



## The Collaboration between Ministry of Trade and Sidoarjo's Industry and Trade Office (Disperindag) in Assisting Sidoarjo MSMEs Export Processed Food Products to Malaysia

Arina Putri Tsania HM

Department Of International Relation, Faculty Of Social And Political Sciences, Sunan Ampel State Islamic University Surabaya

Zudan Rosyidi

Department Of International Relation, Faculty Of Social And Political Sciences, Sunan Ampel State Islamic University Surabaya

Email: [arinaaatsania@gmail.com](mailto:arinaaatsania@gmail.com), [zudanrosyidi@uinsby.ac.id](mailto:zudanrosyidi@uinsby.ac.id)

**Abstract.** *This research discusses the collaboration between the Ministry of Trade and the Industry and Trade Office of Sidoarjo Regency (Disperindag) in supporting the export readiness of Micro, Small, and Medium Enterprises (MSMEs), particularly those producing processed food products, to Malaysia. Using a descriptive qualitative approach, data were collected through interviews with government officials and MSME actors, as well as documentation and literature review. The study reveals that the collaboration is implemented through structured programs such as the Export Coaching Program, which includes business legality facilitation, export technical training, product curation, business matching, and export financing schemes. The Ministry of Trade provides policy support and international trade access, while Disperindag plays a local operational role in mentoring and monitoring MSMEs. One notable outcome of this collaboration is the successful delivery of product samples to potential buyers in Malaysia and the involvement of Sidoarjo MSMEs in business meetings with foreign partners. Also the important achievement was the marketing of Sidoarjo MSME products at DoMart Kuala Lumpur, Malaysia. Processed food was chosen because it has high durability and wide market potential. The main challenges faced by MSMEs include limited export knowledge, business legality, and production capacity. Through programs such as Export Coaching, MSMEs are coached to meet export standards and improve competitiveness. This research concludes that collaboration between local governments and MSME players is essential to strengthen the competitiveness of local products in the global market, as well as encourage regional economic growth through increased exports.*

**Keywords:** *Disperindag, Ministry of Trade, MSMEs, Export, Malaysia*

**Abstrak.** Penelitian ini membahas kolaborasi antara Kementerian Perdagangan dan Dinas Perindustrian dan Perdagangan (Disperindag) Kabupaten Sidoarjo dalam mendukung kesiapan ekspor Usaha Mikro, Kecil, dan Menengah (UMKM), khususnya yang memproduksi produk makanan olahan, ke Malaysia. Dengan menggunakan pendekatan kualitatif deskriptif, data dikumpulkan melalui wawancara dengan pejabat pemerintah dan pelaku UMKM, serta dokumentasi dan studi pustaka. Studi ini mengungkapkan bahwa kolaborasi diimplementasikan melalui program terstruktur seperti Export Coaching Program, yang mencakup fasilitasi legalitas usaha, pelatihan teknis ekspor, kurasi produk, business matching, dan skema pembiayaan ekspor. Kementerian Perdagangan memberikan dukungan kebijakan dan akses perdagangan internasional, sementara Disperindag berperan dalam operasional lokal untuk pendampingan dan pemantauan UMKM. Salah satu hasil nyata dari kolaborasi ini adalah pengiriman sampel produk berhasil kepada calon pembeli di Malaysia dan keterlibatan UMKM Sidoarjo dalam pertemuan bisnis dengan mitra asing. Pencapaian penting lainnya adalah pemasaran produk UMKM Sidoarjo di DoMart Kuala Lumpur, Malaysia. Makanan olahan dipilih karena memiliki daya tahan tinggi dan potensi pasar yang luas. Tantangan utama yang dihadapi UMKM meliputi terbatasnya pengetahuan ekspor, legalitas usaha, dan kapasitas produksi. Melalui program seperti Export Coaching, UMKM dibina untuk memenuhi standar ekspor dan meningkatkan daya saing. Penelitian ini menyimpulkan bahwa kolaborasi antara pemerintah daerah dan pelaku UMKM sangat penting untuk memperkuat daya saing produk lokal di pasar global, serta mendorong pertumbuhan ekonomi daerah melalui peningkatan ekspor.

**Kata kunci:** Disperindag, Kementerian Perdagangan, UMKM, Ekspor, Malaysia

## INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) have a strategic role in the Indonesian economy, especially in creating jobs, increasing people's income, and driving regional economic growth. Amid the challenges of globalization and increasingly fierce market competition, the ability of MSMEs to produce quality products that can compete in the export market is one of the main focuses in the development of this sector. The success of MSMEs in penetrating the export market not only contributes to the country's foreign exchange, but also strengthens the competitiveness of local products in the international arena.<sup>1</sup>

However, MSMEs often face various obstacles in their efforts to reach the global market, such as halal certification<sup>2</sup>, legalization, not having a trademark or PIRT (Home Industry Food) licensing, access to capital, and understanding of international regulations and standards. These problems require integrated support from various parties, including the government through relevant agencies. This is where the role of the Sidoarjo Industry and Trade Office assisted by the Surabaya Export Center becomes very important in helping MSMEs overcome these obstacles while encouraging export potential.<sup>3</sup> For example, the achievement of the export target facilitated by the Surabaya Export Center has exceeded expectations, reaching 1,500 products from the initial target of 1,000 products. Of these, 300 products or around 20 per cent came from MSME players in Sidoarjo Regency.<sup>4</sup>

Through specially designed programs that Ministry of trade presented, the Sidoarjo Industry and Trade Office has the ability to become a facilitator, companion and liaison between MSMEs and potential buyers. The existence of training programs, technical assistance, and product promotion facilitated by the government are key aspects in assisting the export of MSME products. In addition, collaboration between MSMEs and the government is also needed to ensure the sustainability of small and medium enterprise development in facing global challenges.<sup>5</sup>

The success of MSMEs in producing export products cannot be separated from the efforts of local governments and related collaboration institutions, which facilitate licensing, financing, and access to foreign markets. And also the enthusiasm of MSMEs to meet various international market requirements, such as quality standards, certification, and production sustainability. Many export destination countries impose strict regulations

---

<sup>1</sup> Qoni'ah, R. (2022). Tantangan dan strategi peningkatan ekspor produk halal Indonesia di pasar global. *Halal Research Journal*, 2(1).

<sup>2</sup> Ibrahim, H., & Fauziah, N. (2023). Peran Dan Strategi Peningkatan Sertifikasi Halal Dalam Ekspor Produk Halal Di Pasar Internasional. *Jurnal Minfo Polgan*, 12(2), 2567-2571.

<sup>3</sup> Hariani, D. (2023). Potensi dan Strategi Pengembangan UMKM Halal di Indonesia. *Jurnal Ilmu Ekonomi Manajemen dan Akuntansi MH Thamrin p-ISSN*, 2716, 3911.

<sup>4</sup> KOMINFO, "PRODUK MAKANAN OLAHAN UMKM SIDOARJO TEMBUS PASAR EKSPOR ARAB SAUDI DAN MALAYSIA," Website Resmi Pemerintah Kabupaten Sidoarjo, 2023, <https://www.sidoarjokab.go.id/berita/detail/1690881337/0>.

<sup>5</sup> Prihandini, D. R., & Nugraha, H. S. (2023). ANALISIS KEMAMPUAN PEMASARAN EKSPOR PRODUK UMKM GRESIK KE LUAR NEGERI SEBAGAI UPAYA PENINGKATAN EKSPOR DI INDONESIA. *Jurnal Ilmu Administrasi Bisnis*, 12(3), 780-788.

that must be adhered to by businesses, ranging from product safety to environmental impact.<sup>6</sup>

Processed food products are the choice in Sidoarjo MSME exports because they have advantages in terms of durability, ease of distribution, and added value generated through processing. In addition, processed foods such as instant noodles, chips and other snacks are primary consumption goods that are always needed by people in various countries, so the global demand for these products is relatively stable and tends to increase.<sup>7</sup> Processed food products this time will be marketed at the DoMart Kuala Lumpur Malaysia supermarket. The supermarket is 100 percent filled with homeland products and since June 7, 2023. Domart Malaysia is a modern supermarket network that specializes in selling Indonesian products, inaugurated by Trade Minister Zulkifli Hasan.<sup>8</sup> In addition, Malaysia is one of the main markets for Indonesian processed food products, with demand continuing to increase every year.

The collaboration between the Ministry of Trade and the Sidoarjo Industry and Trade Office (Disperindag) in assisting Sidoarjo MSMEs to export processed food products to Malaysia is examined through the framework of Export Assistance. Export Assistance refers to the comprehensive support provided by government institutions to help businesses particularly Micro, Small, and Medium Enterprises (MSMEs) overcome barriers to entering international markets. Export is understood as the regulated process of transferring goods or services from one country to another, following procedures set by national authorities. In this context, MSMEs act as key economic agents, characterized as productive enterprises owned by individuals or entities that fall within specific asset and turnover limits. So in this study, researchers focused on using the concept of Exports Assistance and MSMEs as intermediaries in carrying out the efforts given by Disperindag to achieve exports.

## LITERATURE REVIEW

The first article entitled **“Strategi Umkm Dalam Menghasilkan Produk Ekspor Melalui Peran Dinas Perindustrian, Perdagangan, Energi Dan Sumber Daya”** written by Veri Ferdiansyah and Annio Indah Lestari Nasution in 2025, published by the Journal of Economics, Management, Accounting.<sup>9</sup> This article explains that the development of MSMEs towards the export market is a crucial effort in improving the competitiveness of Indonesian products in the global arena. The Office of Industry, Trade, Energy and Mineral Resources plays an important role in facilitating various programs

---

<sup>6</sup> Kurniawan, V., Faisal, M., Ansori, R., & Pangaribuan, R. Y. (2024). PENGARUH UMKM (USAHA MIKRO KECIL MENEGAH) TERHADAP PENINGKATAN PEREKONOMIAN INDONESIA TAHUN 2024. Musyarti: Neraca Manajemen, Akuntansi, dan Ekonomi, 9(4), 111-120.

<sup>7</sup> Ajeng Septiana Wulansari, “Potensi Ekspor: Makanan Olahan Kemasan,” UKMINDONESIA.ID, 2022, <https://ukmindonesia.id/baca-deskripsi-posts/potensi-ekspor-makanan-olahan-kemasan>.

<sup>8</sup> Kementerian Perdagangan RI, “Mendag RI Resmikan Minimarket Domart Di Kuala Lumpur,” KEMENTERIAN PERDAGANGAN REPUBLIK INDONESIA, 2023, <https://www.kemendag.go.id/berita/foto/mendag-ri-resmikan-minimarket-domart-di-kuala-lumpur>.

<sup>9</sup> Veri Ferdiansyah, Annio Indah, and Lestari Nasution, “Strategi Umkm Dalam Menghasilkan Produk Ekspor Melalui Peran Dinas Perindustrian , Perdagangan , Energi Dan Sumber Daya” 4, no. 2 (2025): 3755–62.

that support MSMEs, ranging from technical training, access to international markets, to assistance in the product certification process. Through these efforts, many MSMEs have managed to improve the quality and quantity of their products, allowing them to penetrate a wider export market. Despite a number of challenges, such as limited capital, access to technology, and intense global competition, various strategies implemented by relevant agencies have successfully helped MSMEs overcome these obstacles. Increasing production capacity, product innovation, and utilizing digital technology for marketing are strategic steps that have a significant impact on the export of MSME products. Overall, the development of MSMEs for the export market contributes significantly to the national economy, both in terms of increased exports and job creation. For this reason, continuous support from various parties is needed so that Indonesian MSMEs can continue to develop and increase their contribution to the country's economy. Through the right strategy and close collaboration, MSMEs can become an important pillar in Indonesia's economic growth in the era of globalization. In this study, it explains the role, while the article I researched uses the word efforts. Although it remains the same through the Office of Industry and Trade, the difference that can be seen is that the scope of roles is broader than efforts so that in my research I only focus on efforts to help MSMEs to be able to export abroad, especially in Malaysia.

Meanwhile, the second article entitled **“ANALISIS KEMAMPUAN PEMASARAN EKSPOR PRODUK UMKM GRESIK KE LUAR NEGERI SEBAGAI UPAYA PENINGKATAN EKSPOR DI INDONESIA”** written by Dwi Rahayu Prihandini, Widiartanto and Hari Susanta Nugraha and published by Journal of Business Administration.<sup>10</sup> This article describes the internationalization behavior carried out by various MSME actors, CV. WN Mango works on the domestic market first and then the international market, in contrast to UD. ThreeSya Food which works on several international markets to finally be able to market products domestically. The strategy of MSME actors to sell products abroad can be done independently or through the assistance of private and government agencies, namely by participating in international exhibitions at home and abroad, participating in product standardization training to meet export criteria, and innovating to make products with new flavors that can and are included in export criteria. The competitiveness strategy of MSME players in marketing export products is by repacking, rebranding so that MSME products have a higher value, which greatly helps the professionalism of MSME players. The overseas market development strategy carried out by MSME actors is to use websites and social media. Marketing using websites and social media makes MSME actors more quickly recognized abroad. The strategy of MSME players in facing a free market environment is to improve the quality of their products so that they can be accepted in all countries and can be exported according to the export standards of these countries. The cost of shipping abroad, which is quite expensive, is one of the inhibiting factors to penetrate the export market of other

---

<sup>10</sup> Dwi Rahayu Prihandini and Hari Susanta Nugraha, “Analisis Kemampuan Pemasaran Ekspor Produk Umkm Gresik Ke Luar Negeri Sebagai Upaya Peningkatan Ekspor Di Indonesia,” *Jurnal Ilmu Administrasi Bisnis* 12, no. 3 (2023): 780–88, <https://ejournal3.undip.ac.id/index.php/jiab>.

destination countries. This article explains more about the general description of the ability of product export marketing strategies and focuses on MSMEs in Gresik. Meanwhile, the research I wrote was an effort made by the Sidoarjo Industry and Trade Office in assisting the export of Sidoarjo MSME products to Malaysia. But the writing in the article can be a reference in getting to know more about efforts to increase exports in Indonesia.

### **Conceptual Framework**

The researcher will explain the concepts of Export Assistance and Micro, Small, and Medium Enterprises (MSMEs). Export Assistance is used to understand how government support helps MSMEs enter international markets, especially through training, legal guidance, product improvement, and market access. Meanwhile, MSMEs are the main focus of this study because they are the direct actors in the export process. This research focuses on how export assistance supports MSMEs in expanding their business globally, especially through the collaboration between the Ministry of Trade and Disperindag Sidoarjo. The following is an explanation of the concepts of Export Assistance and MSMEs:

#### **1. Export Assistance**

Export Assistance refers to any form of support provided to assist an individual, group, or organization in achieving a specific goal or overcoming obstacles. Assistance can come in many forms material, financial, technical, informational, emotional, or administrative and can be provided by governments, private institutions, international organizations, communities, or individuals. The main objectives are to create awareness of export opportunities and risks, encourage business interest and commitment in exporting, and build the managerial skills needed to manage export activities. Export assistance can take the form of removing bureaucratic barriers, fiscal and tax incentives, production support and technological innovation, as well as marketing assistance such as market information, access to foreign trade contacts, facilitation of participation in international trade shows, and trade missions abroad.<sup>11</sup>

In the context of economic development or empowerment, assistance is usually provided to strengthen the capacity of recipients of assistance to be able to stand independently. For example, in the business world, assistance can take the form of training, access to financing, technical guidance, or opening market access. In the social sector, assistance can be in the form of social assistance, health services, education, or psychological assistance. assistance is not just giving something, but helping someone or a party achieve their best capacity in facing challenges or taking advantage of opportunities. So, the concept of Export Assistance in general is the provision of technical and educational support to facilitate exports.<sup>12</sup>

---

<sup>11</sup> Lages, Luis Filipe, dan David B. Montgomery. 2001. *Export Assistance, Price Adaptation to the Foreign Market, and Annual Export Performance Improvement: A Structural Model Examination*. Research Paper No. 1700. Graduate School of Business, Stanford University.

<sup>12</sup> Admin Web Bea dan Cukai, "Bentuk Tim Export Assistance, Bea Cukai Makassar Pacu Ekspor Sulsel," *Direktorat Jenderal Bea dan Cukai*, 2020, <https://www.beacukai.go.id/berita/bentuk-tim-export-assistance-bea-cukai-makassar-pacu-ekspor-sulsel.html>.

## **2. Micro, Small and Medium Enterprises (MSMEs)**

According to the Law of the Republic of Indonesia No.20 of 2008 concerning MSMEs. Article 1, it is stated that micro-enterprises are productive businesses owned by individuals or individual business entities that have micro-enterprise criteria.<sup>13</sup> As stipulated in the Law, a small business is an independent productive economic business, carried out by an individual or business entity that is not a subsidiary or a branch owned, controlled or part, either directly or indirectly, of a medium or large business that meets the criteria of a small business as referred to in the Law. Some of the criteria used in the Law to define MSMEs listed in Article 6 are net worth or asset value excluding land and buildings of the place of business, or annual sales proceeds. With the following criteria:

1. A micro enterprise is a business unit with assets of IDR 50 million at most, excluding the land and building of the business premises, with annual sales of IDR 300 million at most.
2. Small businesses with assets of more than Rp. 50 million up to a maximum of Rp. 500 million excluding land and building of the business premises have annual sales revenue of more than Rp. 300 million up to a maximum of Rp. 2,500,000,000.
3. Medium enterprise is an enterprise with a net asset value of more than Rp. 500 million and a maximum of Rp. 100 billion and annual sales revenue of more than Rp. 2.5 billion and a maximum of Rp. 50 billion.

In addition to the monetary value used as a criterion, several government agencies, such as the Ministry of Industry and the Central Bureau of Statistics (BPS), have used the number of workers as a measure to classify a business as a micro business, small business, medium business and large business.

According to Statistics Indonesia (BPS), a micro enterprise is a business unit with up to 4 permanent workers, a small enterprise with 5 to 19 permanent workers, and a medium enterprise with 20 to 99 permanent workers. Companies with more than 99 workers are categorized as large businesses. The importance of micro, small and medium enterprises in the national economy is not only due to their large number, but also in terms of their ability to absorb labor. In addition, micro, small and medium-sized enterprises are also capable of exporting certain goods that can generate a considerable amount of foreign exchange so that they can contribute to the Gross Domestic Product (GDP).<sup>14</sup>

## **METHOD**

This research uses a qualitative method with a descriptive approach. The aim is to provide a comprehensive picture of the efforts of the Sidoarjo Industry and Trade Office (Disperindag) in supporting the export of processed food products by MSMEs to Malaysia. Descriptive research aims to explain the situation that occurs based on the facts

---

<sup>13</sup> Peraturan Pemerintah et al., "Lembaran Negara," no. 42 (2019).

<sup>14</sup> Salman Al Farisi, Muhammad Iqbal Fasa, and Suharto, "Peran Umkm (Usaha Mikro Kecil Menengah) Dalam Meningkatkan Kesejahteraan Masyarakat," *Jurnal Dinamika Ekonomi Syariah* 9, no. 1 (2022): 73–84, <https://doi.org/10.53429/jdes.v9no.1.307>.

that appear today, especially in the context of export facilitation and guidance by Disperindag. In this framework, data is obtained from various primary and secondary sources to form a factual and relevant narrative.

The level of analysis used is group behavior, referring to the view of Mohtar Mas'ood<sup>15</sup> and Kenneth Waltz<sup>16</sup>, which places institutional actors at the center of attention. The units of analysis include the Sidoarjo Industry and Trade Department, the Surabaya Export Center, The Ministry of Trade, Sidoarjo MSME players and potential buyers from Malaysia. The social situation studied is when Disperindag plays an active role in providing guidance and export facilities to MSMEs. The sampling technique used was purposive sampling by selecting the main informants, namely Ms. Listyaningsih as Head of the Trade Division of Sidoarjo Industry and Trade, Mr. Mifathudin as Trade Staff in the Export-Import section, and Wiliyah Wiji Astutik, owner of Visang MSMEs who has exported her products to Malaysia.

Data collection was conducted through in-depth interviews, documentation studies, and library research by referring to official websites such as <https://www.sidoarjokab.go.id/>, <https://www.kemendag.go.id/>, and <https://ukmindonesia.id/>, as well as scientific journals such as Halal Research Journal, Journal of Management Economics and Accounting, Journal of Business Administration, Musytari: Balance Sheet of Management, Accounting, and Economics, Journal of Islamic Economic Dynamics, and others to expand and to improve the accuracy of the data used in the study. Data analysis followed the Miles and Huberman model through four stages: data collection, data reduction, data presentation, and conclusion drawing. Data validation was conducted using triangulation techniques, comparing data from various sources to ensure the validity of information obtained from interviews and official documentation.

## **RESULT AND DISCUSSION**

Based on an interview conducted by one of the Sidoarjo Trade staff regarding The Collaboration between Ministry of Trade and Sidoarjo's Industry and Trade Office (Disperindag) in Assisting Sidoarjo MSMEs Export Processed Food Products to Malaysia, those are:

### **Export Assistance given by Sidoarjo Industry and Trade Office**

In the context of strengthening the competitiveness of MSMEs at the global level, the Sidoarjo District Industry and Trade Office (Disperindag) plays a strategic role through the provision of structured and sustainable export assistance. One tangible form of this support is the implementation of the Export Coaching Program, an export assistance program designed to foster local MSMEs to enter the international market. This program is also a form of collaboration between the Sidoarjo Industry and Trade Office in making it easier for MSMEs to find out how to export products to international markets.

---

<sup>15</sup> Mohtar Mas'ood, Ilmu Hubungan Internasional: Disiplin Dan Metodologi, edisi revisi (cetakan kedua) (Jakarta: LP3ES, 1990), 46–48.

<sup>16</sup> J. David Singer, "International Conflict: Three Levels of Analysis," World Politics 12, no. 3 (1960): 453–61

This program does not only provide technical training, but also assists MSMEs from upstream to downstream in the export process. The assistance provided includes training on export procedures and documentation, assistance in improving product quality and packaging to meet international standards, facilitation of certifications such as HACCP, ISO, and halal, as well as promotion through business matching and participation in international trade shows. The program provided is Export Coaching training for approximately 6 months to one year. In addition, Disperindag also provides access to export market information which is also assisted by the Ministry of Trade and helps with the legality and licensing process which is the main requirement for exports. Export assistance includes:

### **1. Legality as a Basic Requirement for Training and Export for MSMEs**

One of the main prerequisites for MSME players who want to take part in export training facilitated by the Sidoarjo Regency Industry and Trade Office (Disperindag) is the completeness of business legality. Business actors must at least have a Business Identification Number (NIB), which is the identity of business actors issued through the OSS (Online Single Submission) system by the government and a Business Establishment Deed, which is a legal document that legally states the establishment of a business entity before a notary. The government also recognizes the business form of Individual PT, which has now been officially recognized by the Ministry of Law and Human Rights. In addition, business actors also need to have an NPWP even though their turnover is still below Rp4.8 billion, the obligation to make tax reports must still be fulfilled. This legality is an early indicator that business actors have run their business formally and have a commitment to developing their business.

To be able to penetrate the export market, the two main requirements that must be met are a legal entity (having a Deed and NIB) and an active NPWP. This applies to both business actors who have their own products and those who act as traders (collectors of goods from producers for export).<sup>17</sup>

Disperindag Sidoarjo assists MSMEs in taking care of business legality as the main requirement to be able to participate in the export program. This assistance begins with socializing the importance of legality such as NIB (Business Identification Number), Business Establishment Deed, and NPWP. MSMEs are then directly assisted in the registration process through the OSS (Online Single Submission) system, including data entry and document upload. Disperindag also cooperates with other institutions, such as tax offices and notaries, to accelerate the legality process. This step is the first part before MSMEs can participate in export training and product promotion activities abroad. With complete legality, MSMEs are better prepared to compete in the global market officially and professionally.

### **2. Export Program Stages and Participant Curation System**

The Export Coaching Program run by Disperindag consists of several stages starting from the initial registration and curation process. Registration is usually opened

---

<sup>17</sup> Indonesia, "PERATURAN MENTERI PERDAGANGAN REPUBLIK INDONESIA NOMOR 23 TAHUN 2023 TENTANG KEBIJAKAN DAN PENGATURAN EKSPOR."



every January, with the preparation of a form that has been designed in December. This form is a google form designed to assess the readiness of businesses based on several aspects, such as legal completeness, product readiness, and motivation to grow. Such as the Export Coaching Program held by the Ministry of Trade in 2024 in 9 regions, one of which is East Java located in Sidoarjo<sup>18</sup>. The program is provided free of charge but must meet several criteria such as:

- a) Have a valid NIB, Business Entity (UD, CV, PT and cooperatives)
- b) Have a production capacity that supports export activities
- c) Have a commitment to follow the export assistance stages for one year running
- d) Preferably have 1 year of business experience
- e) Have a team that understands English and is able to use a computer

From this curation process, Disperindag targets around 50 MSMEs each year that will be assisted intensively starting from February until completion. The selection is not done carelessly, the spirit and consistency of the business is the main consideration, even more important than just technical ability. Disperindag conducts in-person interviews, both by phone and face-to-face, and in some cases, businesses can be represented by their team if they are unable to attend.

### **3. Six Stages of Mentoring in the Export Coaching Program**

After the participants are selected, they will follow six main stages in the export mentoring program for approximately 6 months to 1 year, namely:

- 1) Company Verification: Disperindag makes a direct visit to the business location to ensure the authenticity and readiness of the business. Because if the file review has been carried out at the beginning of the registration curation such as NIB and Deed and Business Establishment. Field verification is very important to ensure that participants are really ready to join the program until the export stage.
- 2) Training of Exporter (ToX): Intensive training featuring resource persons from the ministry, export practitioners, and digital export marketing experts. Explains more about how to export such as: how to find potential buyers through applications, or how to contact buyers etc.
- 3) Business Matching: The process of bringing together MSME players with potential buyers from abroad. Disperindag works with the Indonesian Ministry of Trade and Trade Attaches in more than 30 countries to schedule online meetings (via Zoom) between participants and potential buyers. In this session, MSMEs have the opportunity to present their products, discuss prices, production capacity, and adjust the market needs of destination countries such as Malaysia, Singapore, Japan, and others to continuously.
- 4) Market Development Assistance: A follow-up discussion to evaluate the readiness and effectiveness of the business matching results. In the event, participants together with the facilitator and mentoring team evaluate the response from

---

<sup>18</sup> Pusat Pelatihan Sumber Daya Manusia Ekspor dan Jasa Perdagangan, "Evaluasi Dan Penutupan Export Coaching Program Wilayah Tangerang, Sidoarjo, Pontianak, Jakarta, Dan Purwokerto," Kementerian Perdagangan Republik Indonesia, n.d., <https://ppejp.kemendag.go.id/site/berita?baca=36994>.

buyers, formulate further strategies, and develop an action plan for the export process, including sample delivery.

- 5) Progress Monitoring: is a stage carried out in the form of visits to provide assistance and monitor the progress of participants' export readiness during the Export Coaching Program activities. The things that are monitored include the development of participants related to products, production, promotion, marketing, sales, export transaction achievements and so on.
- 6) Evaluation and Closing of the Program: Certificate submission and "Short Interview" video display for Export Coaching Program participants who successfully export. And bring products and tools for promotion (business cards, brochures, latest catalogs).

Through these six stages, the Sidoarjo Industry and Trade Office seeks to provide comprehensive assistance that is not only theoretical, but also practical and strategic. Although budget constraints are a challenge, this program has shown tangible results, including MSMEs that have successfully sent product samples to overseas buyers. This shows that the systematically designed stages can help MSME players to be ready and confident in entering the export market, especially to target countries such as Malaysia.

#### **4. Financing Support and Free Training**

To support MSME players in carrying out exports, Disperindag also collaborates with the local government-owned BPR Delta Arta Bank. Through this financing program, MSMEs can access credit with a low interest rate of 2%, with a maximum loan ceiling of Rp50 million, and a guarantee from the regional bank. Interestingly, all training in this export assistance program is provided free of charge, so it does not burden business actors.

#### **Export MSMEs Product to Malaysia**

The Sidoarjo Trade and Industry Office is encouraging the export of MSME products to Malaysia as part of a strategic effort to open international markets for local businesses. The choice of Malaysia is not without reason. The country has many similarities with Indonesia, both in terms of culture, market tastes, and ease of communication and logistics. This makes it easier to adapt Sidoarjo MSME products such as processed food, cosmetics, and handicrafts to be accepted in the Malaysian market. In addition, relatively low shipping costs and stable trade relations make Malaysia an ideal market, especially for MSMEs that are exporting for the first time.

In practical terms, exports to Malaysia have been facilitated through various forms of cooperation between business actors, overseas distributors, and export support institutions such as the Easy Export Academy, LPEI, and Surabaya Export Center. Products such as instant vegetable noodles, chips and cosmetics from Sidoarjo have successfully entered the Malaysian retail market. This success shows that although there is no special MoU between the Sidoarjo Regency Government and Malaysia, the network and institutional support are strong enough to open export access.

Institutionally, the Sidoarjo Industry and Trade Office is part of the government system under the coordination of the Ministry of Trade of the Republic of Indonesia.

Thus, all national policies and directives related to exports, including bilateral cooperation between Indonesia and Malaysia, automatically become a reference and foothold for the Trade Office in running its program. One example is the national policies set by Minister of Trade Zulkifli Hasan, such as the signing of the MoU on halal certificate recognition between Indonesia and Malaysia and the opening of Domart minimarket in Malaysia that sells 100% Indonesian products, including MSMEs.<sup>19</sup>

These steps show that national policies that encourage increased exports, particularly to Malaysia, have been followed up at the local level by the Sidoarjo Trade Department. Thus, the export of Sidoarjo MSME products to Malaysia is not only due to market factors, but also a direct implementation of the central government's grand strategy in strengthening the position of Indonesian products in the global market, through concrete support for MSMEs to go international.

#### **Assistance Results: From Sample to Repeat Order**

Based on the implementation of the program in the current year, of the 50 participants who were assisted, maybe around 10-15 business actors succeeded in sending product samples to prospective buyers such as Visang processed products from Sidoarjo and Egg Noodles from CV. Indigo Sejahtera.<sup>20</sup> Of these, 5 businesses received repeat orders, indicating that their products were well received in the destination market. Buyers themselves generally come from among traders, Indonesian diaspora abroad, as well as shop and restaurant owners in destination countries such as Malaysia.

#### **Disperindag's Measure of Success**

The success of an MSME is considered significant when it has made its first official export, which is usually marked by ceremonial events such as truck deliveries, banner installations, and the involvement of local officials such as the Sidoarjo Regent. The success of the Sidoarjo Industry and Trade Office's export assistance program is also relative, given the limited budget and resources. However, success is not always measured by the number of repeat orders. Disperindag considers the program successful when MSMEs have successfully sent samples and received feedback from potential buyers, because from this process further export potential will emerge. With this approach, the Sidoarjo Industry and Trade Office continues to be committed to helping local MSMEs, especially in the processed food sector, to penetrate foreign markets, especially Malaysia, which is a strategic target due to its cultural, market and logistical proximity.

#### **CONCLUSION**

Based on the research findings, it can be concluded that the collaboration between the Ministry of Trade and the Sidoarjo Industry and Trade Office (Disperindag) plays a crucial role in supporting MSMEs to expand into the international market, particularly Malaysia. Through Export Assistance, Disperindag provides comprehensive support that includes legal facilitation, technical training, product curation, business matching, and

<sup>19</sup> Kementerian Perdagangan RI, "Mendag RI Resmikan Minimarket Domart Di Kuala Lumpur," KEMENTERIAN PERDAGANGAN REPUBLIK INDONESIA, 2023, <https://www.kemendag.go.id/berita/foto/mendag-ri-resmikan-minimarket-domart-di-kuala-lumpur>.

<sup>20</sup> KOMINFO, "PRODUK MAKANAN OLAHAN UMKM SIDOARJO TEMBUS PASAR EKSPOR ARAB SAUDI DAN MALAYSIA,"

access to export financing. One of the key programs, Export Coaching, serves as a structured platform that prepares MSMEs to meet international standards and connect with global buyers.

The success of MSMEs in exporting processed food products is strongly influenced by their commitment to fulfilling business legality requirements such as NIB, Akta Pendirian, and NPWP. Disperindag's direct involvement in assisting MSMEs with these documents reflects its proactive strategy in building export readiness. Processed food is a preferred sector due to its long shelf life, ease of packaging, and consistent demand in export destinations like Malaysia.

This research highlights that strong institutional support, continuous mentoring, and the active participation of MSME actors are key factors in strengthening the competitiveness of local products. The synergy between national and regional government bodies, along with MSMEs' readiness, becomes the foundation for sustainable export growth and contributes to the broader national economy.

## REFERENCES

- Admin Web Bea dan Cukai, "Bentuk Tim Export Assistance, Bea Cukai Makassar Pacu Ekspor Sulsel," Direktorat Jenderal Bea dan Cukai, 2020, <https://www.beacukai.go.id/berita/bentuk-tim-export-assistance-bea-cukai-makassar-pacu-ekspor-sulsel.html>.
- Ajeng Septiana Wulansari, "Potensi Ekspor: Makanan Olahan Kemasan," UKMINDONESIA.ID, 2022, <https://ukmindonesia.id/baca-deskripsi-posts/potensi-ekspor-makanan-olahan-kemasan>.
- Dwi Rahayu Prihandini and Hari Susanta Nugraha, "Analisis Kemampuan Pemasaran Ekspor Produk Umkm Gresik Ke Luar Negeri Sebagai Upaya Peningkatan Ekspor Di Indonesia," *Jurnal Ilmu Administrasi Bisnis* 12, no. 3 (2023): 780–88, <https://ejournal3.undip.ac.id/index.php/jiab>.
- Hariani, D. (2023). Potensi dan Strategi Pengembangan UMKM Halal di Indonesia. *Jurnal Ilmu Ekonomi Manajemen dan Akuntansi MH Thamrin* p-ISSN, 2716, 3911.
- Ibrahim, H., & Fauziah, N. (2023). Peran Dan Strategi Peningkatan Sertifikasi Halal Dalam Ekspor Produk Halal Di Pasar Internasional. *Jurnal Minfo Polgan*, 12(2), 2567-2571.
- Indonesia, "PERATURAN MENTERI PERDAGANGAN REPUBLIK INDONESIA NOMOR 23 TAHUN 2023 TENTANG KEBIJAKAN DAN PENGATURAN EKSPOR."
- J. David Singer, "International Conflict: Three Levels of Analysis," *World Politics* 12, no. 3 (1960): 453–61
- Kementrian Perdagangan RI, "Mendag RI Resmikan Minimarket Domart Di Kuala Lumpur," KEMENTERIAN PERDAGANGAN REPUBLIK INDONESIA, 2023, <https://www.kemendag.go.id/berita/foto/mendag-ri-resmikan-minimarket-domart-di-kuala-lumpur>.

- KOMINFO, “PRODUK MAKANAN OLAHAN UMKM SIDOARJO TEMBUS PASAR EKSPOR ARAB SAUDI DAN MALAYSIA,” Website Resmi Pemerintah Kabupaten Sidoarjo, 2023, <https://www.sidoarjokab.go.id/berita/detail/1690881337/0>.
- Kurniawan, V., Faisal, M., Ansori, R., & Pangaribuan, R. Y. (2024). PENGARUH UMKM (USAHA MIKRO KECIL MENEGAH) TERHADAP PENINGKATAN PEREKONOMIAN INDONESIA TAHUN 2024. *Musytari: Neraca Manajemen, Akuntansi, dan Ekonomi*, 9(4), 111-120.
- Lages, Luis Filipe, dan David B. Montgomery. 2001. *Export Assistance, Price Adaptation to the Foreign Market, and Annual Export Performance Improvement: A Structural Model Examination*. Research Paper No. 1700. Graduate School of Business, Stanford University.
- Menteri Perdagangan Republik Indonesia, “PERATURAN MENTERI PERDAGANGAN REPUBLIK INDONESIA NOMOR 23 TAHUN 2023 TENTANG KEBIJAKAN DAN PENGATURAN EKSPOR” VIII, no. I (2023): 1–566.
- Mentri Perdagangan, “Peraturan Menteri Perdagangan Nomor 13 M-DAG PER 3 2012 Tahun 2012,” 2012.
- Mohtar Mas’oed, *Ilmu Hubungan Internasional: Disiplin Dan Metodologi*, edisi revisi (cetakan kedua) (Jakarta: LP3ES, 1990), 46–48.
- Peraturan Pemerintah et al., “Lembaran Negara,” no. 42 (2019).
- Prihandini, D. R., & Nugraha, H. S. (2023). ANALISIS KEMAMPUAN PEMASARAN EKSPOR PRODUK UMKM GRESIK KE LUAR NEGERI SEBAGAI UPAYA PENINGKATAN EKSPOR DI INDONESIA. *Jurnal Ilmu Administrasi Bisnis*, 12(3), 780-788.
- Pusat Pelatihan Sumber Daya Manusia Ekspor dan Jasa Perdagangan, “Evaluasi Dan Penutupan Export Coaching Program Wilayah Tangerang, Sidoarjo, Pontianak, Jakarta, Dan Purwokerto,” Kementerian Perdagangan Republik Indonesia, n.d., <https://ppejp.kemendag.go.id/site/berita?baca=36994>.
- Pusat Pengembangan Sumber Daya Manusia Ekspor dan Jasa Perdagangan, “Webinar Seleksi Export Coaching Program Tahun 2025,” Kementerian Perdagangan Republik indonesia, 2025, <https://ppejp.kemendag.go.id/site/berita?baca=37021>.
- Qoni'ah, R. (2022). Tantangan dan strategi peningkatan ekspor produk halal Indonesia di pasar global. *Halal Research Journal*, 2(1).
- Salman Al Farisi, Muhammad Iqbal Fasa, and Suharto, “Peran Umkm (Usaha Mikro Kecil Menengah) Dalam Meningkatkan Kesejahteraan Masyarakat,” *Jurnal Dinamika Ekonomi Syariah* 9, no. 1 (2022): 73–84, <https://doi.org/10.53429/jdes.v9ino.1.307>.
- Veri Ferdiansyah, Annio Indah, and Lestari Nasution, “Strategi Umkm Dalam Menghasilkan Produk Ekspor Melalui Peran Dinas Perindustrian , Perdagangan , Energi Dan Sumber Daya” 4, no. 2 (2025): 3755–62.