



IMPLEMENTATION OF MARKETING STRATEGIES THROUGH AN INSTITUTIONAL APPROACH TO INCREASING AWARENESS OF THE BUSINESS COMMUNITY TO CONDUCT INDEPENDENT EXPORT ACTIVITIES

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Abstract: The purpose of this study is to identify and describe the implementation of marketing strategies through institutional approaches in increasing awareness of the business world to carry out independent export activities at the Customs and Excise Office of Tasikmalaya, to find out the obstacles and efforts to overcome them. The method used is descriptive qualitative. The results of the study concluded that Tasikmalaya Customs and Excise implemented a marketing strategy through an institutional approach to increasing the awareness of the business community to carry out independent export activities, in three parts of activities, namely hearings, socialization, and teamwork. The obstacles faced are concerns about differences in vision in dealing with MSMEs, unavailability of data on MSME exporters or MSMEs that have export potential, lack of understanding of export regulations or rules, difficulties in finding forms of cooperation, closed MSME behavior, limited budget managed by the local government to deal with MSMEs. Efforts have been made to align the vision, encourage local governments to clean up MSME exporter data, conduct specific discussions, share roles, and take a persuasive approach.

Keywords: Institutional Approach; Business Community Awareness; Export Activities; Independent

INTRODUCTION

Along with the development of science and technology, one way to achieve this goal is to implement a marketing strategy by the Directorate General of Customs and Excise to increase awareness of the business community to carry out independent export activities. Independent exports referred to in this proposal are exports carried out by the company concerned independently without going through a third party after receiving assistance/assistance from the Tasikmalaya Customs and Excise Office. The results of the preliminary study show that there are still not many companies that have the awareness to carry out independent exports. In Tasikmalaya the number of companies that have made independent exports can be counted on the fingers. The following is data on companies that have conducted independent exports in Tasikmalaya.

Table 1. Number of People who Export Independently

Year	Total	Enhancement
2017	1	
2018	4	3
2019	5	1
2020	8	3
2021	25	17

Source: Internal Compliance and Counseling Section
KPPBC Tasikmalaya (2021)



The table above shows that the number of companies that carry out independent exports through the Tasikmalaya City Customs and Excise Office is still relatively small. The increase that occurs every year will be shown in the following graph.

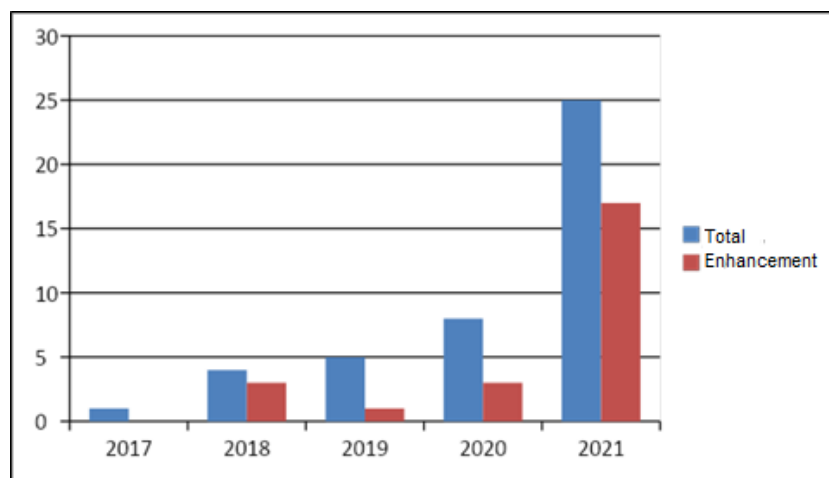


Figure 1. Increasing the Number of Companies Conducting Independent Exports in Tasikmalaya 2021

Source: Processed data (2021)

Based on the graph above, it is known that in 2019 only 1 company was successfully assisted by the Tasikmalaya Customs and Excise Office to carry out independent exports, while in 2021 17 companies managed to export independently after being assisted (Yuliasari & al., 2013). The increase was due to the various efforts made by the Tasikmalaya Customs and Excise Office, namely by implementing a marketing strategy through an institutional approach. Institutional approach steps that have been carried out with stakeholders such as the local government (in this case the Office in charge of Cooperatives, Small and Medium Industries, and Trade, as well as Regional Assistant II for Economic Affairs and Development as the coordinator).

In the past two years, the concentration of the new institutional approach has been in the areas of Tasikmalaya City, Tasikmalaya Regency, and Garut Regency, where industrial growth is relatively higher than in other regencies/cities in the East Priangan region. This is also an early anticipation step for industrial development in the three areas when the Bandung (Gedebage), Garut, and Tasikmalaya Toll Roads begin to be operational in 2024. The implementation of this strategy is believed to have a positive impact in increasing the awareness of the business community to carry out independent export activities.

Based on the description above, this research focuses on the implementation of marketing strategies through institutional approaches in increasing awareness of the business community to carry out independent export activities at the Customs and Excise Control and Excise Office of Type C Customs in Tasikmalaya (Hasibuan, 2015).

METHODS

The research used is descriptive with a qualitative approach. Whitney in (Nasir, 2018), suggests that the descriptive method is fact-finding with the right interpretation. Furthermore (Soehartono, 2016) suggests that the purpose of descriptive research is to provide an in-depth explanation of one object and focus on a limited object of study (answering what is the question). Another opinion is related to the descriptive qualitative method, which is a method that examines the status of a group of people, an object, a



set of conditions, a system of thought, or a system of events in the present. The purpose of this research is to make a description, make a systematic, factual, and accurate picture or painting of the facts, characteristics, and relationships between the phenomena being investigated (Nasir, 2018)

In this study, the research subjects were the parties that were sampled in this study, namely the employees of the Customs and Excise Office of Supervision and Service of Intermediate Customs Type C Tasikmalaya. While the object of research is the problem of implementing marketing strategies through an institutional approach in increasing awareness of the business community to carry out independent export activities.

The data collection techniques used in this research are literature studies, field studies, and data analysis techniques using qualitative techniques, namely efforts made by working with data, organizing data, sorting into manageable units, synthesizing them, looking for and finding patterns, finding what is needed (Sugiyono, 2017). important and what is learned and decides what can be shared with others (Lexy., 2017).

RESULTS AND DISCUSSION

The results of this study are presented in the form of a summary chart of the following interview (Tohirin, 2017) results:

Table 2. Recapitulation of In-depth Interview Results

No.	Question	Mr. YI	Mr. BI	Mr. IH	Mr. DS	Mrs. DNR
1.	Audience					
	What are the steps taken by the staff of the Tasikmalaya Customs and Excise Office to make the media more effective as a means of increasing awareness of the business community to carry out independent export activities?	Delivering information either through social media or in print/online media	Through face-to-face information, zoom meetings, or social media such as youtube, Instagram, Facebook, WhatsApp groups, and print media such as radar newspapers	Make a memorandum of agreement with one of the media	How to post content or infographics	Uploading content regarding export conditions
	To what extent is the involvement of the Tasikmalaya Customs and Excise Office employees in increasing the awareness of the business community to carry out independent export activities?	Have an active role	Involved	Play a role by forming a team	Play an active role	Play an active role
	What are the uses of approaches used by the Tasikmalaya Customs and Excise Office employees?	Increased public awareness	Can be a leader	People understand	Increase public trust	Increase trust build chemistry, People can open up



a. What is the order of the hearing before, during, and after the hearing?	Providing material on exports, conducting discussions, and asking questions	Passively, Tasikmalaya Customs and Excise are invited by stakeholders to support exports independently, or actively, BC makes a schedule to visit stakeholders	Sharing sessions and discussions about independent export issues. After the hearing, a WA group was immediately created to facilitate communication as a place for discussion	Prepare hearing materials, prepare infrastructure, prepare invitations, distribute invitations, carry out activities, evaluate activities	Prepare presentation materials and infrastructure, prepare and deliver invitations to service users, implementation and evaluation of hearing activities
2. Socialization					
a. What is the attitude of the business community towards independent export activities after the socialization has been carried out?	The business community is increasingly interested	Felt very helpful	The business community finally knows	The community welcomes	The community responded positively to the socialization carried out
b. What interactions did the Tasikmalaya Customs and Excise Office employees do during the socialization?	Discussion and question and answer, then practice how to create/ fill out PEB documents through the Export module	Interact directly or indirectly	Face-to-face delivery	Interaction of questions and answers about the obstacles and complaints experienced by MSMEs	Questions and answers, discussions, providing export modules and simulations, visits to export loading ports
c. How is the knowledge of the business community after the socialization has been carried out?	Public knowledge is increasing	Those who don't know will know and those who already understand will understand better	They understand better	Opening knowledge about export procedures, knowing provisions regarding prohibitions on export restrictions, and procedures for making PEB documents	Exporting is easy, knowing the provisions of the export restriction ban, and knowing the export procedure
d. How is the motivation of the business	More motivated	His motivation is increasing	The desire to carry out	More motivated	People are motivated to



	community after the socialization has been carried out? e. Is there an increase in independent export activities after the socialization?	Exist	Exist	exports is increasing There is an increase	There is an increase in independent export activities	export independently There is an increase in independent export activities after socialization is carried out
3.	Form a team or task force					
	a. How is the ability of the Tasikmalaya Customs and Excise Office employees to work following the team's goals?	The team was formed to assist the business community, and the ability of employees is very qualified to achieve the team's goals	Employee skills are good	Before being deployed, employees who are members of the Task Force Team will be given training	Have sufficient ability	The team can work following the proven objectives of the output of the activities that have been carried out
	b. Do all team members trust and support each other to achieve organizational goals?	All members carry out their duties seriously and trust each other	Mutual trust and support	Yes, it is proven that there is the success of the business community that has carried out independent exports	All team members trust and support each other	Yes, trust and support each other
	c. Do the employees of the Tasikmalaya Customs and Excise Office have a sense of responsibility in completing the assigned tasks?	Very have a sense of responsibility, so that the tasks given can be completed quickly	Very responsible	Every employee is required to make a performance contract with his superior containing the targets set in the Key Performance Indicators	Yes, very responsible. This can be seen from the output generated from the given task	Yes, this can be seen from the coordination carried out to equate perceptions and goals with the steps that have been discussed together
	d. Are the employees of the Tasikmalaya Customs and Excise Office able to accept all differences between team members? Tell!	Able to accept all differences of opinion and views	Able, because if there is a difference, it can be resolved according to the applicable regulations	Very capable	Yes, this can be seen from the coordination carried out to equalize	Yes, this can be seen from the time of carrying out the task there is good cooperation



	e. Are the employees of the Tasikmalaya Customs and Excise Office able to participate in the team?	Each team member can carry out their duties well	Able to play an active role	Very capable	perceptions and goals Every employee always works together in a team, complementing each other and remembering each other, right?	between team members Yes there is, it can be seen from the coordination carried out to equalize perceptions and goals
4.	What are the obstacles faced in implementing the marketing strategy through an institutional approach in increasing the awareness of the business community to carry out independent export activities at the Tasikmalaya Customs and Excise Office?	Worried about differences in vision and mission in activities to encourage MSMEs to carry out export activities independently	Data on MSME exporters or MSMEs with export potential that exist in the Regional Government are not available properly	There is still a lack of understanding of export regulations by the Regional Government	Difficulty in finding forms of cooperation between the Regional Government and Customs and Excise to foster MSME exporters or MSMEs that have export potential	MSMEs are more close to local governments, and limited local government budgets
5.	Efforts were made to overcome obstacles in the implementation of marketing strategies through institutional approaches in increasing awareness of the business community to carry out independent export activities at the Tasikmalaya Customs and Excise Office.	Hold a meeting with the Regional Government to conduct discussions to align the vision and mission of the activities	Customs and Excise encourage Local Governments to carry out data enrichment (cleansing) of MSME exporters or MSMEs that have the potential to export	Local governments and stakeholders are included as participants to receive material exposure and discussions related to export regulations or rules	Provision of export modules along with their installation and training activities for filling out notification documents for export of goods along with submission of applicable export rules or regulations	Take a persuasive approach so that the MSMEs are open about the company and its business processes so that trust arises

Source : KPPBC Tasikmalaya (2021)

Analysis of Marketing Strategy Implementation Through Institutional Approaches in Raising Business Community Awareness to Conduct Independent Export Activities at the Customs and Excise Supervision and Customs Service Office Type C, Tasikmalaya

The implementation of the marketing strategy through an institutional approach in increasing the awareness of the business community to carry out independent export activities at the Customs and Excise Service Supervision and Excise Office Type C Tasikmalaya is carried out in three parts, namely hearings, socialization, and teamwork. The three activities were carried out by the Customs and Excise Service Supervision and



Excise Office of Type C Customs Tasikmalaya as an effort to increase awareness of the business community to carry out independent export activities.

Based on the author's analysis of the three activities, and related to the theory that becomes the benchmark, it appears as in the following description:

(1) Audience is an activity involving a group of individuals who have a relationship with the mass media. Both print mass media (eg magazines, general newspapers, journals, bulletins) and electronic media (eg television, radio, film). Audiences who use bulletins, general newspapers, magazines, education, and entertainment, are called readers. An approach to audiences is known as reception analysis or reception studies. Reception analysis focuses on a person's ability to interpret a particular form of content, a person's ability to serve a significant personal purpose. Or in other words, an audience is an official meeting held between the head and others to discuss certain matters (Dejanaz & Dowd, 2016). The audience has an audience orientation indicator consisting of effectiveness on media content, involvement, and usability, as well as temporal or sequence consisting of before, during, and after the implementation (exposure).

Based on the results of interviews regarding the hearings conducted by Customs and Excise to make the media effective as a means of increasing awareness of the business community to carry out independent export activities, including by maximizing all media such as social media, print media, or online media by the Internal Compliance and Counseling Section. either directly or indirectly, making a memorandum of agreement with the media in the City of Tasikmalaya area, uploading content or infographics regarding export provisions, and the steps that must be taken by MSMEs and other business actors in exporting.

The involvement of employees of the Customs and Excise Supervision and Customs Service Office Type C Tasikmalaya in increasing awareness of the business community to carry out independent export activities, is a common and good thing, especially in the form of teams to provide education to MSMEs and other business actors about the benefits and importance of implementing independent export which is facilitated by the Customs and Excise Service and Supervision Office of Customs C Type C Tasikmalaya. Real forms of employee involvement such as hearings, dissemination of export regulations and other matters related to exports, connecting with stakeholders, connecting with export market networks (business matching), assistance in filling out export documents, problem solving/assistance in the form of solutions if in the implementation process There are problems in the export process until the export goods can go to the destination country.

There are many uses for the approach taken by the Customs and Excise Service Supervision and Excise Service Office type C Tasikmalaya, to increase the awareness of MSMEs and other business actors to carry out independent exports. The approach is taken to build chemistry between Customs and Excise and Regional Government/stakeholders as well as MSMEs and other business actors. This approach is also useful so that people can open themselves up so that information from Customs can be more easily received. Become a leader in providing input to exporters to collaborate with the Regional Government, Bank Indonesia, and other stakeholders, so that people understand that independent exports are easy. Whenever there are obstacles in its implementation, the Tasikmalaya Customs and Excise will be there to help resolve the problems encountered (Yusuf, 2019).

The order of conducting hearings before, during, and after the implementation (exposure) is to prepare presentation materials and infrastructure for the hearings, prepare and submit invitations to Regional Governments as well as MSMEs, and certain business actors, as well as conduct hearings and evaluating activities. Initial hearings were conducted with the Regional Government. The next stage was carried out by



inviting MSMEs and other business actors, which was then carried out by providing material on exports, conducting discussions, and asking questions. Next, create a WA Group to facilitate interaction and as a place for discussion and communication.

(2) Socialization is the process of individual learning habits which include ways of life, values, and social norms that exist in society so that they can be accepted by the community. Socialization is a social process where an individual gets the attitude formation to behave following the behavior of the people around him (Soekanto, 2014). The indicators of socialization are attitudes, interactions, knowledge, motivation, and improvement.

Based on the results of the author's interviews with the five informants in this study, after the socialization, several things occurred, including a change in people's attitudes who felt very helpful. The community responded positively to the socialization carried out and became motivated to carry out independent exports. The business community finally understands that exporting is an easy thing. Those who initially didn't know became aware, those who had seen it negatively became more positive, and those who were not interested became more and more interested. MSMEs and other business actors are increasingly interested in carrying out export activities independently after knowing the advantages of carrying out export activities independently.

The interactions carried out were very effective, such as questions and answers about MSME knowledge of exports, obstacles, and complaints experienced by MSMEs in carrying out exports, discussions regarding the information needed regarding provisions in the Customs and Excise sector as well as provisions in other fields related to export activities, providing modules and installation of modules on computer equipment, training on filling out export documents, simulation of making export documents so that MSMEs can make their documents independently, make visits to places or export loading ports so that MSMEs better understand the real conditions that occur at ports where export activities are carried out.

The knowledge of MSMEs and other business actors regarding independent export activities after the socialization has been carried out is increasing. They become more aware that exporting is easier than previously imagined. Some indications of an increase in their understanding include the opening of knowledge that not all exports must use the export notification document of goods, the open knowledge of the provisions of export prohibitions and restrictions, understanding of the procedures for making export notification documents of goods, and procedures for carrying out export activities.

The motivation of MSMEs and other business actors after the socialization was carried out was increasing. They are motivated to export independently after seeing for themselves the ease of exporting independently. The desire to carry out exports independently was aroused because after all the benefits of selling goods abroad were far greater than selling them in the domestic market. Several MSMEs and other business actors who have been carried out export socialization and intensive guidance by the Tasikmalaya Customs Export Clinic Team finally export independently.

There was an increase in independent export activities carried out by MSMEs after the socialization activities were carried out. In 2019, after handling, there was only 1 (one) MSME that carried out independent exports. Data in 2020 there is an increase in 3 (three) MSMEs that carry out export activities independently. A year later there was an increase in 17 MSMEs that carried out independent exports so that in 2021 MSMEs that carried out independent exports to the Tasikmalaya Customs and Excise Office after interacting and/or being coached by the Tasikmalaya Customs Export Clinic Team at the total number increased to 25 (twenty-five) MSMEs / businessmen.

(3) Forming a work team or task force (teamwork). Teamwork is teamwork that complements each other and is committed to achieving targets and goals efficiently



together. The work team or task force to be formed is in the form of an export solution house that involves all components of stakeholders in dealing with MSMEs and other business actors, consisting of Customs and Excise, the Regional Government whose elements include Regional Assistants in charge of the Economy and Development, the Department of in charge of Trade, Cooperatives and MSME Development, Bank Indonesia, Tax Office, Post Office, Association of Custodian Service Companies, and several other stakeholders. Meanwhile, for the internal environment, there is already an Export Clinic Team, Customs, and Excise Supervision, and Customs Service Office Type C Tasikmalaya.

Teamwork ability is the ability of individuals to cooperate well in achieving the goals and objectives of the team and its members can participate in the team and obtain satisfaction within the team, with the characteristics of having goals, understanding roles, and tasks, trusting and supporting each other and being responsible in carrying out their duties. tasks to achieve common goals. The indicators of the work team are being able to work following team goals, all team members trusting and supporting each other, having a sense of responsibility in completing the assigned tasks, being able to accept all differences, and being able to participate in the team (Dejanaz & Dowd, 2016).

Based on the results of interviews with research informants, the team formed to increase public awareness of self-export is carried out by equipping employees with sufficient competence or technical ability so that employees are very qualified to sit on the export team to assist MSMEs and other business actors.

All employees who sit in the export team have the same vision to trust and support each other. This is evidenced by the success of several MSMEs and other business actors who have carried out independent exports.

Every employee who is in the Customs and Excise Supervision and Service Office of Customs Type C Tasikmalaya in carrying out his duties and functions is obliged to make a performance contract with his superior which supports the targets set in the main performance indicators. Tasikmalaya Customs and Excise employees are very responsible for the tasks assigned so that employees can quickly complete their work assignments. This can be seen from the output generated from the assigned tasks, namely the achievement of goals and the implementation of well-planned activities where they obey all regulations and are aware of their duties and responsibilities (Hasibuan, 2015).

In interacting internally, employees of the Customs and Excise Supervision and Service Office of Type C Customs Tasikmalaya can accept all differences of opinion and views so that these differences are used as discussion material to find the best solution. There is coordination carried out to equalize perceptions and goals with the steps that have been discussed together. The result is that the targets set can be achieved well, even exceeding expectations.

In carrying out their work duties, every employee who sits in the team can play an active role. Many activities are carried out using teamwork and can even produce extraordinary results, for example, the activity of awarding customs and excise service users, synergies and collaboration with local governments, as well as other collaborative activities involving interested parties.

Analysis of the Obstacles Faced in the Implementation of Marketing Strategies Through Institutional Approaches in Raising Awareness of the Business Community to Conduct Independent Export Activities at the Customs and Excise Office of Customs Intermediate Type C Tasikmalaya

The obstacles faced in implementing the marketing strategy through an institutional approach in increasing the awareness of the business community to carry out



independent export activities at the Customs and Excise Supervision and Service Office of Type C Tasikmalaya are from the aspect of concern that there are differences in vision and mission between Customs and Local Government in dealing with MSMEs, data on MSME exporters or MSMEs with export potential that exist with the Regional Government are not well available and if the data is available it is still general data so that the Regional Government is looking for MSME exporters or MSMEs that have the potential to export the data must be rearranged, Local Governments still do not understand the regulations or existing export regulations, difficulties in finding forms of cooperation between the Regional Government and Customs and Excise in fostering MSME exporters or MSMEs that have export potential, MSMEs are closed to local governments, and limited budgets managed by the Government. Regional government to deal with MSMEs such as costs for holding exhibitions abroad or domestically by bringing buyers from abroad.

These obstacles are still in the reasonable category, where there are still many people, especially MSMEs and other business actors who still do not understand the benefits of implementing independent exports and there are also those who think that independent exports are difficult, convoluted, and require a lot of work. cost.

Analysis of the Efforts Made to Overcome Barriers to the Implementation of Marketing Strategies Through Institutional Approaches in Raising Awareness of the Business Community to Conduct Independent Export Activities at the Customs and Excise Supervision and Customs Service Office Type C Tasikmalaya

Efforts have been made to overcome obstacles in the implementation of marketing strategies through an institutional approach in increasing awareness of the business community to carry out independent export activities at the Customs and Excise Office of Customs and Excise Control and Customs Type C Tasikmalaya, it can be concluded that there are several efforts made to overcome these obstacles. , including holding a meeting with the Regional Government to conduct discussions in order to align the vision and mission of the activities carried out, namely in the context of national economic recovery, one of which is by encouraging the exports of MSMEs and other business actors, and making them independent exporters so that the activities carried out both by Customs and Regional Governments are in the same frequency, Customs and Excise encourages Local Governments to perform data enrichment (cleansing) of MSME exporters or MSMEs that have the potential to export and request that the data be targeted at to be followed up together in real activities, in the session of exposing the export material by Customs to MSMEs and other business actors, local government officials, especially those in charge of cooperative trade and MSME development, were also included as participants to receive material exposure which could be continued with more specific discussions related to export regulations or rules, Customs and Excise share a role with the Regional Government where in every activity the Regional Government acts as the organizer of the activity and Customs and Excise as one of the material providers where the material presented is from general matters to matters technical activities such as providing export modules and their installation and training activities for filling out export notification documents and submitting applicable export regulations. After receiving data on MSME exporters or MSMEs that have the potential to export, Customs and Excise take a persuasive approach so that The MSMEs are open about the company and their business processes so that they believe that what Customs is doing is purely an activity to help them to be able to export and become independent exporters, and finally, Customs and Excise encourages Local Governments to carry out synergies and collaboration activities with the Central Government and with related parties such as Bank Indonesia, to facilitate export-oriented MSMEs to be included in



international exhibition activities held at home and abroad, where from the Customs side also asked the export-oriented MSMEs to submit company profiles and Customs Excise will forward it to the Customs Attaché overseas to be placed in the storefront of the Embassy where the Customs Attaché is located.

The efforts that have been made above are considered appropriate to make it easier for the community, especially MSMEs and other business actors who are interested in doing independent exports but are unable to do so, so with various assistance obtained from Customs, Regional Government, and other stakeholders, is expected to be able to change the mindset and pattern of action of MSMEs and other business actors to be more open and advanced.

Triangulation

For the triangulation process, the researcher made the Assistant Manager of the Representative Office of Bank Indonesia Tasikmalaya an informant. The question posed is how to implement a marketing strategy through an institutional approach in increasing the awareness of the business community to carry out independent export activities at the Customs and Excise Control and Excise Office of Type C Customs in Tasikmalaya. The answer given by the informant was to hold a working visit and inform each other about MSMEs, as well as hold exhibitions both at home and abroad as a form of hearings and socialization.

Furthermore, he added to the question what the obstacles faced in implementing marketing strategies through institutional approaches in increasing awareness of the business community to carry out independent export activities, namely the difficulty of finding MSMEs with international standards, capital problems, and the reluctance of MSMEs to export because they already feel comfortable selling in Indonesia. domestic.

Efforts are being made to overcome obstacles in the implementation of marketing strategies through an institutional approach in increasing awareness of the business community to carry out independent export activities at the Tasikmalaya Customs and Excise Office by increasing cooperation with stakeholders, providing outreach activities related to export activities, and providing assistance in providing modules. exports and procedures for filling out the export module for MSMEs that are ready to carry out export activities. The steps above are following the steps in dealing with Indonesian exports, namely hearings, socialization, and forming a team or task force to handle MSME exports.

CONCLUSION

Starting from the results of research and discussion, it is concluded several things as follows: Implementation of a marketing strategy through an institutional approach in increasing awareness of the business community to carry out independent export activities at the Customs and Excise Control and Excise Service Office of Middle Type C Tasikmalaya carried out in three parts, namely socialization hearings, and teamwork. The three activities were carried out as an effort to continue to increase the awareness of the business community to carry out independent export activities.

Obstacles faced in implementing marketing strategies through institutional approaches in increasing awareness of the business community to carry out independent export activities at the Customs and Excise Control and Excise Service Office Type C Tasikmalaya are from the aspect of concerns about differences in vision and mission, data is not well available exporters of MSMEs or MSMEs that have export potential in the Regional Government, there is still a lack of understanding of regulations or export rules by the Regional Government, difficulties in finding forms of cooperation between the Regional Government and Customs, the openness of MSMEs to the Regional



Government, and the limited budget of the Regional Government for dealing with MSMEs.

Efforts are being made to overcome obstacles in the implementation of marketing strategies through institutional approaches in increasing awareness of the business community to carry out independent export activities at the Customs and Excise Office of Customs and Excise Intermediate Type C Tasikmalaya, that there are several things that have been done to overcome these obstacles, including is holding a meeting with the Regional Government to harmonize the vision and mission, encouraging the Regional Government to carry out data enrichment (cleansing) MSME exporters, conducting more specific discussions related to export regulations or rules, sharing the role of Customs and Excise with the Regional Government where in each activity, Local Government acts as the organizer and Customs and Excise as one of the material providers, Customs and Excise after receiving data on MSME exporters or MSMEs that have the potential to export, Customs and Excise take a persuasive approach, and Customs and Excise encourages Local Governments to carry out synergies and collaborative activities with the Central Government as well as with related parties such as Bank Indonesia, in order to facilitate export-oriented MSMEs to participate in international exhibitions held at home and abroad.

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