government. Example: Product certificate (Prima, P-IRT, MD, HACCP, Halal, Organic, Fresh Food). (2) Voluntary: conducted without any obligation from the government.

Example: ISO-9001 (QMS) system certificate, ISO (work safety), and others (Agus Suyanto, 2013).

In this research, the discussion will lead to product certification, where product certification is the process of giving product certificates to companies that have implemented a quality system and are able to produce a product with consistent quality in accordance with the referred and recognized standards (<http://www.bbk.go.id/index.php/page/index/57/overview-lspro>). Certification of goods or services is generally given to guarantee the quality of the product itself. The authority to certify processed products is carried out by certain institutions according to the type of certification, including: P-IRT Certificate by the District / City Health Office, HACCP Certificate by BPOM, Halal Certificate by LPPOM MUI and MD Certificate by BPOM.

The Indonesia Food and Drug Monitoring Agency(BPOM)

Every processed food that is produced domestically or imported for the purpose of being traded in retail packaging must have a distribution permit, as stated in the Regulation of the Food and Drug Supervisory Agency Number 27 of 2017 concerning Processed Food Registration. The distribution permit requirements apply to any processed food, except: 1.) home industry food production - as regulated through the provision of SPP-IRT; 2.) processed food with a shelf life of less than seven days; 3.) processed food that is imported in small quantities for research, sampling and personal consumption purposes; 4.) processed food which is further used as raw material and not sold directly to end consumers; 5.) processed food which is packaged in large quantities and is not sold directly to end consumers; 6.) food sold and packaged directly in front of buyers in small quantities according to consumer demand; 7.) ready-to-eat food; and / or 8.) food that only undergoes minimal processing (post-harvest) includes washing, stripping, drying, milling, cutting, salting, freezing, mixing, and / or blanching and without the addition of food additives, except food additives for waxing.

Halal

In the distribution of consumption products, one of which is food, Indonesia as a country with Muslim majority, has an institution that regulates the circulation of processed food products based on Islamic principles, where Islam also directs that every human being should pay attention to what he eats, both in terms of how to get it or halal in terms of the substances contained in these foods (Farhan, 2018). One of the institutions referred to is the Indonesian Ulema Council (LPPOM MUI), the Institute for the Assessment of Food, Drugs and Cosmetics, which is authorized to carry out inspections and issue halal certification.

Intellectual Property (IP)

The Australia Indonesia Partnership (2008) defines Intellectual Property (IP) as an exclusive rights granted to someone who has produced a work from his or her thought, which has a form, nature, or meets certain criteria based on applicable laws and regulations. IP laws also protect brands that companies have developed to symbolize their reputation and place them on the market. IP laws allow companies to sue people who have copied their brands. In general, IP Law deals with protecting the application of ideas and information that have commercial value. IP is personal wealth that can be owned and treated in the same way as other forms of wealth. IP can be traded and rented for a certain period of time.

To realize the vision of developing Indonesia to become one of the world's economic powers in the economy in 2030, Bekraf designed six major missions, one of which is related to IP, namely building awareness and appreciation of IP, including legal protection of copyright. IP can be said to be one of the main assets owned by creative economy actors, but there are still quite a lot of creative economy actors who have little awareness of IP violations that befall their products so that they may lose economic benefits (Sulasi, 2018).

Sati-Salmah & Olivia (2013) stated that many creative economy actors are not aware of the importance of IP for IP, even though in fact IP protection is the main motivation for inventors to find something new. IP encourages commercialization, technology transfer, and can assist in international trade. If IP is not protected, big competitors will take the opportunity to commercialize their products or services at a more affordable price regardless of the original inventor

or creator. Entrepreneurs in the creative economy, micro, small, and medium-sized culinary sub-sector still underestimate the potential of IP in generating profits in the future. IP can also add value to the culinary sub-sector, micro, small and medium creative economy entrepreneurs in the eyes of investors and financial institutions. IP is able to increase competitiveness and can help customers to differentiate products or services provided from other competitors.

IP that is relevant in micro, small and medium-sized creative economy business actors in the culinary sub-sector is Brand. A brand is something unique and can attract people's attention to a product or service. Brand is an intangible asset that has more power than the product or service itself. In order to register a trademark, creative economy actors need to first understand the trademark. Trademark is a distinctive sign to identify a particular product or service. Trademarks can be one or a combination of words, letters and numbers. Trademarks may consist of images, symbols, shapes and packaging, music, etc. to distinguish them. Trademarks play an important role in marketing and most consumers are easily influenced by advertising. In the research of Sati-Salmah and Olivia (2013), there are several challenges for creative economy actors in registering their trademarks related to insufficient information and high costs. In addition, access to meet people with an interest in trademark registration is also effortful.

Export Platform

Match Making is an interaction between supply and demand (Santoso, 2020). One form of match making is a platform. In Great Dictionary of the Indonesian Language (KBBI) platform is defined as a program, a work plan, a statement from a party group about a policy program, to the pulpit, stage, or stage. Until now, platforms tend to be identified with technology, from applications to computer-related matters. However, it can be concluded if the platform is a program / container / bridge used to execute work plans, where the platform functions as the main container or basis for running the system to be used, and systems that can use this platform are very much starting from the computer field, business, to politics (<https://divedigital.id/apa-itu-platform/>).

In the scope of export activities, the intended platform is not only fixed on technology. To

penetrate the export market, micro, small and medium creative economic entrepreneurs in the culinary sub-sector can take advantage of various government platforms that are intended to facilitate the process of penetrating the export market. These government programs usually include training programs to improve products and brands; information on compliance with the legality required; as well as assistance in finding markets abroad.

Apart from that, there is a private platform consisting of private facilitators who offer assistance to creative economy entrepreneurs, micro, small, and medium-sized culinary sub-sector who want to export their products, but have obstacles in terms of understanding the process. Next is a digital / E-commerce platform that helps the succession of export activities. E-commerce is a business transaction or trade in goods or services that can be carried out by anyone through computer access using an internet connection and having their respective payment methods (Cashman, 2007) (Ministry of Trade, 2017). Not a few entrepreneurs in the culinary sub-sector, micro, small and medium creative economy, are hampered by limited capital to do exhibitions abroad and lack of market connections. However, the development of the digital world has helped many SMEs to deal with all these limitations, including in exporting.

It is hoped that the development of a sustainable small and medium business ecosystem can advance creative economic business efforts and the success of start-ups. A conducive ecosystem is expected to be one of the supporters to increase the contribution of the creative economy. Creative businesses and start-ups can grow adequately, regulators can support integrated infrastructure and push with the right policies (Santoso; Tjiptogoro et al, 2020).

Here are three things related to digital platforms that can support the achievement of creative economy entrepreneurs, micro, small, and medium in the culinary sub-sector:

a. Create a Personal Website

Website is very useful for creative economy micro, small and medium enterprises in the culinary sub-sector to attract potential buyers / importers around the world. With a website, potential buyers / importers can find our export products through google search, without meeting at a trade show. This is clearly very efficient in increasing export market access. Then, with the existence of company profile information on the

website, it can clearly increase the trust of potential buyers / importers who are interested in our products. The website must provide detailed information on the export products that we offer to the export market. The more important thing to be presented on the website is information about the activity or production process, because many prospective buyers / importers want transparency in the process. Here, the culinary sub-sector's micro, small and medium creative economy entrepreneurs should display a variety of visual photos and videos to be able to prove the truth of all written information. Include documents and certifications that show compliance with export requirements and standards.

b. Utilizing Social Media

Social media can be used to promote our products to export markets. We know that the use of social media is currently increasing rapidly, including by our target buyers / importers. This will obviously help them find our business profile

c. Take advantage of the Marketplace or Business Portal

Export also has various marketplace platforms that can be used to sell export products. However, in exports, these various marketplaces are generally more B2B (Business to Business) than B2C (Business to Consumer) (<https://www.ukmindonesia.id/baca-artikel/347>).

The use of e-commerce systems in commerce provides many benefits from the business actor's point of view. These benefits include:

- a. Increase market exposure (market share) because online transactions can be carried out by all people around the world only through computer media and are not limited to distance and time.
- b. Reducing operating costs (operating costs) because business operations are programmed in the computer so that costs such as showrooms, excessive salary expenses, etc. do not need to occur
- c. Increase customer loyalty because the e-commerce transaction system provides complete and accessible information at any time so that consumers can choose the desired product themselves
- d. Improve supply management because e-commerce increases the efficiency of

company operating costs (Purbo in the Trade Assessment and Development Agency of the Ministry of Trade, 2017).

METHOD

The Scope of Research

This research is included in the scope of strategic operational management, where this research will discuss several variables that can form a solid system for micro, small and medium-sized creative economy entrepreneurs in the culinary sub-sector in meeting the standard requirements for the export market. The research framework is described as follows:



Figure 2. Scope of research

Types of Research

The type of research used by researchers this time is qualitative which will provide up-to-date information so that it is useful for the development of science and can be applied more to various problems (Husein, 2010). This research is also included in the category of review papers, because in the process the researcher will review several previous scientific journals, as a theoretical basis. The purpose of the review paper is to make it easier to discuss the essence of the research results. Making a review paper is done by selecting a specific topic to be discussed, followed by displaying an overview of the articles or scientific journals under study.

Data Source

In the review paper research model, the main data sources are obtained from related journals and articles which will be studied carefully, and then described descriptively based on the researchers' perceptions. This research can also be supported by supporting data obtained from interviews or observations of the object under study.

Data Analysis Method

Sugiyono (2017: 232) says data analysis is an activity after data from all respondents are collected. Data processing is done by grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data from each variable

studied, performing calculations to answer the problem formulation, and performing calculations to test the proposed hypothesis. In this study itself, the analysis used is descriptive analysis which is used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations (Sugiyono, 2017: 232).

RESULTS AND DISCUSSION

A Rearrangement of Business Process

Creative economy businesses micro small and medium culinary sub sector that decided to do export abroad have to do a rearrangement process in some areas ranging from raw materials , the packaging , the process of making certification for customers so that it result can improve a organisational performance in a more efficient and competitive , the quality , service , making products and speed. In figure under the writer give mapping need to be identified to the improvements in the structure to increase export success abroad.

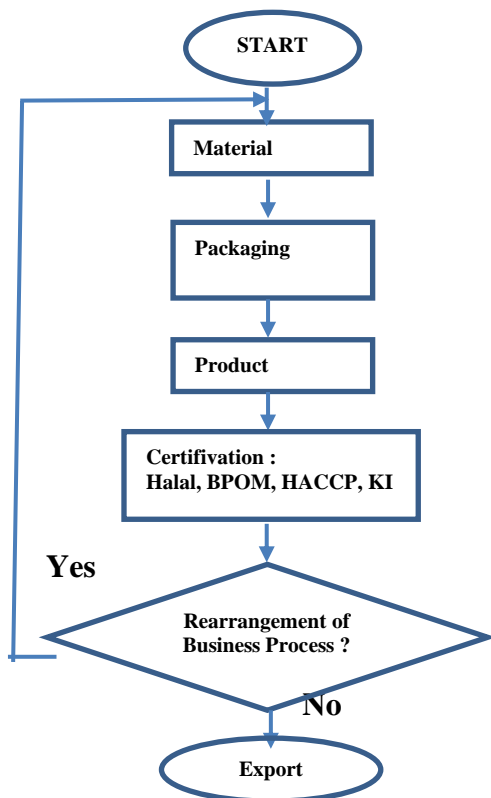


Figure 3. Business Process Reorganization Flowchart

Raw Materials

The trend of increasing consumer awareness in purchasing healthy products is increasing. Special

diets, such as the consumption of organic, low fat and low carbohydrate ingredients, are a factor in the increasing potential of a healthy food business in the future. A study conducted by Nielsen's new Global Health and Ingredient-Sentiment Survey in 2016, says that they are on a diet that restricts or prohibits the consumption of food or drinks including their ingredients. Some of the results of this research say that there are 8 out of 10 dietary preferences as many as 80% of respondents follow a special diet that limits the consumption of certain foods / drinks. Halal is the factor most mentioned by respondents as much as 50%. Respondents also reduced foods / drinks that were high in fat by 37%, sugar by 30% and carbohydrates by 22%. Seventy percent of global respondents say they make active diet choices to avoid health problems such as obesity, diabetes, high cholesterol or hypertension.

Flour as an ingredient in various food offerings in Indonesia is also one of the things that the diet preference group is paying attention to, the carbohydrate and sugar content displayed in the serving size will affect the buying interest in the diet preference group. If the raw materials used are guaranteed to be low in sugar even without sugar, it will greatly influence consumer purchasing decisions with dietary preferences. Quoting from Kompas media articles about health, there are 8 healthy alternatives of gluten-free flour, namely almond flour, sorghum flour, brown rice flour, whole wheat flour, corn flour, coconut flour, tapioca flour and cassava flour.

Based on an interview with the owner of Ladang Lima, Mr. Raka Bagus, the head office of Ladang Lima is located at Jl. Ketintang Madya, No.93, Surabaya, then the marketing office is located at Tenggilis Tengah III Blok Q-29, Kendangsari, as well as factories in Pasuruan, conveyed that the Ladang Lima target market was expanded with not only specifically targeting consumers who have allergies to gluten or children with special needs only, but consumers who want to consume healthy products made from cassava are used as a selling point which is nutritionally superior to wheat flour. In addition, after going through the fermentation process to make cassava flour, the result is that cassava flour has characteristics like wheat, so it is very good to be used as a substitute for flour. The advantages of Ladang Lima products have even entered the export market where some overseas consumers have an interest in the quality and innovation of Ladang

Lima products. This was conveyed by the owner of Ladang Lima, in August 2020 the export portion was carried out 10-15% and since its establishment has exported to the UK, Hong Kong, California, Chicago, Melbourne, Sydney, Singapore and Malaysia.

(Sudarmadi,2020),<https://swa.co.id/swa/trends/marketing/jurus-ladang-lima-kibarkan-bisnis-tepung-cassava>)

Ladang Lima also has a vision of increasing food security in Indonesia where the basic ingredient of flour is still dominated by imported flour which contains wheat, the basic ingredient of wheat which cannot be grown in Indonesia. He also added that to secure the availability of raw materials in the future, until now Ladang Lima is still taking it through suppliers due to challenges in planting cassava. Currently, the strategy that is being maintained is one of which is to continue to collaborate with farmer groups that are specialized in growing cassava with the varieties we want and do it organically.

In mid-2015, Ladang Lima finally created a dry noodle product based on cassava flour, followed by a cookie product. This innovation is carried out based on the condition of the people who generally want practical and ready to eat products. As the business scale of Ladang Lima grew, part of the land that was previously used as a place to grow cassava as raw material was transferred to a more adequate production house, and Ladang Lima began to partner with farmers. The supply of cassava does not only come from Pasuruan, but also from Malang, Lumajang, and Mojokerto.

Packaging

The packaging design that meets the standards and is attractive in accordance with the tastes of the export market is one of the requirements that must be met before the product is exported. Attractive packaging according to the export destination culture requires a careful design process. Therefore, creative human resources are needed in order to design packaging for export purposes (Samodro, 2018). Product packaging must contain the following information: (1) Mark; (2) Product Name; (3) Net Weight; (4) PIRT; (5) Name and address of the producing or importing factory; (6) Barcode; (7) Expiry date; (8) Production Code; (9)

Composition; (10) Nutritional Value; (11) Consumer Services

There are mandatory standards from the regulations of each export destination country to comply with on packaging for reasons of product health and safety. In developing an export package to meet standards, packaging can be divided into three aspects:

1. Primary packaging, namely packaging that is in direct contact with the goods. Primary packaging is most closely related to the regulatory standards of export destination countries.



Figure 4. Primary packaging can be in the form of cans, glass bottles, jars, plastics, and cartons

2. Secondary packaging, namely packaging related to distribution which functions to minimize the risk of product damage to the primary packaging.



Figure 5. Secondary packaging can be in the form of wood, crates and sacks

3. Tertiary packaging, which is packaging related to containers to facilitate the transfer of many goods.



Figure 6. Primary, secondary, and tertiary packaging development transformation

Creative economy players who wish to export must collect information regarding the packaging

standards of the export destination countries that must be met. Sources of information that can be used include buyers / importers, forwarders, government websites of destination countries, ITC market access maps. Ladang Lima, which is a creative economy business actor, micro, small and medium, culinary sub-sector that has succeeded in exporting abroad. To be able to provide a quality product image, the packaging at Ladang Lima is designed with good packaging materials to accommodate flour and an attractive design that is in accordance with the export market so that it can increase attractiveness to consumers. It can be seen on the front of the Ladang Lima product packaging that it displays advantages such as gluten free, no coloring, iron and calcium source, fiber source and low glycemic index. The information displayed on the packaging is specific enough so that consumers get complete information about the product when buying.



Figure 7. Example Ladang Lima's product
source: ladanglimastore.com

Certification (Halal, BPOM, HACCP)

Research on halal certification has been carried out before by researchers from various scientific fields. Factors affecting the consumption pattern of generation Y products in the halal industry in Indonesia. The regression test results show that income has a positive / real effect on the consumption pattern of halal industrial products by generation Y in Indonesia (Endri et al, 2020). Purnomo in (Widayanto, 2017) found that Malaysia, Thailand and Singapore were more expansive and offensive in developing the export market for these countries' products abroad, while Indonesia tended to be defensive. The research suggests that Home Industry products that have received halal certification from MUI are able to penetrate and compete in the open market. Based on the related article, Indonesia has not yet maximized its export potential because Indonesian products tend to focus on the inside domestic market, while ASEAN neighboring countries have seized opportunities for export expansion. In fact, when viewed from the

authenticity, culture, geography and diversity of the Indonesian population, we have authentic Indonesian products, especially in the culinary sub-sector Creative Industry. Halal certificate is one that provides the perception of "safety" of a food product. Apart from being one of the vital factors of food in the Islamic perspective, the halal label also gives the perception that the product has a guaranteed cleanliness and safety starting from raw materials, processing, to the final product. Of course, the halal label is one of the important factors in supporting the export of products, both in Muslim countries and not. According to (Adisasmito, 2008), the halal certification process consists of the following stages:

1. Fill in the Halal Specification and Certification form for raw materials, additional and auxiliary materials as well as a process flow chart, Halal Certification or Halal Certificate from the Regional MUI (local products) or Halal Certificate from Islamic Institutions that have been recognized by MUI (imported products) for materials from animals and its derivative, the halal assurance system described in the halal guide and its standard implementation procedures.
2. The LP-POM MUI Auditor Team conducts an inspection / audit to the location of the producer after the form and attachments are returned to LP-POM MUI and its completeness checked.
3. The results of examinations / audits and laboratory results are evaluated in the Expert Meeting of LP-POM MUI. If it meets the requirements, a report on the audit results will be made to be submitted to the MUI Fatwa Commission Session to decide whether it is halal.
4. The MUI Fatwa Commission meeting may reject the audit report if it is deemed that it has not met all the predetermined requirements.
5. The Halal certificate is issued by the Indonesian Ulema Council after it has been determined by the MUI Fatwa Commission.
6. Companies whose products have obtained Halal Certificates must appoint an Internal Halal Auditor as part of the Halal Assurance System. If there is a change in the use of raw materials, additives or auxiliary

materials in the production process, the Internal Halal Auditor is required to immediately report to get a "non-use of it". If there is a company related to halal products, it must be consulted with LP-POM MUI by the Internal Halal Auditor.

Ladang Lima pays close attention to the certification in its products because it is proof that the existing content has been tested and is safe for consumption. BPRs that are carried out in terms of certification such as P.IRT, BPOM, their halal stamp display the certification clearly on the front of the product packaging. According to (Puspitawangi, 2014) until now the food safety system implemented in many countries in the world is Hazard Analysis Critical Control Points (HACCP) (Santoso; Rochman et al (2020) as a quality management system recommended by the Codex Alimentarius Commission (CAC), a food safety agency under the World Health Organization (WHO).

Various information that must be recorded for HACCP system and application documentation include: □Title and recording date □Product description (code, date and time of production) □Product characteristics (hazard risk classification) □Materials and equipment used, including: raw materials, materials additions, packaging materials and other essential equipment. □Process flow chart / stage, including: material handling and storage, processing, packaging, product storage and distribution. □Types of hazards at each stage □CCP and critical limits that have been defined □Deviation from critical limits koreksiCorrection / corrective actions that must be taken in case of deviations, and employees / officers who are responsible for making corrections / repairs.SS Daulay, (2000)

Copy Rights

Although the business scale that is carried out by creative economy entrepreneurs, micro, small and medium, in the culinary sub-sector is not a large scale, the intellectual property that is still owned is a brand Protection of Marks in Indonesia adheres to a constitutive principle (registration) with the first to file principle, namely that a Mark is protected if it has been registered with the government through the ministry. Law and Human Rights at the Directorate of Intellectual Property.

The government provides facilities for business actors in the culinary sub-sector, micro, small, and medium creative economy by providing a policy of cheaper trademark registration fees compared to non-brands, micro, small and medium creative economy entrepreneurs in the culinary sub-sector. In addition, the collective trademark registration of the creative economy business actors, micro, small and medium, culinary sub-sector (Andrew and Prisca, 2018).

As of July 2020, of the 64.1 million micro, small and medium creative economy entrepreneurs in the Indonesian culinary sub-sector, only 10,632 were managing their trademarks (kompas.com). The facilities that have been provided by the government are expected to increase the awareness of creative economy entrepreneurs, micro, small, and medium in the culinary sub-sector to register their trademarks and be able to assist business actors in this sector in developing their business in the international market.

Ladang lima has registered its trademark since 2014, which is immediately after the Ladang Lima business started operating. This reflects that the owners of Ladang Lima are well aware of the importance of registering Intellectual Property which of course will also assist in expanding into the international market. Based on data from the WIPO Global Brand Database, the Ladang Lima Brand is listed in class 30, namely for the classification of coffee, tea, cocoa, sugar, rice, tapioca, sago, coffee substitutes; flour and preparations made from wheat, bread, kuehs and confectionery, ice consumption; honey, syrup; yeast, powder for making bread; salt, mustard, vinegar, sauce; herbs and spices; es (skm.dgip.go.id). Trademarks with the same name can still be registered as long as the Mark is in a different class classification.

Platform Ekspor

After the finished product from MSMEs has been rearranged the business process, the finished product has a better value than before. Then a container or platform is needed to be able to export. This platform can be either a private platform or a government platform, where to do one proses The choice of platform for export is usually through a private platform, if MSMEs do not choose a private

platform as a tool / container for exporting their products, it is certain that they will use the government platform as a tool / container for exporting, before processing at Customs & Excise.

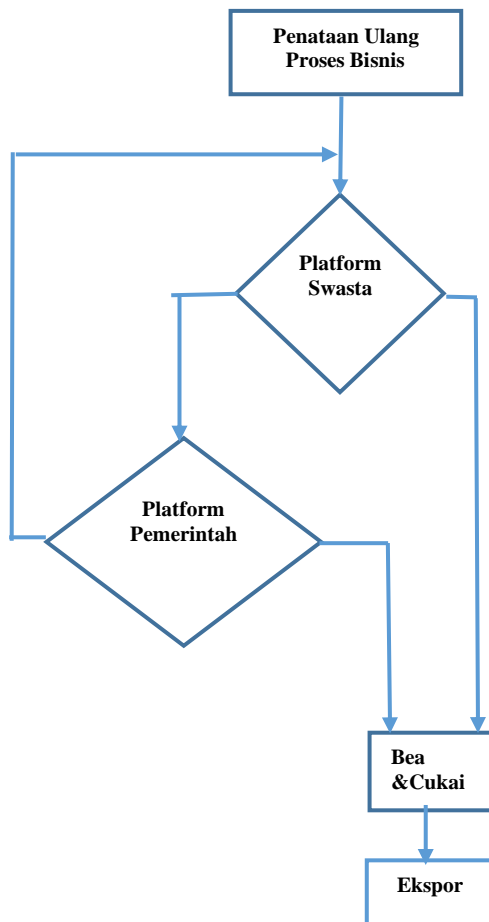


Figure 8. Export Platform Flowchart

Government Platform

The export activities of creative economy actors really need an integrated ecosystem. This ecosystem will later lead to easy access to finance, ease of promoting and marketing products, and having the opportunity to expand the business to a larger scale (Foodstartup Indonesia, 2020). Several parties are directly involved in the export succession efforts, among others, the Director General of National Export Development, Ministry of Trade, Public Diplomacy Kementerian Luar Negeri, Kementerian Pariwisata dan Ekonomi Creative, the Indonesian Export Financing Agency (LPEI), and several other facilitators.

Directorate of Foreign Trade (Kemendag)

Mr. Kasan as the representative of the Director General of National Export Development of the Ministry of Trade, at the MMXX Indonesian Foodstartup Demo day activity explained that not only industrial-scale players can export, but micro, small and medium-sized creative economy entrepreneurs in the culinary sub-sector can participate in the global market . As explained by him, the export of processed food products grew by more than 6% or around 3 billion dollars. This indicates a greater opportunity for growth in the processed food product business to enter the global market, and this must be executed properly with the help of government participation.

The following will describe several forms of facilitation carried out by the Ministry of Trade to support the export of micro, small and medium creative economy entrepreneurs in the Indonesian culinary sub-sector.

The first is the export training center, which is a facility for the government to teach, train and provide assistance for ten months to create producers of micro, small and medium-sized creative economy entrepreneurs in the culinary sub-sector that have creative products and can be ready to become exporters. It should be remembered that the government is not only limited to financing, because it is useless if the creative economy business actors, micro, small, and medium-sized culinary sub-sector are not ready in terms of capacity, then the export progress will not run.

During the ten-month mentoring process, when the creative economy entrepreneurs, micro, small and medium, in the culinary sub-sector, have approached the final stage of their training, LPEI enters to carry out its role in financing simultaneously. During the Covid 19 pandemic, the government tried much harder to restore the national economy. Therefore, assistance activities for creative economy entrepreneurs, micro, small, and medium in the culinary sub-sector are still carried out using the virtual method. There are 112 facilitators at the export training center with various competences in their fields (packaging, legalization, financing, customs, direction related to export

documents). In addition to activities aimed at capacity building, the Ministry of Trade is also preparing a means of connecting exporters with buyers through 31 trade representatives in 46 locations around the world. Communication is currently done through webinars by dividing chat rooms based on the characteristics of each sector. Promotion is practiced virtually (trade expo for exports). The Ministry of Trade has the principle that every facilitation effort that the government is currently deploying can start from contacts to end into contracts, where the government tries to remove obstacles in finding opportunities in the global market (Foodstartup Indonesia, 2020).

Kemenparekraf/ Baparekraf

Increasing export activity is the goal of several ministries, one of which is the Ministry of Tourism and Creative Economy / the Tourism and Creative Economy Agency (Kemenparekraf / Baparekraf) of the Republic of Indonesia. For the advancement of the culinary sub sector itself, Kemenparekraf presents a forum that can support the acceleration of the culinary creative economy growth in Indonesia through Foodstartup Indonesia. Foodstartup Indonesia itself is the first platform in Indonesia to curate culinary creative economy players and connect them with access to capital to accelerate the growth of the food and beverages business in Indonesia.

FoodStartup Indonesia was initiated by the Creative Economy Agency and Foodlab Indonesia since 2016. In 2020 FoodStartup Indonesia was organized by the Ministry of Tourism and Creative Economy and managed by Ultra and Accelerice to increase the acceleration of the growth of the culinary creative economy in Indonesia. The facilitation provided by Food Startup Indonesia includes assistance in developing the capacity of as many creative economy entrepreneurs as possible in the culinary subsector. FSI will curate and accelerate the business growth of creative economy entrepreneurs in the culinary sub-sector and build an integrated ecosystem for creative economy entrepreneurs in the Indonesian culinary sub-sector so that they can advance their business to the global / export market (<https://www.foodstartupindonesia.com/>)

Spice Up Indonesia – Kemenko Marves

Currently the Coordinating Ministry for Maritime Affairs and Investment (Kemenko Marves) through the Deputy for Coordination of the Tourism and Creative Economy and Expert Staff for Maritime Economics is discussing and coordinating the Indonesian Culinary Action Plan Spice Up The World 2021 Ministry / Institution Work Plan for Indonesian culinary strategies that carry the tagline Indonesia Spice Up The World with 3 focuses (1) expanding the marketing of Indonesian spices / processed food products, especially to Africa and Australia; (2) developing Indonesian restaurants abroad; and (3) strengthening domestic culinary or gastronomic destinations. Spice Up The World is a program with the approach of introducing the taste of Indonesian spices / tastes to foreign countries. Apart from increasing the nation branding program, this program is also expected to increase market demand for spice products / commodities from Indonesia (export growth). A special approach and strategy is needed to introduce the taste of Indonesian spices / seasonings to the foreign's tongue because of facing problem of lack of interest in Indonesian food by citizens of other countries. For this reason, a directed and continuous introduction process is needed so that the tastes of Indonesia becomes familiar / daily consumption of foreigners in their country. As an illustration, how Japanese food such as sushi and dorayaki is present in Indonesia and is liked by the Indonesian people (Santoso; et al, 2021).

Kemenlu

Currently the Ministry of Foreign Affairs (Kemenlu) is running the Gastro Diplomacy program, which is a program to introduce Indonesia's culinary flavors to the world. Pak Yusron as Director of Public Diplomacy at the Ministry of Foreign Affairs revealed that the current challenge is that many business actors are only targeting the market for Indonesian citizens living abroad, meaning that the current market share is not native to the country. Therefore, currently the Ministry of Foreign Affairs is directing to open a food court to introduce Indonesian culinary delights or promotion of meal packages for school children abroad. Furthermore, it is supported by facilities in the form of helping to find markets abroad by connecting business actors with Indonesian representatives in related countries to discuss opportunities in a country as well as providing special flight prices to send raw spices

from Indonesia to Indonesian culinary entrepreneurs who have businesses or outlets abroad (Foodstartup Indonesia, 2020).

Lembaga Pembiayaan Ekspor Impor (LPEI)

The Indonesian Export Financing Agency is an independent financing institution capable of providing financing, guarantees, insurance and other services established by the Indonesian government in order to accelerate the growth rate of Indonesia's international trade and increase the competitiveness of business players. In this case, LPEI functions as an Eximbank for Indonesia which is tasked with serving exporters in the form of financing, underwriting and insurance in order to produce goods and services and / or other businesses that support exports (Luthfi and Ivan 2017). Indonesia Eximbank is a special financial institution owned by the Government of the Republic of Indonesia which was established under Law Number 2 of 2009 to carry out the National Export Financing (PEN). National Export Financing is provided by Indonesia Eximbank to business entities in the form of legal entities or not in the form of legal entities, including individuals who are domiciled within and outside the territory of the Republic of Indonesia.

The objective of providing national export financing is to accelerate the growth rate of Indonesia's foreign trade and increase the competitiveness of business actors as well as support Government policies in the context of encouraging the National Export Program. Indonesia Eximbank also continues to increase its funding capacity through the issuance of bonds and loans from other parties to support the Institute's business activities. Empowerment and assistance to Export-Oriented Small and Medium Enterprises (UKME) are continuously carried out to increase the number of new exporters. One of Indonesia Eximbank's efforts to reach the needs of business players throughout Indonesia, currently Indonesia Eximbank has 6 (six) office networks consisting of 1 (one) Head Office located in Jakarta, 4 (four) Regional Offices, namely in Medan, Surabaya, Surakarta, Makassar, 3 (three) Marketing Offices in Balikpapan, Batam and Denpasar (<http://www.indonesiaeximbank.go.id>)

Indonesia Eximbank has the duty and function of supporting the national export program through the National Export Payment in the form of Financing, in order to produce goods and services

and / or other businesses that support Exports; as a provider of financing for transactions or projects categorized as non-bankable but feasible to increase national exports; and help overcome obstacles faced by Banks or Financial Institutions in providing financing for Exporters that are commercially potential and / or important in economic development. In addition, Indonesia Eximbank can provide guidance and consulting services to banks, financial institutions, exporters, producers of export goods, especially creative economy entrepreneurs, micro, small and medium, culinary sub-sector and cooperatives, and carry out other activities that support the duties and authorities of Indonesia Eximbank during does not conflict with Law Number 2 of 2009.

Requirements for micro, small and medium-sized creative economy entrepreneurs in the culinary sub-sector to access financing include: Have a direct and indirect export-oriented productive business with a minimum of 2 years of business activities; Have financial reports for the last 2 years; Have an NPWP, SIUP, business domicile certificate, other business licenses, or Business Identification Number (NIB);

1. The majority are owned by Indonesian citizens;
2. Do not have credit arrears at the bank;
3. Not in the process of claiming or have no subrogation debt to the guarantee company or insurance company.

Private Platform

In realizing export activities for creative, micro, small and medium-sized culinary sub-sector business actors, in addition to the platforms provided by the government, business actors can also get support from private facilitators, even some private platforms are specifically partnered with by the government to assist succession. export of business actors. As with government cooperation with private parties engaged in global logistics, or hooking up unicorn startups in the e-commerce sector such as Alibaba.com, Shopee and Bukalapak to encourage creative micro, small and medium-sized businesses in the culinary sub-sector to increase access to market coverage. digital for communication effectiveness, speed, accuracy and security in the export process.

Digital Platform / E-commerce

Some of the obstacles that inhibit the progress of creative economy entrepreneurs, micro, small, and medium in the culinary sub-sector are the low coverage of market access and the absence of sufficient funding to carry out promotions optimally (Ministry of Trade, 2017). Therefore, online sales platforms can be used as a solution to introduce products of creative economy micro, small and medium businesses in the culinary sub-sector, even to the world market.

As stated by Tedy Ardiansyah in his journal entitled "Model of E-Commerce Platform in Supporting the Success of Indonesian MSMEs", the more sophisticated the technology, will definitely affect the trading system. The sophistication of technology has eliminated all limitations of facilities, distance, time and minimizes costs to meet producers with their customers. Simply by joining the e-commerce business, SMEs do not have to carry out continuous promotional activities like exhibitions abroad, which generally require large costs. MSME players only need to register at an online shopping mall to introduce their products to the world market, or by building their own website that functions as an online shopping mall (Ministry of Trade, 2017). In Indonesia, there are many marketplaces that are used by creative economy entrepreneurs, micro, small and medium, in the culinary sub-sector to carry out domestic sales, but only a few of them have developed facilities for global / export sales, including:

Made in Indonesia (MIND)

Made in Indonesia or abbreviated as MIND, is an e-commerce start-up made in Indonesia that provides a marketplace for domestic-made products that are ready for export through a website called madeinindonesia.com. According to Ilyas Bhat, who is the CEO of MIND, there are several obstacles that have been encountered by exporters in Indonesia, namely, the business to business (B2B) chain which is complicated and poorly understood by industry players. Other obstacles are the distrust of domestic and global buyers, the safety factor that is worried about when conducting transactions, especially for small and medium industries, and the unfamiliarity of Indonesian products in the global market.

BukaGlobal

Made in Indonesia or abbreviated as MIND, is an e-commerce start-up made in Indonesia that provides a marketplace for domestic-made products that are ready for export through a website called madeinindonesia.com. According to Ilyas Bhat, who is the CEO of MIND, there are several obstacles that have been encountered by exporters in Indonesia, namely, the business to business (B2B) chain which is complicated and poorly understood by industry players. Other obstacles are the distrust of domestic and global buyers, the safety factor that is worried about when conducting transactions, especially for small and medium industries, and the unfamiliarity Bukalapak launched a special Bukaglobal feature intended to allow buyers from outside Indonesia to shop at Bukalapak. In collaboration with Janio, BukaGlobal's features are available for delivery services to Malaysia, Singapore, Brunei Darussalam, Hong Kong, and Taiwan. This shipment applies in one direction, namely from Indonesia to the destination country (export). For now Bukaglobal can only be activated by selected pelapak in the DKI Jakarta and Tangerang City areas. of Indonesian products in the global market.

Local Creations Export form Local to Global

Shopee launched the Nusantara Creative Exports program from Local to Global to Singapore and Malaysia to support domestic entrepreneurs in reaching a wider market. Shopee also educates creative micro, small and medium-sized businesses in the culinary sub-sector through the Shopee Campus, with a special export curriculum. A series of classes will be held to prepare maturity and the right export strategy before finally the culinary sub-sector micro, small and medium creative economy entrepreneurs compete in the global market.

Private Website

E-commerce consists of several types (Ni Wayan Deriani, 2017), starting from Business to Business [B2B], Business to Consumer [B2C], Consumer to Consumer [C2C] and Consumer to Business [C2B] (<https://www.sirclo.com/know-types-of-website-e-commerce-based-business-model/>). Whereas for sellers or producers who are serious about running a business and allocating their resources to create, develop and manage their own websites (<https://www.progresstech.co.id/blog/jenis-e->

commerce/), they are included in the category Business to Consumer [B2C].

In Indonesia, there are already several creative economy players who feel confident in their ability to manage sales websites personally which focus on sales only on their products, some of which are Ladang Lima with Ladanglimastore.com, matchamu with matchamu.com, Ripta food. with Riptafood.com, Rosalie cheese with rosaliecheese.co.id. These creative economy actors believe in balancing their sales both online and offline, either through the marketplace or the website itself, of course by determining the right price structure so that there is no price war, and consumers can freely make purchases through the desired platform.

Facilitator (Exporter)

1. Platform Jaloor.com (founder of Faizal Al-Edrus)

Jaloor.com provides facilities that can help entrepreneurs in the creative economy, micro, small and medium sized culinary sub-sector, more easily enter the global market. Jaloor can assist with document processing up to the distribution process of the export activity itself. Several facilities provided by Jaloor.com, among others: consolidation of goods from entrepreneurs to warehouses in the country, then regarding the recording and processing of documents until the goods are legally ready to be exported and the goods are sent to the Jaloor warehouse abroad. Creative economy entrepreneurs, micro, small and medium, in the culinary sub-sector must be able to innovate, regarding access to jaloor who will take care of it. Jaloor can also assist with supply chain and order fulfillment issues using digital marketing and e-commerce strategy consulting.

Platform PT. AeXI

By utilizing a digital platform, PT. AeXI also initiated a long-term program to build an export ecosystem in order to accelerate Indonesian exports to enter global market competition. In the export ecosystem, PT. AeXI collaborates with various stakeholders to help increase the capacity of SMEs in terms of access to global marketing, human resource capacity in the digital marketing sector, capital capabilities for

pre-production & post-production, understanding & skills in implementing exports.

Through the Dare Export community, PT. AeXI strives to increase local SME knowledge of the export process. Starting from production (quality standards, quantity & packaging), marketing (branding, marketing & customer relations), to logistics (shipping, legality & licensing).

PT. AeXI collaborates with government agencies in providing facilities in the form of guidance & counseling. In the export process, the Indonesian government also facilitates SMEs to have access to a global digital platform. Team PT. AeXI will also help business actors not only to the stage of using the online platform for exports, but to find buyers that suit their products & abilities.

Apart from providing export facilitation, PT. AeXI together with GeTI Incubator, an informal educational institution on digital marketing & entrepreneurship, provide assistance by digital marketers who will help digital marketing of local SME products to speed up demand from buyers around the world.

PT. AeXI has an initiative called the Dare Export Movement. AeXI does not only want to bring all Indonesian SMEs to enter the global market. However, with the Export Dare Movement, PT. AeXI wants to bring Indonesian SMEs and exporters to be able to compete in the global market. AeXI wants to encourage business people in Indonesia, especially SMEs (small, medium, and large) to start exporting through the Dare to Export Movement. In the Brave Export community, exporters & SMEs who have successfully sold Indonesian products & commodities abroad will share their experiences so that Indonesian SMEs with an ambition to export can learn the ins and outs of real exports. The Dare Export Team will share various tips & knowledge about digital & conventional exports through WhatsApp Group, Webinars, and seminars & workshops.

1. The e-Brochure & Export School platform established by the government

This platform can help micro, small and medium-sized creative economy entrepreneurs in the culinary sub-sector to promote and market their products digitally. This program will run well, because the school is not just a place for export training, but is also connected to the market, access to finance, export licensing, customs, to take advantage of the potential of the diaspora.

Bea Cukai

One of the main functions of the Directorate General of Customs and Excise is to protect the public, domestic industry and national interests, through monitoring and / or preventing the entry of goods.

the import and exit of export goods with negative and dangerous impacts which are prohibited and / limited by the provisions / regulations issued by the relevant ministries / agencies. Export goods subject to Export Duty include::

- a. Leather and Wood;
- b. Cocoa beans;
- c. Palm oil, Crude Palm Oil (CPO), and its derivative products;
- d. Metal mineral processing products
- e. Metal mineral products with certain criteria..

The Export Duty formula is based on a percentage of the Export Price:

$$\text{Export Duty Tariff} \times \text{Quantity of Goods} \times \text{Export Price of Unit of Goods} \times \text{Currency Exchange Rate.}$$

The formula for Export Levy which is specified specifically:

CONCLUSION

Business process is a concept from upstream to downstream, from input to output, and sometimes it is classified as processes in raw material, packaging, distribution processes, and so on. If businessmen feel the need to make changes to their business processes, there will be a rearrangement of business processes for creative economy micro, small and medium enterprises. The conventional culinary sub-sector requires rearranging business processes in the process of raw materials, packaging, and product certification related to

Export Duty Tariff per unit of goods in a certain currency x number of units of goods x exchange rates of currency

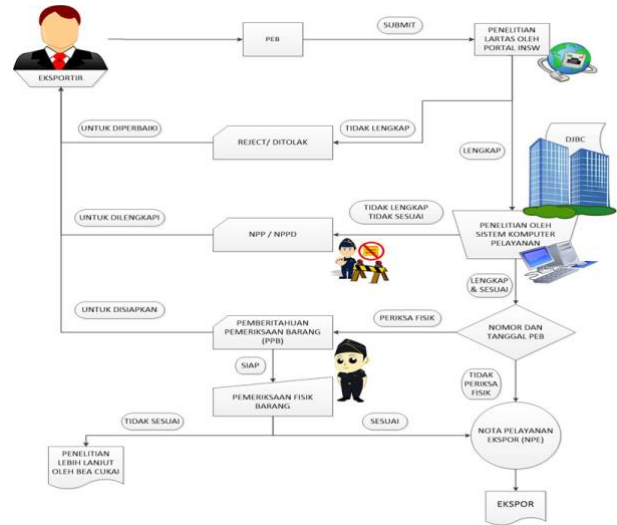


Figure 9. Flowchart kegiatan kepabeanan di bidang ekspor
Sumber: beacukai.go.id

In export management, the exporter / proxy submits the Export Declaration (PEB) document to the Customs Office where the loading is carried out, then checks the documents. If the data filling is incomplete / inappropriate, a Notice of Rejection (NPP) is issued. If the document requirements have not been fulfilled, a Document Requirement Notification Note (NPPD) is issued. If all the requirements are complete and no physical inspection is required, the PEB will be given a number and date of registration and a response to Export Service Note (NPE) is issued. Meanwhile, if a physical examination is required and the results are in accordance, then an NPE is issued. If the results do not match, then forwarded to the Supervision Unit for further research.

product eligibility such as Halal or legality such as Intellectual Property (brands). To be able to export, the creative industry can maximize existing platforms. The platform consists of government platforms such as PPEI, business exhibitions which are held regularly; as well as private platforms such as e-commerce, facilitators (exporters), start-up competitions, and venture capital. The platform model that has been described is an alternative that can be used by creative economy entrepreneurs, micro, small and medium, in the culinary sub-sector in developing their business to the export market. The choice of the platform was based on the fact that the facilities provided to creative economy entrepreneurs, micro, small and medium, in the

culinary sub-sector were adequate. The researchers hope with this paper, more and more creative economy entrepreneurs, micro, small and medium-sized, culinary sub-sector, culinary business, will dare to market their business abroad.

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