

Development of Tea Exports In West Java Through Global Cooperation and Sustainable Innovation

**Rizal Saefuloh¹, Pupu Fujiah², Melza Oktaviani³, Silvia Hanif Alvianita⁴,
Fajar Lazman⁵**

¹⁻⁵International Relations, Universitas Al-Ghifari

E-mail : rizalsaefuloh8@gmail.com¹, phupauziah@gmail.com², zaokt19@gmail.com³,
sisilalvianita@gmail.com⁴, fajarlazman83@gmail.com⁵

Abstrak

Penelitian ini mengkaji pengembangan ekspor teh di Jawa Barat melalui kerja sama global dan inovasi berkelanjutan. Dengan kontribusi 67,6% dari total produksi teh nasional, Jawa Barat memiliki peran strategis dalam industri teh Indonesia. Menggunakan metode kualitatif dengan pendekatan studi kepustakaan dan wawancara mendalam, penelitian ini menganalisis strategi pengembangan ekspor, tantangan yang dihadapi, serta kolaborasi antar pemangku kepentingan. Hasil penelitian menunjukkan bahwa pengembangan ekspor teh Jawa Barat didukung oleh tiga strategi utama: penguatan jaringan pemasaran ekspor, program promosi dagang, dan digitalisasi usaha. Inovasi dan diversifikasi produk, seperti pengembangan teh artisan dan produk kesehatan, menjadi kunci dalam meningkatkan daya saing. Meskipun menghadapi tantangan berupa standar sertifikasi tinggi dan persaingan global, kolaborasi efektif antar stakeholder serta dukungan pemerintah melalui fasilitasi sertifikasi dan pengembangan market intelligence berkontribusi dalam mengatasi hambatan tersebut. Penelitian ini memberikan rekomendasi untuk penguatan daya saing ekspor teh Jawa Barat melalui peningkatan teknologi, pembinaan SDM, dan perluasan pasar.

Kata Kunci: ekspor teh, Jawa Barat, kerja sama global, inovasi berkelanjutan, diversifikasi produk

Abstract

This research examines the development of tea exports in West Java through global cooperation and sustainable innovation. With a contribution of 67.6% of total national tea production, West Java has a strategic role in the Indonesian tea industry. Using qualitative methods with a literature study approach and in-depth interviews, this research analyzes export development strategies, challenges faced, and collaboration between stakeholders. The research results show that the development of West Java tea exports is supported by three main strategies: strengthening export marketing networks, trade promotion programs, and business digitalization. Innovation and product diversification, such as the development of artisan tea and health products, are key to increasing competitiveness. Despite facing challenges in the form of high certification standards and global competition, collaboration is effective between stakeholder as well as government support through facilitating certification and developing market intelligence contribute to overcoming these obstacles. This research provides recommendations for strengthening the competitiveness of West Java tea exports through improving technology, developing human resources, and expanding markets.

Keywords: tea exports, West Java, global cooperation, sustainable innovation, product diversification

A. Introduction

International trade is one of the fundamental aspects of the global economy that allows the exchange of goods and services between various countries. This activity not only functions as an economic transaction, but also as an instrument of diplomacy and national development strategy. In the Indonesian context, exports play an important role in increasing state income and the competitiveness of domestic industry. One of the leading commodities that contributes significantly to national exports is tea, especially from West Java¹.

West Java tea exports have strategic value in international trade and the domestic economy. This region contributes around 67.6% of national tea production, making it the largest tea production center in Indonesia. In 2020, the value of West Java tea exports

¹ Rusydiana, Aam Slamet. "International Trade:." *JDIH Ministry of Trade of the Republic of Indonesia*, https://jdih.kemendag.go.id/pdf/Buku-/Jurnal/Perdagangan_Internasional.pdf. Accessed 2 February 2025.

reached more than 100 million US dollars, with main destination countries such as the United States, Japan and Australia. This success not only reflects the superiority of West Java tea products in terms of quality and taste, but also shows the high global demand for this product. Supporting geographical and climatological factors, as well as the legacy of tea cultivation traditions that have lasted for several generations, have further strengthened the competitiveness of West Java tea in the market.²

However, the West Java tea industry faces complex challenges in maintaining its position on the global stage. Tight competition from major tea producing countries such as China, India and Sri Lanka is a challenge in itself. In addition, price fluctuations on the international market and demands for global quality standards, such as HACCP and ISO certification, require the West Java tea industry to continue to innovate and improve product quality. Non-tariff barriers in several export destination countries are also obstacles that need to be overcome so that West Java tea products can more easily enter the global market.

Nevertheless, West Java tea export opportunities remain wide open, especially with the increasing trend of premium and organic tea consumption in various countries. Tea products that are enriched with health benefits, such as green tea with high antioxidant content or herbal tea containing typical Indonesian spices, can be a competitive advantage in attracting international markets. Product diversification through innovation such as artisan tea or tea mixed with natural ingredients can also increase the attractiveness of West Java products at the global level³.

In facing these challenges and taking advantage of opportunities, the role of government and collaboration with various stakeholders is crucial. The Indonesian government through the Ministry of Industry and Trade has provided various supports, such as facilitating international certification, trade promotions, and providing global market information. Apart from that, collaboration with the private sector, farmer cooperatives and tea industry players is a key element in increasing the competitiveness of West Java tea exports. With the right strategies, such as improving quality, strengthening product branding, and optimizing the use of technology in the production and distribution chain, the West Java tea industry can continue to develop and strengthen its position in global trade.

Therefore, this research aims to analyze the strategy for developing West Java tea exports through global cooperation and sustainable innovation. With a multidimensional approach, this research will identify the factors that influence tea exports, explore the challenges faced, and formulate strategic recommendations to strengthen the competitiveness of West Java tea in the international market. Thus, it is hoped that the results of this research can make a real contribution in encouraging the growth of a more innovative, sustainable and highly competitive tea industry.

Problem Formulation

Based on the explanation presented in the background, the author has formulated a problem formulation, namely "How will tea exports be developed in West Java Province through global cooperation and sustainable innovation?"

² Directorate General of International Trade Negotiations, Ministry of Trade of the Republic of Indonesia. "Strategic Plan for International Trade Negotiations for 2020-2024." *Directorate General of International Trade Negotiations*, <https://ditjenppi.kemendag.go.id/unduh-file/d1109bfb-ffe4-40fc-8f46-9f4f63b1d567>. Accessed 2 February 2025.

³ BSIP TRI. "BSIP TRI News - Restoring the Glory of the Indonesian Tea Industry." *BSIP TRI*, 8 January 2025, https://tanamanindustri.bsip.pertanian.go.id/berita/mengembalikan-kejayaan-industri-teh-indonesia?utm_source=perplexity. Accessed 2 February 2025.

B. Literature Review

International Trade Theory

International trade is a complex manifestation of global economic interaction which is based on the diversity of resource potential between regions. In the context of West Java tea exports, this phenomenon explains why this commodity has become an important instrument in international economic exchange. Differences in comparative advantages, such as geographical conditions, climate and quality of tea production, encourage cross-border transactions⁴.

The fundamental motivation for international trade lies in maximizing economic welfare through commodity exchange. In the case of West Java tea, this is reflected in an export strategy that is not only aimed at moving products, but rather at creating added economic value. Export destination countries such as the United States, Japan and Australia benefit from access to quality products, while West Java gets economic incentives from these transactions.

The international trade theory explained by Salvatore (1997) emphasizes the importance of economic interaction between regions based on the principle of mutual benefit. In this context, international trade allows countries or regions to take advantage of their comparative advantage, namely the ability to produce goods or services at relatively lower costs compared to other countries. By focusing on producing the goods they produce efficiently, countries can export those products and import goods that are produced more efficiently by other countries. This not only improves economic efficiency, but also expands consumer choice and drives overall economic growth⁵.

Export Theory

Exports are a strategic mechanism in the dynamics of international trade, which is not just a commodity movement activity, but an instrument of economic diplomacy between regions. The definition of exports according to H. Banu Santoso (2003) states that exports are trade with other countries, which reflects a basic understanding of international trade activities. In this context, exports refer to the process by which goods and services produced in one country are sold and sent to other countries. This definition emphasizes several important points, including that exports are part of international trade which involves interactions between different countries, thus showing that exports are not just local transactions, but also involve global markets. Additionally, exports include not only physical goods, but also services, meaning sectors such as tourism, education, and professional services can also be considered part of exports. Exports play an important role in a country's economy, because they can increase national income, create jobs and improve the trade balance⁶.

In the case of West Java tea, exports are not just a commercial transaction, but a complex representation of the region's competitiveness in the global economic arena. The activity of exporting tea to international markets such as the United States, Japan and Australia creates a dynamic economic ecosystem, where added value is not only measured from the nominal transaction, but also from the multiplier effect on the regional economic structure. The significance of West Java tea exports lies in its ability to

⁴ Salvatore, Dominick. *International Economics*. Wiley, 2013. Accessed 2 February 2025.

⁵ Salvatore, Dominick. *International Economics*. Wiley, 2013. Accessed 2 February 2025.

⁶ Rangkuty, Dewi Mahrani, and Bakhtiar Efendi. *EXPORT THEORY (Case Study: Indonesian Exports to ASEAN Countries)*. Mataram, LPPM UNDIKMA, 2022.

transform local potential into high-value commodities. Through international economic cooperation, tea plantation areas will not just become production spaces, but rather important nodes in global trade networks that contribute to sustainable economic development.

C. Research Methods

The research method used in this research is based on the formulation of problems or research questions that have been previously determined. With a qualitative approach, this research aims to explore in depth various aspects related to the development of tea exports in West Java. This research uses a qualitative approach with the main methods of literature study and in-depth interviews. The literature study was carried out by collecting secondary data from various official documents, academic journals, government reports, as well as relevant online and non-online sources. Secondary data was obtained from related institutions, such as the West Java Industry and Trade Service.

In addition, in-depth interviews were conducted with expert sources from relevant government agencies. This interview aims to understand the implementation of global cooperation and innovation in increasing West Java tea exports. To analyze data, this research refers to the interactive analysis model from Miles, Huberman & Saldaña (2014) which consists of three main stages, namely data condensation, data presentation, and conclusion drawing and verification. Data condensation is carried out by filtering, simplifying and summarizing main information. Data is presented in the form of narratives, tables or diagrams to facilitate analysis. Meanwhile, conclusions were drawn based on the results of interviews and literature studies using the data triangulation method to ensure the validity of the findings. Through this approach, the research is expected to provide comprehensive insight into how global cooperation and sustainable innovation can increase the competitiveness of West Java tea in the international market.⁷

D. Results And Discussion

West Java tea exports have shown some significant progress in the international market. Here are some important things: 1) West Java is the largest tea producer in Indonesia and accounts for around 67.6% of national tea production. In 2021, West Java tea exports will reach more than 100 million US dollars; 2) West Java tea is exported to the United States, United Arab Emirates and Australia. These countries highly value West Java tea for its quality; 3) Black tea, oolong tea and green tea are the most exported. In developed countries, high-quality specialty teas also have opportunities; 4) The tea processing industry has grown rapidly in recent years, increasing processed tea exports by up to 13%. Tea exports also play an important role in West Java's economy and make a major contribution to the region's development; 5) The West Java tea industry has great potential, but faces challenges such as price fluctuations and competition with tea producers from other countries. However, by making efforts to improve product composition and distribution, there are greater export opportunities⁸.

⁷ Mulyati, Yuyun, et al. "The Potential of West Java Millennial Farmers in Boosting the National Economy through Exports of Plantation Products." *Journal Publicuho*, vol. 5, no. 3, 2022, pp. 967-969. Accessed 02 02 2025.

⁸ Vick. "West Java Exports 20 Tons of Tea to the United Arab Emirates." *JABARPROVGOLD*, 24 May 2022, <https://jabarprov.go.id/berita/jabar-ekspor-20-ton-teh-ke-uni-emirat-arab-197>.

West Java's Strategic Position in National Tea Production

West Java has a strategic role in the national tea industry in Indonesia, with a contribution of around 67.6% of the total national tea production. Then in 2023, the figure will reach 64.98%. This advantage is supported by climatic and soil conditions that are very suitable for tea cultivation, making West Java the largest tea producer in Indonesia. This region also has many large tea plantations, both managed by Perkebunan Besar Negara (PBN) and Perkebunan Rakyat (PR), which produce various types of tea such as black tea and green tea, this is in line with what was explained by A, Staff of the Foreign Trade Division of the West Java Province Industry and Trade Service,

"West Java has a vital role in the national tea industry, with a production contribution reaching around 40-60% of total national production, so it has great potential for global market expansion." (Interview, Thursday 5 December 2024)

In addition, tea exports from West Java contribute significantly to the regional economy, with the tea processing industry continuing to develop and increasing processed tea exports by up to 13% in the last decade. Nevertheless, the tea industry in West Java faces challenges such as price fluctuations and competition from other countries. However, with increased innovation in product composition and distribution, export opportunities can continue to expand. Overall, West Java plays an important role in maintaining the sustainability of the tea industry in Indonesia while supporting the economic resilience of the plantation sector⁹.

Based on the results of the interview analysis, West Java has a very strategic position in national tea production. Data shows that West Java contributes around 69% of total national tea production, making it the province with the largest contribution to this sector. Tea production centers in West Java are spread across several main areas, including Bandung Regency, West Bandung, Bogor and surrounding areas, Kuningan, Subang and Tasikmalaya.

This strategic position is supported by various development programs initiated by the Plantation Service as the leading sector. These programs include developing human resources for tea farmers through technology training to increase plantation productivity. Apart from that, there are promotional programs through various channels, both domestic and overseas, which are carried out in collaboration with the Ministry of Agriculture on plantation product promotion platforms.

In the context of product diversification, West Java has developed various tea variants to meet increasingly diverse market demands. Apart from green tea and black tea which are the main export products, there is the development of innovative products such as artisan tea which combines tea with local Indonesian spices such as butterfly pea flower, jasmine and other herbs. Another innovation developed is Injabar Unpad, a tea product that has health benefits such as lowering blood sugar and cholesterol levels.

However, BPS 2023 data shows that West Java tea exports experienced a significant decline from 2021 to 2023. This decline was influenced by various factors, including the impact of the COVID-19 pandemic and global conflicts which affected expeditions and market demand. In response, the regional government is diversifying products and strengthening collaboration between stakeholders, including the Ministry

⁹ Aberth, Wilhelmina Aleandra. "Indonesia Becomes the 4th Largest Coffee Producer in the World." *GoodStats Data*, 22 January 2025, https://data.goodstats.id/statistic/indonesia-jadi-produsen-kopi-terbesar-ke-4-di-dunia-QA412?utm_campaign=read-infinite&utm_medium=infinite&utm_source=internal. Accessed 2 February 2025.

of Agriculture, Quarantine Center, Plantation Service, and West Java Province Industry and Trade Service¹⁰.

Despite facing challenges, West Java's strategic position in national tea production remains an important asset in developing this sector. Efforts to increase added value through product diversification, such as the development of artisan tea which has a higher selling value than conventional tea, shows the potential for sustainable development. This is supported by a comprehensive coaching system, starting from coaching farmers to facilitating promotions to international markets.

Export Development Strategy

Based on the results of interview analysis, three main strategies have been developed in an effort to increase tea exports in West Java. The first strategy is strengthening the export marketing network, which aims to expand international market access for local tea products. The second strategy focuses on trade promotion programs, which include activities such as exhibitions and trade missions to introduce and promote potential products from export-oriented business actors, as explained by A, Staff of the Foreign Trade Division, West Java Province Industry and Trade Service, namely,

"To increase the competitiveness of tea exports, West Java is implementing strategies such as strengthening marketing networks, trade promotion programs through international exhibitions, as well as facilitating small to large businesses to introduce their products to the global market."
(Interview, Thursday 5 December 2024)

Apart from that, the third strategy focuses on digitalization in the tea industry. In line with technological developments towards the Industrial 4.0 and 5.0 era, the department encourages Small and Medium Industry (IKM) players to utilize digital technology in their business operations, including in product marketing and distribution. The approach implemented by this department shows a comprehensive strategy, including marketing, promotion and modernization of the tea industry. In particular, the focus on digitalization reflects awareness of the importance of adapting to global technological developments, which can increase the competitiveness of West Java tea products in the international market.

The tea export development strategy in West Java is also implemented through several comprehensive approaches involving various stakeholders. Implementation of this strategy includes three main aspects: strengthening export marketing networks, trade promotion programs, and business digitalization. In its implementation, this strategy is supported by strong collaboration between various stakeholders, including the Ministry of Agriculture, Quarantine Center, Plantation Service, and West Java Province Industry and Trade Service. In an effort to increase the competitiveness of tea products in the international market, the Ministry of Industry provides support in the form of facilitating HACCP, GAP certification and ISO compliance. This program has proven to be effective with 70% of the 9-10 tea businesses facilitated coming from West Java. Apart from that, developing market intelligence is an important component in this strategy, where the West Java Industry and Trade Service collaborates with trade

¹⁰ WEST JAVA PROVINCIAL CENTRAL STATISTICAL AGENCY. "Export Statistics for West Java Province According to Commodities 2023." *WEST JAVA PROVINCIAL CENTRAL STATISTICAL AGENCY*, 20 December 2024, <https://jabar.bps.go.id/id/publication/2024/12/20/af29c202026bdbc1543339ff/statistik-ekspor-provinsi-jawa-barat-menrut-komoditi-2023.html>.

representatives and the Indonesian diaspora to provide information on foreign markets on a regular basis.¹¹

Product diversification is a key strategy in developing West Java tea exports. This is implemented through the development of innovative products such as artisan tea which combines tea with local Indonesian spices, and Injabar Unpad which has health benefits. This diversification strategy has proven successful with the entry of these products into various international markets, including the successful penetration of the Moroccan market through trade missions. In facing the challenge of declining exports that occurred in the 2021-2023 period due to the COVID-19 pandemic and global conflict, regional governments are taking strategic steps by strengthening non-tariff barriers and increasing product quality standards. This is done through comprehensive coaching starting from the upstream sector, including coaching farmers in terms of production technology and providing superior seeds, to coaching related to export standards and international certification.

The HR development program is also a main focus, where business actors are given an understanding of export requirements, international standards, and how to enter global markets. This is reinforced by a business matching program to match business actors with potential buyers in international markets. This strategy not only aims to increase export capacity, but also to maintain the image of West Java tea in the global market. Implementation of these strategies is carried out in a structured and sustainable manner, involving various stakeholders at every stage. Through this comprehensive approach, developing West Java tea exports will not only focus on increasing export volumes, but also on strengthening the fundamentals of the tea industry as a whole, from production to international marketing.

Product Innovation and Diversification

Innovation and product diversification are two very important things in successful product development and marketing, and this is very relevant in the context of the tea industry in West Java. Product innovation involves the creation, development, and implementation of new ideas to improve or expand a product line. Some innovation approaches include developing new products, improving existing products, using the latest technology to improve product efficiency or quality, and creative packaging that can increase product appeal.

In addition, product diversification is a strategy used to reduce risk by increasing variety in the products offered. This may include developing product variants, penetrating new markets, developing complementary products, or creating products with special certifications that appeal to certain market segments ¹².

"In facing changes in global demand, West Java is encouraging the diversification of tea products, including the development of artisan tea mixed with spices such as butterfly pea flower and jasmine, as well as the innovation of stevia tea which has health benefits." (Interview, Thursday 5 December 2024)

Based on the results of the interview analysis, there have been significant efforts in developing new products, such as developing green tea and black tea, as well as

¹¹ Jannaty, Firda, et al. "Analysis of the Competitiveness of Exports of Indonesian Tea and Vietnamese Tea in the World Market." *Agricultural Student Scientific Journal*, vol. 5, no. 1, 2020, pp. 181-190.

¹² Bizhare Contributor, "Diversifikasi Produk: Pengertian, Tujuan, dan Contohnya." Bizhare, 16 September 2023, <https://www.bizhare.id/media/bisnis/diversifikasi-produk>.

product diversification to meet market demands. As market trends change, there is currently a lot of demand for artisan tea, blended with Indonesian spices, which can be found in many cafes.

Apart from product innovation, product diversification also plays an important role. Product diversification is the process of introducing different types of products or new variants to meet various market segments and respond to changing consumer preferences. In this case, innovative health products are also being developed, such as a tea product called Injabar Unpad, which has benefits such as lowering blood sugar levels, cholesterol and others. This product has quite a lot of interest, showing that innovative products that add health value are receiving a positive response in the market.

Product diversification and development of value-added products such as artisan tea and health products illustrate the adaptability of the West Java tea industry to global market trends and consumer demand. With a combination of innovation and product diversification, the company can create products that are not only innovative but also meet the quality and safety standards expected by consumers, increasing the competitiveness of West Java tea products in the international market.

By combining innovation and product diversification, tea producers in West Java can reach a wider market, meet different consumer needs, and increase their competitiveness in the global market. Efforts to develop artisan tea and health tea products demonstrate the adaptability of the West Java tea industry to global market trends and consumer demand, strengthening West Java tea's position as a major player in the world tea industry.

Challenges and Solutions

The tea industry in West Java faces major challenges in competing in international markets, especially due to the high certification standards applied by export destination countries. Countries such as Thailand, Vietnam and others have strict requirements regarding product quality, which include certifications such as HACCP (*Hazard Analysis and Critical Control Points*), GAP (*Good Agricultural Practices*), and ISO. Apart from that, the support of more advanced technology in competing countries is also an obstacle for tea businesses in West Java to compete optimally. This shows that improving product quality and adopting technology are urgent needs for the tea industry in this region¹³.

To overcome these challenges, the government through the Ministry of Industry has provided various support programs to tea business actors, especially in West Java. One of the strategic steps taken is the facilitation of certification such as HACCP, GAP and ISO to ensure tea products meet international standards¹⁴. In 2023, around 70% of tea business actors who receive this facilitation will come from West Java, considering the great potential of this region in the national tea industry. This program aims to increase the competitiveness of West Java tea products in the global market by ensuring product quality and safety in accordance with international standards.

Apart from certification, the government also provides support in kind "*channeling market intelligence*," namely providing foreign market information to tea business actors. Through collaboration with trade representatives and the Indonesian

¹³ BSIP TRI. "BSIP TRI News - Restoring the Glory of the Indonesian Tea Industry." *BSIP TRI*, 8 January 2025, https://tanamanindustri.bsip.pertanian.go.id/berita/mengembalikan-kejayaan-industri-teh-indonesia?utm_source=perplexity. Accessed 2 February 2025.

¹⁴ Coordinating Ministry for Economic Affairs. "Collaboration and Synergy to Increase Indonesian Tea Production and Competitiveness." *Coordinating Ministry for Economic Affairs*, 24 March 2022, <https://www.ekon.go.id/publikasi/detail/3950/kolaborasi-dan-sinergi-untuk-tingkatkan-produksi-dan-daya-saing-teh-indonesia>. Accessed 2 February 2025.

diaspora abroad, the government regularly holds outreach regarding market demand in export destination countries. For example, tea businesses are provided with information on how to enter the Thai market, including demand analysis and applicable regulations. This approach helps businesses to understand market needs and adjust their marketing strategies.

However, another challenge faced is the high import of tea into Indonesia, which is disrupting the local tea industry. Although restricting imports through tariffs is not possible due to international trade agreements, the government is exploring implementation "*non-tariff barriers*" to protect the local tea industry. This step includes stricter regulations on imported products, thereby providing space for local tea products to develop. This approach is expected to reduce pressure from imported products and increase the competitiveness of local tea in the domestic market.

Product diversification is also one of the main solutions implemented by tea businesses in West Java. One of the innovations developed is green tea mixed with stevia leaves, which has health benefits such as lowering cholesterol and blood sugar¹⁵. This product not only adds value to tea, but also opens up new opportunities in the premium market which is increasingly sought after by international consumers. This diversification is important considering that competition with other products, such as coffee, is increasing in the global market.

To support the marketing of tea products, the government is also active in facilitating business actors in participating in international exhibitions, such as *Trade Expo Indonesia And West Java Expo*. This exhibition is an important platform to promote West Java's superior tea products to international buyers. Apart from that, trade missions to countries such as Morocco are also carried out to expand export markets. Before participating in a trade mission, the government first carries out a market analysis to ensure there is demand for the tea products to be marketed. This step shows a strategic approach in expanding the reach of the West Java tea market.

Apart from supporting business actors, the government also pays special attention to tea farmers through coaching programs. The West Java Plantation Service routinely provides training to farmers regarding cultivation techniques, institutional management, and preparation to meet export requirements¹⁶. Farmers are also provided with information about export requirements, such as certification requirements and regulations in the destination country. This program aims to increase the capacity of farmers so that they can contribute more to the tea industry value chain, both in local and international markets.

"In an effort to increase competitiveness in the international market, tea business actors in West Java receive various supporting facilities, especially in terms of certification and use of technology. The government, through collaboration with various related institutions, has provided support in the form of international standard certification such as HACCP, GAP and ISO. In addition, programs to increase human resource capacity and introduce modern technology in the production sector are also continuing. This step aims to ensure that the West Java tea industry is not only able to meet global standards, but can also improve quality and

¹⁵ Bizhare Contributor. "Product Diversification: Definition, Objectives, and Examples." *Bizhare*, 16 September 2023, <https://www.bizhare.id/media/bisnis/diversifikasi-produk>.

¹⁶ Vick. "West Java Exports 20 Tons of Tea to the United Arab Emirates." *JABARPROVGOLD*, 24 May 2022, <https://jabarprov.go.id/berita/jabar-ekspor-20-ton-teh-ke-uni-emirat-arab-197>.

efficiency in production to expand access to export markets." (Interview, Thursday 5 December 2024)

Based on an interview with A, International Trade Staff of the West Java Province Department of Industry and Trade who is involved in developing the tea industry in West Java, it is known that various efforts have been made to increase competitiveness in the global market. One of the strategic steps implemented is the provision of certification such as HACCP, GAP and ISO, which are the main standards in the international tea industry. Apart from that, the adoption of technology in the production process is also the main focus to increase efficiency and maintain product quality in accordance with export standards. This support is not only provided in the form of regulations, but also through training and mentoring programs for business actors. With these facilities, it is hoped that the West Java tea industry will be more competitive in the global market and be able to respond to the dynamics of international demand in a more adaptive and sustainable manner.

A comprehensive HR development program, especially for tea farmers, is the foundation for a long-term solution. The Plantation Service carries out technology training programs, distribution of superior seeds, and revitalization of infrastructure to increase productivity and production quality. This program is equipped with institutional management development aimed at strengthening the fundamentals of the tea industry from the upstream sector, including the management of farmer groups and cooperatives¹⁷. Digital transformation is a crucial solution in facing the demands of the Industrial era 4.0 towards 5.0. Efforts to encourage business actors, especially SMEs, to adopt digital technology in their operations is a strategic step in increasing efficiency and competitiveness. This transformation includes digitalization of production processes, supply chain management, and marketing strategies, which are expected to increase the capabilities of the West Java tea industry in competing in the global market.

Overall, the steps taken by the government and tea business players in West Java show integrated efforts to overcome challenges in the tea industry. Support in the form of certification, product diversification, international promotion and farmer development are the main pillars in increasing the competitiveness of West Java tea in the global market. By continuing to develop innovation and strengthening cross-sector cooperation, it is hoped that the West Java tea industry can maintain its position as the largest tea producer in Indonesia while increasing its contribution to the international market.

Collaboration Stakeholder

Collaboration *stakeholder* in tea production in West Java shows systematic and structured integration between various stakeholders. West Java has a strategic position in national tea production with a contribution reaching 69% of total national production. This dominance is spread across several main areas such as Bandung Regency, West Bandung, Bogor, and surrounding areas including Subang and Tasikmalaya, which makes this province the backbone of Indonesian tea production.¹⁸

In the West Java tea development ecosystem, collaboration *stakeholder* involving several key institutions that are integrated with each other. The Ministry of Agriculture, Quarantine Center, West Java Province Plantation Service, and West Java Province

¹⁷

Trimo, L., Fatimah, S., & Djuwendah, E. (2017). Kajian Pengembangan Agroindustri Berbasis Rakyat Study of Tea Small Holder Agroindustry Development. *Jurnal Rekayasa Hijau*, 136-145.

¹⁸ Endastri, Therecia Sri. "Diversification of CTC Tea Products as an Effort to Increase Tea Export Sales at PT Perkebunan XIII in Bandung-West Java." *Thesis*, 2008.

Industry and Trade Service are the main actors in the tea production and export value chain. Each institution has specific but complementary roles and responsibilities in efforts to develop the tea sector ¹⁹.

West Java Plantation Service, as *leading sector*, takes a vital role in developing human resources, especially tea farmers. The programs implemented include technology training to increase plantation productivity, distribution of superior seeds, revitalization of supporting infrastructure, as well as institutional management development. This focus on human resource development is an important foundation in maintaining the sustainability of quality tea production.

The contribution of the Ministry of Industry is seen as significant through comprehensive standardization facilitation programs. This program includes the implementation of HACCP, GAP, and support for fulfilling ISO certification, which aims to increase the competitiveness of West Java tea products in the international market. The success of this program is reflected in data for 2023, where 70% of the 9-10 tea business actors who received facilitation came from West Java, confirming the dominance and potential of this province in the national tea industry. Collaboration between stakeholders was also explained by A, Staff of the Foreign Trade Division of the West Java Province Industry and Trade Service in an interview as follows:

"In developing the tea industry, we collaborate with various key stakeholders. This collaboration involves several main stakeholders such as the Ministry of Agriculture, the Quarantine Center which plays a role in the export sector, as well as at the provincial level including the West Java Plantation Service and the West Java Industry and Trade Service." (Interview, Thursday 5 December 2024)

This statement describes the collaboration structure between stakeholders in the development of the tea industry in West Java which involves institutions at various levels. At the national level, the Ministry of Agriculture acts as the main regulator that sets national policies and standards related to agricultural development, including the tea plantation sector. The Quarantine Center has a specific function in ensuring that exported tea products meet international standards and requirements.

At the provincial level, collaboration involves the West Java Plantation Service which focuses on upstream sector development, including farmer development and plantation management. Meanwhile, the West Java Industry and Trade Service plays a role in developing the downstream sector, especially in facilitating exports and market development²⁰. This multi-level collaboration structure reflects a comprehensive approach in developing the tea industry, where each institution has complementary roles and responsibilities to achieve the common goal of increasing the competitiveness of West Java tea in the global market. Collaboration between *stakeholder* This is crucial considering the complexity of challenges in the tea industry, from production aspects to international marketing. With effective coordination between various stakeholders, efforts to develop the tea industry can be carried out more focused and efficient, and able to respond to various challenges and opportunities that arise in global market dynamics.

¹⁹ Coordinating Ministry for Economic Affairs. "Collaboration and Synergy to Increase Indonesian Tea Production and Competitiveness." *Coordinating Ministry for Economic Affairs*, 24 March 2022, <https://www.ekon.go.id/publikasi/detail/3950/kolaborasi-dan-sinergi-untuk-tingkatkan-produksi-dan-daya-saing-teh-indonesia>. Accessed 2 February 2025.

²⁰ BSIP TRI. "BSIP TRI News - Restoring the Glory of the Indonesian Tea Industry." *BSIP TRI*, 8 January 2025, https://tanamanindustri.bsip.pertanian.go.id/berita/mengembalikan-kejayaan-industri-teh-indonesia?utm_source=perplexity. Accessed 2 February 2025.

In the aspect of export market development, the West Java Industry and Trade Service has established strategic collaboration with trade representatives and the Indonesian diaspora in various countries. This collaboration is realized through a monthly outreach program that focuses on market intelligence, including in-depth analysis of market demand and penetration strategies in various destination countries. Apart from that, there are efforts to strengthen regulations through the development of non-tariff barriers as an instrument to protect the local tea industry from import pressure.

Product innovation is one of the concrete results of collaboration between stakeholders, as evidenced by the development of the Teh Dia product, an innovation that combines green tea with Stevia. The development of artisan tea variants that integrate local spices also shows product diversification efforts that are responsive to market trends. These innovative products receive promotional support through various strategic platforms such as *Trade Expo Indonesia And West Java Expo*, as well as being included in trade missions to various countries, including penetration of the Middle East market through Morocco, as explained by A, Staff of the Foreign Trade Division of the West Java Province Industry and Trade Service who explained,

"One of the main strategies in promoting West Java tea on the international market is through participation in global trade exhibitions. Events such as Trade Expo Indonesia and West Java Expo are important platforms for business actors to introduce their products and establish partnerships with potential buyers from various countries." (Interview, Thursday 5 December 2024)

Even though the West Java tea sector is facing challenges in the form of a decline in exports during the 2021-2023 period, which is influenced by the impact of the COVID-19 pandemic and various global conflicts, collaboration between stakeholders continues to show resilience. The focus of collaboration is directed at strengthening competitiveness through improving production standards, product diversification, and developing new markets, which shows an adaptive approach in facing global market dynamics.

The overall stakeholder collaboration in the development of West Java tea reflects a systematic and integrated approach aimed at maintaining this province's position as a major tea producer in Indonesia. Synergy between stakeholders does not only focus on production aspects, but also includes human resource development, product innovation and global market penetration, which are key in increasing the competitiveness of the West Java tea industry on the international stage²¹.

E. Conclusion

The development of tea exports in West Java shows significant potential with a contribution reaching 67.6% of total national tea production. The export development strategy is carried out through three main approaches: strengthening export marketing networks, trade promotion programs, and business digitalization. Collaboration between stakeholders involving the Ministry of Agriculture, Quarantine Center, Plantation Service, and West Java Province Industry and Trade Service is key in developing this sector. Product innovation and diversification, such as the development of artisan tea and health

²¹ Coordinating Ministry for Economic Affairs. "Collaboration and Synergy to Increase Indonesian Tea Production and Competitiveness." *Coordinating Ministry for Economic Affairs*, 24 March 2022, <https://www.ekon.go.id/publikasi/detail/3950/kolaborasi-dan-sinergi-untuk-tingkatkan-produksi-dan-daya-saing-teh-indonesia>. Accessed 2 February 2025.

tea products, demonstrate the industry's adaptability to global market demands. Despite facing challenges in the form of high certification standards and competition from other countries, the West Java tea industry has demonstrated resilience through various government support programs, including facilitating HACCP, GAP and ISO certification, as well as developing market intelligence through collaboration with trade representatives and the Indonesian diaspora.

Suggestion

To increase the competitiveness of West Java tea exports, several strategic steps need to be implemented. First, there needs to be increased investment in modern technology to improve production efficiency and product quality. Second, strengthening human resource development programs, especially for farmers and small and medium enterprises, must be carried out on an ongoing basis to ensure consistent quality standards. Third, export market diversification needs to be expanded by identifying new potential markets, especially in areas that have not been maximally exploited. Fourth, research and development development in product innovation needs to be increased to create new variants that are in line with global market trends. Fifth, strengthening cooperation between government, academics and industry players needs to be intensified to create an ecosystem that supports the development of a sustainable tea industry. Finally, the implementation of the digitalization strategy needs to be accelerated to increase operational efficiency and expand the marketing reach of West Java tea products on the international market.

References

- Aberth, Wilhelmina Aleandra. "Indonesia Becomes the 4th Largest Coffee Producer in the World." *GoodStats Data*, 22 January 2025, https://data.goodstats.id/statistic/indonesia-jadi-produsen-kopi-terbesar-ke-4-di-dunia-QA412?utm_campaign=read-infinite&utm_medium=infinite&utm_source=internal. Accessed 2 February 2025.
- WEST JAVA PROVINCIAL CENTRAL STATISTICAL AGENCY. "Export Statistics for West Java Province According to Commodities 2023." *WEST JAVA PROVINCIAL CENTRAL STATISTICAL AGENCY*, 20 December 2024, <https://jabar.bps.go.id/id/publication/2024/12/20/af29c202026bdbe1543339ff/statistik-ekspor-provinsi-jawa-barat-menrut-komoditi-2023.html>.
- Bizhare Contributor. "Product Diversification: Definition, Objectives, and Examples." *Bizhare*, 16 September 2023, <https://www.bizhare.id/media/bisnis/diversifikasi-produk>.
- BSIP TRI. "BSIP TRI News - Restoring the Glory of the Indonesian Tea Industry." *BSIP TRI*, 8 January 2025, https://tanamanindustri.bsip.pertanian.go.id/berita/mengembalikan-kejayaan-industri-teh-indonesia?utm_source=perplexity. Accessed 2 February 2025.
- Directorate General of International Trade Negotiations, Ministry of Trade of the Republic of Indonesia. "Strategic Plan for International Trade Negotiations for 2020-2024." *Directorate General of International Trade Negotiations*, <https://ditjenppi.kemendag.go.id/unduh-file/d1109bfb-ffe4-40fc-8f46-9f4f63b1d567>. Accessed 2 February 2025.
- Endastri, Therecia Sri. "Diversification of CTC Tea Products as an Effort to Increase Tea Export Sales at PT Perkebunan XIII in Bandung-West Java." *Thesis*, 2008.

- Jannaty, Firda, et al. "Analysis of the Competitiveness of Exports of Indonesian Tea and Vietnamese Tea in the World Market." *Agricultural Student Scientific Journal*, vol. 5, no. 1, 2020, pp. 181-190.
- Coordinating Ministry for Economic Affairs. "Collaboration and Synergy to Increase Indonesian Tea Production and Competitiveness." *Coordinating Ministry for Economic Affairs*, 24 March 2022, <https://www.ekon.go.id/publikasi/detail/3950/kolaborasi-dan-sinergi-untuk-tingkatkan-produksi-dan-daya-saing-teh-indonesia>. Accessed 2 February 2025.
- Mulyati, Yuyun, et al. "The Potential of West Java Millennial Farmers in Boosting the National Economy through Exports of Plantation Products." *Journal Publicuho*, vol. 5, no. 3, 2022, pp. 967-969. Accessed 02 02 2025.
- Rangkuty, Dewi Mahrani, and Bakhtiar Efendi. *EXPORT THEORY (Case Study: Indonesian Exports to ASEAN Countries)*. Mataram, LPPM UNDIKMA, 2022.
- Rusydiana, Aam Slamet. "International Trade:." *JDIH Ministry of Trade of the Republic of Indonesia*, https://jdih.kemendag.go.id/pdf/Buku-Jurnal/Perdagangan_Internasional.pdf. Accessed 2 February 2025.
- Salvatore, Dominick. *International Economics*. Wiley, 2013. Accessed 2 February 2025.
- Tarigan, Grasella Olivia, et al. "Determinants of Indonesian Tea Exports to the United States." *Journal of Actual Economics*, vol. 1, 2021, pp. 109-1116, <https://journal.widapublishing.com/index.php/JEA/article/download/23/39/223>.
- Trimio , L., Fatimah, S., & Djuwendah, E. (2017). Kajian Pengembangan Agroindustri Berbasis Rakyat Study of Tea Small Holder Agroindustry Development. *Jurnal Rekayasa Hijau*, 136-145 .
- Vick. "West Java Exports 20 Tons of Tea to the United Arab Emirates." *JABARPROVGID*, 24 May 2022, <https://jabarprov.go.id/berita/jabar-ekspor-20-ton-teh-ke-un-emirat-arab-197>.