

Flow Management Process of Exporting Commodities in Bengkalis Regency as an Effort to Enhance the Local Economy

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Abstract. This research study examines the export practices of Bengkalis exporters, focusing on their strategies and processes to expand their presence in foreign markets and contribute to the economy. Through a comprehensive investigation that includes interviews, data analysis, and detailed reviews of export activities, this study sheds light on the complex and multidimensional aspects of international trade. The research framework methodology includes five main stages: Export Products, Export Documents, Agents and Buyers, Export Shipping Procedures, and Export Payment Processes each stage are made up with customs regulations. The results show that the activities of Bengkalis exporters comply with customs regulations. In conclusion, this study offers of the export practices of Bengkalis exporters, the network of strategies, processes and considerations that drive the success of international trade. In addition, this research show how these endeavors contribute to regional development through increased trade, business growth, and enhanced global visibility.

Keywords: Bengkalis Export Practices, Economic Development, International Trade, Export Documents

1 Introduction

In this modern era, very fundamental economic developments are driven by increasingly dynamic and fast developments especially in terms of international trade according to Abdi, H.,(2022). International trade is trade carried out by residents of another country by mutual agreement, whether it is between individuals (individuals and individuals) between individuals and the government of a country, and the government of a country and the government of another country Chaipunya, P., et.al (2021). International trade is one of the main factors to increase GDP according Hamdani and Haikal (2012). This activity is commonly known as Export and Import.

According to the Directorate General of Customs and Excise, Export is an activity of removing goods from the customs area. Meanwhile, in terms of economics, export is the process of transporting goods or commodities from one country to another. This process is often used by entrepreneurs. In order for the export-import business carried out by entrepreneurs to run smoothly, they must have sufficient understanding of matters related to the export-import process Junaedy A, Kusrianto A (2014).

Direct export activities with importers are not simply easy. One of the challenges for SMES in this regard is finding various document requirements for conducting export transactions with importers Anastasya, A (2022). This is because export activities occur in two countries that have different regulations and needs. Moreover, export activities have big risks, so various documents are needed as inspection and guarantees, included; invoice, packing list, Bill of lading, PEB, Shipping instruction, Certificate of Origin, Certificate of Analysis and other additional documents Anastasya, A (2022).

The process export start with documents required by the ekporter, Additional documents required by importers for agricultural, customs procedure, shipping export procedures, and export payment process Anastasya, A (2022). Usually the export process starts with an offer from a party accompanied by approval from another party through a sales contract process, in this case the exporter and importer. To become an export company we must meet the following conditions:

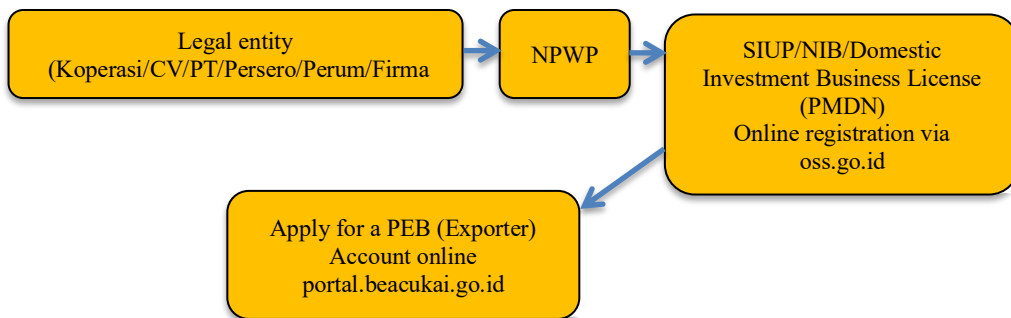


Fig. 1. requirements to become an exporter [8].

In Indonesia, the development of exports is quite developed. Indonesia has a number of leading export commodities in the global market, the Central Statistics Agency categorizes commodities into two, namely oil and gas and non-oil and gas. Export development, especially non-oil and gas exports, both goods and services is basically a mainstay in the short and medium term to increase the national economy as well as foreign exchange reserves. Non-oil and gas exports still dominate Indonesia's total exports Asmarani, C (2022).

Export governance refers to the procedures and steps that a company or business entity must follow when they wish to sell goods or services to foreign markets. Export is one way to develop business and increase company revenue through product sales in global markets. Here are some general steps in export governance:

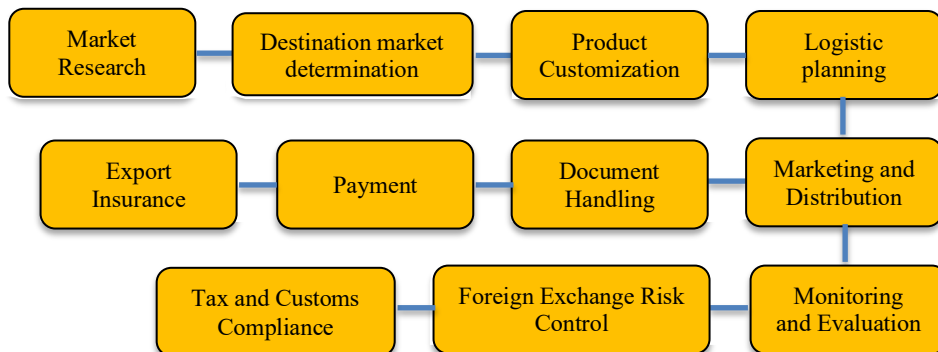


Fig. 2. Export governance process

Explanation of figure above Hamdani and Haikal (2012):

1. **Market Research:** Conduct market research to identify suitable export opportunities for your product or service in foreign markets. Study the needs, preferences and regulations of the destination market.
2. **Destination Market Determination:** Select a target country or region that has a high potential to receive your product. Consider factors such as market demand, competition, trade regulations and growth potential.
3. **Product Customization:** Customize your product or service according to the needs and preferences of the target market. This may involve modifications to design, packaging, or even price.
4. **Logistics Planning:** Plan the logistics to deliver the product to the destination market. This includes selecting the mode of transportation, proper packaging and handling of export documents.
5. **Regulatory and Licensing Compliance:** Make sure you understand and comply with all applicable export and import regulations and requirements in the destination country. Also, check if a special export license is required for your product.
6. **Marketing and Distribution:** Define an effective marketing and distribution strategy in foreign markets. This could involve distribution partners, sales agents, or even opening a branch office in the destination country.
7. **Document Handling:** Prepare all documents required for export purposes, such as commercial invoices, certificates of origin, export permits, and others.
8. **Payment Settings:** Define payment methods that are secure and according to your business needs. This can include cash payments, credit cards or other financial instruments.
9. **Export Insurance:** Consider securing export insurance to protect your business from the risks associated with international shipments.
10. **Monitoring and Evaluation:** Once export begins, keep track of the performance and market response of your product. Conduct regular evaluations to measure success and make strategic changes if needed.
11. **Foreign Exchange Risk Control:** If you deal in foreign currency, consider strategies to control the risk of exchange rate fluctuations.
12. **Tax and Customs Compliance:** Make sure you understand the tax and customs obligations of the destination country and comply with applicable regulations.

Export procedures are complex and can vary depending on the product, destination market and applicable regulations. Working with an export expert or international consultant can help ensure that you follow all procedures correctly and efficiently exporthub.id (2022).

2 Research Methods

This research aims to provide a better understanding of how superior commodity exports can be elaborated, optimized and regulated effectively to encourage regional economic growth. These objectives will help provide a comprehensive view of the potentials and challenges in

the development of superior commodity exports for Bengkalis Regency, as well as provide guidelines for policies and strategies that can be taken to encourage regional economic growth through exports.

This type of research is qualitative research, The author conducted research in Bengkalis Regency. The object of research is a company that carries out export flow activities. The primary data sources in this study were obtained from direct observation and interviews from export company, Bengkalis Customs and Excise and Trade and Industry Service of Bengkalis Regency.

In this study we used the following framework as a guideline in this research:

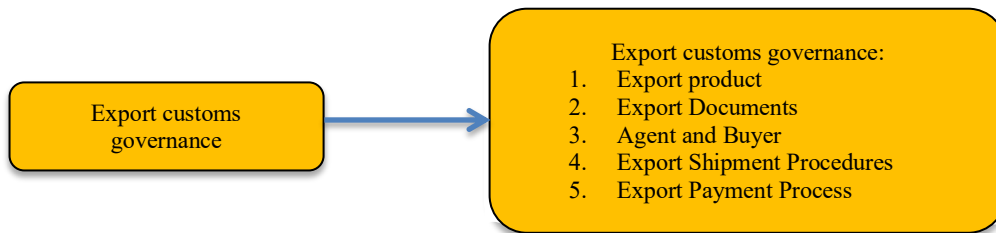


Fig. 3. Export governance process

The framework provided outlines the key processes involved in this research. Each step represents an important aspect of the export process. here, explained at each step to give a clearer understanding of what is usually involved in each stage:

1. Export products:

This step involves how exporters prepare products for export, including packaging, labeling, and ensuring compliance with quality and safety standards. In addition, Determine the right pricing strategy for export markets. Conduct market research to identify demand and potential competitors in the target market.

2. Export Documents:

in this step how exporters create and prepare all necessary export documents, such as commercial invoices, packing lists, bills of lading, certificates of origin, and required licenses or permits. Ensuring the accuracy and completeness of documentation to comply with customs regulations in both exporting countries.

3. Agents and Buyers:

Identify and select the right agents or distributors in the target market to facilitate the sale and distribution of goods. Establish relationships with prospective buyers or customers in foreign markets. Negotiate terms and conditions with agents or buyers, including prices, delivery schedules, and payment terms exporthub.id (2022).

4. Export Shipping Procedure:

Arranging the transportation of goods to the port or airport of departure. Comply with export control and customs procedures, including obtaining the necessary export licenses and declarations. Coordinate with forwarders or shipping companies to handle logistics and documentation related to shipments.

5. Export Payment Process:

Determine the most appropriate payment method for export transactions, such as letters of credit, advance payments, open accounts, etc. Negotiate and settle payment terms with buyers to ensure a smooth and secure payment process.

3. Result and Discussion

The flow of export activities in general cannot be carried out haphazardly, there are many stages that must be carried out by all parties, both exporters and importers, the stages that are passed in the export-import process are very long, so starting from the transaction process to receiving goods must be managed properly. The following is the flow of the export process carried out by Bengkalis exporters:

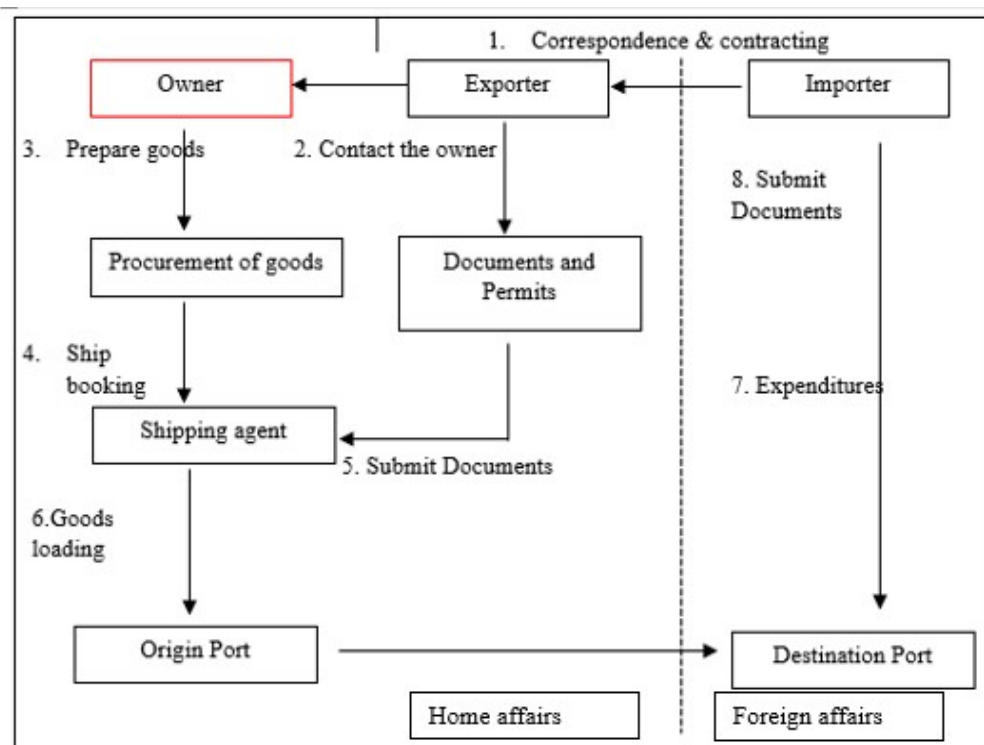


Fig. 4. Export Flow Activities

Export flow activities explanation:

1. Exporter conducts correspondence and makes cooperation contracts with importers to export goods. When negotiating, the owner of the goods also participates.
2. Furthermore, contacted the owner of the goods so they could prepare the goods to be exported.
3. The goods owner prepares the goods to be exported and sends them to the place of loading of goods.
4. Furthermore, the exporters of the goods ordered the goods and issued documents to book the ship so that they could send the goods.
5. Before the goods are loaded, exporters prepares other documents needed for export activities and submits them to the shipping company.

6. After the goods arrive and the documents are complete, the ship immediately loads the goods onto the ship.
7. The shipment proceeds to the port of destination, when it arrives at the port of destination the process of releasing goods is carried out.
8. After the process of releasing the goods is carried out, the document is submitted to the importer as a sign of ownership of the goods.

The results and discussion of the research that has been carried out are as follows:

1. Export products

Export commodities data for Bengkulu according to Customs and Excise and the Bengkulu Regency Trade and Industry Service are as tabel below:

Table 1. Bengkulu export data.

Exportir Company	Commodities	Volume (Kg)	Country Destination
CV. Candra Graha-C Bengkulu	<ul style="list-style-type: none"> • Kelapa Bulat • Ampas Kelapa • Pinang dikupas 	1.731.000	Batu Pahat, Malaysia Batu Pahat, Malaysia Batu Pahat, Malaysia
CV. Bina Usaha	Fresh Crutacean Vanamei	1.734.000	Muar, Malaysia Jurong, Singapore
CV. Hadi Wijaya Abadi	Ikan Segar	323.900	Muar, Malaysia Jurong, Singapore
CV. Mekar Jaya	Ikan Segar	234.860	Batu Pahat, Malaysia Muar, Malaysia
CV. X	Arang Tempurung	32.000	Batu Pahat, Malaysia
CV. Z	Arang Bakau	70.500	Batu Pahat, Malaysia

Source: process data, 2023

According to the data above, Export destination countries for Bengkulu commodities are Malaysia and Singapore. The most exported products were vannamei shrimp products with a total export of 1,734,000 kg, followed by round coconut products, coconut dregs and peeled areca nuts with an export quantity of 1,731,000 kg.

2. Export Documents

In export document process, Bengkulu exporters must fulfill the document requirements required by Bengkulu Customs and Excise. Here are some key export documents that are commonly used:

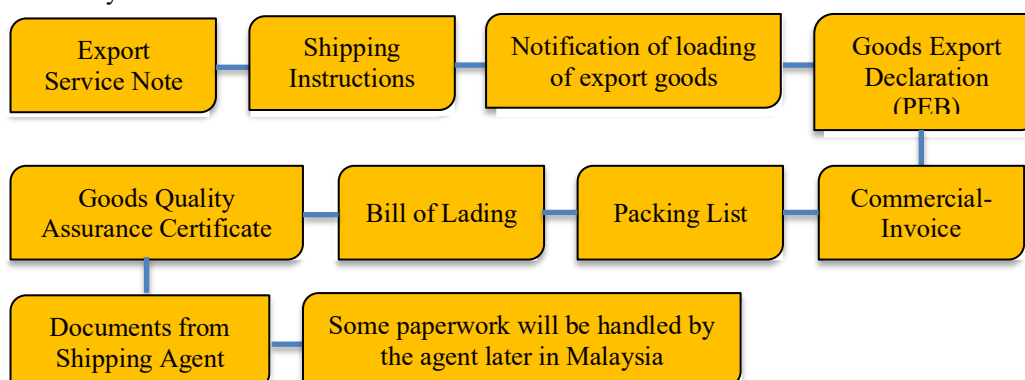


Fig. 5. Export document requirement process

According to the exporters, the first method is to find out what documents are needed to carry out export activities, namely by visiting relevant agencies such as customs, agricultural quarantine centers, the Department of Industry and Trade, and for other documents from the shipping agent are the documents that are taken care of by the shipping agent for shipping permits. Apart from that, in order to take care of the export permit itself, the exporter must meet the conditions set by the state for export activities.

In the process of exporting goods requires documents needed to conduct trade. The following is an explanation and use of export documents:

1. **Export Service Note (NPE)** functions to protect the entry of goods to be exported to the means of transport. In this case exporters helped issue this letter to be agreed upon by the owner of the goods and means of transportation. This NPE will later be used as a sign for a travel permit.
2. **Shipping Instruction**, this document is for booking ship space or shipping orders. In this case exporters made the document to book ship space for the process of shipping goods.
3. **Notification of export of goods**, this document contains notification of loading of exported goods. Information listed such as the basic documents for export approval, shipping instructions, how many commodities to be exported, shipping agent, name of the carrier ship, port of loading, to the start and finish plan of the export process that has received permission in accordance with the decision of the Head of the Customs Supervision and Service Office.
4. **Goods Export Notification (PEB)**, PEB functions to notify the export of goods in the form of forms. The PEB issued by exporters must be filled out, the owner of the goods, and the recipient of the goods. The information contained is data on the exported goods.
5. **The Commercial Invoice**, it contains information regarding the details of the price of the goods, the quantity of goods and the nominal price of the goods to be exported.
6. **The Packing List**, contains information regarding the total net weight and gross weight of the goods to be exported.
7. **Bill of Lading**, is a letter of receipt of goods that have been loaded on the ship, and is also proof of ownership of the goods.
8. **Goods quality assurance certificate** is a letter issued by the Quarantine Agency as a guarantee that the goods being exported are of good quality. This letter is brought and given to the importer later.
9. **Other letters from shipping agents** are letters carried by shipping agents, such as a sailing approval letter (SPB), Crewlist issued by KSOP, ABK Passport from Immigration, Port Health Book, and Fire poison certificate from the KKP.

3. Agents and Buyers

In terms of finding buyers or agents for export activities requires a structured and proactive approach. The following are the steps that can be taken by bengkalis exporters:

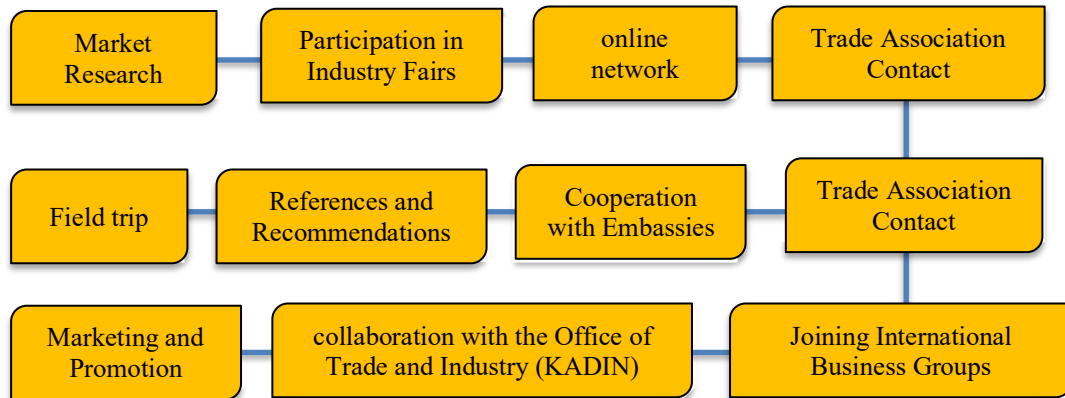


Fig. 6. Flow of finding buyer or agent

1. Market Research

Bengkalis exporters identify potential markets for the export of your products. Conduct thorough research on market trends, product demand, competition and consumer preferences in destination countries.

2. Participation in Industry Fairs and Events

some of them attend relevant international trade shows, industry conferences or business events. This will give them the opportunity to interact directly with potential buyers or agents.

3. Take Advantage Online

There are also some of them using international trading platforms such as Alibaba, shopee, websites and others to help them reach potential buyers from the target country. they create attractive and clear business profiles to grab the attention of buyers.

4. Trade Association Contact

They join trade associations related to their products through online organizations and social media such as whatsapp, facebook, instagram and some also get information through youtube. These associations usually have extensive networks and can help match them with buyers or agents.

5. Cooperation with Embassies

They try to contact the embassy or consulate of the destination country. They often have market information and can help connect them with potential business partners in export destinations

6. References and Recommendations

they try to build relationships and seek recommendations from business partners or colleagues who have experience in exporting. These references can be an effective way to find a reliable buyer or agent.

7. Do an Online Search

They use google search engines and social media platforms to find agents or potential buyers.

8. Field trip

If possible, make a visit to the destination country to interact directly with potential buyers or agents. This can help build relationships and better understand their needs.

9. Joining International Business Groups

Join international business groups on social media or online forums related to the product you want to sell. This can help them interact with potential buyers or agents.

10. In collaboration with the Office of Trade and Industry (KADIN)

Trade and industry offices in the country and in the destination country or countries often have information about business opportunities and potential partners in the destination country

11. Marketing and Promotion

They use proper marketing and promotional strategies, including company websites, marketing materials and attractive presentations to catch the attention of buyers or agents.

After finding potential buyers or agents in export activities, the next step is to ensure the collaboration runs smoothly and successfully. Here are the steps they can take after finding a buyer or agent:

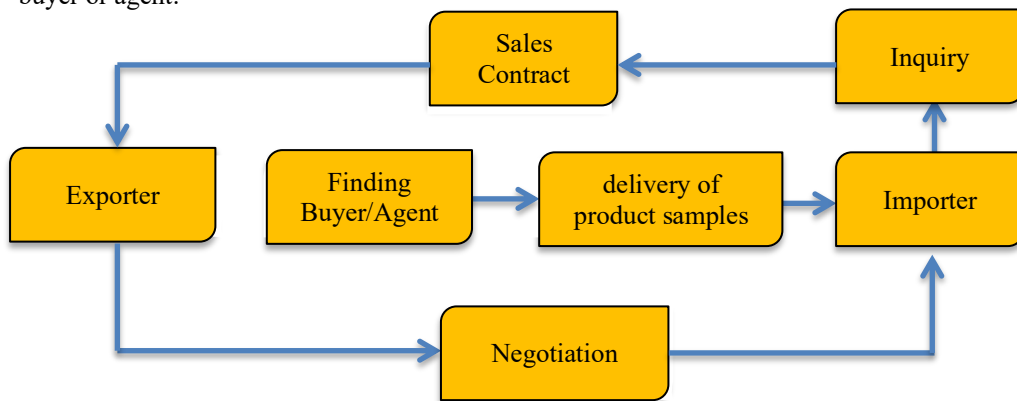


Fig. 7. Flow in conducting transactions with agents or buyers

4. Export Shipping Procedure

According to interviews with Bengkalis exporters, the shipping process is carried out using a containerless system. Where the commodities to be exported are packed into baskets or boxes, then immediately loaded onto ships. Furthermore, the ship will deliver goods directly to the destination, during the shipping process the ship must bring documents from several shipping documents such as a Sailing Approval Letter (SPB), Crewlist issued by KSOP, Passport of ABK from Immigration, Port Health Book, and fire poison certificate from KKP.

The exporter handles the costs of loading and unloading to the ship, compaction on the ship, and loading and unloading from the ship are borne by the owner of the goods, the ship only provides the ship. The following is the procedure flow of export goods:

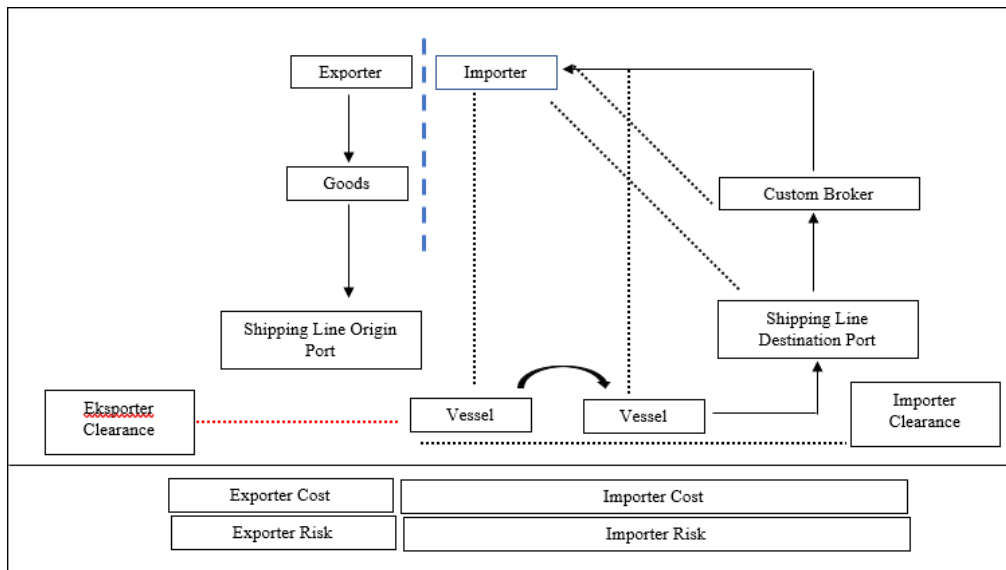


Fig. 8. Export shipping procedure

1. The first step is that exporters prepares the goods and checks back the goods that have been submitted by the owner of the goods.
2. Furthermore, the goods that have been checked are sent directly to the port of loading of goods. The reason why the next process is not to the customs is because exporters service agent so there is no need to go to the custom for licensing, because everything has been taken care of by online. Activities carried out starting from the exporter to the loading port are included in the permit area from the exporter. This means that the exporter will bear the cost, and bear the risk of the goods only arriving at the port of loading.
3. Goods that have arrived at the port of loading are directly loaded onto the ship for shipment.
4. After arriving at the destination, the goods will be unloaded.
5. After the unloading process, the goods will be placed at the port of destination for a while.
6. When the goods are placed at the port of destination, the custom broker will check the goods via invoice whether the goods are in accordance with the list listed on the invoice or not, if not the goods will be sent back and the exporter will be subject to sanctions, if the goods are exported according to the invoice, the goods may enter the destination area, apart from checking the goods, the custom broker will also check other documents.
7. After the inspection process from the custom broker is complete, the goods and documents will be given to the importer, the provision of these documents and goods is a sign that the ownership of the goods has become the property of the importer.

Incoterms usually use is the Free on Board (FOB) system, in which the seller delivers the goods to the buyer at the port of the country/city of the seller. The cost of transporting goods from the warehouse to the port is borne by the seller. Furthermore, shipping costs and

document completion will be the responsibility of the buyer. The length of time needed for delivery at estimate about one or two days.

5. Export Payment Process

According to exporters, there are three payment processes that are carried out in the export process:

1. Payment is made by the importer to the exporter. The payment system received by the owner of the goods from the importer is payment of L/C by way of prepayment by way of transfer. L/C payments are received when the goods and documents have arrived at the destination and the importer. In the non-L/C payment process, use the Advance Payment method by transferring the DP first before the goods arrive at their destination. This prepayment method requires a high level of trust between importers and exporters. In addition, the export process carried out by exporters is not subject to export duties. And for the amount received by the owner of the goods, payments for services to exporters and payments for using the services of shipping agents cannot be known because they are company secrets.
2. Payment for the use of export management services by the owner of the goods to the exporter. The payment system accepted by the exporter from the owner of the goods is a direct transfer. Payment is made when the documents prepared by the exporter are complete, so the importer must immediately complete the payment to the exporter.
3. Payment for the use of a shipping agent by the owner of the goods to the shipping agent. The payment system accepted by the shipping agent from the owner of the goods is by transfer. Payment will be paid after the item has been successfully shipped.

Based on the results of the research that has been done, the success of the flow of export activities cannot be separated from several factors. In creating a good flow of export activities. Company legality is important for an export, through clear and registered company legality. Commodities are an important part of the export flow and quality must be considered. Obtaining quality commodities cannot be separated from the search for suppliers of goods and quality control. To ensure that the commodities are suitable, the conditions in the field show that the quality of the commodities exported by exporters is well managed, because all exporter directly surveys the commodities to be exported by suppliers from their place of origin, and also checks the quality of these commodities by quality testing at the quarantine center. Based on the theory related to the ins and outs of export and import trade books Hamdani, Haikal (2012).

Quality control of this export commodity will be carried out through certification in the form of SM which must meet the requirements of the Indonesian National Standard (SNI) as evidenced by quality conformity certification or product certificates, this provision is based on the Decree of the Secretary General of the Ministry of Industry and Trade No. 470/SJ/SK/VII/1996 concerning provisions and procedures for mandatory quality control for certain products.

In terms of export documents that must be attached when the export activity process takes place, exporters have attached export documents that are in accordance with export regulations. Based on the theory related to the Indonesian export smart book Junaedy A, Kusrianto A (2014) export documents that must be owned by those who wish to carry out

export activities including; Shipping instructions, commercial invoices, packing lists, bills of lading, certificates of origin.

For the process of finding suppliers of goods and buyers. exporters carries out this process with importers. Starting from the process of looking for suppliers of goods, exporters and the importers of the goods met with the suppliers in their areas of origin, then to find buyers, exporters and the importers of the goods conducted face-to-face negotiations with the buyers in order to get an export agreement. Based on the theory related to the ins and outs of Hamdani's export-import trade book, Haikal (2012) Negotiation aims to seek agreements with business partners. The importance of negotiation in international trade business is the process of implementing a trade relationship.

For the inspection route for export products does not use tracking, because the goods exported to the importer have been tested for quality through the quarantine office for the agriculture and trade service, after checking, a certificate of quality assurance is issued so that the goods can be exported directly. Based on the theory related to the ins and outs of export and import trade books Hamdani, Haikal (2012), preparing for the sale of export goods by identifying the provisions of the quality standard for the export product, starting with supervision and control over quality and awareness of the importance of the quality of goods, proper preparation and distribution of goods to be exported.

For shipping procedures carried out by exporters which do not use containers, apply FIOS and deliveries using the FOB system are accompanied by insurance so that the owner of the goods must really prepare starting from the costs and risks of the process of sending the goods to be exported. Based on the theory related to the Indonesian export smart book Junaedy A, Kusrianto A (2014) the terminology of the delivery of goods contained in incoterms such as the FOB (Free On Board) system where the seller delivers the goods to the buyer at the port of the country/city of the seller, the cost of transporting goods to the port becomes the responsibility of the seller, then the costs of shipping and completion of documentation in the implementation of exports are the responsibility of the buyer.

For the non- L/C payment system implemented by exporters make a payment when the document processing has been completed and the goods are ready to be sent to the importer, and the payment will be paid by transfer. Based on the theory related to the Indonesian export smart book Junaedy A, Kusrianto A (2014) non-L/C payments use a transfer system when documents and goods have been prepared this is called an advance payment, namely the importer will transfer 100% of the invoice value in advance via transfers and the exporter will send documents to the importer. In this method there needs to be high trust between importers and exporters, so that loyalty in maintaining cooperative relations between the two parties is very important.

4. Conclusion

In conclusion, this research has delved into the intricacies of the export process, shedding light on the key elements and strategies that Bengkalis exporters employ to navigate the global trade landscape. Through a comprehensive exploration of various stages, from product preparation to export payment, and through insights from interviews, a deeper understanding of the challenges and opportunities within international trade has emerged.

The research has illuminated several crucial points:

1. Strategic Export Approaches: Bengkalis exporters employ a variety of strategic approaches to initiate and sustain export activities. These encompass market research, engagement with industry events, utilization of online platforms, and collaboration

with trade associations. The proactive adoption of such strategies allows exporters to effectively identify potential buyers or agents, establish fruitful partnerships, and optimize market entry.

2. **Documentary Precision:** The meticulous attention given to export documentation is evident throughout the study. From negotiating contracts and arranging transportation to submitting essential documents for customs clearance, exporters demonstrate a commitment to compliance, accuracy, and completeness. These efforts serve to facilitate the seamless movement of goods across borders while adhering to regulatory frameworks.
3. **Payment Dynamics:** The diverse payment processes utilized by Bengkalis exporters underscore the importance of financial security and trust in international trade. Whether through Letters of Credit, advance payments, or other methods, exporters prioritize secure and transparent financial transactions to mitigate risks and ensure smooth operations.
4. **Collaboration and Networking:** Collaborative efforts emerge as a recurring theme. Exporters engage in active cooperation with various stakeholders, including shipping agents, customs officials, and trade associations. These relationships contribute to streamlined processes, efficient logistics, and the establishment of vital business connections.
5. **Continuous Adaptation:** The ever-evolving nature of international trade necessitates ongoing learning and adaptation. Exporters recognize the significance of staying informed about changing regulations, market trends, and emerging technologies. This commitment to knowledge acquisition ensures their resilience and readiness in an increasingly dynamic global trade environment.
6. **Economic Growth:** The study highlights the role of export activities as a driver of economic growth in Bengkalis. By strategically expanding market reach, establishing robust export practices, and embracing diverse payment mechanisms, local businesses contribute to the overall prosperity of the region.

In conclusion, this research serves as a valuable roadmap for both current and prospective exporters in Bengkalis, offering insights and practical guidance to navigate the complexities of international trade. The dedication to thorough preparation, effective documentation, strategic partnerships, and continuous learning positions Bengkalis exporters for sustained success in the global market, thereby contributing to the economic advancement of the region as a whole.

Acknowledgements

I would like to express my sincere gratitude to all those who have contributed to the completion of this research on "Tata Laksana Ekspor" and its implications for the economic development of Bengkalis. This study would not have been possible without the valuable insights, guidance, and assistance from various individuals and institutions.

1. First and foremost, I extend my heartfelt appreciation to the Bengkalis exporters who generously shared their time and expertise during the interviews, providing essential information and perspectives that enriched this research. Your willingness to share your experiences has been invaluable.
2. I am indebted to my academic advisors and mentors who offered their unwavering support and guidance throughout the research process. Their constructive feedback,

insightful discussions, and dedication to academic excellence have been instrumental in shaping the direction of this study.

3. I would like to thank the relevant government agencies, including the Customs and Excise of Bengkalis Regency, for their willingness to provide information and insights on regulatory matters related to export activities. Their cooperation has been integral in understanding the legal and procedural aspects of international trade.
4. I extend my gratitude to the research participants, colleagues, and friends who provided encouragement, feedback, and valuable suggestions that enhanced the quality of this study. Your contributions have been invaluable in refining the research methodology and its findings.

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