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Analysis of The Influence of Logistics Performance, Tax Structure, Technology Adoption on Value Chain Performance of Commodity Product

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Abstrak

Penelitian ini bertujuan untuk menganalisis permasalahan yang dihadapi perusahaan komoditas dalam hal perdagangan. Penelitian ini menggunakan analisis komprehensif. Sumber data primer diperoleh melalui indepth interview. Pengembangan kluster produk dapat memberikan nilai tambah yang signifikan bagi perekonomian negara secara keseluruhan. Integrasi seluruh pelaku di sektor ini, termasuk perusahaan rintisan, Usaha Kecil Menengah, dan perusahaan yang lebih stabil dapat menciptakan keseimbangan berkelanjutan dalam rantai nilai, sehingga meningkatkan ekspor secara signifikan. Dukungan kebijakan negara, kolaborasi antar pihak, dan pengembangan teknologi diperlukan untuk meningkatkan nilai dan daya saing cluster produk komoditas di pasar global.

Kata Kunci: *Komoditas, Perdagangan, Usaha Kecil Menengah, Global*

Abstract

This research aims to analyze the problems faced by commodity companies in terms of trading. This research uses comprehensive analysis. Primary data sources were obtained through in-depth interviews. The development of product clusters can provide significant added value to the country's economy as a whole. Integration of all actors in this sector, including start-ups, Small and Medium Enterprises and more stable companies can create a sustainable balance in the value chain, thereby increasing exports significantly. State policy support, collaboration between parties, and technological development are needed to increase the value and competitiveness of commodity product clusters in the global market.

Keyword: *Commodities, Trade, Small and Medium Enterprises, Global*

INTRODUCTION

The central government plays a fundamental role in developing policies that support sustainable sector growth (Sari et al., 2024). These policies include macroeconomic policies that support the implementation of bilateral and international trade agreements with various countries or trade unions (Budiarto et al., 2024). On the microeconomic side, the development of this sector requires infrastructure support, financial access, and a tax regime that is in line with the development objectives of the sector (Dharmawan et al., 2023). These factors play a crucial role in fostering sector growth and coordinating policies and resources effectively to meet the sector's long-term needs and objectives (Ardiyanti et al., 2022). The government can play a more active role in developing sustainable development strategies that integrate economic, social, and environmental policies to achieve balanced and sustainable economic growth (Nurudin et al., 2021). This includes measures such as improving infrastructure that supports sector growth, providing financial incentives for investment in sustainable sectors, and developing tax policies that promote sustainable business practices. With a holistic and coordinated approach, the government can play an important role in driving sustainable sectoral growth (Iswahyudi et al., 2023).

The main links in the commodity sector value chain for commodity exports include several important stages. The first stage is production, which includes growing the products and harvesting them at the right time (Solehati et al., 2021). Next, we store the commodity in a cold room to ensure its freshness and meet the demand during the conservation stage. Afterwards, the packaging stage involves classifying and packing the commodity in crates for marketing (Taufik et al., 2022). Commercial agents or traders who have commercial relationships with importing companies in destination countries play a role in marketing products (Sadikin et al., 2023). After that, the transportation company is responsible for

transporting the product from the warehouse to the export port (Rachmat et al., 2023). Finally, the export port processes the product before exporting it to the destination country. Each link in this value chain plays an important role in ensuring the quality and efficiency of the commodity export process to international markets (Santoso et al., 2022). In order to enhance this value chain, we must strive to enhance production quality, optimize storage and packaging efficiency, and cultivate robust connections with commercial agents and transport companies (Murdana et al., 2023). Thus, the commodity sector value chain can become more competitive in the international market (Kamarudin et al., 2023).

Independent producers only carry out commodity planting and harvesting activities because they do not have the technology to preserve them properly. Therefore, once harvested, they must sell their products quickly and cannot reach the wider distribution chain (Iswahyudi et al., 2023). In contrast, integrated producers, either through associations between themselves or due to sufficient installed capacity, manage to incorporate conservation and packaging stages into their processes. In this way, they are able to reach a wider distribution chain and ensure their products are accessible to a larger market (Nurdiani et al., 2024). To develop the commodity sector value chain, independent producers can collaborate with other producers or third parties who have conservation and packaging technology capabilities. In this way, they can increase production efficiency and access a wider market (Harsono et al., 2024). Additionally, independent producers can also develop partnerships with governments or other institutions to gain access to necessary technology and resources. Thus, independent producers can increase their competitiveness in international markets and expand their market share (Sudirjo et al., 2023).

Meanwhile, integrated companies cover more links in the supply-value chain. They added business units that include production, conservation, packaging, distribution, and commercial relations with destination countries (Iswahyudi et al., 2023). This process encompasses the placement of merchandise at the export port, guaranteeing the efficient and effective management of the entire value chain from production to export (Murdana et al., 2023). To expand their role in the supply chain, integrated companies can invest in technology that supports efficiency and quality at every stage of production. They can also develop strategic partnerships with suppliers and distributors to expand market reach and improve operational efficiency (Suharyat et al., 2022). In addition, these companies can continue to innovate in product packaging and marketing to attract consumers and differentiate their products from competitors. Thus, integrated companies can strengthen their position in the supply-value chain and increase their competitiveness in international

markets.

RESEARCH METHOD

We will use secondary sources, specifically historical statistics from official bodies directly related to the economic sector, to conduct a comprehensive analysis of the collected data. We will use this data to describe the current problems facing the commodity sector and to determine how various actors integrate into existing clusters and value chains for national product exports to the global market. We will also conduct in-depth interviews with commodity growers and senior management executives from leading companies in this sector as a primary data source. Thus, this analysis will offer a comprehensive view of the commodity sector's current state and the potential for integration to boost national commodity exports to the global market.

RESULT AND DISCUSSION

The cluster must integrate all actors in the sector in order to strive for a sustainable balance in the long-term value chain for fresh commodity exports. The aim is the consolidation of long-term joint strategies in the creation and acquisition of added value. A consolidated cluster can generate great added value through the global positioning of the cluster. State policy support, including tax relief, export incentives, and improvements to route infrastructure, ports, and irrigation, is necessary to achieve this. Additionally, the consolidation of generations of families, SMEs, and companies is crucial for the continuous application of research and knowledge in the fields of commodity cultivation, product and market development, and supply chain development, among others. With good integration between all actors in the sector, the cluster can achieve a sustainable balance in the value chain, thereby increasing exports significantly.

The integration of research and development of new varieties into the commodity cluster vision will result in long-term, sustainable progress regarding scientific development in this sector. This will create additional new patents and intellectual property licenses on new products that will improve the market position of the sector. By obtaining commercial and/or productive permits, the sector will have the ability to commercialize new intangible elements that add value to the cluster and improve the quality of the country's brand value. This shows that not only product production is a key element in the value chain, but its control and administration are also important for the cluster. Thus, the integration of research and development of new varieties can be a very effective strategy for increasing

the added value and competitiveness of the product cluster as a whole. Thus, these steps will help ensure that the product cluster remains at the forefront of innovation and competitive advantage in the global marketplace.

Understanding the market in depth and the various consumption alternatives available to users will enable the development of activities that increase consumption through better brand positioning, the development of knowledge about retail distribution channels in the destination country, and the design and preparation of packaging that adds value attributes to the product. By understanding the market in depth, manufacturers can identify opportunities to develop products and services that suit consumer needs, thereby increasing the added value and competitiveness of their products in the market. This can also expand their market reach by offering products that are more relevant and attractive to consumers, thereby increasing market share and overall profitability. Thus, a good understanding of the market can be the key to success in developing effective marketing and sales strategies to improve overall business performance.

Not only does this sector struggle to meet the market demand for fresh product ingredients that meet current global standards due to technological delays, but it also faces funding issues from private capital, small producers, and third party sources. However, the problem also lies in the lack of investment in this sector, both from private capital, small producers, and third-party funding sources. The establishment and consolidation of several actors in this sector, with integrated long-term plans, has the potential to provide resources in a more organized and efficient manner. Apart from that, they also have the ability to seek various sources of financing, both at the national and international level, which, if done individually, would be difficult to achieve. Thus, collaboration between various actors in this sector can be a solution to increase investment and the development of the fresh product sector as a whole.

As previously mentioned, updates to the technology dominating the commodity sector have only recently occurred. Changes in demand for certain commodity varieties around the world show that, partly due to a lack of investment, the sector is lagging behind in terms of developing innovation and purchasing equipment that allows the achievement of new varieties as well as better and more efficient harvests. Greater efforts in research and development, along with technological updates in commodity production and harvesting, are necessary to overcome these challenges. Greater investment in infrastructure, farmer training, and access to the latest technology can help the sector better compete in global markets and meet growing demand for more innovative and quality commodity varieties.

Thus, increasing investment and innovation will be key to increasing the competitiveness of the commodity sector in the long term.

The role of the state in developing commodity clusters is important, especially in creating conditions that support economic growth in this sector. However, partnerships between parties are also a key factor in producing national and international alliances that support cluster development. It is important to remain focused on international markets, as this will enable commodity clusters to improve collective action and balance in the value chain. Through this alliance, the cluster can obtain benefits from the state in developing economic activities in the sector, including infrastructure support, access to global markets, and other incentives that can increase the competitiveness of local commodity products. Thus, the development of commodity clusters can create significant added value for the country's economy and strengthen its international market position.

In-depth market research and new product development are key steps in increasing the value of commodity clusters. Collaboration in technology development is crucial as it generates innovations that can secure patents and licenses, thereby enhancing the value of cluster brands in international markets. Through the development of new varieties, the cluster can add value and improve its position in the global market. Patents and licensing can be a means to market these new products in various regions around the world, which in turn will increase the brand value of the cluster. With this strategy, the cluster can build a strong brand image in the international market, which will have a positive impact on the value of the commodity sector value chain as a whole. If this strategy is implemented effectively, commodity clusters can achieve sustainable growth and increase their competitiveness in the global market.

Exploring opportunities to leverage retail channels through new ways of marketing commodity can be a significant form of added value. By understanding consumer behavior and market trends, commodity clusters can identify opportunities to develop new products or modify the way current products are marketed. For example, through innovative marketing strategies, clusters can create attractive packaging or develop promotional programs that are attractive to consumers. The development of new forms of consumption that change concepts is also a potential strategy for creating added value in the commodity sector. For example, clusters can develop processed products that utilize commodity that has not been widely used in the food and beverage industry. By changing the way products are consumed, clusters can create new markets and increase the added value of the product. By identifying consumer trends and market innovations, commodity clusters can create

added value in marketing their products. By expanding distribution channels and developing innovative marketing strategies, clusters can increase their competitiveness in the global market and create significant added value for the commodity sector.

Through effective marketing strategies, grouping registered trademarks can create strong associations with country brands, opening up new, previously unexplored market development opportunities. By positioning the country's brand strongly in the international market, commodity clusters can attract consumer interest and improve the country's brand image as a producer of high-quality commodity. Apart from that, the form of product presentation can also undergo a transformation to increase added value.

CONCLUSION

The research results indicate that the commodity sector and the country's economy as a whole stand to gain significantly from the development of commodity clusters. Integration of all stakeholders, including new generations, SMEs, and enterprises, is key to creating a sustainable balance in the value chain, which in turn will increase exports significantly. Support from state policies, collaboration between parties, and technological development are important factors in increasing the value and competitiveness of commodity clusters in the global market. Increased investment and technological innovation in commodity production, harvesting, and packaging are essential to increasing the competitiveness of the commodity sector. We also need to strengthen collaboration between parties, particularly with the new generation, to generate innovative ideas that can add value to this sector. By implementing this strategy effectively, commodity clusters have the potential to achieve sustainable growth, increase competitiveness in global markets, and create significant added value for the country's economy.

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