

CHAPTER I

INTRODUCTION

1.1 Background

Since 1983, Indonesia has been encouraged to prioritize exports. Since then there fore, the shift in industrialization strategy from an industry that encourages exports becomes industry displacing imports makes exports a concern for growth economy. Both domestic consumers and foreign consumers often buy domestic goods. There is a lot of competition between different products. Competitive power a product is determined by the quality or the quality of the goods, in addition to the price.

The area of palm kernel shell plantations and their sub-areas is one of the areas the most important production in Indonesia. The palm kernel shell industry is one of the sectors strategic agriculture (agro-based industries) in tropical countries such as Indonesia, Malaysia and Thailand grew significantly. In other industries, such as the food industry, cosmetic industry, and soap industry, the end product is often used as a component fundamentals. The prospects for the development of the palm kernel shell industry are currently very promising because the amount of palm oil production continues to increase along with the increase community demand. The palm kernel shell plantation industry, according to Suharto (2007), employs more than 4.5 million farmers and workers and contributes about 4.5 million percent of national export value. As a result, Indonesia is now a trading country world's largest crude palm oil (CPO). This achievement is made possible by availability of land, low labor costs, and increasing demand world CPO supply, especially to meet the demand for biodiesel as a raw material alternative energy.¹

Indonesia still has the potential to develop with the support of land and productivity improvement opportunities. Lack of help from support companies such as coordinated operations industries (manure, synthetic materials, and heavy equipment) and aid businesses (ports, transportation, and exploration foundations) also hampered expansion of Indonesian commodities.

Japan is a strategic trading partner country for Indonesia because Japan ranks first as Indonesia's no-kernel and gas export destination and ranks second as the country of origin for no-kernel and gas imports after China. In addition, Japan is also Indonesia's first partner in a bilateral free trade agreement. In 2010, Indonesia was ranked 7th for import countries of origin and 12th for export destination countries for Japan.

Oil palm shell is one of the main commodities that is part of the formulation to create a strong Indonesian logistics system. The potential and projected potential for national palm shells will continue to increase, as shown in table 1.0. If it is averaged over a period of 5 years from 2016 to 2020, the national average projected potential for palm kernel shells is 9.31 million tons and the average export volume of palm shells is 1.94 million tons. This figure shows that there is a potential of 7.37 million tons of palm shells that have not been utilized for export. **"Analysis of The Export Potential of Palm kernel Shells To Japan Port PT.RSB Through the Buton Industrial Port"**

1.2 Formulation of the problem

Based on the reasons for choosing the title and limitation of the writing above, the problem can be formulated as follows "what are the obstacles in exporting palm kernel shell to japan via the buton industrial port"

1.3 Purpose of the Study

Based on in the formulation, the author can state the objectives of this research are:

1. To find out the obstacles in exporting palm kernel shell to japan via the buton industrial port?
2. To find out the what factors hinder the potential for palm kernel shells to japan?

1.4 Significane of the Study

The benefits to be achieved in conducting research entitled analysis of the palm shells to japan throught the buton industrial port as following:

1. For Author

This research is expected to train the author's knowledge so that the author can continue to explore knowledge and information about things that the author has never known, both theoretically to be studied and in good writing and through this research can also be a graduation requirement to graduate and get a bachelor degree (one) at the writers campus.

2. For Researchers

This research can be used as additional experience, insight and as a guide complete the final task which is one of the conditions for completion Applied Degree in the Department of Business Administration and can be used as a means for reference material and enhance the development and creativity and innovation for other

1.5 Scope and limitation of the problem

This scope uses qualitative research, namely the type of research conducted on data variables without making comparisons or connecting with other variables. The purpose of this qualitative research is to make data about the problem being studied. This research aims at the export potential of palm shells in the industrial port of Buton.

1.6 Writing system

in writing this paper is divided into five chapters, where each chapter has different contents and descriptions, but the different chapters one with the other chapters are still related and support each other. To facilitate understanding of this paper, the author organize them systematically as follows:

CHAPTER 1: INTRODUCTION

Consists of problem background, problem formulation, research objectives, research benefits, scope and problem boundaries, and systematic report writing

CHAPTER II: LITERATURE REVIEW

This chapter contains a framework or foundation will be used by the author as a basis for testing and the theoretical basis used is developed results of literature studies which include the notion of sea transportation, time or work constraints of goods at the port.

CHAPTER III: RESEARCH METHODOLOGY

The third chapter aims to understand the target object In this chapter will describe the methodology Specifications, Techniquesm Data Collection, Data Presentation Methods, Data Analysis Methods. This method is a method or technique that is guided by formulation of the problem.

CHAPTER IV: RESEARCH RESULTS AND DISCUSION

In this case will discuss the results of research that author did. The results of this study are guided by formulation of the problem which is then discussed using literature review.

CHAPTER V: CONCLUSION AND SUGGESTION

In this chapter explain the conclusion and the suggestions from the research that has been done