

OPPORTUNITIES, CHALLENGES AND PRACTICAL GUIDELINES IN MANAGING EFFECTIVE EXPORT AND IMPORT PROCESSES IN GLOBAL MARKET TRADE INEAST CIPUTAT DISTRICT, SOUTH TANGERANG

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ABSTRACT

Faculty of Economics and Business, University of Prof. Dr. Moestopo (Beragama) collaborates with FEB, Muhammadiyah University, Jakarta (UMJ) and the Faculty of Business and Social Sciences, Dian Nusantara University (FBIS UNDIRA) as well as the East Ciputat District Office, South Tangerang, holding Community Service (PKM) with educational programs regarding Opportunities, Challenges and Guidelines Practical in Managing Effective Export and Import Processes in Global Market Trade. In this service activity, the method includes delivering material on Practical Guidelines for Managing Effective Export and Import Processes in Global Market Trade. These activities are carried out through outreach and counseling. The service process consists of several stages, namely coordinating implementation preparations, implementing educational activities, and evaluating activities. The participation of village communities in community service activities provides a positive contribution to increasing understanding of opportunities, challenges and practical guidance in managing effective export and import processes in global market trade for participants.

Keywords: Export, Import, Global Market

1. INTRODUCTION

In the era of economic globalization, opportunities and challenges in managing export and import processes are becoming increasingly significant. International trade has become a major component of economic growth in various countries, opening up great opportunities for companies to reach global markets. However, while bringing great opportunities, international trade also brings complex and diverse challenges that must be overcome to achieve success. Managing effective export and import processes in global market trade is very important for companies that want to compete at the global level. The opportunities are as follows:

1. Access to Global Markets: International trade opens doors for access to vast global markets. This allows companies to reach customers in different countries and increase their market share.
2. Diversification of Income: Engaging in international trade allows companies to diversify their sources of income. This can help reduce risks associated with domestic market fluctuations.
3. Business Expansion: The export and import process can also be used as a tool for business expansion into new markets, allowing companies to develop strong business relationships with international partners.

The challenges are as follows:

1. Trade Regulations: Each country has different regulations, tariffs, and requirements for exports and imports. Understanding and complying with these regulations can be very complicated.
2. Logistics Challenges: Efficiently managing international supply chains is a significant technical challenge. Transportation, warehousing, and document handling require careful attention.
3. Currency Risk: Currency fluctuations can affect product prices and profits. Currency risk management becomes important in international trade.
4. Trade Regulations: Each country has different regulations, tariffs, and requirements for exports and imports. Understanding and complying with these regulations can be very complicated.
5. Logistics Challenges: Efficiently managing international supply chains is a significant technical challenge. Transportation, warehousing, and document handling require careful attention. (Schumacher, 2016)

Increased Global Demand for Niche Products: In an era of increasingly connected global commerce, we are seeing an increase in global demand for niche or niche products, such as organic food, sustainable fashion products and the latest technology. This phenomenon creates opportunities for small and medium companies (SMEs) to access global markets with unique products. **Technological Developments:** Advances in information technology have changed the way companies manage their export and import processes. E-commerce and online platforms have facilitated access to global markets, allowing companies to sell their products directly to consumers abroad.

Based on this explanation, the problems are:

1. **Uncertainty in International Trade Regulations:** Changes in international trade regulations, such as trade wars or tariff changes, have created uncertainty for companies involved in global trade. They must be able to adapt quickly to these changes.
2. **Currency Risk:** Foreign currency fluctuations can affect product prices and profits. Companies need to manage currency risk to protect their profit margins.
3. **Logistics Challenges:** Managing an efficient international supply chain can be a complex issue. Transportation, document handling, and warehousing require careful attention and additional costs.

The solutions to solving these problems include providing practical educational guidance, namely:

1. **Market Diversification:** As a rule of thumb, companies should consider diversifying their markets to reduce the risks associated with reliance on one market.
2. **Currency Risk Management:** Using financial instruments, such as futures contracts or currency options, can help companies manage currency risk.
3. **Investment in Logistics Infrastructure:** Investment in logistics infrastructure and efficient supply chain management is key to overcoming logistics challenges.
4. **Leverage Technology:** Leveraging technology such as e-commerce platforms and supply chain management software can help companies manage the export and import process more effectively.

2. METHOD

Alternative solutions to overcome partner problems are carried out through mentoring using two approaches, namely the classical approach and the individual approach. The classical approach is applied at the stage of delivering sharia financial literacy material, while the individual approach is used at the evaluation stage. Implementation of this service activity involves several stages, which are detailed as follows:

1. **Initial and Preparatory Activities:** Service team together with sub-district government officials East Ciputat, South Tangerang as a place for carrying out activities, carrying out initial coordination for preparations for carrying out activities. Coordination involves aspects such as the place where activities are carried out.
2. **Implementation of the Activity:** This activity aims to discuss the topic of import and export by providing a broad view of the opportunities and challenges in trading on the global market, as well as providing practical guidance on how to manage the export and import process effectively using attractive media. The socialization continued with sharing and discussion activities about the material that had been presented as well as other knowledge.
3. **Activity Evaluation:** The purpose of this activity evaluation is to discuss and evaluate all stages that have been carried out and plan the continuation of service activities. Evaluation is carried out at the end of each activity stage using the direct observation method, which is carried out immediately after the activity is implemented. This aims to enable necessary improvements. Indicators of activity success are measured through the participant's level of understanding. The success of the activity is assessed from a qualitative and quantitative perspective, including (a) the smooth implementation of all stages of the activity, (b) satisfaction of participants and related parties with the series of service activities, and (c) participation of 80% of invited participants in each service activity.

3. RESULTS AND DISCUSSION

Community service activities are carried out in the District East Ciputat, South Tangerang. This activity was well received by the community and business actors in the area. The service activities have been completed well and smoothly. The stages of service activities include the following:

- a) Stages of service planning activities
The planning activity that has been carried out is coordination with the head of the sub-district head as the host for the implementation of service activities.
- b) The service team conveys the aims and objectives to the sub-district head and asks for permission and direction. Then time and place become priorities for planning and identifying potential activity participants.
- c) Stages of community service activities
Service activities will be held on Friday, August 25 2023 at 09.00 WIB until finished in the sub-district office hall East Ciputat, South Tangerang. The activity was attended by 30 Small Business people. The implementation of service activities is assisted by FEB UPDM (B) and FEB UMJ students.
- d) The activity began with an opening by one of the community service lecturers by Selfiani, SE, M.Ak., a FEB UPDM (B) lecturer. The activity continued with a presentation of material by the resource person, namely Dr. Hendi Prihanto, SE, M.Ak., Deputy Dean I FEB UPDM (B), and Mr. Yudhistira Adwimurti, SE, M.Si., as Head of the Quality Assurance Center FEB UPDM (B), discussed the topic of export and import. They provide a broad view of the opportunities and challenges of trading in global markets, as well as providing practical guidance on how to manage the export and import process effectively.
- e) Evaluation
It is realized that to ensure that the implementation of PKM activities runs according to the plans and objectives of the activities, an evaluation is carried out on all stages of implementing PKM activities, including evaluating partner activities and helping to solve problems that may arise during the implementation of activities. Based on interviews we conducted with partners and observing partner activities, it shows that the PKM activities carried out have had a significant impact on partners. Partners have increased competence both in terms of knowledge and skills in managing the business.

The documentation for these activities is:



Figure 3.1
Activity Explanation of Import Export Material

This Community Service Activity is a collaboration between the Faculty of Economics and Business, Prof. University. Dr. Moestopo (Beragama) collaborates with FEB, Muhammadiyah University, Jakarta (UMJ) and the Faculty of Business and Social Sciences, Dian Nusantara University (FBIS UNDIRA) as well as the East Ciputat District Office, South Tangerang, with a program of Opportunities, Challenges and Practical Guidance in Managing Effective Export and Import Processes On Global Market Trade among the community in East Ciputat District, South Tangerang.



Figure 3.2
Community Service Activities Education Export Import

4. CONCLUSIONS

The implementation of community service activities in East Ciputat District, South Tangerang, took place successfully and in a conducive atmosphere. This activity succeeded in increasing the community's understanding of small businesses opportunities and challenges in trading in global markets, as well as providing practical guidance on how to manage the export and import process effectively.

It is important to continue this activity on an ongoing basis for the entire community so that they understand opportunities and challenges in trading in global markets, as well as providing practical guidance on how to manage the export and import process effectively more increasing. Given the significant benefits of this activity, it is recommended to periodically expand the scope of the target audience.

5. REFERENCES

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