

LOCALIZING SUSTAINABLE DEVELOPMENT GOALS IN BANYUMAS:

Local Resource Development Strategy to Compete in The Global Market

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Abstract

The aim of this research is to analyze Banyumas Regency government's efforts to develop local resources to compete in the global market. This effort is part of the 9th SDGs localization strategy related to industry, innovation, and infrastructure. One of the SDGs 9 targets related to local industry is target 9b, namely supporting the development of domestic technology, research, and innovation in developing countries. The author uses qualitative methods by collecting primary and secondary data. The author interviewed several business actors and representatives from the Banyumas Regency Industry and Trade Service (Dinperindag), scientific literature documents, and mass media. The research results show that local governments have attempted to develop small and medium enterprises as a local economic development strategy by considering local markets, needs, and resources. Regional governments participate in helping local entrepreneurs utilize local resources and exports to compete in the global market.

Keywords: Banyumas Regency; Local Resources; Localizing SDGs; SDGs 9.

Abstrak

Tujuan dari penelitian ini adalah upaya pemerintah Kabupaten Banyumas dalam mengembangkan sumber daya lokal untuk bersaing di pasar global. Upaya tersebut merupakan bagian dari strategi lokalisasi SDGs ke-9 yang terkait industri, inovasi, dan infrastruktur. Target SDGs 9 yang terkait dengan industri lokal salah satunya adalah target 9b, yaitu mendukung pengembangan teknologi domestik, riset dan inovasi di negara-negara berkembang. Penulis menggunakan metode kualitatif dengan pengambilan data primer dan sekunder. Penulis mewawancarai beberapa pelaku usaha dan perwakilan dari Dinas Perindustrian dan Perdagangan (Dinperindag) Kabupaten Banyumas, serta dokumen pustaka ilmiah dan media massa. Hasil penelitian menunjukkan bahwa pemerintah daerah telah berupaya mengembangkan usaha kecil menengah sebagai strategi pengembangan ekonomi lokal dengan mempertimbangkan pasar, kebutuhan, dan sumber daya lokal. Pemerintah daerah ikut serta membantu para pengusaha lokal memanfaatkan sumber daya lokal dan melakukan ekspor untuk bersaing di pasar global.

Kata Kunci: Kabupaten Banyumas; Sumber Daya Lokal; Pelokalan SDGs; SDGs ke-9.



INTRODUCTION

Sustainable Development Goals (SDGs) are global, national, and local goals for the prosperity of society. In 2023, Indonesia will rank 75th out of 166 countries with an SDGs index score of 70.2%. This figure has increased from 2022, when Indonesia ranked 82nd out of 163 countries with an index score of 69.2% (Monoarfa, 2023). One of the SDGs areas of concern at the local level is the 9th SDGs related to industry, innovation, and infrastructure ((SDGs Indonesia, Kementrian PPN/Bappenas, 2023). In general, industry, innovation, and infrastructure are the driving forces of economic growth and development. At the local level, micro, small, and medium industries are important in regional economic growth. However, according to a survey by the Badan Pusat Statistik (2022: 101), the added value of micro and small industries to the total added value of the industrial sector is still stagnant, namely around 6-8 percent in the 2016-2020 period. One thing that still needs to be improved for local governments is the ability of local industries to export local commodities.

The Banyumas Regency area is an area that has high potential in farming. Apart from being a rice granary area, this region has also developed a variety of commodities produced from various types of farming, including horticulture, plantation sub-sector production, animal husbandry, and fisheries. The results of the clustering mapping of agro-industrial commodities in Banyumas Regency show that specific areas have superior potential in developing agro-industrial commodities. The craft use of leftover coconut products in the form

of coconut sugar, coconut husks, and coconut shells has been identified in several specific sub-district areas.

Trade is the highest activity carried out by society, reaching 40% of the population. Facilities and trade centers are developing in almost all areas of Banyumas Regency. As shown in Table 1 below, Banyumas Regency has three superior commodities with the highest export value, namely crystal sugar, wood commodities, and essential oils (BPS Kabupaten Banyumas, 2021).

The table.1 shows the export values for the three leading export commodities of Banyumas Regency. Crystal sugar commodities rose from 16.7 million US dollars in 2020 to 30.35 million US dollars in 2021. Meanwhile, processed wood products increased from 22.52 million US dollars in 2020 to 31.03 million US dollars in 2021. However, there are still several other commodities that have also reached the international market, including several types of traditional drinks (ginger and grass jelly), various snacks (for example, crisps) as well as handicraft products such as leather bags, batik, synthetic hair, and there are also several agricultural commodities that have been exported.

The development of the local industry aligns with the sustainable development goals (SDGs), especially goal 9, which is related to industry, innovation, and infrastructure. One of the SDGs 9 targets related to local industry is target 9b, namely supporting the development of domestic technology, research and innovation in developing countries, ensuring a conducive policy environment, including

Table 1. Value of Banyumas Regency's Leading Export Commodities 2020-2021 (in Million US Dollars) along with Export Destination Countries

No.	Commodities	2020	2021	Destination Countries
1	Crystal Sugar	16,701	30,35	Netherlands, France, Korea, Sri Lanka
2	Processed Wood	22,52	31,03	China, USA, Malaysia, Italia, Taiwan
3	Essential Oil	2,99	2,98	Singapore, Ukraine

Sources: BPS Kabupaten Banyumas (2021); Dinperindag Kab Banyumas (2022).

Table 2. Other Export Commodities in Banyumas Regency, 2021

No	Commodities	Value in USD	Destination
1	Wig	337.894,00	Poland, Brazil, Ukraine
2	Jelly Grass	193.272,84	Malaysia
3	Shrimp Crisp	22.484,00	Saudi Arabia
4	Soun	6.048	Saudi Arabia
5	Candlenut	27.852,00	Saudi Arabia
6	Emping Melinjo	17.732,00	Saudi Arabia
7	Egg Noddles	2.080,00	Saudi Arabia
8	Peeled Old Coconut	12.555,00	Lebanon

Sources: Dinperindag Kabupaten Banyumas, 2022

industrial diversification and increasing the added value of commodities. Meanwhile, targets related to regional government include regional government being able to develop small and medium enterprises and start-up businesses as a local economic development strategy by considering local markets, needs, and resources (LOCALISE SDGs Indonesia, 2023a).

The role of the government is essential, especially if you look at the Localize SDGs Indonesia program, which aims to strengthen the government's and its associations' capacity to achieve sustainable development goals. This program supports and accelerates the implementation of Presidential Regulation Number 59 of 2017 concerning Implementation of the Achievement of Sustainable Development Goals as a legal umbrella at the national level, as well as supporting other related regulations such as Minister of Home Affairs Regulation Number 7 of 2018 concerning the Creation and Implementation of Strategic Environmental Studies in the Preparation of Term Development Plans Regional Intermediate and Minister of National Development Planning/Head of Bappenas Regulation Number 7 of 2018 concerning Coordination, Planning, Monitoring, Evaluation and Reporting on the Implementation of Sustainable Development Goals (LOCALISE SDGs Indonesia, 2023).

This article will discuss the strategy for developing local resources by the Banyumas Regency Government to compete in the global

market as part of the SDGs 9 localization efforts in the Banyumas Regency.

RESEARCH METHODS

This research uses a descriptive qualitative method with more use of primary and secondary data sources. Author conducting interviews as primary sources with related parties such as coconut sugar entrepreneurs, Chair of KSU Nira Satria, Nartam, management of Batik Pringmas Sri Subarkah, and the Banyumas Regency Industry and Trade Service (Dinperindag Kabupaten Banyumas), namely Erny Indriastuti as Secretary of the Banyumas Regency Industry and Trade Department. Secondary data sources were taken from the Central Statistics Agency regarding Indonesia Government and Banyumas Regency efforts.

RESULT AND DISCUSSION

Banyumas Regency has diverse economic potential; this primary economic sector is the sector that makes the most significant contribution to the Gross Domestic Regional Product (GRDP) of Banyumas Regency. This contribution is made possible by the support of the extensive existing agricultural land. The main commodity in the primary sector of Banyumas is rice. Agro-industrial commodities in Banyumas Regency have good development prospects. From data obtained from the

Banyumas Regency Industry and Trade Service (Dinperindag), there are at least 11 commodities from Banyumas Regency that have successfully penetrated the export market in 2020 and increased to 13 commodities in 2021.

In 2021, wood commodities occupy the highest export value in Banyumas Regency. The center of wood production in Banyumas Regency is Cilongok District. Exports are carried out through the Agricultural Quarantine Agency of the Indonesian Ministry of Agriculture, which in this case is carried out at the Cilacap Class I Agricultural Quarantine Station, which oversees Banyumas, Cilacap, Kebumen, and Purworejo Regencies. The Cilacap Agricultural Quarantine Station stated that Banyumas processed wood product export activities have been carried out through the Cilacap Agricultural Quarantine Station since 2018 and serve several countries, including China, Malaysia, Taiwan, Singapore, Egypt, Australia, Libya, Hong Kong, Kuwait, United Kingdom, Germany, Vietnam, Africa, Spain, Belgium, Romania, and Peru. It was recorded that up to the second quarter of 2019, processed wood products were exported 320 times with a volume value of 258 billion.

The enormous volume of wood exports from Banyumas Regency is to China; this can

be seen from the proportion of Banyumas wood export value to China, which reached 53% compared to the total wood export value; the remainder (47%) is exported to various countries such as America, Malaysia, Italy, and Taiwan. At least four timber companies recorded in Banyumas Regency Industry and Trade data have exported to China in the last 5 years, namely PT. Albasia Cipta Sejahtera, CV. Karya Purabaya, PT. Cebong Kayuindo, PT. Kemilau Anugrah Sejati. Head of Trade, Department of Industry and Trade, Banyumas Regency, stated that since 2019, exports of processed wood have experienced both increases and decreases. However, the decrease occurred not due to a decrease in market demand because companies found it difficult to meet the quotas and product specifications desired by importing countries. Apart from that, if the product has not received a Legal Verification Certificate (Sistem Verifikasi Legalitas Kayu, SVLK) for wood products from the Quarantine Agency or an institution that is recommended and collaborates with the Ministry of Forestry and the Ministry of the Environment, then wood delivery must be postponed (Nastuti, 2019).

Timber exporters in Indonesia need SVLK to ensure that all timber products circulating and traded have a clear and convincing legal status. Apart from that, with SVLK, consum-

Table 3. Export Commodities of Banyumas Regency, 2022

No	Commodities	Value (in USD)	Destination
1	Wood	22.521.044,37	China, USA, Malaysia, Singapore
2	Wig	155.460,00	Singapore
3	Essential Oil	2.987.905,00	Singapore, India, USA
4	Coconut Sugar	5.134.801,14	USA, South Africa, Brazil
5	Jelly Grass	788,288,6	Malaysia, Cambodia
6	Shrimps Crisp	0,00	Saudi Arabia
7	Soun	2.394,00	Saudi Arabia
8	Candlenut	8.890,00	Saudi Arabia
9	Emping Melinjo	147.275,14	Saudi Arabia
10	Egg Noodles	3.462,83	Saudi Arabia
11	Peeled Old Coconut	0,00	Lebanon
12	False Eyelashes	10.750,00	USA, Korea, Malaysia
13	Tamarind	24.300,00	China, South Africa, Malaysia

Sources: Dinperindag Kabupaten Banyumas (2022)

ers abroad are confident in the legality of wood originating from Indonesia (Cekindo, 2022). For this reason, wood entrepreneurs who will export their products must first fulfill the requirements to obtain product certification. The legal basis used in wood certification is Minister of Trade Regulation 38/2017 concerning Export Provisions for Forestry Industry Products. Based on these provisions, products such as pulp, plywood, woodworking, and furniture must include V Legal documents issued based on SVLK in the export process.

If we look at the development of exports in that year (table 3), coconut sugar has the highest export value, followed by processed wood products. The coconut sugar product in crystal form, often called ant sugar, which is exported from Banyumas Regency, is an organic ant sugar product. The makers of coconut and ant sugar are spread across several sub-districts in Banyumas Regency, but the largest center is Cilongok District. Information obtained from the Banyumas Regency Department of Industry and Trade in 2021 is that there are around 20,293 penderes (pullers of sap from coconut trees) in Banyumas Regency, with production reaching more than 20 thousand tons annually. Cilongok District is one of the coconut sugar centers in Banyumas Regency, with 6,512 people (LPPSLH, 2018). Developing the ant sugar industry is very important and strategic because apart from opening up employment opportunities, developing rural areas also brings in more profits from exports.

During an increase in demand for ant sugar, especially organic sugar, ant sugar artisans in Banyumas Regency are also increasing their production of organic ant sugar. To meet export standards to various countries, according to the Ministry of Trade, ant sugar must generally meet SNI criteria (SII 0268-85), meet the quality requirements for organic ant sugar, have a maximum water content of 2%, and have a mesh size of between 12-18. In complying with SNI (SII 0268-85), ant sugar artisans must pay attention to the levels of components contained in their ant sugar.

To meet export needs, ant sugar entrepreneurs in Banyumas Regency are trying to achieve the SNI standards (SII 0268-85) so they can export their ant sugar. This is related to the significant market demand where ant sugar production has the opportunity to develop. With the increasing level of awareness about health, ant sugar is an excellent alternative because apart from providing a solution to the bad sides of white sugar for consumers, such as diabetes and obesity, it also provides a unique taste. However, ant sugar has a much higher price than conventional white sugar. Thus, ant sugar consumption is also related to the level of per capita income. It is not surprising that ant sugar is becoming increasingly popular in the world, especially in developed countries such as Europe and Japan, although unfortunately in Indonesia, as one of the world's largest producers of ant sugar, ant sugar still does not get a sufficient portion in

Table 4. Levels in Ant Sugar Components according to SNI (SII 0268-85)

No	Components	Level
1	Sugar (amount of Sucrose and Reducing Sugar)	Minimal 80
2	Sucrose (%)	Minimal 75
3	Reducing Sugar (%)	Maximal 6
4	Water (%)	Maximal 3
5	Ash (%)	Maximal 2
6	The part is not soluble in water	Maximal 1
7	Pigment	What is permitted
8	Dangerous metal (Cu, Hg, Pb, As)	Negatives
9	Pati	Negatives
10	Form	Crystal/powder

Sources: Direktorat Dagang Kecil dan Produk Dalam Negeri, Kemendag RI (2017a).

Table 5. Requirements for Organic Ant Sugar

No	Requirements
1	Free from chemicals (pesticides, herbicides, and others) and free from preservatives and food coloring
2	Consist of 100% pure sap, both coconut and sugar palm
3	The grain fineness level is 18 mesh
4	Maximum water content 1.5%
5	Free from mixtures such as stones, gravel, paper, and pollution such as plastic, charred sap, and other dangerous materials

Sources: Direktorat Dagang Kecil dan Produk Dalam Negeri, Kemendag RI (2017a).

society (Kemendag RI, 2017b).

Along with developments in consumer behavior, especially changes in lifestyle, concern for health by consuming food ingredients that are safe and free of additives, organic ant sugar products are increasingly in demand, so this has implications for the efforts of entrepreneurs or ant sugar artisans to meet the certification standards for organic ant sugar. Able to compete in international markets. Organic is a labeling term that states that a product has been produced following organic farming system standards and is certified by an accredited Organic Certification Institute (BSN, 2016).

Organic certification is closely related to ant sugar export activities in the Banyumas Regency, so the requirements must be met before applying for certification. The requirements for organic ant sugar which is popular on the international market must meet several criteria as in Table 5.

To be able to export organic and sugar, the requirements in table 5 must be appropriately fulfilled and obtain certification as organic and sugar through various existing certification bodies, including:

1. European Union Regulation for the European market
2. National Organic Program USDA for America market
3. Japanese Regulation (JAS) for Japan market

4. Control Union Certification (CUC) LSPO

Through these institutions, artisans and ant sugar entrepreneurs carry out product certification after going through various administrative and product testing requirements.

The production of coconut sugar, both printed and crystal, in Banyumas Regency is not all produced organically, where sugar artisans still mix chemical elements (sodium bisulfite) as a sap preservative (laru), considering that sap is a liquid from coconut flower stems which easily spoils. Improving the quality of coconut sugar through the organic and sugar program requires several unique requirements that must be met, including:

1. Use of food-grade standard coconut sugar production equipment. For example, pongkor must be made of bamboo (pring), using a sap sieve and strainer made of stainless steel.
2. Use of organic fertilizer made independently by the farmer. For example, making organic fertilizer from goat manure and leaf compost.
3. Laru or natural sap preservative solution made from betel lime and jackfruit chips or mangosteen skin shells.
4. Ipah or pepes is coconut oil or coconut milk used to prevent evaporation

when sap boils. The use of ipah or pepes from vegetable oil from palm oil is not permitted.

5. Cleanliness of the kitchen from dangerous chemicals is highly recommended to guarantee that the coconut sugar produced is entirely free from other chemicals (Primasadi, 2018).

In Cilongok District, the process of controlling the quality and cleanliness of ant sugar from several artisans until it is suitable for export is carried out by the Nira Satria Cooperative. The Nira Satria Cooperative collects ant sugar products from artisans which are then sorted and oven-dried to achieve a moisture content that meets quality standards and then carries out the packaging process. This cooperative already has 3 certificates for exporting to America, Japan, and Europe, all of which comply with the standards of their respective countries, so that 85% of the ant sugar products in the Nira Satria cooperative are to meet the export market.

In achieving this certification, farmers or artisans, as well as ant sugar entrepreneurs, must go through various stages, including understanding the requirements set by the international certification body. The certification body chosen by many organic and sugar craftsmen in Banyumas Regency is Control Union Certification (CUC). This institution is a certification body for international organic agricultural products under American market regulations (USDA - NOP), European market regulations (EU), and Japanese market regulations (JAS). CUC has opened its transnational network in more than 70 countries in the world. PT. Control Union Indonesia (PCU) is one of the branches of the Control Union World Group network, which acts as a representative of the global network of CUC branch offices that provides services in sustainable resources (Control Union, 2022). The services provided by PCU are certification of organic agriculture, forestry, aquaculture, biofuel and biomass, food safety, agricultural systems, sustainability, compliance and social security, and management systems.

Table 6 lists coconut sugar companies that have exported to various countries and, of course, have received organic certification from international certification institutions (See table 6 in Appendix).

In Table 6, according to the Head of Trade, Industry, and Trade, Banyumas Regency, it can be seen that not all coconut sugar entrepreneurs carry out their exports independently; some through the services of second parties, namely companies that carry out their exports independently. Most of these entrepreneurs want it to be practical, so they entrust their products to be exported by a second party. This happens because some entrepreneurs experience obstacles in carrying out transnational interactions independently, both related to obtaining product certification, establishing interactions with buyers, and limited human resources to take care of the export documents. Some entrepreneurs have received certification for their products but have difficulty connecting with buyers or processing export documents. Sometimes, conditions like this are also considered mutually beneficial, where independent entrepreneurs receive a supply of products that meet certification standards so that they will be confident of a supply shortage if large orders occur.

One company that has obtained organic product certification for various standards (USDA-NOP and EU) is CV. Pusat Pengembangan Produk Rakyat (P3R). This company is a collection of several groups of craftsmen who want to encourage improvements in the quality and quality of coconut sugar and various other healthy and functional people's products so that they can penetrate the global market. However, in carrying out its marketing, especially for exports, this company prefers to hand it over to second parties. This is because CV.P3R is more focused on efforts to improve production quality, human resources, and the use of technology in creating superior products so that to increase its global marketing CV P3R makes more intensive use of existing business networks and partnerships. This is considered more effective and efficient, considering that export matters take work, from processing permits and export documents to negotiating with buyers.

Koperasi Serba Usaha (KSU) Nira Satria prefers to export independently after first obtaining an organic certificate for its ant sugar product and studying various regulations regarding licensing and completeness of export documents. According to Nartam as Chair of KSU Nira Satria, KSU Nira Satria's efforts to get buyers from abroad are not very easy, considering there are communication barriers also because they are not proficient in foreign languages and have no experience interacting with foreign parties. However, they continue to make efforts by following several product exhibitions in various regions organized by both the government and the private sector, enabling meetings between entrepreneurs and buyers from abroad. Apart from that, information about the need for ant sugar products was obtained from the internet and from the district government, in this case, the Banyumas Regency Industry and Trade Service (Nartam, 2022).

Different from PT. Inagro Jinawi chose to export independently. PT Inagro Jinawi implements a partnership system with a strict Internal Control System (ICS) for coconut sugar artisans in several villages in Banyumas who are always ready to provide product supplies that use organic product quality standards. PT. Inagro Jinawi accommodates and carries out sorting, drying, and filtration activities and even uses metal detectors to ensure product purity, packaging, and marketing. Of the total production, 90% is for export and the rest is for the national market. This company was founded in 2010; the owner has experience working in an NGO (Non-government Organization), which is very intensive in providing assistance to coconut sugar artisans in Banyumas and handling the 2000-2003 INCODAP (Indonesian Cooperative Development Program) program (Kemendag RI, 2017b). From his experience, he saw that opportunities were opening up for the coconut sugar market, especially organic and sugar, while this opportunity had not yet been exploited optimally. The human resource capabilities of PT. Inagro Jinawi makes it easier to understand and manage certification issues to obtain various organic product certificates, Halal certification, Fair Trade and Hazard Analysis Critical Control Point (HACCP) certificates which show that the product is safe for consumption and protected from the dangers of physical and chemical contaminants and biology.

The Role of Government in Banyumas Regency

Concerning the export activities of Banyumas Regency's superior commodities, there are many things that exporters must go through, apart from communicating with potential buyers, exporters must also take steps required by buyers or target markets. These steps are not only related to the product in terms of quality, quantity and suitability as an export product, but also to legality, product certification and various knowledge about the ins and outs of the world of exports. Therefore, government support in this matter is necessary for exporters. Concerning the role of government in the economic sector, the role of government can be classified into three roles: regulator, facilitator, and operator.

The Banyumas district government also pays attention to commodity exports from Banyumas Regency. Based on Banyumas Regency Regional Regulation (Perda) number 3 of 2016 concerning the empowerment of MSMEs, the government tries to empower, partner, create a conducive business climate, protect business and intellectual rights. Empowerment in this case is related to efforts made in the form of growing business climate and business development, so that it can strengthen itself into a robust, resilient, and independent business and compete with other business actors. Meanwhile, partnerships relate to cooperation in business engagement, both directly and indirectly, based on the principles of mutual need, trust, strengthening and benefit, involving micro, small, medium and large business actors. Meanwhile, in creating a conducive business climate, regional governments strive to empower Micro, Small, and Medium Enterprises synergistically through the establishment of various laws, regulations, and policies in various aspects of economic life, so that Micro, Small, and Medium Enterprises obtain partiality, certainty, opportunities, protection and business support as wide as possible (Puspadini, 2023). Business Protection is any effort that guarantees legal certainty to provide protection to businesses to avoid monopolistic practices and the concentration of economic power by business ac-

tors.

The aim of empowering MSMEs is to increase community and business participation to grow micro, small and medium enterprises, increase productivity, competitiveness and market share of micro, small and medium enterprises, increase access to productive resources and broader markets, protect businesses micro, small and medium enterprises, increasing the role of micro, small and medium enterprises as robust, professional and independent economic actors as a basis for developing a people's economy that is based on fair market mechanisms, based on natural resources and human resources that are productive, independent, advanced, competitive, environmentally sound and sustainable, realizing a regional economic structure that is balanced, developing and just, growing and developing the capabilities of micro, small and medium enterprises to become solid and independent businesses and increasing the role of micro, small and medium enterprises in development regions, job creation, equal distribution of income, economic growth and poverty alleviation. The forms of empowerment carried out by the Banyumas Regency government are education and training to improve managerial and production abilities, as well as other types of education and training that can support the empowerment of Micro, Small, and Medium Enterprises, help strengthen institutions and businesses, support the ease of obtaining materials raw materials and supporting facilities in the production process, involvement in trade exhibitions to expand market access, involvement in the procurement process for goods and services carried out by government agencies under applicable laws and regulations (Indriastuti, 2022).

This empowerment effort is carried out by the Banyumas Regency Industry and Trade Service (Dinperindag) about improving product quality, product standardization, socializing export regulations and procedures and various other efforts which the agency routinely carries out in collaboration with other related agencies or several companies. The training that has been carried out by the Banyumas Regency Industry and Trade Department related to efforts to increase exports

in Banyumas is training with the theme: How to Start Exporting, which was held in collaboration with the Indonesian Export Education and Training Center. The Directorate General of National Export Development of the Ministry of Trade in November 2018 attended by 30 SMEs, received material from resource persons from Indonesian Export Education and Development (PPEI) which included how to get to know the export business, identify internal potential, identify export markets, develop or adapt products exports, calculating costs and prices for exports, calculating export prices, looking for buyers, as well as various experiences regarding exports (Dinperindag Kabupaten Banyumas, 2018). This training will also be carried out again in 2019 with different participants, hoping that more SMEs in Banyumas Regency will be able to export their products. In 2018, training and technical guidance (bintek) on export procedures was also carried out by the Banyumas Regency Industry and Trade Department with participants coming from SMEs for various products in Banyumas Regency, including SMEs for coconut sugar, herbal medicine, coconut shells, agricultural products, crafts, and various foods (See table 7 in Appendix).

In addition to training to master export procedures and motivation to export, including socialization on organic food certification, the Banyumas Regency Industry and Trade Office also organizes training to improve product quality to make products in the Banyumas Regency more capable of penetrating the export market, such as training on making export standard organic coconut sugar, training on hygiene and packaging. The Banyumas Regency Industry and Trade Office also facilitates outreach related to production places and facilities, as well as involving SMEs in comparative studies related to exports to other regions as well as product exhibitions both at home and abroad. The event that SMEs in Banyumas Regency routinely participate in based on the facilitation of the Banyumas Regency Industry and Trade Department is the Indonesian Production Exhibition, which is held every year by the Ministry of Trade and various similar events at the national and provincial levels, where often through these events they get the opportunity to meet buyers from abroad. Several products were also

included in Expo Indonesia, which was organized by several embassies of the Republic of Indonesia in other countries. One of the products exhibited abroad besides coconut sugar products is natural dyed batik products from Batik Pringmas in Papringan Village. In 2016, Pringmas Batik participated in an exhibition in India. Batik Pringmas, which is a Joint Business Group (KUB) assisted by Bank Indonesia, went with the Regent of Banyumas and Deputy General of Bank Indonesia Jakarta to promote natural dye batik and provide education about batik to visitors in Mumbai, India. In an effort to perfect the use of natural dyes, Batik Pringmas received very useful visits and knowledge from two textile expert professors and dye experts from Fukui University, Japan, who were present in collaboration with the Banyumas Regency Government and Jenderal Soedirman University (Subarkah, 2020).

Specifically for the coconut sugar industry, which is the product with the most demand on the global market, the Banyumas Regency Government through the Department of Industry and Trade has a particular policy to increase coconut sugar exports, including:

1. Efforts to increase the production volume and quality of coconut sugar through training, technical guidance, facilitating product standardization such as the Indonesian National Standard (SNI), Hazard Analysis Critical Control Point (HACCP) which is a system for guaranteeing control of hazards through the production process and facilitating a clean production kitchen and healthy
2. Recommendation not to use Sodium Bisulfite as a sap preservative
3. Providing subsidies for the use of organic or natural laru
4. Involve coconut sugar SMEs at local, national, and international levels
5. Establishment of the Banyumas Regency Coconut Sugar Exporters Association to strengthen and help each other sugar entrepreneurs to be more productive and prosperous
6. Providing accident compensation for nira farmers in the amount of five million rupiah for those who die and ten million rupiah for those who are disabled.

7. Encourage entrepreneurs to carry out organic certification by providing facilitation for the needs or fulfillment of certification requirements
8. Encourage business actors to carry out independent exports through training on procedures, export documents, and socialization of export regulations (Dinperindag Kabupaten Banyumas, 2022).

In particular, the recommendation not to use sodium bisulfite as a laru (preservative) for sap is very emphasized, considering that the use of chemicals will make the quality of the sugarless good, and the product can no longer be categorized as an organic product, besides it can disrupt the breath of drinkers due to chemical vapors. This dilemma is experienced by artisans considering that the sap has a very short lifespan and must be processed immediately; if it is too late, it will experience fermentation and become sour. As a result, it cannot be processed properly because it will produce sugar of very poor quality (often referred to as bubbled/failed sugar), does not have a decent selling value, and even tends to be detrimental to craftsmen. Several academics at Unsoed conducted various research to find laru made from natural ingredients so that it does not reduce the quality of the coconut sugar produced. The research results recommend the use of mangosteen peel, jackfruit wood, betel leaves, and lime (Karseno & Setyawati, 2013; Naufalin, Tri, & Anna, 2013). The results of this research are recommended for artisans who process their sap organically so that the quality of their products is maintained and suitable for marketing through export.

These various efforts are being made to achieve the coconut sugar export target of 30 thousand tons per year, expected to be achieved in 2023. Therefore, the Department of Industry and Trade feels it is necessary to increase the productivity of coconut sugar SMEs and improve the quality of their production. Tight market competition means artisans must be creative and use advances in information technology to market their products. Dinperindag also organizes digital marketing training so that coconut sugar SMEs can easily offer their products and the public and potential buyers at home and abroad can access them. Apart from that, the Banyumas Regency government has also designed a business incubator at the Pratistha

Harsa Building, Purwokerto, which is a forum for SMEs to display their products and is managed by professionals so that they can find marketing opportunities, especially exports, for products in Banyumas Regency.

CONCLUSION

Local governments have attempted to develop small and medium enterprises as a local economic development strategy by considering local markets, needs and resources. This cannot be separated from efforts to implement and localize the 9th SDGs regarding industry, innovation, and infrastructure. The Banyumas Regency government carries out localization of SDGs by helping local entrepreneurs utilize local resources and export to compete in the global market. The Banyumas Regency Government is trying to create a conducive climate so that entrepreneurs are able to export, including providing assistance and training so that local companies can increase the capacity and quality of their products.

With the 9th SDGs localization strategy carried out by the Banyumas Regency government, the SDGs points are not only in the form of recommendations or appeals from the central government but have synergized with local resources in the community, which can be utilized by the people of Banyumas.

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APPENDIX I

Table 6. List of Banyumas Coconut Sugar Export Companies in 2021

No	Companies	Address	Form	Export Destination	Add. Info*
1	PT. Coco Sugar Indonesia	Jl. Gerilya Timur No. 289 B, Purwokerto Kidul, Kec. Pwt Selatan	Crystal	China, Korea. Europe	I
2	PT. Binar Dini Mandiri	Jl. Sultan Agung No. 15 Karanglesem, Pwt Selatan	Crystal	Korea, New Zealand	SP II
3	PT. Holos Integra	Jl. Lingkar Barat No. 4 Ledar Banteran, Kec. Wangon	Crystal	USA, Japan	SP II
4	PT. Integral Mulia Cipta (IMC)	Jl. Notosuwiryo No. 40 Teluk, PWT Selatan	Crystal	Europe, USA	SP II
5	Sistema Organisme Agraria	Perum GSMT Blok 4 No. 37 Ds Karanglewas RT 09/05	Crystal	Europe	SP II
6	PT. Daya Alami Indonesia	Jl. Jambu No. 06 Purwokerto	Crystal	USA, Europe	I
7	Gemati Gati	Desa Karangendep RT 03 RW 02 Kec. Patikraja	Crystal	Europe, Japan	I
8	CV. Inagro Jinawi	Prompong, Baturaden	Crystal	USA, Europe	I
9	Semedo Manise / Karya Muda Jaya	Semedo Rt 05/05 Kec. Pekuncen/ Green Sapphire Blok. D.6 Ajibarang	Crystal	Europe	SP II
10	KSU Nira Satria	Pernasidi Rt 03/01 Kec. Cilongok	Crystal	Germany, USA	I
11	CV. Nusantara Commodities	Jl. Gerilya Barat no. 304 A Tanjung Kel. Pwt Selatan	Crystal	USA, Japan, Europe	
12	CV. P 3 R	Jalan Raya Cilongok	Crystal	USA, Japan, Ecuador, Canada	SP II
13	CV. Permata Satria	Desa Kebanggan, sawah Kec. Sumbang	Crystal	Europe	I
14	CV. Pondok Daya	Randegan Rt 01/03 Kec. Wangon	Crystal	America	SP II
15	KSU Ligasirem	Desa Sikapat, Kec. Sumbang	Crystal	Europe, Australia	SP II
16	UD. Ngudi Lestari	Desa Kalisalak Rt 04/01 Kec. Kebasen	Mold	Australia, Korea	I
17	CV. Hugo Inovasi	Desa Pandak, Kec. Baturraden	Crystal	Australia, England	I/SP II
18	UD. Kali Mengaji	Jl. Paduraksa Rt 01/02 Pernasidi Kec. Cilongok	Crystal	Europe	SP II
19	Klapakoe	Banjarsari Rt 04/01 Kec. Ajibarang	Crystal	Europe	SP II

20	Rumangsa Legi	Langgong Sari Rt 01/05 Kec Cilogok	Crystal	Europe	SP II
21	CV. Indococo Pasific	Teluk, PWT Selatan.	Crystal	Europe	SP II
22	Nira Queen	Banjar Panepen, Sumpiuh	Crystal	England, Japan	SP II
23	Sari Manggar	Cipete Rt 03/01 Kec. Cilogok	Crystal	China	SP II
24	Mbangun Usaha Sejahtera	Purwojati	Crystal	Eerope, China	SP II
25	Poktan Nira Agung Sejahtera	Tambak	Crystal	Japan, USA	SP II
26	Riski Bangkit	Kalisalak, Kebasen	Mold	Hongkong	SP II
27	Manggar Sari	Desa Adisana Rt 02/08 Kec. Kebasen	Mold	Korea, Japan, Saudi Arabia	SP II
28	Sekar Mancung	Desa Kemawi Rt 01/04 Kec. Somagede	Crystal	Europe, Germany	SP II
29	UD Dua Putra	Desa Kemawi Rt 08/01 Kec. Somagede	Crystal	Korea	SP II

APPENDIX II

Table 7. Banyumas Regency Dinperindag Export Training Participants in 2021

No	Participants	Product
1	CV. Nusantara Commodities	Crystal Sugar
2	Risky Binangkit (Risky Finaldia)	Crystal Sugar
3	Sekar Mancung (Teguh Paryono)	Crystal Sugar
4	UD. Ngudi Lestari (Frida Triyani)	Crystal Sugar
5	Manggarsari (Suratno)	Crystal Sugar
6	Hasan Basri	Tempeh Chips
7	Wedangkoe (Nikmah)	Hot Ginger
8	Purwanto	Crystal Sugar
9	UD. Maswi (Paryono)	Klanting
10	CV. Indococo Pasific (Ary)	Crystal Sugar
11	Kalpakoe (Darsim)	Crystal Sugar
12	Sistema Organic Agrinaya (Ely)	Crystal Sugar
13	PT. Lestari Jaya (Halimah)	Jamu
14	RMJK (Bahrudin)	Various Product
15	Karya Batok (Kartam)	Coconut Shell
16	Niken Perwita Kemala	Wood
17	Sulam Ngapak (Trisada)	Embroidery Bag
18	PT. Tunas (Nina)	Drink
19	UD. Eka Jaya (Wanto)	Wood
20	Imami Nur Afiati	Leather Bag
21	Ketua Etawa (Warseno)	Milk
22	Batik Pringmas (Iin)	Batik
23	Batik Ninin (Indi Wahyuni)	Batik
24	UD. Manggar Sariwangi (Srigito)	Crystal Sugar
25	Kelompok Pertanian (Judiono)	Crops
26	Narto	Ginger spices
27	PT. Sanka Kanaka (Santi)	Wig
28	Rizki Azmi Nur Majid	Snack
29	Kalpa Baraka (Waryoko)	Coconut
30	Fians Colections (Fianti)	Leather Bag

APPENDIX III

Table 3. Export Commodities of Banyumas Regency. 2022

No	Commodities	Value (in USD)	Destination
1	Wood	22.521.044,37	China, USA, Malaysia, Singapore
2	Wig	155.460,00	Singapore
3	Essential Oil	2.987.905,00	Singapore, India, USA
4	Coconut Sugar	5.134.801,14	USA, South Africa, Brazil
5	Jelly Grass	788,288,6	Malaysia, Cambodia
6	Shrimps Crisp	0,00	Saudi Arabia
7	Soun	2.394,00	Saudi Arabia
8	Candlenut	8.890,00	Saudi Arabia
9	Emping Melinjo	147.275,14	Saudi Arabia
10	Egg Noodles	3.462,83	Saudi Arabia
11	Peeled Old Coconut	0,00	Lebanon
12	False Eyelashes	10.750,00	USA, Korea, Malaysia
13	Tamarind	24.300,00	China, South Africa, Malaysia

Source: Dinperindag Kabupaten Banyumas (2022)