

ANALYSIS OF COMPETITIVENESS AND INFLUENCE FACTORS OF TEXTILE EXPORT, TEXTILE PRODUCTS IN ASEAN ECONOMIC COMMUNITY

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ABSTRACT: As one of the countries in ASEAN, Indonesia is one of the countries that export Textiles and Textile Products (TPT) to ASEAN countries. This study aims to analyze the competitiveness of TPT exports in the AEC free trade area and analyze factors that affecting TPT exports to Laos. Secondary data is used with TPT exports to Laos as the dependent variable, and foreign exchange rates, inflation, and prices are independent variables. Revealed Comparative Advantage (RCA), Multiple Linear Regression are used. The results of the competitiveness found Indonesian is able to compete in the AEC free market, and Foreign Exchange Rates, Inflation and Prices simultaneously affected Exports. Partially, Foreign Exchange Rates have significant positive effect, while Inflation and Prices have a negative and not significant effect on the competitiveness of TPT exports to Laos

Keywords: TPT exports, AEC, RCA, foreign exchange rates, inflation, prices.

I. INTRODUCTION AND LITERATURE REVIEW

In prioritizing selected commodities, the main factor influencing is the comparative advantage of these commodities which will later become the leading sector consumed by the world market through export activities on the international market. Indonesia has 10 main export products that contribute around 50 percent of Indonesia's total Non-oil and gas exports. The era of globalization accompanied by rapid technological development increases the integrity of Indonesia's economic cooperation with various countries, especially in international trade (Subroto, 2015). International trade focuses on helping develop countries by promoting the development of their products in foreign markets (McLeod, 2015). International trade is very necessary to get the benefits made possible by specialization. Indonesia is a very open and active country in international trade (Setyari, 2017)

Free trade is an economic concept that refers to the Harmonized Commodity Description and Coding System (HS) with the provisions of the World Customs Organization. Free trade can also be defined as the "absence of artificial barriers (barriers imposed by the government) in trade between individuals and between companies in different countries". Fernández (2017) states that integration in the economic field is the way chosen as regions in the world to answer the challenges of world free trade.

Economic integration in the Southeast Asian region cannot be separated from the participation of ASEAN countries. With the agreement on regional cooperation in the Southeast Asian region, it is hoped that Indonesia will benefit especially in the ASEAN Economic Community (AEC), which came into force on December 31, 2015. AEC is inspired to create a very competitive economic area, an area with economic development that is able to fully integrate with the global economy (Rustariyuni & Ayuningsasi, 2016)

Indonesia as the largest country in ASEAN must increase its natural and human resources so that it can compete within ASEAN, because compared to other ASEAN countries, Indonesia's population is the largest with an average growth of 1.48 percent per year. Regional economic integration in the AEC will have a positive impact on increasing Indonesian trade if used optimally. Domestic textile industry players will be able to optimally exploit market opportunities from ASEAN economic integration if the government provides the support needed to strengthen competitiveness.

One of the government policies in trade activities between countries is the Export and Import policy. When a country has excess production of goods, because it has a comparative advantage the country can export these goods to other countries. Increasing exports is no longer just a choice but it is a necessity to support a country's economic growth (Briliana, 2015). In table 1 it is explained that Indonesia carried out higher export activities than import activities where the highest exports occurred in 2015 by 62 percent and the lowest in 2013

by 54 percent according to the Southeast Asian Countries. There are two initial processes of economic transformation experienced by various countries. First, the transformation starts from the manufacturing industry, Second, it starts from the agricultural sector (Tan & Syahriyani, 2017)

Table 1. Exports and Imports of TPT from Indonesia by SEA Countries (in Thousands of US \$) in 2013-2017

Indicator	Year				
	2013	2014	2015	2016	2017
Exports	367732	452386	493851	442399	462742
Imports	296797	359251	297320	309357	364765

Source : World Integrated Trade Solution (WITS)

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Table 2 Indonesia's Oil-Gas and Non Oil-Gas Export Volume (Net Weight: Thousand Tons)

Components	VOLUME (Oil and gas - Non Oil and gas)					
	2013	2014	2015	2016	2017	2018
Oil and gas	44041.9	41743.1	44964.7	43328.8	42505	37055.5
Non Oil and gas	655963.2	507722.4	463862.5	468399.3	503341.6	571852
Total	700005	549465.5	508827.2	511728.1	545846.6	608907.5

Source: Indonesia's Central Bureau of Statistics, 2016

Based on these developments, the oil and gas sector and the non-oil sector play an important role in realizing a good economy (Alshubiri et al., 2020). Based on Table 2 it can be seen that in 2015 the number of oil and gas exports was the highest of 8 percent compared to the year afterwards, but oil and gas exports were more non-oil and gas which reached 93 percent in 2018. This proves that Indonesia exports non-oil and gas more often than exports oil and gas.

In recent years oil and gas exports have decreased while non-oil and gas exports have increased, this has caused the non-oil and gas sector to be given more special attention, because this sector is considered to be able to move the economy more progressively amid trade relations (Manama, 2016). Facing this the Indonesian government has gradually made efforts to increase the role of exports, especially the non-oil and gas sector (Kartikasari, 2017). Export competitiveness can be identified by productivity values where the level of output produced for each input unit used (Marconi, 2016)

Textile and Textile Products (TPT), included in the category 5 best-selling Indonesian products are then followed by Electronic Products, Rubber, Oil and Forest Products (Ervani, 2016). Before the start of the economic crisis in late 1997, this sector was the main source of growth in manufacturing output, exports, and employment (James et al., 2015). As one of the labor intensive industrial sectors, the textile industry is expected to be able to expand its export reach (Prema-Chandra, 2016)

The textile industry in Indonesia is one of the main leading industries, especially in international trade activities, which are able to occupy the top 10 countries of world textile production. The condition of the development of the textile industry can be said to be quite heavy especially after the end of the Agreement On Textile And Clothing (ATC), which automatically starts free trade. One year after the ATC ended, the textile industry sector remained consistent in Indonesia's foreign exchange income and also contributed significantly to the international textile trade, accounting for 2016 as much as 1.68% of total global textile consumption in production by the national textile industry.

Textile is an important element and part of material culture, which is used by people to develop their economy (Toprak & Anis, 2017). In addition, the textile industry is included in the industrial cluster that is focused on economic growth. The textile sector and textile products have become very important for the Indonesian economy. The role of the industrial sector can also influence the development of Indonesia's revenue (Keane & Velde, 2018). The textile and textile product (TPT) industry is one of the important industries because it is a combination of high-tech, capital-intensive industries and human resource skills that absorb labor. So far, the textile industry has a role in increasing non-oil exports, it is also one of the industries that supports the fulfillment of national clothing needs.

There are two countries known as providers of clothing (exports) with strong growth, namely Vietnam and Cambodia, so that the value of Indonesia's exports tends to stagnate (around USD 7-8 billion per

year) with a new market share reaching around 2 percent of the world market share. This is different from China, which already has a 30 percent export share of the world market. Based on these data, the Textile and Textile Products (TPT) industry in Indonesia is being threatened by global competition because in addition to facing China, Indonesia will also face Vietnam and Cambodia in the ASEAN Economic Community 2015 which will impose abolition of import duty tariffs in 2015 so that it will create a free trade system between ASEAN countries.

Table 3 Total of Indonesia's TPT Exports to Nine ASEAN Countries in percent units in 2010-2017

Country	Year							
	2010	2011	2012	2013	2014	2015	2016	2017
Brunei	6.53	4.87	5.34	3.12	4.17	3.95	3.61	5.64
Cambodia	4.90	7.58	8.93	5.76	4.84	6.50	3.87	2.98
Lao PDR	70.91	47.66	8.35	31.45	57.80	43.97	49.23	46.08
Malaysia	2.48	2.44	2.42	2.66	2.96	3.85	3.67	2.26
Myanmar	2.85	4.41	2.40	2.19	2.65	2.24	2.49	2.02
Philippines	1.91	1.68	1.47	1.51	1.73	1.58	1.47	1.17
Singapore	0.74	0.63	0.67	0.63	0.63	0.90	0.81	0.69
Thailand	3.32	3.06	2.93	3.35	3.22	3.05	2.79	2.30
Vietnam	6.26	6.33	6.43	6.34	7.73	7.52	6.75	5.94

Sources : World Integrated Trade Solution (WITS)

In trading with other countries, it is possible to make a profit, which is able to buy goods at a cheaper price and sell them abroad at a relatively higher price. The price difference is one of the reasons for the emergence of foreign trade. Price differences are not only caused by differences in production costs, but also because of differences in income and tastes. The price of a product and service is a major determinant of market demand. Prices can occur because of demand and supply for an item. With the price, then the export of an item can occur. The price level of an economy is the overall price of various goods and services expressed in cash units. If the price level rises, every household and company must spend more money than before to buy various types of goods and services in exactly the same amount as before. Commodity prices and offers have a positive relationship where the higher prices on the market will stimulate producers to offer more commodities and vice versa. If the price level increases the supply of goods and services will also increase (Pramana & Meydianawathi, 2015).

The history of the Indonesian economy has experienced high inflation several times and even hyperinflation (Maggi & Saraswati, 2016). Inflation in Indonesia is not just a short-term phenomenon and occurs under certain conditions, the problem of inflation in Indonesia is more on the problem of long-term inflation (Margareni, 2016). Inflation rates can affect various economic activities. So far, inflation is considered a "scourge" which is an important concern by governments of all countries including Indonesia. Inflation that tends to occur in developing countries is caused by the rigidity of the country's economic structure.

Inflation is not something that must be avoided by a country, because if inflation is at an appropriate level, inflation will actually be able to trigger an increase in domestic production. In 2018 the inflation rate in Indonesia reached 3.20 percent, down from 2015 of 6.36 percent. Indonesia once experienced high inflation in 1998, amounting to 58.45 percent, which in Indonesia experienced a monetary crisis that caused various economic difficulties. The Indonesian government is trying to implement various policies so that the economy stabilizes, in 2000, Indonesia's inflation rate fell to 3.69 percent. International trade transactions, both export and import transactions will use foreign exchange rates as a means of payment.

The development of foreign exchange rates in Indonesia has fluctuated every year. In 2018 the value of the foreign exchange rate of 1 USD reached 14,710 rupiah and in the previous 4 years it was smaller by 12,440 rupiah. In addition, during the monetary crisis, the exchange rate could reach 8,025 rupiah, which was the highest exchange rate from the previous year, which was 2,338 rupiah in 1996. Foreign exchange rates could change over time because they were influenced by various economic factors, including export activities. The exchange rate is one of the economic factors that influence the increase or decrease in export activity. There are several factors that can affect foreign exchange rates which are (1) inflation rates (2) export and import value of goods (3) interest rates (4) tariffs and quotas (trade barriers), and (5) productivity. This is reinforced by research conducted by Shane (2018) which states that foreign exchange rates are one of the macroeconomic variables that affect exports.

Based on the background that has been described, the objectives of this study are as follows: 1) Analyze the development of the competitiveness of Indonesian TPT Industry products in the AEC free trade. 2) Analyzing the effect of foreign exchange rates, inflation and the simultaneous significant price of textile exports to Indonesian textile exports to Laos in the period 1998-2018. 3) Analyzing the effect of Foreign Exchange

Rates, Inflation and Prices of textile exports partially affect the export of Indonesian textiles to Laos in the 1998-2018 period.

II. METHODS

This study uses a quantitative descriptive approach, using data to measure the competitiveness index and Descriptive to describe the competitiveness of the textile industry in Indonesia using the Revealed Comparative Advantage (RCA) method. This study also analyzes influencing factors such as Foreign Exchange Rates, Inflation and Prices of Exports of Textiles and Textile Products in the AEC free market, which are analyzed using Multiple Regression Analysis. The relationship of these variables is explained through the existing conceptual framework.

The supply of exported goods is also determined by the price of the exported goods. The higher the price of export goods, the supply of export goods will increase, conversely the lower the price of imported goods, the lower the supply of export goods. In the law of supply the nature of the relationship between the supply of goods is explained with the price level. The law of supply is essentially a hypothesis which states that the lower the price of imported goods, the lower the supply of export goods will be assumed by *ceteris paribus*. Tumober et al.(2017)states that the removal of trade barriers between member countries creates greater Intra-ASEAN market access by simplifying the administration and technical practice of trade within ASEAN. Then, Tumober et al.(2017)provided empirical evidence about the importance of the ASEAN free trade area (AFTA) on the creation of Intra-ASEAN trade from 1986 to 2010.

The exchange rate is a kind of price in the exchange as well as the exchange between two different currencies, then there will be a comparison of the price value between the two currencies. Currency exchange rates play an important role in international trade relations because the exchange rate makes it possible to compare the prices of goods and services produced by a country. This comparison is often called the exchange rate. Fluctuations in foreign exchange rates in the short term have a direct effect in the form of fluctuations in the prices of goods exported and imported domestically. If the foreign exchange rate increases, it will affect the supply of exports if the export supply increases so that Indonesian exports to other countries will increase. So the negative exchange rate on imports and vice versa has a positive effect on exports. Besides the above mentioned changes in foreign exchange rates are also caused by inflation rates, namely in the foreign exchange market international trade in the form of goods or services becomes the main basis in the foreign exchange market, so changes in domestic prices relative to Foreign prices are seen as a factor affecting foreign exchange rate movements.

In addition, Bristy (2015)by analyzing the relationship of exchange rates to exports in Bangladesh shows the results that depreciation of the currency will have a positive effect on exports. Based on this research shows that the foreign exchange rate has an important role in analyzing the development of exports, in this case the effect of the exchange rate on the textile exports of Indonesian textile products in the AEC free trade. The impact of imports from China. Factors of trade liberalization coupled with the elimination of import quotas by the World Trade Organization (WTO) in 2005 have increased competition between countries of the world textile producers, which is recognized to have created obstacles for the Indonesian textile industry.

III. RESULTS AND DISCUSSION

Increasing product competitiveness is the biggest challenge for the Indonesian TPT industry, especially in the current free trade era such as the ASEAN Economic Community (AEC). The current competition is getting tougher, plus the quota market has not been enforced, which has caused the Indonesian TPT industry to be seriously threatened by other countries. Comparison of the value of textile exports of a country has a high competitiveness if the RCA index > 1 .

Based on the RCA calculation in table 4 that has been done, it can be seen that the level of TPT export competitiveness in the nine ASEAN countries each year has a different RCA value. Indonesia's RCA which has a high value with more than 1, is found in Brunei, Laos, Malaysia, Philippines, Singapore and Thailand, which means that Indonesia is able to compete in exporting TPT. Whereas for Cambodia, Myanmar and Vietnam Indonesia countries have an average RCA value below 1 so that for these three ASEAN countries, Indonesia lacks the advantage to compete in the AEC free market. in the year the AEC started, Indonesia was able to compete due to an average RCA value > 1 , although Indonesia's average value from 2015 to 2018 decreased from 1.6 down to 1.1 in 2018. The decline in the value of TPT competitiveness when the start of the AEC occurs due to many factors, both external and internal factors.

Internal problems faced by the TPT industry are the high interest rates and taxes, high energy costs, high costs of shrinkage due to the many old machines, old dependence on imported machines, and the main raw materials such as cotton and dyes are mostly more of 90 percent are still imported and other domestic problems. Meanwhile, the external problems faced are; the lack of export destination countries, the declining purchasing power of the world community, the high export port costs and the global crisis.

Calculations using multiple linear regression equation models. After analyzing using the Eviews 10 program, the results of the analysis are as shown in Table 4.

Table 4. Test Results of the Effects of Exchange Rates, Inflation and Prices on TPT Exports in the AEC

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-18.96306	7.873664	-2.408416	0.0277
EXCHANGE RATES	0.003064	0.000727	4.212985	0.0006
INFLATION	-0.199806	0.115541	-1.729298	0.1019
PRICE	-0.032136	0.072810	-0.441367	0.6645
R-squared	0.586274	Mean dependent var		10.01429
Adjusted R-squared	0.513264	S.D. dependent var		8.507425
S.E. of regression	5.935331	Akaike info criterion		6.569366
Sum squared resid	598.8785	Schwarz criterion		6.768322
Log likelihood	-64.97834	Hannan-Quinn criter.		6.612544
F-statistic	8.030010	Durbin-Watson stat		1.331718
Prob(F-statistic)	0.001503			

The constant α is -18.96306, if the independent variable is the foreign exchange rate (X1), inflation (X2) and price (X3) = 0, then the dependent variable of textile export competitiveness of textile products (Y) is -18.96306. The independent variable foreign exchange rate (X1) has a correlation coefficient of 0.003064 indicating a positive direction. This means that if the independent variable foreign exchange rate (X1) increases by 1 US \$ while the independent variable inflation (X2) and price (X3) are fixed then the dependent variable competitiveness of exports of textiles and textile products (Y) will increase by US \$ 0.003064. The independent variable inflation (X2) has a coefficient value -0.199806 which indicates a negative direction. This means that if the inflation variable (X2) increases by 1 percent while the independent variable foreign exchange rate (X1) and price (X3) are fixed, then the dependent variable competitiveness of exports of textiles and textile products (Y) will decrease by 0.199806 percent. The independent variable price (X3) has a coefficient value -0.032136 indicating a negative direction. This means that if the price variable (X3) increases by 1 US \$ and the independent variable foreign exchange rate (X1) and inflation (X2) are fixed, then the dependent variable competitiveness of exports of textiles and textile products (Y) will decrease by US \$ 0.032136.

Table 5. Simultaneous Test Results of Regression Coefficient (F Test)

R-squared	0.658566	Mean dependent var	6.910058
Adjusted R-squared	0.598313	S.D. dependent var	1.241063
S.E. of regression	0.786571	Akaike info criterion	2.527375
Sum squared resid	10.51779	Schwarz criterion	2.726332
Log likelihood	-22.53744	Hannan-Quinn criter.	2.570554
F-statistic	10.93000	Durbin-Watson stat	1.379204
Prob(F-statistic)	0.000309		

The value of prob. F (Statistic) is 0.000309, smaller than 0.05, so it can be concluded that the estimated regression model can be used to explain the effect of Foreign Exchange Rates (X1), Inflation (X2) and Price (X3) on the competitiveness of Textile Exports of Textile Products (Y), in other words simultaneously / simultaneously variable Foreign Exchange Rates (X1), Inflation (X2) and Price (X3) significantly influence the competitiveness of Textile Exports of Textile Products (Y).

Prob value of the t-count of the variable Foreign Exchange Rate (X1) is 0.0006 which is greater than 0.05, which means that the independent variable of the Foreign Exchange Rate partially has a significant positive effect on the competitiveness of Textile Exports of Textile Products (Y). This research is in accordance with what is mentioned in Adriani & Bendesa (2015) which if the value of the US dollar exchange rate increases, then exports also increase. The exchange rate has a positive effect on exports. Lovely & Natha (2016) state that "the dollar exchange rate variable does not affect apparel exports from Indonesia, even though the foreign exchange rate increases but there are no orders from imported countries, the foreign exchange rate does not significantly influence exports."

The t-value of the Inflation (X2) variable of 0.1019 means that the Inflation variable is partially negative and has no significant effect on the competitiveness of Textile Exports of Textile Products (Y). This is consistent with research conducted by Khoironi & Saskara (2017) that inflation has no significant effect on fish exports and production has a positive and significant effect on fish exports. Prob.-t value of the independent variable Price (X3) is 0.6645, greater than 0.05 which means that the independent variable Price has a negative

and not significant effect on the competitiveness of Textile Exports of Textile Products (Y). Azizah (2015) states that CPO prices do not significantly influence CPO exports to the European Union. This is because Indonesia's CPO exports to the European Union will continue to increase despite rising CPO prices. This statement can also describe the condition of Indonesian TPT exports to Laos where Laos continues to export even though the price of Indonesian TPT increases, because TPT is a primary need which must be met.

The results of this study are expected to provide additional information regarding the effect of foreign exchange rates, inflation, prices on the competitiveness of TPT exports to Laos. In addition, the results of this study confirm that Indonesia has a strong competitiveness in the export of TPT in the AEC free market, where the average value of Indonesia's competitiveness can be said to be more than 1 which means that Indonesia is able to export TPT to each ASEAN country in trade AEC free. In addition, there are also many factors that can affect Indonesia's export competitiveness, such as Foreign Exchange Rates, Inflation, and Prices. In this study, it can be shown that several factors that influence do not significantly influence because Textiles and Textile Products are a necessity that is very much needed by many people, so there are several factors that do not affect the TPT Export. The results of this study are also expected to be able to provide references, input and additional information for the parties involved in preparing the report on the TPT Export Competitiveness in the AEC free market.

IV. CONCLUSION

TPT export competitiveness in Indonesia varies each year. Where based on the RCA calculation index the level of high competitiveness of $21.7 > 1$ is to Laos. After the AEC, the average value of Indonesia's RCA against nine other ASEAN countries can be said to be more than 1, which after the AEC in 2015, Indonesia's competitiveness is strong in conducting TPT exports, which means that Indonesia is able to compete in the AEC free market. Simultaneously, foreign exchange rates, inflation, and prices significantly influence the competitiveness of textile exports of textile products to the country of Laos as seen from the value of prob.-F = 0.001503 < 0.10. Partially the Foreign Exchange Rate has a positive and significant effect on the competitiveness of Textile Exports of Textile Products to Laos as seen from prob.-t = 0,0006 < significant level 0.05. Partially, Inflation has a negative and not significant effect on the competitiveness of exports of Textiles of Textile Products to Laos as seen from the prob. t = 0.1019 > significant level of 0.05. Partially the price has a negative and not significant effect on the competitiveness of exports of Textile-Textile Products to Laos as seen from prob. t = 0.6645 > the real level of 0.05.

TPT industry has promising prospects to continue to be developed in the future, but the government still has not provided maximum facilities, in the future it is hoped that the government will pay more attention so that the TPT industry will be more advanced in the future and be able to compete with other ASEAN countries in the AEC free trade market. The community is expected to participate in increasing economic growth through participation in training and education activities. It aims to improve the ability of human resources in ASEAN countries to be able to manage the TPT Industry better. It is expected that further researchers will be able to develop the results of this study by considering other variables outside the variables that already exist in this study.

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