NEW ECONOMIC CHALLENGES TO EXPOR-IMPORT BUSINESS DURING THE COVID-19 PANDEMIC

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ABSTRACT
The COVID-19 pandemic is currently engulfing the world, including Indonesia, causing various impacts including the economic sector, one of which has a major impact on the international business world. This study aims to determine the impact of the Covid-19 international economic and business challenges in Indonesia today. This type of research is a research with data analysis using qualitative methods. The results of the study show the impact of the Covid-19 pandemic on the global economy, including the international business economy. From the impact of this pandemic, the decline in demand for international products and the inhibition of production and export imports because the raw materials come from outside countries, the impact of this pandemic affects the realization of investment realization is hampered. No exception, investors who plan to invest in Islamic businesses. The increasing risk of Islamic financial institutions from this challenge international economic and business strategies can overcome the impact of the Covid-19 pandemic, it is hoped that international economic and business actors will show empathy and solidarity with stakeholders. international business people develop more profitable business strategies. International business players take advantage of and support the government's stimulus program. Banking and other financial institutions must start revising their growth targets, implementing digital transaction technology in one solution. The international economy and business can play a role in recovering from economic shocks by prioritizing the achievement of the objectives of the international business strategy.

Keywords: Impact of Covid-19, Challenges, International Economy and Business

INTRODUCTION
The corona virus is considered a global pandemic that first appeared in the Chinese city of Wuhan at the end of 2019, which eventually spread throughout the world. Covid 19 has succeeded in shaking and changing the life of the Indonesian people. The government then moved quickly to take steps with the intention of reducing the spread of covid 19, these steps were taken by implementing large-scale social restrictions (PSBB), lockdowns and so on. In addition, many fields are affected by this very dangerous virus, which is not only in the fields of education, health, politics and others but also in the economic field. In addition to focusing on the health sector, the government is also fully focused on economic recovery with the hope that the economy will return to normal. The problem of this international-scale pandemic is very influential on the world economy, especially for the State of Indonesia in terms of international international business (Lukman & Malik, 2020).

During the 2019 corona virus disease pandemic, there are many things that are very concerning, for example the scarcity of goods such as several food, health, and food and beverage products. As a developing country, of course, Indonesia depends on other countries, through international business to import from outside and now consumption needs and other needs are increasing in the midst of this pandemic. It is unfortunate that currently many regulations from international businesses are hampering and resulting in a shortage of supply of these products (Peristianto & Anggawijayanto, 2020).
Head of Sub-Directorate for Agro, Directorate of Export Development, Ministry of Trade Mila Karmila Bishry explained several challenges of international business in the economic sector (NURHASANAH, 2017), including:

1. Changes in consumer behavior and international business patterns that are global in nature. Considering this pandemic, consumers are more selective about food safety and hygiene as a priority. Also, this pandemic has forced the trading system to transform into a digital ecosystem.

2. International business protectionism and increasing trade barriers include the imposition of tariffs by trading partner countries, import license obligations from trading partner countries and sustainable issues (which export products must be environmentally friendly).

3. Cooperation negotiations carried out by interested countries are difficult to resolve. There are several factors that make this negotiation difficult to complete, for example, there is no common ground between the two parties or for other reasons. In fact, with good negotiations, it will reduce obstacles in business, both from the aspect of eliminating tariffs and reducing non-tariff barriers.

4. The potential for deficit and economic recession, considering that many developed countries on various continents have announced that they are entering the cessation gap this year. Even the trade war between China and the United States is getting hotter.

In addition, since the news of COVID-19 emerged, the general chairman of the Indonesian Vegetable and Fruit Exporters Association (AESBI), Hasan Johnny Widjaja, stated that buyers in China immediately stopped buying. The fruit exporters who cry the most are those who sell or ship goods with the CNF (Cost and Freight/CFR) scheme or payments made after the goods arrive at the port of export destination. Some even have sent goods on the ship, but in the middle of the trip there was a cancellation (Perdana, 2012).

Not only imports, several Indonesian export products to China also have the potential to weaken. Automatically, the bamboo curtain country will reduce the number of requests. Moreover, globally, many Chinese factories are reducing their demand. Moreover, globally, many Chinese factories are reducing production because residents cannot work due to the COVID-19 Virus (Lang & Chan, 2006).

1. Completion of PTA (preferential trade agreement) negotiations
2. Troubleshooting and payment and transportation systems
3. Improving the promotion and facilities of export products

With the steps taken by the government, all existing obstacles will be overcome over time. The full role of the government is very much needed to maintain the sustainability of market access for Indonesian products in trading partner countries in order to be able to meet world global trade. In addition, participation from the community is also needed, because as citizens, the community has obligations as stated in Article 27 paragraph (3) of the 1945 Constitution which reads "every citizen has the right and obligation to participate in the defense of the State". Actions to defend the State that can be carried out by the community are to produce talents in the field of international business and are expected to be able to
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contribute through actions and thoughts of diamonds in maintaining and securing international business interests (Jaelani & Luthviati, 2021).

METHOD

This study aims to find out about the Economic Challenges of international business in Indonesia in Facing the Impact of the Covid-19 Pandemic. This research is included in library research with a content analysis approach, library research is defined as a study that studies various reference books and similar previous research results that are useful for obtaining a theoretical basis on the problem to be studied. This study uses a qualitative method which is a method to obtain in-depth data, a data that contains meaning. In this case, data on international business problems during the Covid-19 pandemic. Data analysis techniques are listening and recording important information in conducting data analysis by reducing data, displaying data and drawing conclusions about economic problems due to the impact of the Covid-19 pandemic.

Qualitative research methods are methods research based on the philosophy of positivism, is used to examine the condition of natural objects, where the researcher is the key instrument, sampling of data sources is carried out purposively and snowball, data collection techniques are triangulation, data analysis is inductive/qualitative and research results emphasize the meaning of on generalizations (Sugiyono, 2015).

RESULTS AND DISCUSSION

Recently, Covid-19 has become a big concern for the Indonesian people because of the problems it continues to cause. There are many losses caused by Covid19 which have an impact on the Indonesian Economy. The economic development of a country basically aims to achieve people's prosperity through high economic growth and equitable distribution of income. This is in contrast to the situation in Indonesia in 1997/1998 where the crisis that started with the exchange rate then developed into an economic crisis, which then spread to a social and political crisis that had a major impact on the Indonesian nation. The high rate of inflation at that time caused a decline in people's purchasing power, especially for low-income groups, changes in the amount of money could affect interest rates, and the consumption function, so the amount of money caused changes in overall demand. when several banking sectors in Indonesia were liquidated. Meanwhile, MSMEs are currently the sector that has been directly hit by the impact of the Covid-19 outbreak. This is due to a significant decline in people's purchasing power, especially at the lowest level.


The inherent impact of China is directly related to the Indonesian economy. China has been the main destination for Indonesia's exports since 2011. According to data from the Central Statistics Agency, last year the value of Indonesia's non-oil and gas exports to China reached 25.7 billion US dollars. This value is much higher than the value of Indonesia's non-oil and gas exports to the United States and to Japan, which are ranked second and third, respectively. China is also the main country of origin for Indonesian imports. In 2019, the value of Indonesia's imports from China reached 44.5 billion US dollars, or equivalent to
three and five and a half times the value of Indonesia's imports from Japan and the United States. Moreover, China is one of the largest countries of origin for foreign investment in Indonesia and a contributor to more than two million foreign tourists or about 12.5 percent of the total foreign tourists who come to Indonesia with the Indonesian economy (Sumarni, 2020).

**International Business Economic Challenges Against the Spread of the Covid-19 Pandemic**

Decreased demand for international business products. In the midst of the outbreak of Covid-19, the level of visits by foreign tourists and domestic tourists has fallen drastically. In general, hotel occupancy rates in Indonesia have fallen to only 10-50 percent, including the occupancy rates for 5-star hotels. Sales of travel packages, including tours, are also sluggish. Umrah travel agencies even had to bear considerable losses due to the ban on Umrah travel to Mecca, Saudi Arabia. Meanwhile, a decline in public consumption activity has begun to occur in all non-staple products, including imported food and beverage products, and foreign cosmetics. This decline is likely to be very significant if the spread of Covid-19 continues.

**Strategies to Face the Challenges of the Impact of the Spread of the Covid-19 Pandemic**

Affirming the position of international businesses as an inseparable part of the Indonesian people who are struggling to overcome the Covid-19 outbreak. International economic and business actors must show empathy and solidarity with stakeholders. These include giving employees working from home flexibility, continuing to provide the best service to customers within possible limits and supporting government policies to reduce the overall potential for the spread of Covid-19 (Sumarni, 2020). The use of technology will be the best solution to help the wheels of the business economy keep running. In addition to capital assistance, marketing through social media and bookkeeping automation will make it easier for SMEs to develop strategies that are appropriate for business continuity now and in the future (Aris, 2021). Among the distribution options that can be done are through:

1. Global Microfinance Institutions in financing nano-enterprises where the funds can come from several sources, both from private companies and BUMN/BUMD as well as investors.

2. Direct loans without margin for both business and consumption distributed by companies (private or BUMN/BUMD) to employees or partners (such as online motorcycle taxi drivers) where the funds can come from Corporate Social Responsibility (CSR) funds or other posts. To increase CSR funds. For example, the decision of a halal cosmetic brand producer to donate tens of billions of medical devices to hospitals for the treatment of Covid-19 patients is a very good example. Both prepare for the worst and make a roadmap to survive and escape the impact of the spread of Covid-19. Learning from the experiences of other countries that have already become pandemics, sharia economic and business actors should not underestimate the impact of the Covid-19 outbreak. However, sooner or later the spread of Covid-19 will surely end. Therefore, a roadmap to survive and escape the impact of the spread of Covid-19 is also very important. This roadmap can be simple or complex depending on the scale of each Shariah business. In order to survive and even come out
victorious after this crisis has passed, sharia economic and business actors are advised to do three things. The first is strategic team alignment. In an era of crisis, it is easy for corporate leaders to panic and tend to forget that there are many close people who actually have the capability and capacity to help the company survive. Second, business people are advised to start developing a business continuity plan in order to secure current revenue or seek new business opportunities, as well as optimize costs. Third, business people should form a special team to execute all planned things quickly.

The Role of Sharia Economy and Business in Overcoming the Impact of the Covid-19 Pandemic Crisis

Covid-19 is a global pandemic, almost all countries where the pandemic occurs there are Muslims. No matter how small the number of people compared to the population of a country, Muslims must still be able to contribute in solving community problems. The role of Muslims can certainly be done in Indonesia, where Muslims are the majority population in this country. To make a useful contribution to the community, especially those affected by Covid-19, there are at least seven activities related to economic activities. In the recommendation of Murniati Mukhlisin et al, a team of lecturers from the Tazkia Islamic Institute, Seven Packages of Islamic Economics and Finance to Overcome the Impact of the Covid-19 Crisis, can be used as a solution for how Islamic economy and business overcome economic shocks that occur and how the whole community can play a role in recovering these shocks by prioritizing the achievement of goals sharia (maqashid sharia). First, Direct Cash Assistance (BLT) (Kristanto HC & Gusaptono, 2021). The two movements to help each other (Berta'awun) and protect each other (Bertakaful) between each other are very necessary because the cost of crisis recovery will be very large and not all of them will get allocation from state funds. Third, harmonization of taxes and zakat. Fourth, leading business capital assistance during a crisis. The fifth Qardhul Hasan Loan and CSR. Sixth Improving economic literacy and Islamic finance. Seventh, the development of sharia financial technology to facilitate the liquidity of online market players in a sharia manner, at the same time increasing the focus on social finance (ZISWAF) in addition to commercial finance.

CONCLUSION

The spread of the Covid-19 pandemic is a big concern for the Indonesian people because of the problems it continues to cause. There are many losses caused by Covid-19 which have an impact on the Indonesian economy, which has spread to various parts of the world. The impact on the Indonesian economy, both in terms of trade, investment and tourism, has fallen due to this outbreak. The condition of the Indonesian economy has an impact on the sharia economy and business, this is a challenge for the development of the Sharia economy and business in Indonesia, one of which is quite large losses due to the ban on Umrah travel to Mecca resulting in the sharia business and demand for sharia products experiencing a decline. Producing halal products, some of the raw materials used from foreign countries, this can hinder the production of halal products and from the impact of this pandemic the realization of investment is hampered. No exception, investors who plan to invest thei
capital in Islamic businesses, the increased risk of Islamic financial institutions due to the Covid-19 pandemic.

From these challenges, the sharia economy and business must develop strategies on how to overcome the impact of the Covid-19 pandemic. This is the position of sharia businesses as an inseparable part of the Indonesian people who are struggling to overcome the Covid-19 outbreak. Sharia economic and business actors must show empathy and solidarity to stakeholders. The Covid-19 situation cannot predict when it will end and it is rare that sharia business actors are preparing for the worst possibility, whether to stay or move out to develop a more profitable business strategy. The government through the stimulus program for handling the Covid-19 pandemic, sharia business players take advantage of developing strategies to generate business. Islamic banking and other financial institutions must start revising growth targets, the application of digital transaction technology in one application to make it easier for customers to transact during WFH, new financing opportunities in sectors that are directly related to the impact of the Covid-19 pandemic such as equipment financing.

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