

# CHATER I

## INTRODUCTION

### 1.1 Background

International trade plays an important role in meeting the needs of countries in the world. The occurrence of international trade, foreign exchange is needed. International trade itself is an important aspect for a country. According to Batubara (2015) that international trade plays a very important role and supports the country economic growth. International trade occurs because of differences in human resources, natural resources, such as climate and geographical location as well as differences in economic and social power available in a country. The differences that exist in each of these countries cause differences in the goods produced, the costs required, as well as the quality and quantity.

International trade is divided into two categories, namely trade in goods and trade in services. International trade activities are carried out aimed at improving the country standard of living according to Schumacher (2013). According to Apridar (2012) one of the ways a country conducts international trade is by carrying out export activities. International trade can be a problem faced by the Indonesian government if the consumption of these goods and services exceeds the budget set by the government every year. According to Ayu and Sudirman (2017) Saying that the consumption of goods abroad and the lack of production carried out in Indonesia is one of the emergence of new problems that must be faced by Indonesia.

A country that exports will have a comparative advantage, competitive advantage and independence in managing natural resources, progress in specialization in industrialization and prime workers (2010). The advantages that can be seen from the value of the country's exports and imports can be seen in the balance of payments. According to Dewi and Ayu (2015) if the export value is higher than the import value, it shows the progress of a country's economy in terms of international trade activities, and vice versa if the export value is lower, it shows the country's low economy originating from international trade activities.

Bengkalis Regency is one of the regencies in Riau Province, Indonesia. Its territory covers the mainland of the eastern part of the island of Sumatra and the archipelago, with an area of 11.481,77 km<sup>2</sup> to Bappeda Bengkalis (2007). Bengkalis Regency has a very strategic location, because it is traversed by international shipping routes to the Selat Malaka. In addition, Bengkalis has a direct border with the State of Malaysia which is one of the international trade opportunities, this can make Bengkalis an area that carries out international trade.

Export and import activities or international trade in Bengkalis are mostly carried out by business actors, both individuals and CV. according to information from customs and excise obtained from export activities in Bengkalis which are often carried out to reach international markets, both from plantations, agriculture and fisheries, among others, are coffee, areca nut, ojol or rubber, coconut, fish, shrimp and so on.

No	Commodity Type	Company Name	Address	Country of Destination
1	Coconut and Areca nut	Cv Candra Graha	Kec. Bengkalis	Malaysia
2	Paname Shrimp	Cv Bina Usaha	Kec. Bengkalis	Malaysia
3	Mangrove Charcoal	Koperasi Mangrove Lestari	Kec Bantan	Malaysia

Source: *Bengkalis Customs 2021*

Bengkalis there are business actors in legal standing with Commanditaire vennootschap (CV) who carry out international trade who export their goods abroad. The first one is CV Candra Graha with commodity type coconut and areca nut in address Kecamatan Bengkalis with country of destination Malaysia, CV Bina Usaha with commodity type is paname shrimp Kecamatan Bengkalis with country of destination Malaysia and koperasi mangrove with commodity type mangrove charcoal Kecamatan Bantan with country of destination Malaysia.

In International trade there are many obstacles or problems that can be a barrier factor for the creation of international trade from one country to another. These factors come from internal factors and external factors. Barriers to internal factors in the form of management within the company, documents and others that are requirements for export-import activities in addition to technical preparation, ability and understanding of foreign transactions, financing, imperfections in

preparing goods, and policies in the implementation of export and import. While external factors include things that happen outside the company that will affect import-export activities. These problems include trust between exporters and importers, marketing, quota systems and conditions of trade relations with other countries, participation of a country in international organizations, agent or buyer in other country lack of understanding of the availability of International facilities.

The writer need to know that getting an agent or buyer is a very difficult thing especially between countries. To get an agent or buyer requires a method or strategy that is good and right. The researcher need to know that Bengkalis itself has many entrepreneurs or business actors who carry out international trade, so we need to dig deeper into the strategies of business actors or companies in Bengkalis to get agents or buyers in international trade. Based these background, the authors are interested in conducting research on what strategies are used in this thesis with the title **“Business Strategies To Obtain Agents In Internasional Trade”**.

## **1.2 Formulation of the Problem**

From the background that has been made above, the problems that can be taken as studies in this research are as follows:

1. What are strategy of business actors in Bengkalis Regency to obtain agents or buyers in international trade?
2. What are obstacles for business actors in Bengkalis Regency in obtaining agents or buyers in international trade?
3. What are solutions from the actors in Bengkalis Regency to solve problems or obstacles in obtaining agents or buyers in international trade?
4. How do business actors in Bengkalis maintain relationships with agents or buyers in international trade?

## **1.3 Purpose of the Study**

In accordance with the problems described above, the objectives to be achieved in this research are as follows:

1. To find out how the strategy of business actors in Bengkalis Regency can get agents or buyers in international trade
2. To find out what are the obstacles for business actors in Bengkalis Regency in obtaining agents or buyers in international trade
3. To find out how the solutions from business actors in Bengkalis Regency to solve problems or obstacles in obtaining agents or buyers in international trade.
4. To find out how business actors in Bengkalis maintain relationships with agents or buyers in international trade?

#### **1.4 Significance of the Study**

Based on the formulation of the problem, the authors can mention the objective of this study are:

1. For academics, this research aims to provide insight into shipping which can later be shared with other students and with this research, they can complete their final project.
2. For the community, this research provides insight to the community especially to people who have businesses so that with this research it becomes a guide for the community to increase and know how to get agents or buyers in international trade.
3. For the industry, this research can be a channel of knowledge or media for improvement for the industry itself, besides that it will be a means of improving the industry.

#### **1.5 Scope and Limitation of the Problem**

Based on the background of the various problems that have been described, The author can identify the scope and limitations of this research problem, namely only doing research on how a company can get an agent or buyer and what is their strategy in getting it, for this research only on the island of Bengkalis to be exact. in the first two sub-districts, Bengkalis sub-district and Bantan sub-district.

## **1.6 Writing System**

In order for the writing of this thesis report to be systematic and neatly structured, a systematic report writing is required. The following is the systematics of thesis report writing:

### **CHAPTER I: INTRODUCTION**

This chapter describes the background of the problem, the formulation of the problem, the purpose of the research, the benefits of the research, the scope and limits of the problem and the systematics of writing a thesis.

### **CHAPTER II: LITERATURE REVIEW**

This chapter clearly describes the theory that generates ideas and underlies the chosen topic or thesis title, where the literature review contains previous research, theoretical foundations, and frameworks of thought.

### **CHAPTER III : METHODOLOGY AND SETTLEMENT PROCESS**

This chapter describes in detail the steps taken to complete the chosen thesis topic. Where in the Methodology and Completion Process contains the location, time and object of research, Types and Data Sources, Population and Samples, Sampling Techniques, Data Collection Techniques, Data Processing Techniques, Scale Measurements, Validity and Reliability Testers, Data Analysis Methods, Research Hypotheses, Research Models, Research Types, Conceptual and Operational Definitions of Variables and Research Schedules and Budgets.

### **CHAPTER IV: RESULTS AND DISCUSSION**

This chapter contains test results, discussion and limitations of research results. The results of the thesis are made in the form of tables, graphs, photos / pictures or other forms so that it is easier to follow the description of the discussion. The discussion of the results obtained is made in the form of theoretical explanations, either qualitatively, quantitatively or statistically.

## **CHAPTER V: CLOSING**

Contains conclusions and suggestions from research that has been carried out.

