Invest Indonesia NOW

- **iOUTLOOK**
  BKPM’s ‘Red Carpet’ Strategy

- **iTALK**
  Generating Highly Qualified Human Resources through Tax Incentives

- **iENERGY**
  Harnessing Energy from The Earth’s Core

**CREATING COMPETITIVENESS THROUGH HIGH-QUALIFIED HUMAN CAPITAL**
In order to improve the workforce, encourage innovation, and build labor-intensive industries.

Regulated in PP Number 45 Year 2019 concerning the Calculation of Taxable Income and the Payment of Income Tax in the Current Year

### Investment Incentives: Super Tax Deduction

**Government Regulation (PP) No. Year 2019**

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<thead>
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<th>Subject</th>
<th>On Vocational Education</th>
<th>On Research &amp; Development (R&amp;D)</th>
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<tr>
<td>Industry Groups</td>
<td>Corporate taxpayers who provide work practices and apprenticeships</td>
<td>Corporate taxpayers who conducts Research and Development activities in Indonesia</td>
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<td></td>
<td>Manufacturing, automotive, furniture, shipping, textile &amp; garments, industrial logistics</td>
<td>The R&amp;D activities must be conducted in Indonesia and produce new inventions, innovations, new technologies and/or technology transfer to develop industries</td>
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<tr>
<td>Income Tax Reduction Rate</td>
<td>200% Reduction Rate</td>
<td>300% Reduction Rate</td>
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<td>- 100% of real cost of physical laboratory facilities/workshops, goods and materials use in work practices/apprenticeships, and teaching instructor fees and honorarium or the other like.</td>
<td>- 100% in real R&amp;D costs in Indonesia.</td>
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<td>- Additional deduction of net income of 100% of the real cost.</td>
<td>- The additional deduction for net income is the highest of 200% of the real R&amp;D in Indonesia.</td>
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<td>- The cost of building, physical facilities is charged according to the useful life of the fixed assets.</td>
<td>* Nb: regulated types of costs that do not get additional net income deductions: cost of quality control, seasonal design changes, routine equipment design, construction engineering/ relocation/ start-up facilities, market research, etc.</td>
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<td>- For other fees, it is charged in the year concerned, so long as the additional deduction for the net income does not cause a fiscal loss.</td>
<td>- Additional deductions from net income are charged for 5 years since the results of R&amp;D are used.</td>
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<td>- When taxpayers have intellectual property as a result of the relevant R&amp;D.</td>
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### Given to:

- **Vocational (Work Practices & Apprenticeship)**
  - Up to 200% reduction in gross income

- **Labor Intensive Industry**
  - Reduction in net income tax by 60% of total investment

- **Research & Development**
  - Up to 300% reduction in gross income

Dear Invest Readers,

This great nation is reorganizing itself. With a territory stretching from Sabang to Merauke, Indonesia is undeniably a country with bountiful natural resources. This is not the only determining factor to become a developed nation, however.

For this reason, during the past several years, the Government of Indonesia has been developing highly-competent human resources which is the key for global competition.

Human resource investment is the government’s priority to stimulate domestic industrial sectors. In terms of opportunities and challenges, highly-competitive human resources will have a positive impact on national competitiveness and investment climate. Therefore, synchronization of authority is needed to encourage human resources development.

The government plays an important role in preparing strategic programs to generate competent human resources which are the main foundation of a nation’s development. In the hands of creative, innovative, and highly competitive human resources, Indonesia will be able to compete on a global level.

Bahlil Lahadalia
Chairman of Indonesia Investment Coordinating Board
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CIFIT of 2019 is an annual investment exhibition held in Xiamen Fujian Province, China. There are hundreds of thousands of visitors, both local and international, who yearly visited the Xiamen International Conference and Exhibition Center.

CIFIT 2019 held between September 8 and 11, 2019 was a moment for the Indonesian government, through its Ministry of Industry and BKPM, to introduce its six potential industrial zones and attract prospective foreign investors.

The Indonesian Consulate General in cooperation with the Fujian provincial department of commerce, also organized an event ‘China (Fujian) - Indonesia Investment Cooperation Promotion Conference’ and attended by around 300 entrepreneurs and spectated by more than 100 thousand live viewers - was officially opened by the Deputy Governor of Fujian Province, Ms. Guo Ningning.

In his remarks, he invited Indonesia and China to continue to improve this cooperation, especially in the economic field. According to him, the economies of the two countries can complement each other, given that both countries are currently experiencing economic growth.

Ambassador Djauhari Oratmangun said that the good relations between the two countries could continue to be strengthened and enhanced for the welfare of the two countries. This all needs to be reflected in good numbers of export, import, investment, tourism and the digital economy. He said that Fujian Province will be Indonesia’s entrance to China.

At the Forum, directed by the Ministry of Commerce of China and the Provincial Government of Fujian, ambassador Djauhari also expressed his views on the development and potential of Indonesia’s digital economy and e-commerce cooperation...
The Embassy of the Republic of Indonesia in Canberra, in collaboration with IIPC Sydney and ITPC Sydney, has organized Indonesia-Australia Business Summit 2019.

Held on September 19 at Sydney InterContinental Hotel, Australia, IABS 2019, which was officially opened by the Indonesian Ambassador to Australia, Y. Kristiarto S. Legowo, and the Governor of New South Wales, Australia, Margaret Beazley AO QC, raised the theme “IA- CEPA: Capitalizing Partnership, Gaining Mutual Benefits.”

There were at least 250 participants consisting of government officials, the academics and business partakers. The keynote speech was delivered by the Chairman of the Indonesian Investment Coordinating Board (BKPM) via video conferencing.

In his brief remarks, Ambassador Kristiarto Legowo emphasized on Indonesia-Australia bilateral relations. He believes that IACEPA signing will be the foundation of this increasingly close and mutually beneficial bilateral economic cooperation. The agreement will not only cover trade and investment in education and training, but will also bind the two nations together.

The Governor of New South Wales (NSW) also shared the same remark. “Indonesia is an important partner for Australia. This partnership has been going on since the 17th century.

During the panel discussion, BKPM explained that Indonesia desperately needs to upgrade its human resources skills and this was a real opportunity. IACEPA which was signed in March 2019 will hopefully create business cooperations. Indonesian and Australian education providers have begun to work together to improve technical skills according to the standards of the two countries. 😊
THE 16TH CHINA-ASEAN EXPO OF 2019

Indonesia has the honor of being a Country of Honor for the second time at the 16th China – ASEAN Expo 2019 event held on September 22, 2019 in Nanning, China.

Indonesian Delegation was led by the Coordinating Minister for Maritime Affairs, accompanied by the Trade Minister and BKPM Chairman. On the sidelines of events, BKPM Chairman delivered a speech at 3 separate forums including “Roundtable Meeting on Investment Cooperation”, “Indonesia Trade and Investment Forum”, and “RMB Internationalization and ASEAN Local Currency Settlement Forum.”

BKPM Chairman Thomas Lembong said that as an Investment Promotion Agency, we must respond to the trend of slowing down as a commonplace in the global economic cycle. This is the right time to make reflections, corrections, and improvements. One of the tasks of the promotion agency is to assure business partakers that investment opportunities are still wide open, particularly in the technology and digitization sector.

“The economy slow down is not something we have to fear, but it something we can use or exploit. Just like in real life, you can’t always run at high speed,” he explained. Thomas added that in the last 5 years there was an increase in the investment ecosystem in Indonesia, marked by the escalated ranking of Ease of Doing Business.

We can stay optimistic that there will be improvements in the investment climate after President Jokowi announced a new cabinet. Furthermore, Thomas also conveyed that, amidst reduced US Dollar liquidity, we need ASEAN members leadership to start using other currencies for trade, tourism and investment transactions.

The series of the 2019 CAEXPO events expected to be the momentums for increasing trade, investment and tourism relations in ASEAN. At present, China is the third largest investor in Indonesia with a total investment reaching 12.1 billion USD in the first Semester of 2019.
The 2nd China International Import Expo (CIIE) 2019 was held November 5-10, 2019 at the National Exhibition and Convention Center Shanghai, China. Under the theme of “New Era, Shared Future,” attracted more than 500,000 domestic and overseas buyers.

This year, Indonesian delegation was lead by The Minister of Coordinating for Maritime Affairs and Investment, H.E. Luhut Binsar Pandjaitan as the Special Envoy of the Republic of Indonesia and Minister of Trade, H.E. Agus Suparmanto. At the 2nd CIIE, Indonesia has managed to record a transaction value of US$ 4.1 billion, which transaction came from the signing of Memorandum of Understanding (MoU) for recycled plastic seed products, swallow bird nests, oleo chemicals, and coal.

Indonesian Pavilion itself occupies an area of 136 m² in Hall 5.2 and feature booths of the State Gas Company, Indonesia Investment Coordinating Board (BKPM), and PT Astra International. Indonesian products that are being exhibited in the 2019 CIIE among others are electronics, automotive, garments, accessories, food and beverages, swallow bird nests, palm oil, coal, services and medical equipment.

On the sidelines of the 2nd CIIE, The Ministry of Trade also held an Indonesia-China Business Forum on November 6, 2019. What was raised at this forum was the hopes of entrepreneurs to increase cooperation between the two countries to support the improvement of Indonesian products in China.

Attended by Indonesian Ambassador for China, H.E. Djauhari Oratmangun, Director General of National Export Development, Mr. Dody Edward, and the Consulate General of the Republic of Indonesia Shanghai, Mr. Deny W. Kurnia.
BUSINESS FORUM ON
FURNITURE INDUSTRIES

Furniture industry is one of President Jokowi’s priority sectors to create jobs, increase exports, and reduce the trade deficit.

On Tuesday, November 5, 2019, BKPM held ‘Business Forum on Furniture Industries’ (BFFI) at Bidakara Hotel, Jakarta. Around 60 domestic and foreign furniture businesspeople, including from Shandong Province, China, attended this business forum.

Investors that have been affected by the US-China trade war are the target of Indonesia’s furniture industry, and these investors are expected to partner up with the local Micro, Small and Medium Enterprises (UMKM), or to take part in the industry’s supply chain.

Indonesia has the potential to be the world’s largest furniture producer, as it has an abundant supply of the industry’s raw materials. Indonesia also one of the largest rattan producers in the world.

The determination of Central Java as the location for the furniture industry’s cluster was based on the magnitude of its production forest, its availability of skilled human resources, and its developed infrastructures.

Indonesia needs to develop its furniture industry, considering that the export value of furniture was still low, around USD 1.69 billion. This cluster would develop the industry from upstream to downstream and will also be expected to become the center for Indonesia’s furniture.

BFFI is the follow-up of the working visit of BKPM, Industry Ministry, Indonesian Furniture and Crafts Industry Association, and Indonesian Furniture and Handicraft Industry Association to Guangzhou Province, China, on October.

Moreover, the series of CJIBF event was followed by site visits to some potential locations for the furniture industry cluster in Central Java (Pemalang and Kendal). BKPM will actively assist the investment plan and realization on furniture industry in Indonesia.
This summit brought together more than a hundred curated local tech startups and global-scale venture capitals across the globe. NextICorn actively streamlines and promotes Indonesia’s most investable startups to the most capable investors around the world. This year, the NextICorn International Summit was successfully held at Jimbaran Hub, Bali, on 14-15 November 2019.

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This summit brought together more than a hundred curated local tech startups and global-scale venture capitals across the globe. Ministry of Research and Technology acknowledges the importance of startups as the ‘new heroes’ of economic growth and therefore has programs to promote the rise of startups by providing funds from the pre-startup stage until the post-startups or incubations.

Deputy Chairman for Investment Promotion highlights the importance of investment in digital economy to boost investment partnering with SMEs and ensure an evenly-distributed first-class investment throughout Indonesia. To achieve this, the government has to catch up and take the lead to understand and regulate new models of work so that the startups can grow in a favorable environment.

Through the summit, it is expected that potential local investors can gain a better understanding on investment in startups and that local governments can regulate better policies for the development of the startups.

To strengthen the startup ecosystem, related ministries and agencies have to work together to advocate and ease the access for startups to potential investors and other related stakeholders. A strong ecosystem will eventually become the foundation for Indonesian digital economy, and transform local startups into global players.

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Indonesia was invited to the series of Bloomberg NEF 2019 activities with the theme ‘Building Asia: Spotlight on Indonesia and Its Next-Generation Industries and Talents’

One of the efforts made is to utilize the 2019 Bloomberg New Economy Forum (NEF) at the Beijing Yanqi Lake International Convention & Exhibition Center (ICE), Beijing, China which attended by more than 500 government, political and business leaders. Guided by Haslinda Amin, Indonesia was invited to fill one of the breakout sessions with the theme “Building Asia: Spotlight on Indonesia and Its Next-Generation Industries and Talents”.

Ambassador of the Republic of Indonesia to the People’s Republic of China and Mongolia Djauhari Oratmangun explained a number of investment policies under the leadership of President Joko Widodo will provide greater certainty for investors.

Director of Investment Planning for Services and Zones of BKPM Nurul Ichwan said the policies currently support economic growth through improving Indonesia’s ranking in the Ease of Doing Business (EODB) and investment realization.

“We expect a quality investment that can develop a partnership with local MSMEs. Therefore, we focus to oversee and accelerate the realization of large investments and form a Task Force to facilitate constrained investors,” he said.

The Ambassador explained that the EV sector is currently in demand by a number of Chinese investors. “The plan of Chinese investors to open the EV/hybrid industry will certainly attract even more investment in the battery industry, considering that nickel resources very abundant in Indonesia,” added Nurul.

As one of the participants, Founder of Traveloka Ferry Unardi said the development of digital economy in Indonesia is very significant, not only travel and e-commerce but also education and health.
Hyundai Motor Company (HMC) has announced their investment plan of USD 1,549 Billion (IDR 21.8 Trillion) in Indonesia.

This announcement was validated through the signing of a Memorandum of Understanding (MoU) between the government and the HMC signed by the BKPM Chairman Bahlil Lahadalia and the President & CEO of HMC Won Hee Lee, and witnessed by the President of the Republic of Indonesia Joko Widodo, the Coordinating Minister for Maritime Affairs and Investment Luhut Binsar Pandjaitan, Coordinating Minister for Economic Affairs Airlangga Hartarto, Minister of State Secretary Pratikno, Minister of Industry Agus Gumiwang Kartasasmita, Minister of Trade Agus Suparmanto, and Minister of Foreign Affairs Retno Marsudi.

The signing was part of the President of the Republic of Indonesia’s visit to the Factory HMC in Ulsan, South Korea on November 26, 2019. The investment is planned to be carried out through two stages, namely in 2019-2021 and 2022-2030.

In the first phase, Hyundai will focus on investing in car manufacturing plants and will export at least 50% of total production. The second phase will focus on developing an electric car manufacturing plant, transmission plant, research and development (R&D), training centers, and will export 70% of the total production.

Hyundai will begin production in 2021, with capacity of 70,000 to 250,000 units per year including electric cars going forward. Hyundai investment can provide a high added value to the Indonesian economy, absorbing 3,500 workers, developing training centers, research and development of electric cars.

One of the reasons Hyundai will operate in Indonesia is because the country has nickel ore raw material used for Lithium-ion batteries as an important component of electric vehicles. Nowadays, there has been already a number of companies developing the battery industry for electric cars, for instance in Morowali.

Several electric vehicle battery manufacturers from East Asian countries are now being approached by Indonesia Government to build a production facility and make Indonesia as a global production center for electric batteries.
Transportation, warehouse and telecommunication are still the sectors with the highest investment realization in the January-September 2019 period with an investment value reaching IDR 111.1 T or 18.5% of the total sector investment realization.

Total investment realization in 2019 Q3, from the IDR 792 T (target in 2019) has reached IDR 601.3 T or 75.9% of the 2019 investment target of IDR 792 T.

Realization based on region in January – September 2019 period, the highest realization of DDI and FDI is located in Java island. The further ranks of realization of the DDI is in Java, Sumatera, Kalimantan, Sulawesi, Bali and Nusa Tenggara, and also Maluku and Papua regions. The further ranks of realization of the FDI is in Java, Sumatera, Sulawesi, Maluku and Papua, Kalimantan as well as Bali and Nusa Tenggara regions.
Based on locations, investment realization in West Java ranks first with a total investment reaching IDR 102.1 T followed by DKI Jakarta (IDR 95.6 T), Central Java (IDR 47.2 T), East Java (IDR 46.8 T) and Banten (IDR 33.8 T) in the current January-September 2019 period.

Realization of investment in the January-September 2019 period still puts Singapore in the first position with a total investment reaching US$ 5.4 M. China P.R. came second (US$ 3.3 M), followed by Japan (US$ 3.2 M), the Netherlands (US$ 2.1 M), and Hong Kong, China (US$ 1.7 M).
The wheel of life is always spinning. If we don’t keep moving, we won’t ever reach the top. Being born in a simple working-class family did not dampen the spirit of Bahlil Lahadalia to achieve his success.

The man who was born on August 7, 1976 was appointed by President Joko Widodo to occupy an important position as Chairman of Indonesia Investment Coordinating Board (BKPM). Due to his major in business background, Bahlil was appointed to represent professionals at BKPM.

Not many people know about Bahlil before he occupies this position. But certainly, the company he had managed have been operating in several sectors: plantations, property, logistics, mining, and construction. He also led several companies like PT Rifa Capital, PT Dwijati Sukses and PT Bersama Papua Unggul. PT Rifa Capital is a holding of 10 companies, including PT Ganda Nusantara, PT MAP Surveillance, and PT Pandu Selaras.

In the mining sector, he had successfully managed 39,000 hectares of coal mining in Fak-Fak, West Papua, and 11,000 hectares of nickel mining in Halmahera. While, in construction, PT Bersama Papua Unggul which he owns had won a number of Bofuer-Windesi (MYC) road construction projects with the Ministry of PUPR. The same success had been achieved by PT Dwijati Sukses, whose name is often seen on government project auction sites.

THE KEY TO BUSINESS SUCCESS

Before becoming the Chairman of BKPM, Bahlil had been the Chairperson of the Central Managing Board.

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iKNOW

(BPP) of the Indonesian Young Entrepreneurs Association (HIPMI) since 2015. Bahlil had went through a long-life journey before finally achieving his business success. He suggested three things to succeed in business: being smart, hard-working, and confident.

Intelligence is not only in terms of science, but also in seeking opportunities, by taking advantage of opportunities that come your way, and being able to convince others. According to Bahlil, there are characteristics that all entrepreneurs must have: hard work, persistence, and firm belief.

BEING A CONDUCTOR AND A DRIVER OF PUBLIC TRANSPORT

Bahlil began his success from the bottom. For him, success without hard work is impossible. Growing up from a working-class family, he had to fight for his dreams and ideals. Bahlil’s father used to be a construction worker, while his mother worked as a washer woman.

Before having success in his grasp, he had tried a number of professions from selling cookies at school to financially aid his family to finally becoming a conductor and driver of a public transportation during his teenage years. To make a long story short, due to his hard work and earnest effort, Bahlil finally managed to register at Papua Port of Numbay School of Economics.

With great determination and confidence, he was able to change his destiny. Bahlil was even able to realize his ideals. “I came from and grew up in limitations. But I proved that I could achieve what I had dreamed of. We need to understand that the people who survive are those with great confidence,” he said.

BAHLIL LAHADALIA

Birthdate & Birthplace : Banda, August 7, 1976

EDUCATION :

Bachelor’s Degree from Port Numbay Higher Education of Economics, Jayapura, Papua
Master’s Degree from Financial Management of Cendrawasih University

ORGANISATION :

Chairman of BPD HIPMI Papua (2008)
Head of Infrastructure and BPP HIPMI Properties (2011-2014)
Chairman of BPP HIPMI (2015-2019)

CAREER :

Commissioner of PT Rifa Capital, Holding Company which is in charge of 10 Companies
Head of BKPM (present)
The Investment Coordinating Board (BKPM) is preparing a surefire strategy of welcoming investors who are willing to invest in Indonesia with a “red carpet.” Investors are highly eager to invest in Indonesia. Unfortunately the realization shows otherwise. Seeing this unsatisfactory realization, the Head of the Investment Coordinating Board (BKPM) Bahlil Lahadalia seeks to ensure investors are welcomed by a ‘red carpet’ when they invest here.

**SIMPLIFYING LICENSING REGULATIONS**

Therefore, investments will not be made complicated nor will it be taken for granted. Bahlil had prepared six moves or strategies. The first step is improving the ranking of Ease of Doing Business in Indonesia. According to the Doing
Business of 2020 report released by the World Bank in late November 2019, the ranking of ease of doing business in Indonesia is still in the 73rd position.

In 2018, Indonesia’s ranking also rose significantly by 19 ranks to the 72nd position. Indonesia is targeted to be in the top 50 of the World Bank’s Business Ease of Business ranking. Elevating the Ease of Doing Business (EoDB) rank, which had dropped, became a homework for the government to provide stimulus in order to attract investors to Indonesia and be considered as an attractive foreign investment destination.

The second step or stance to strengthen investments is through the execution of stalled and constrained large investments in the field. Accelerating licensing at an area is one of the strategies to attract investors.

There are foreign investments that face land use constraints of a IDR 264.3 trillion-value, namely 2 companies in Banten and 1 in East Java. Others face regional regulations worth IDR 21.3 trillion in Southeast Sulawesi and North Maluku.

There are investments worth IDR 190.2 trillion which are constrained by recommendations and technical permits in several regions. Meanwhile, IDR 1.6 trillion worth of investment is constrained by the State-Owned Enterprises (SOEs) business-to-business, IDR 3.3 trillion is constrained by other issues, and IDR 226.5 trillion is constrained by fiscal incentives.

To overcome these licensing constraints, Bahlil also promised to do inventory and revise regional regulations that hamper
investments. He will also prepare a Task Force to assist investors and accelerate the realization of investments. “Whenever an investor has a permit but has not yet built a factory, we will dispatch a task force team to help,” Bahlil said.

**THE THIRD TO THE LAST STANCE**

In the Third Stance, he will encourage investors to partner with local small and medium enterprises (SMEs) to create a conducive ecosystem and climate for investment. Meanwhile, the fourth strategy that will be carried out by BKPM is to encourage more widespread first-class investment.

Investment opportunities will be extended outside Java. In his presentation of Indonesia’s investment figures in the third quarter of 2019, Bahlil explained that investments for projects are no longer confined in Java. “Not only is the investment expanded, but it also has first-class quality. There is added value, employment and partnership with local communities,” said Bahlil.

The fifth step is to strengthen investment through promotions focused on the sector and investor country. For instance, the focus of investment in the infrastructure sector is considered more suitable to be targeted at European, East Asian and Middle Eastern countries. While the investment for the development of human resources is more likely to be targeted at Australia and America.

The last step is inviting domestic investors to face the global economic slowdown. “We also have to strengthen domestic investors. Investments should not only be focused on big sectors but also on the MSMEs and medium-sized entrepreneurs,” he said.

**SIMILAR REMARKS FROM THE MINISTER OF FINANCE**

In line with Bahlil, Minister of Finance Sri Mulyani Indrawati said that the new government will welcome foreign investors, who are willing to invest their capital in Indonesia, with
a red carpet. “You (foreign investors) will not only be coming to our country, but you will also be served and provided with incentives,” Sri Mulyani said to the US foreign investors who came at the 2019 US-Indonesia Investment Summit at the Mandarin Hotel in Jakarta (11/21).

Sri Mulyani said that, so far, the Indonesian government had assisted every investor who came in, such as through tax relief, from tax holidays to tax allowances. She said the various incentives were being reformulated in line with the government’s attempt to simplify the investment permit process and provide certainty to entrepreneurs.

Investment realization in the third quarter (2019) reached IDR 601.3 trillion, while Realization of Domestic Investment reached IDR 283.5 trillion and Foreign Investment IDR 317.8 trillion.

INVESTMENT REALIZATION
Meanwhile, BKPM had recorded that investment realization in the third quarter (2019) reached IDR 601.3 trillion, while Realization of Domestic Investment (PMDN) reached IDR 283.5 trillion and Foreign Investment (PMA) IDR 317.8 trillion.

This year’s realization is 12.3% higher compared to the same period in 2018. The higher investment realization was due to the smooth general election last April, and therefore providing a positive climate for investors. Bahlil is optimistic that the investment realization target this year will be achieved. Moreover, the achievements between January and September 2019 have fulfilled the 75.9 percent portion of the target.
MAINTAINING THE ROLE OF MSMEs IN THE NATIONAL ECONOMY

Even if they’re not as big as private companies, Micro, Small and Medium Enterprises (MSMEs) made a big contribution to the national economy.

MSMEs contribution today cannot be underestimated. The rise of e-commerce with its digital economic potential is one of the milestones of the domestic rise of small and medium scale businesses.

The Sluggish global economic climate has pushed the Chairman of the Investment Coordinating Board (BKPM) Bahlil Lahadalia to encourage domestic investors for investment escalation in the country. The invitation was not only aimed at domestic investors, particularly large companies, but also aimed at MSMEs and medium entrepreneurs.

According to Bahlil, MSMEs had historically been known as the savior of the 1998 national economic crisis when the national inflation reached 88 percent, with a 13 percent deficit, and foreign exchange reserves fell to approximately USD17 billion. When many investors fled to save their fortune, it was the MSMEs that protected the national economy.

Bahlil believes that MSMEs was considerably significant when the Indonesian economy got affected by the global economic crisis.

MSMEs CONTRIBUTION
Data from the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM) states that, in terms of the number of units in 2017, MSMEs has a share of around 99.99% (62.9 million units) of the total number of business operators in Indonesia, while large businesses only have 0.01% or around 5400 units. Micro Business absorbs around 107.2 million workers (89.2%), Small Business 5.7 million (4.74%), while Medium Enterprises absorbs 3.73 million (3.11%).

Meanwhile, in terms of labor absorption, Large Enterprises
only absorb around 3.58 million people. This means that, as a whole, MSMEs can absorb around 97% of the total national workforce, while Large Enterprises only absorb around 3%.

In fact, MSMEs can contribute around 60% of the total national Gross Domestic Product. In 2017, Indonesia’s GDP was around IDR 13,600 trillion. This means that the total MSMEs revenue was around IDR 8,160 trillion! Micro Business yearly contributes around IDR 5,000,000, Small Business IDR contributes 1,300 trillion, while Medium Business around IDR 1,800 trillion, and Large Business around IDR 5,400 trillion.

PROTECTING MSMES FROM FOREIGN INVASIONS

In order for the MSMEs to be the backbone of the national gross domestic product (GDP), Bahlil stand guard over the national MSMEs growth so that it will not be intervened by any foreign investors. The government and the House of Representatives, according to Bahlil, are currently discussing the Omnibus Law to fix the bureaucracy and regulations that hamper the business climate.

The government wishes for both domestic and foreign investment to immediately generate the real sector. “I asked the Director General to be very careful, to not exclude MSMEs from the vacant list, so that foreigners will not be able to intervene,” Bahlil said.
Farah Ratnadewi Indriani
Deputy Investment Promotion of BKPM RI
President Jokowi has issued a regulation on major tax deductions aimed at boosting investment, research and development (R&D) as well as the participation of businesses in improving Indonesia’s human resources.
With a bigger incentive, domestic business players are expected to be more interested in doing vocational training, as well as R&D activities.

Under Government Regulation (PP) No. 45/2019 regarding Calculation of Taxable Incomes and Settlement of Income Tax in Current Year, which was issued on June 25 and is an amendment of Government Regulation No. 94/2010, taxpayers can enjoy a tax deduction of up to 300 percent.

HOW DOES BKPM VIEW THE SUPER DEDUCTION TAX POLICY?

Super deduction tax policy could help improving the skills of Indonesian workers. Currently, there is an urgent need to improve the skills of Indonesian workers. The amount of super deduction incentive of 200 percent reflects the critical needs of domestic industrial players for skilled workers. Besides, ASEAN countries in average have also imposed this 200 percent super deduction tax. With a bigger incentive, domestic business players are expected to be more interested in doing vocational training, as well as R&D activities. ‘One of investors’ concerns on our workers is that they are relatively less skilled compared to other ASEAN countries. Therefore, fiscal incentives are needed to stimulate the business players to increase activities in training their workers.’
AND HOW HAVE INVESTORS RESPONDED TO THE POLICY?
Investors have been giving positive reactions towards the super deduction tax policy. Seeing this, BKPM is optimistic that the investment realization target could be achieved.

Investment is inevitably the key to Indonesia’s positive economic growth. This is in line with President Jokowi’s instructions to all ministries/agencies, which is to open the access as wide as possible to facilitate the investments and to boost exports.

WHICH SECTOR DO YOU ENCOURAGE TO TAKE ADVANTAGE OF THIS POLICY?
The government will offer the super deduction tax to investors in tourism sector, specifically in five high priority tourism destinations. These destinations include Toba Lake, Borobudur, Mandalika, Labuan Bajo and Likupang.

We project that investment during the year 2020-2024 to reach Rp 5,745.3 billion with an average of 11.7 percent per year.

‘Tourism becomes one of the leading sectors in investment. We project that investment during the year 2020-2024 to reach Rp 5,745.3 billion with an average of 11.7 percent per year.’ Moreover, we also suggest tourism business players to utilize the super deduction tax policy in preparing for competent workers in tourism sector. Investors could also utilize this incentive to encourage the creation of highly qualified human resources within that sector.
“If we focus on developing our human capital using the latest ways and means, the demographic bonus will help us make a significant leap in the country’s development.”
Accumulation of waste becomes a serious problem. Not only will it spread an airborne disease, but the piles of waste will also be hazardous to the surrounding community.

Along with the development of the era and technology, scientists and researchers had worked hard to solve the ever disturbing garbage issue from year to year. Through an environmentally friendly technology-based management, the waste is managed and utilized as a renewable energy. It will therefore not only reduce the negative environmental impact, but will also solve the energy crisis.

Waste is categorized based on several criteria which differentiate energy substance within each heterogeneous waste. “To equalize these energy levels, we need to prepare a pre-treatment step through chopping, blending, drying, and then pellets formation. This requires additional work and equipment. With a good management, this will become a new source of income. “

Sidoarjo PLTSA to Manage Tons of Waste

Sidoarjo PLTSA

To reduce the garbage that accumulates in urban areas. Several regions will process waste into electricity, one of which is in Sidoarjo. Data from the Department of Environment and Hygiene (DLHK) of Sidoarjo Regency said that in July 2019 garbage in Sidoarjo reached 2,400 tons per day. While the garbage processing installation in Sidoarjo is only able to accommodate around 600 tons of garbage per day.

Sigit Setyawan, Head of DLHK Sidoarjo, said, “There are 1,800 tons of potential waste per day that has not been treated by the garbage
processing installation system, both in temporary landfills (TPS) and in landfills (TPA) provided by the government.” To overcome this waste problem, the Government of East Java Province plans to build a Waste Power Plant (PLTSa). The construction of the waste power plant (PLTSa) will take place in Jabon, Sidoarjo.

In addition to proposing Sidoarjo as an alternative location for PLTSa, East Java Deputy Governor Emil Dardak said the provincial government was also reviewing several other locations to become PLTSa development sites, including: Lamongan, Pasuruan, Malang, Jember, and Gresik.

The selection of regencies and cities is adjusted to the amount of waste, priority scale, and regional affordability. The step of assessing several cities as PLTSa construction sites is carried out in order to minimize the amount of waste in the province. In addition, these regions can contribute to the national electricity supply sold to PLN (the State Electric Supply Company).

The PLTSa construction will begin once the construction of the Surabaya PLTSa is complete and operational. “As soon as Surabaya signed the PJB (Sales and Purchase Agreement with PLN), I will immediately notify the governor and will follow it up,” Emil said.

**INVESTMENT IN PLTSA**

The development project of the Department of Environment and Sanitation of Sidoarjo Regency aims to manage waste into electricity and control the volume of waste in Sidoarjo. With the status of the land that has been prepared by the local government, this PLTSa project has an estimated investment value of US $93.8 Million and a BOT (Build Operate Transfer) business scheme with a concession period of 30 years.

Before the construction of PLTSa, comparative studies had been conducted in several countries, from Japan to Scandinavia. Head of the Technology Assessment and Application Agency (BPPT) Hammam Riza gave an explanation on the technology in PLTSa.

He said, “The PLTSa Pilot Project uses thermal technology with an incineration type with a reciprocating grate type furnace. It was a technology which has been proven and widely used worldwide in terms of Waste to Energy (WtE) conversion. It’s also environmentally friendly (equipped with pollution control devices), economical, and applicable for waste conditions in Indonesia, and has a high potential of TKDN.”
PLTSa has 4 main equipment consisting of a bunker as a garbage container, equipped with a platform and grab crane as well as combustion grate combustion chamber system, designed to burn trash with temperatures above 850 degrees Celsius so that the formation of dioxins and furans can be minimized.

Hamman explained that the heat which was carried by the exhaust gases resulting from the combustion of garbage, is used to convert water in a boiler to steam to turn a turbine to produce electricity. The PLTSa unit is also equipped with an Air Pollution Control unit to clean up hazardous substances carried in the flue gas, so the flue gas that comes out meets the quality standards set.

This waste-to-electricity processing facility has a waste processing capacity of 100 tons/day and is expected to be able to produce 750 kWh of electricity per day.
HARNESSING ENERGY FROM THE EARTH’S CORE

Indonesia’s geographic location within the tectonic plate and the equator contributes to its large energy reserve, including geothermal energy.

The Indonesian government targets to accomplish a 23% renewable energy mix by 2025 which will be continued to be increased up to 31 percent until 2050. Amidst the transition of this renewable energy use, a lot of people are still unaware that Indonesia has the largest geothermal renewable energy potential in the world and geothermal energy exploration has not been fully maximized.

According to data from the Ministry of Energy and Mineral Resources (ESDM), Indonesia’s geothermal resources have a total potential of around 11,073 Megawatts of electricity (MWe) with reserves of around 17,506 MWe. Geothermal power station, a 250 kW Monoblock, in Indonesia was first developed in 1978 at Kamojang Field, Garut, West Java.

TIME TO OPTIMIZE GEOTHERMAL ENERGY

The abundance of East Java region geothermal energy has motivated the Provincial Government to optimize the potential of this renewable energy.
energy to meet the daily increasing energy needs. This was mentioned by the Governor of East Java Khofifah Indar Parawansa who said that geothermal energy will likely be a mainstay of East Java.

The 1,012 MWe geothermal-energy potential is scattered around Mount Welirang, Mount Wilis, Mount Ijen and several other mountains. “Geothermal energy is an environmentally-friendly renewable energy which will become a mainstay to meet the East Java energy mix targeted at 14 percent by 2050,” said Khoffah.

She added that the highest electricity consumption in East Java in 2018 was held by the industrial sector, which reached 15,668 GWh, followed by households by 13,181 GWh, trade/business by 4,751 GWh, and the society by 2,238 GWh.

SERIOUS STEP

Based on the Book of ‘Indonesian Geothermal Potential of 2017’, the Ministry of Energy and Mineral Resources states that there are 8 Geothermal Working Areas (WKPs), including: Mount Lawu, Arjuno Welirang, Blawan Ijen, Mount Iyang-Argopuro, Mount Pandan, Mount Wilis, Songgoriti, and Telaga Ngebel.

Of the 8 WKPs determined, four of them are in East Java Province. In early 2019, the East Java Provincial Government took a serious step by establishing the Regional Regulation on the General Design of Regional Energy (RUED) in 2019-2050. Therefore, the East
Java Provincial Government has opened its doors wide for investors who would like to explore the potential geothermal energy as a renewable energy.

Khofifah said that East Java RUED-P 2019-2050 is very important due to the provincial energy management policy. Moreover, RUED-P is a cross-sectoral implementation of the National Energy General Plan (RUEN).

Then, what are the benefits of this geothermal energy? First, this energy can be used directly for electrical energy. It is also used in the fields of agro-industry, industrial processes and tourism, such as hot water baths, mushroom cultivation, potatoes, tea drying, palm sugar production processes, refined fragrant root oil, and so on.

Please note, the 2017 Non-Tax State Revenue (PNBP) of the geothermal sub-sector had contributed IDR 928.55 billion in mid-November. The amount has exceeded 38%, from the 2017 PNBP target of IDR 671.26 billion.
"According to data from the Ministry of Energy and Mineral Resources (ESDM), Indonesia's geothermal resources have a total potential of around 11,073 Megawatts of electricity (MWe) with reserves of around 17,506 MWe"
The Focus on East Java Infrastructure Development

The lack of infrastructure is often a problem that hinders investment in the country. The government realizes how important and vital infrastructure is to the growth of the investment climate in Indonesia. A good infrastructure will certainly boost investment and makes business more attractive. However, the development is not an easy task.

The Government has therefore synergized with all Provincial Governments to complete the development of a number of infrastructure that will benefit the community, including the three leading projects in East Java determined by President Jokowi in early July.

These three projects include the construction of the Electric Railway (KRL), the tourism transportation, and the development of an oil refinery in Tuban. East Java Governor Khofifah Indar Parawansa said that the provincial government will focus on the three big projects in order to accelerate East Java’s economic development.
**CONNECTIVITY**

The first project in East Java is the construction of the Gerbangkertasusila Electric Rail line (Gresik-Bangkalan-Mojokerto-Surabaya-Sidoarjo-Lamongan) which is on the main route of the East Java industry. The rail line will later support the efficiency of goods and service distribution while stimulating the regional economy through integrated transportation modes.

The development of the integrated public transportation of goods and services in Gerbangkertasusila will later support the next strategic projects, such as the oil refinery in Tuban Regency that will be built next year. The construction of the Electric Rail line will also support the development of oil refineries in Tuban which requires a good transportation system.

Khofifah, Governor of East Java, admits that the realization of this infrastructure in East Java Province was indeed a bit late. "We are preparing a public transportation that will facilitate regional connectivity, and that’s why we need a major road construction in eastern Surabaya,” said Khofifah.

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**ENERGY INFRASTRUCTURE**

Another project that is being accelerated is the Pertamina oil Grass Root Refinery (GRR) in Tuban. The USD 16 billion megaproject which stands on a 900-hectare land is one of the prestigious and strategic projects in the country built for national energy sovereignty.

Tuban GRR, which is developed through a cooperation scheme between Pertamina and the Russian company, Rosneft Oil Company, is one of the most sophisticated refineries in the world with a processing capacity of 300 thousand barrels per day which will produce 30 million liters of gasoline and diesel per day. The Tuban refinery will also produce 4 million liters of aviation fuel per day, including 4.25 million tons of petrochemical production per year.

PT Pertamina’s President Director Nicke Widyawati targets the construction of the refinery and port to be completed by 2026. This mega project is realized based on the Minister of Energy and Mineral Resources Decree No. 807K / 12 / MEM / 2016 dated March 3, 2016 and Presidential Regulation No. 56 of 2018.

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**TOURISM**

The next strategic project is the development of the Bromo-Tengger-Semeru (BTS) tourism area which covers the areas of Malang, Probolinggo, Lumajang, Pasuruan. In addition to road infrastructure, the Provincial Government also focuses on developing tourism transportation such as the Bromo-Tengger-Semeru cable car (BTS).

The construction of these supporting facilities will certainly make this tourist destination more attractive as tourists previously had to go through a fairly narrow and steep road. Khofifah said good road access would bring more tourists to East Java.

“That’s not all, we also have prepared a lot of transportation options to and from BTS. We are currently developing Malang-Kepanjen toll road, dredging the docks at the Port of Tanjung Tembaga for harboring cruise ships, widening the Dampit-Lumajang road segment, and internationalizing Abdulrahman Saleh Airport," said Khofifah.

Just for the record, foreign tourists visiting East Java through Juanda Airport in March 2019 increased by 22.80 percent compared to February, from 17,561 to 21,565 visits. ⛅️
REGIONAL INFRASTRUCTURE
POTENTIAL AND SOLUTIONS

East Java Province is developing. The Central Statistics Agency (BPS) noted that the province's economic growth continued to increase at 5.50% in 2018 and 5.51 in Quarterly I of 2019.

The increasing economic growth in East Java was in line with the number of tourist arrivals at the leading destinations in East Java. Therefore, the East Java Provincial Government continues to focus on developing infrastructure within its regions, particularly in strategic tourist areas.

Bromo-Tengger-Semeru (BTS) National Tourism Strategic Area, which is part of the three focused provincial infrastructure development, has made the Malang Regency Government seriously work on the supporting facilities.
and infrastructure. This BTS area is also known as one of the ten new Bali areas.

SYNERGY IN THE DEVELOPMENT

Accelerating the growth of the tourism industry, agropolitan, and strengthening connectivity are the main focus for BTS. Meanwhile, for the Selingkar Wilis region, the focus is on increasing the added value of agro-industry and agro-tourism as well as strengthening infrastructure connectivity.

Malang has been known as a tourist destination with various interesting attractions. To improve the economy and progress of the region, we need a structured infrastructure development which is connected to a number of national strategic areas within the region.

The increased population has an impact on the activity and mobility of the people of Malang. This certainly results in the increasingly high traffic congestion in prone areas, as is often the case around the railroad track to Singosari Market.

SINGOSARI FLYOVER INVESTMENT

To reduce the heavy traffic congestion that always occurs at the area, the Malang Regency Government has prepared a Singosari Flyover development plan as one of the accesses to the Singosari Special Economic Zone (SEZ). Singosari SEZ is part of the economic development within Malang region which is strategic for the national economic development.

Singosari Flyover will later facilitate access to various places, such as Malang Abdul Rahman Saleh National Airport, Pandaan-Malang Toll Road, Surabaya-Malang Arterial National Road, Malang Singosari Special Economic Zone, and Bromo Tengger Semeru Tourism Destinations.

It is planned that the flyover, which is located on Surabaya-Malang Primary Arterial Road (Singosari Malang Highway), will have an investment value of IDR 175.8 billion with a Public-Private Partnership (PPP) funding scheme. The realization of the project will immediately contribute to the acceleration of the development of other infrastructure within Malang and its surrounding areas.

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Data in 2016 showed that the garbage load at Sarimukti TPA had reached 3,000m³/day. This had started to saturate Sarimukti TPA. So, what are the steps taken by the Government of West Java Province so far?

A higher population will impact the number of the generated waste in West Java. The right steps and policies are required to better manage the waste.

The high volume of waste produced by the people of West Java, particularly in Bandung City, Bandung Regency, Cimahi, West Bandung Regency, Sumedang and Garut made the West Java Provincial Government take the initiative to establish a new region of Waste Processing and Final Processing Site (TPPAS) which has greater capacity to solve the waste problem.

Moreover, the Baj Bajing TPA, according to plan, will no longer operate. For this reason, the West Java Provincial Government took the initiative to establish Legok Nangka TPPAS to help each region solve the waste problem.

Legok Nangka was chosen after a feasibility study by experts. After the landfill completion in 2017, the Ministry of PUPR then built a waste treatment plant in 2018. The West Java Provincial Government will then operate the TPPAS Legok Nangka by 2023.

With a land area of 74.6 ha and a total area of 90 ha, Legok Nangka TPPAS is able to accommodate 2,000 tons of waste / day and is able to process 1,820 tons / day of waste generated from the six regions of West Java. Later, Legok Nangka TPPAS will expectedly become one of the largest waste-to-energy centers in West Java. It’s also part of the national strategic project.

West Java’s six municipalities and regencies recently agreed on the amount of Legok Nangka TPPAS tipping fee of USD 27.38/ton (or equivalent to IDR 386,000/ton) in which 30 percent will be subsidized by the West Java Provincial Government. This is important for the success of the project auction.

It was also agreed that the quota of waste will be sent by six regencies/cities using Legok Nangka TPPAS. They are Bandung City 1,200-1,303 tons per day, Cimahi City 150-250 tons per day, Bandung Regency 300-345 tons / day, West Bandung Regency 78-86 tons / day, Sumedang Regency 28-32 tons / day, and Regency Garut 100-115 tons / day. The total amount of waste is therefore around 1,853-2,131 tons per day.

Legok Nangka TPPAS should not be solely relied on, and therefore West Java Governor Ridwan Kamil asked the Regency/City Governments to keep on trying to reduce the volume of waste from time to time. He also promised to provide incentives for the ones who managed to reduce waste. “We are preparing a Governor Regulation that will provide incentives to regions that have succeeded in...
reducing their waste through their provincial financial support," he said.

Legok Nangka TPPAS is one of the Electric Energy Waste Processing (PSEL) site projects that will convert waste into electricity. Legok Nangka TPPAS will expectedly be able to produce 25 MW of electricity. With an investment of USD 245 million, this project will be built through a Government-Business Entity Cooperation (KPSBU) scheme. The Legok TPPAS project is also proposed to get Feasibility Support from the Ministry of Finance, so that the target of operation by 2023 will be realized soon.
"A good infrastructure will certainly boost investment and makes business more attractive."
WEST JAVA’S CORN CULTIVATION
OPEN WIDE INVESTMENT OPPORTUNITIES

The land in West Java is highly potential for corn cultivation. Not only will the cultivation reduce corn imports, but it will also provide a potential investment opportunity.

According to the Head of the West Java Food and Horticultural Crops Office Hendi Jatnika, in terms of corn production in 2017, West Java produced the highest national harvest, 80.37 quintals/hectare, while the national corn productivity, on average, was still 52.27 quintals/hectare.

In 2019, West Java’s corn production exceeded the national production by 8 tons per hectare, while the average national productivity only reached 6 tons per hectare.

West Java has cities/districts which become the centers of corn production, such as Nagreg Garut, Sumedang and Majalengka. Dry land in Purwakarta, Karawang, Kuningan will also be developed.
CORN CULTIVATION ALLOCATION

In 2019, West Java Food Crops and Horticulture Office revealed that corn cultivation was performed through intercropping of corn-soybean and rice corn, as well as monocultures.

This year, said Hendy, a 113,671-hectare land in West Java is allocated for corn cultivation in which 63,000 and 50,671 hectares are cultivated for intercropping and monoculture, respectively. In Purwakarta, the corn cultivation was carried out through intercropping and monoculture on a 185-hectare and 440-hectare land, respectively.

Purwakarta Regency is one of the corn production centers on a state plantation owned by PT Perkebunan Nusantara VIII which is managed through a partnership.

Corn production in West Java and similar agribusinesses have an important role in supporting national food and animal feed industry. The hybrid corn production continues to rise every year in line with the ever increasing population. Hopefully, a bountiful corn harvest will reduce dependence on corn imports.

CORN INVESTMENT OPPORTUNITIES

Meanwhile, PT Perkebunan Nusantara VIII will develop a diversification program by planting corn commodities, making use of land and empowering the community around the plantation.

This commodity offers a wide-open market opportunity and is in line with the Ministry of Agriculture’s program. Corn cultivation will be carried out on an approximately 11,000-hectare land. This is due to the increasingly high corn demand for animal feed, giving great opportunities to the growth of corn commodity. Moreover, corn is currently not only regarded merely as food, but also a raw material for the feed and food industry.
Corn cultivation will take place in Cikumpay, Jalupang, Wangunreja (Subang Regency), Bagjanegara, and Batulawang (Tasikmalaya and Ciamis Regencies) Plantations, while sweet corn in Tambaksari (Subang Regency).

PT Perkebunan Nusantara VIII opens up investment opportunities to the companies willing to invest and play a role in community empowerment. Corn cultivation had already been carried out in two plantations, namely Kalimantan and Subang, West Java.

With the partnership business scheme, corn production per hectare has reached around 10 to 15 tons (with 17% moisture content) and an investment value of USD 10,530,385. At the moment, PT Perkebunan Nusantara VIII also owns business commodities of Tea, Rubber and Palm Oil. Other business fields include horticulture, Tea Downstream Business Unit (IHT), and agro-tourism.

This company has operated 2 palm oil mills, 25 tea factories and 7 rubber factories. It also owns 23, 12 and 9 plantation units of tea, rubber, and coconut oil, respectively.

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“corn is currently not only regarded merely as food, but also a raw material for the feed and food industry”
Indonesia ranks first in corn production within South East Asia. This is an opportunity for Indonesia to be able to compete with other countries in corn commodity trade, particularly within South East Asia. However, corn exports are generally in the form of raw materials, making Indonesian corn commodity exports vulnerable to price fluctuations, unlike other South East Asian countries which have produced more competitive downstream products.

Amidst the increasingly fierce competition, Indonesian Government must manage a more effective but productive and highly competitive agricultural system, particularly in terms of corn commodity.
PRODUCTION CAPACITY INCREASES

Based on the data from the Ministry of Agriculture, the 2006 and 2011 harvest area were the lowest, 7.72% and 6.46%, respectively. The highest corn harvest area was in 2008 when it reached 10.24%. In 2012, the corn harvest area increased by 2.40%, higher than the 2011 corn harvest area. In 2013, the corn harvest area decreased by 3.44% but increased again in 2014 by 0.41%.

Indonesian corn harvest reached 18.51 and 27.95 million tons in 2013 and 2017, respectively. As a result, in 2017 Indonesia managed to suppress corn imports by 66% thanks to the good cooperation among farmers and corn producer associations in various regions who put high priority on local corn.

Farmers will therefore be more motivated to yield more corn production and even exceeds the consumption and manufacturing needs of approximately 1.7 million tons per month. The increased 2017 corn planting area was estimated around 700 thousand to 1 million hectares.

ANIMAL FEED PRODUCTS

Although in early 2018 Indonesia was targeted to be among the top 10 largest corn producers in the world, but this has not yet been realized. In 2019, Indonesia had only be ranked 11th in the world.

Although not included in the top 10 corn-producing countries, Indonesia is still the largest corn producer in South East Asia, ahead of the Philippines and Vietnam. However, if we look closely,
Indonesia managed to come at the 11th place with a 1-million tons difference from South Africa which came in the 10th position.

Most of the corn production in Indonesia is purchased by the animal feed industry, particularly chickens and cows in which the industry is currently growing massively nationwide. On one occasion, President Joko Widodo said the government had the commitment to raise the corn production and welfare of corn farmers, including maintaining price stability through exports.

### 7 DESTINATION COUNTRIES FOR CORN COMMODITY EXPORTS

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(January-September 2019 Period) based on the data from the Ministry of Agriculture)
"Indonesia is the largest corn producer in SouthEast Asia and ranked 11th in the world"
Combining the concepts of nature tourism and education, Tanjungsari Deer Breeding becomes a potential tourist destination.

**Tanjungsari Deer Breeding** in Buanajaya Village, Tanjungsari District, Bogor, West Java, is often visited by tourists who intentionally take their children to interact with the deer without barriers nor fences.

That way visitors can freely interact with the deer and feed them. There are various types of deer here, including: sambar, spotted, timor, and Bawean deer. Most are imported from Java and Bali.

Visitors will not only be able to indulge themselves in a cool and serene nature surrounded by deer which is the main attraction of the destination, but they can also explore a lot of things such as outbound games, Barong waterfalls, Leuwi Hejo, Putri Kencana, and Kembar not far from the meadow.

**TANJUNGSARI INVESTMENT**

Tanjungsari Tourism Park is believed to be a potential tourism destination in the future. The tourist destination, which is only a two-hour drive from Jakarta, offers an unusual tourist concept.

With an area of 94.4 hectares, Tanjungsari Tourism Park was developed as an integrated tourism area. The West Java Provincial Government and the local Tourism Office are currently focusing on making Tanjungsari Tourism Park a favorite destination for tourists.

Later the concepts of eco-, cultural, educative, creative, and urban tourism will be combined in the park. It will also be equipped with other facilities, such as: jogging tracks, camping sites, restaurants, playgrounds, multipurpose buildings, rafting activities, and lakes.

To realize this concept, at least an investment of around USD 19.6 million is required. Currently, the tourist destination development project is in the funding stage of finding investors. ☑️
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Not only offering the beauty of the natural scenery, Tegalwaru Tourism Village is also a place for business learning.

Tegalwaru Tourism Village, which is established in 2010, is a potential tourist destination in Tegalwaru Village, Bogor, West Java. It has been known by local and foreign tourists as a Business Tourism Village.

Currently Tegalwaru Tourism Village has an Entrepreneur Training program to introduce Small and Medium Enterprises (SMEs), environmental empowerment in society, and entrepreneur motivation. Tegalwaru also organizes training on making handicrafts with the local community.

CULTURE TOUR

With a culture and livelihood mostly in farming, Tegalwaru Tourism Village has its own uniqueness and tourism potential. Ranging from crafts to culinary, Tegalwaru Tourism Village has a lot to offer as the center of SMEs in Bogor.

Having a concept of combining agribusiness and home industry, Tegalwaru will be reckoned as a notable tourist destination in the
future. Tourists will be able to enjoy the beautiful atmosphere of Mount Salak plain while gaining home industry-based business ideas and inspiration.

Tegalwaru Tourism Village will therefore introduce the beauty of the local arts and culture which is closely related to bamboo-made handicrafts, puppet shows for example.

**INVESTMENT POTENTIAL**

The village still has a lot of potential that will give pulse to the village economy. The West Java Provincial Government therefore offers this tourism-sector investment opportunity to foreign and domestic investors in order to accelerate this regional development as a business and cultural destination.

The investment will be aimed for the construction of Tegalwaru Tourism Terminal and 50 Resort units. The development of these infrastructures will hopefully further enhance the regional potential of Tegalwaru Village and open up more opportunities.

It will not stop there, these available facilities and supporting infrastructure will later become the pillar of Tegalwaru’s economic growth and tourism development. It is estimated that the construction of the infrastructure in the 6-hectare area requires an investment of up to USD 1.4 million and USD 782 thousand for Tegalwaru Tourism Terminal and the 50 Resort units, respectively.
Not only does it radiate an enchanting sunrise beauty, Mount Bromo is also highly potential for investment. Mount Bromo is an active volcano and remains one of the best tourist destinations in the strategic area of national tourism at an altitude of 2,329 m above sea level. Not only is it accessible for tourists from various directions but it is also very affordable. Moreover, it is located in four districts (Malang, Lumajang, Pasuruan, and Probolinggo).

Mount Bromo undoubtedly holds a magical charm. Visitors can instantly witness the beauty of the early morning sunrise and the mesmerizing valley covered in fog, making it a great spot to capture the moments. The hill is also covered with very pretty and neat green grasses.

The charming beauty of Bromo crater will spoil visitors. They will be greeted by *Pasir Berbisik* (Whispering Sand), a vast expanse of sand, before reaching this spot. Mount Bromo is part of the Bromo-Tengger-Semeru National Park, an icon of East Java, famous domestically and abroad.

To make Mount Bromo a competitive and unique tourism destination in Asia, the East Java Provincial Government and the
East Java Tourism Office will develop Bromo Vulcania Thematic Park for revitalization.

**Bromo Development Project**

Mount Bromo is projected to be a Vulcania Thematic Park, a mountain-based tourist attraction, like the one in Auvergne Province Vulcania Park in France. Located in Poncokusumo, Malang Regency, East Java, Mount Bromo tourist destination has an area of more than 15 hectares and will be expanded to 50 hectares in the future.

Bromo Vulcania Thematic Park will be equipped with a number of attractions and recreations (exhibitions, 4 dimensional films, room simulation, games, souvenir shops, restaurants, coffee, etc.).

The development of this tourist attraction will include a volcano-based educational tourism both in the form of self-learning and tour guidance, increasing community knowledge on volcanoes, increasing the number of domestic and foreign tourists, locomotive establishment, and rural tourism development.

To build Bromo Vulcania Thematic Park requires an investment of IDR 272 billion (USD 20.1 Million) with 30% equity or IDR 82 billion (USD 6 Million). With this investment, this destination will be visited by 100,000 visitors per year. It is expected that in the 5th year Bromo Vulcania Thematic Park will earn IDR 122 billion (USD 9,037,037.04).
"Tourism has become one of the leading investments in Indonesia. The government will offer the super deduction tax to investors in the tourism sector, specifically in five high priority tourism destinations."
The World Economic Forum (WEF) has announced the theme and details for its 50th Annual Meeting, to be held 21-24 January 2020 in Davos, Switzerland. The Meeting’s theme will be Stakeholders for a Cohesive and Sustainable World.

The WEF will bring together 3,000 participants from around the world, and aim to give concrete meaning to “stakeholder capitalism”, assist governments and international institutions in tracking progress towards the Paris Agreement and the Sustainable Development Goals.

The Government of Indonesia will hold Indonesia Pavilion, to provide a positive image and economic diplomacy through the dissemination of information on the latest developments.

The Hannover Messe, a Deutsche Messe AG project, is a leading trade fair for industrial technology with a focus on a different partner country every year. The partner country status was handed over to Indonesia for the Hannover Messe 2020.

Indonesia’s readiness in Industry 4.0 as one of the reasons as to why Indonesia is chosen as the official partner country of Hannover Messe 2020.

The five-day trade fair boasts more than 6,500 attendees representing over 73 countries, some 225,000 international visitors from 91 countries, and 5.6 million potential business deals.

In Hannover Messe 2020, the Indonesian Pavilion will feature from five priority sectors in Making Indonesia 4.0 (food and beverage industry, textile, automotive, chemical, and the electronics).
In an effort to attract more investment, the Indonesia Investment Coordinating Board (BKPM) will organize the 2020 Regional Investment Forum (RIF). RIF is an annual event which provides a platform for government and business to meet. The forum will share insights on the strategy, Indonesia investment opportunities and policies.

This event will also be held back to back with the National Coordination Meeting of Investment (Rakornas Investasi) and the Coordination of Investment Monitoring initiated by BKPM that will be attended by Central and Regional Administrations.

The 34th Dubai World Expo 2020 will be held on October 20, 2020 - April 10, 2021 in Dubai. With the theme of “Connecting Minds, Creating The Future”, this event will be followed by more than 180 countries with the target of visitors is around 25 million people.

President Joko Widodo has instructed that the Indonesia Pavilion at the Expo 2020 Dubai must be futuristic and promote the country’s culture. The Indonesian government is targeting 2.5 million visitors to the Indonesian Pavilion at the Dubai World Expo 2020.

The Indonesian Pavilion will highlight the concepts of modernity and development and will highlight high-quality products as well as its efforts in several economic sectors including tourism potential and investment opportunities in the country.
“Jika hidup kita ditentukan oleh pencarian kebahagiaan, barangkali tiada kegiatan yang bisa mengungkapkan banyak hal tentang dinamika kehidupan kecuali perjalanan”. The Art of Travel, Alain de Botton.

Traveling merupakan kegiatan yang akhir-akhir ini semakin digemari. Bukan hanya sekadar ingin menikmati suasana baru dan melarikan diri dari rutinitas, tetapi lebih jauh dari itu, traveling juga bisa menjadi cara kita untuk memaknai kehidupan. Generasi millenial yang haus akan tantangan dan petualangan membuat trend traveling akan semakin meningkat di masa-masa mendatang. Dan pertanyaanya sekarang adalah, siapakah kita menangkap peluang ini ?.

Laksana tanah surga yang terberkati, Indonesia adalah negeri dengan pesona alam yang sangat luar biasa. Kita memiliki pantai membentang dengan debur ombak yang menari-nari, pasir putih menghampar, dunia bawah laut yang masih terjaga, gunung-gunung berdiri kokoh menantang untuk didaki, belum lagi keunikan atraksi budayanya yang seolah tidak akan pernah habis untuk di eksplorasi. Kekayaan inilah modal yang dikanunikan oleh Tuhan dan bisa menjadi kekuatan utama kita dalam menengsosong masa depan yang lebih baik.

PARIWISATA PENYUMBANG DEVISA TERBESAR.
Tahukah kamu, bahwa saat ini sektor Pariwisata merupakan sektor penting dalam memopang perekonomian bangsa kita. Dan mulai tahun 2019 ini, pariwisata menjadi inti bisnis penghasil devisa terbesar yang bahkan mengalahkan sektor Migas dan Perkebunan yang selama ini tidak tergoyahkan. Saat Sumber Daya Alam yang terbatas semakin berkurang, maka pada sektor Pariwisata inilah kita bertumpu dan menjadikannya sebagai sumber pendapatan yang suistainable atau berkelanjutan.

Dalam lima tahun ini, Kementrian Pariwisata sudah berhasil meningkatkan hampir dua kali lipat pengunjung ke negara kita. Dan tentunya hal tersebut belum cukup, masih banyak tantangan untuk memajukan pariwisata kedepannya. Salah satunya adalah mendatangkan investasi dan meningkatkan daya saing destinasi wisata kita agar bisa semakin dikenal dan dikunjungi wisatawan mancanegara.

KENALI 10 BALI BARU UNTUK PARIWISATA INDONESIA LEBIH MAJU
Pulau Dewata Bali begitu dikenal dimata para wisatawan mancanegara, bahkan tidak sedikit yang lebih mengenal Bali daripada Indonesia itu sendiri. Bali berhasil memadukan semua yang dimilikinya sehingga menjadi daya jual yang memikat. Akomodasi lengkap, atraksi budaya
yang unik didukung oleh pesona alamnya yang indah membuatnya selalu menjadi tujuan utama pariwisata di Negeri ini.

Wisatawan masih belum banyak yang mengetahui bahwa Indonesia jauh lebih beragam dan tentu masih memiliki destinasi wisata menarik selain Bali. Untuk itulah pemerintah kemudian mencanangkan 10 destinasi Bali baru yang diharapkan mampu menjadi magnet bagi dunia pariwisata Indonesia di mata turis asing. 10 Bali baru tersebut adalah Danau Toba, Tanjung Kelayang, Tanjung Lesung, Pulau Seribu, Candi Borobudur, Mandalika, Gunung Bromo, Wakatobi, Labuan Bajo, dan Morotai.

Pembangunan destinasi wisata 10 Bali baru ini juga sebagai bentuk pemerataan investasi pariwisata agar tidak selalu terpusat ke Bali dan Jakarta. Lokasi 10 Bali baru yang tersebar di penjuru Indonesia akan membawa harapan pembangunan di daerah.

Untuk mewujudkannya tentu memerlukan andil semua orang dalam memajukan destinasi wisata ini. Investor dibutuhkan untuk membangun segala fasilitas pendukung, pemerintah membangun akses dan mempermuadah perjinian, sementara masyarakat juga harus siap dalam menyambut pengunjung dengan ramah dan bersahabat.

**SAATNYA INVESTASI MEMBANGUN WISATA TEMATIK DAN WISATA MINAT KHASUS**

Mass tourism dan keterbukaan Indonesia dalam menerima wisatawan sejauh ini cukup berhasil dalam meningkatkan penerimaan sektor pariwisata. Tetapi kedepannya sudah saatnya kita membangun wisata tematik dan wisata minat khusus agar wisatawan yang datang semakin berkualitas. Investasi untuk mewujudkannya sangat perlu dilakukan, agar dunia pariwisata kita semakin berdaya saing dan berkelas. Wisata seperti ini dapat memberikan perspektif baru bagi wisatawan dalam mengenal destinasi wisatanya.

Untuk wisata minat khusus, ada beberapa kategori yang bisa digarap seperti sejarah dan budaya, alam dan ekowisata, kuliner dan belanja. MICE, olahraga dan rekreasi, Kapal Pesiar, dan kesehatan yang tentunya mendatangkan wisatawan dengan minat spesifik. Jenis wisata ini memang cenderung tidak memiliki pasar yang luas, namun justru lebih efektif untuk memberikan promosi positif bagi dunia pariwisata.

Festival Musik merupakan bentuk wisata minat khusus yang bisa mengundang banyak orang. Gelaran seperti ini bisa menjadi jawaban bagi mereka kaum milenial yang sudah bosan dengan "mass tourism". Sejauh ini, Indonesia memiliki Festival Musik yang bisa dibilang sukses seperti "Java Jazz, Djakarta Warehouse Project, Soundrenaline, dan Jazz Gunung". Festival musik seperti ini sebaiknya digelar lebih sering lagi di banyak destinasi wisata, dikemas dengan menarik dan menggandeng musisi dunia. Festival musik memiliki potensi ekonomi yang luar biasa, penonton yang datang pasti berkualitas dan rela untuk mengeluarkan uang mulai dari transportasi, akomodasi, tiket, suvenir, makanan, minuman, hingga hotel. Belum lagi lapangan kerja yang tercipta akibat banyaknya orang terlibat didalamnya juga tidak bisa diremehkan.
Selanjutnya, Event Olahraga bisa menjadi ajang promosi yang memiliki dampak positif bagi destinasi wisata. Gelaran maraathon skala Internasional seperti Samosir Lake Toba Ultra, Borobudur Marathon, Bromo Marathon lalu balap sepeda seperti Tour de Ijen, Tour de Siak dan Tour de Bintan mampu menyedot wisatawan yang tidak sedikit.

Festival budaya juga memegang peranan penting, kalender penyelenggaraannya dimulai dari awal tahun hingga akhir tahun di berbagai destinasi populer di Indonesia. Selain memperkenalkan khazanah budaya kita, event seperti ini sangat efektif menarik wisatawan untuk lebih mengenal destinasi wisata yang ada di Indonesia.

Investasi untuk menggelar event seperti ini sebaiknya ditingkatkan lagi, skalanya lebih besar dengan promosi yang gencar agar wisatawan dapat mengetahui dan tertarik untuk mendatanginya. Bukan hanya itu, citra positif Indonesia di mata dunia juga bisa meningkat karena menggelar event seperti ini.

**DESTINASI WISATA HARUS MEMILIKI AKSES YANG MUDAH**

Untuk bisa dicapai oleh para wisatawan, sebuah destinasi wisata harus memiliki akses yang baik. Wisatawan harus dipastikan bisa menjangkau tempat tersebut dengan mudah dan tersedia berbagai pilihan moda transportasi yang bisa dipilih sehingga Wisatawan dapat menikmati perjalanan yang menyenangkan, aman dan nyaman.

Pemerintah mengetahui betul hal ini, dan kemudian memprioritaskan investasi untuk pembangunan infrastruktur pendukung pariwisata. Jalan, Bandara, Pelabuhan dibangun untuk memperlancar akses yang dibutuhkan. Untuk berhasil, langkah ini harus didukung oleh para operator wisata untuk memperkenalkan paket-paket wisata menuju 10 Bali Baru kepada para wisatawan.

Nah satu hal yang terpenting pada era internet seperti sekarang ini adalah jangkauan yang luas untuk melakukan investasi pada sisi digital. Sudah saatnya destinasi wisata memiliki Tim digital untuk mengelola situs internet, Youtube, Facebook, dan Instagram agar dapat mengenalkan diri kepada generasi milenial yang notabene sangat aktif di internet.

Lalu di lokasi destinasi wisatanya sendiri juga harus diperhatikan untuk membangun akses telekomunikasi yang mumpuni, karena di jaman serba digital seperti sekarang ini banyak orang tidak bisa lepas dari gadget dan membutuhkan koneksi internet yang cepat. Liburan akan menyenangkan ketika berbagi foto di sosial media dan akses internet bisa diandalkan.

**DESTINASI WISATA HARUS MEMILIKI AMENITAS YANG LENGPAT.**

Agar wisatawan merasa kerasan dan tinggal lebih lama, tentu harus didukung oleh Amenitas yang lengkap. Hotel berbintang, pusat perbelanjaan, dan fasilitas umum harus bisa memenuhi apa yang wisatawan inginkan selama berada di objek wisata yang dikunjunginya.
Investasi dibidang ini mutlak diperlukan agar destinasi wisata dapat bersaing dan menjadi pilihan wisatawan untuk berkunjung.

**INVESTASI SDM AGAR BERDAYA SAING DAN MAMPU MENGISI LAPANGAN KERJA.**

Di sisi lain, pariwisata membutuhkan tenaga kerja yang terampil dan tersertifikasi agar mampu memberikan servis terbaik bagi para wisatawan. Investasi untuk membangun sekolah, fakultas, dan pelatihan-pelatihan bidang pariwisata mutlak dilakukan agar kita memiliki SDM yang berkualitas dan mampu menjawab tantangan yang ada. Dibutuhkan Sumber Daya Manusia yang tahu betul bidang hospitality dan manajerial dalam bidang pariwisata agar destinasi dapat semakin berkembang dan berkualitas. Dan seiring dengan semakin meningkatnya jumlah kunjungan, maka peluang untuk berkecimpung dalam sektor ini semakin terbuka lebar dan menjanjikan.

Lebih jauh lagi, pariwisata dengan multiplier effectnya juga dapat menghidupkan sektor UKM. Pariwisata melibatkan banyak orang dari beragam latar belakang keahlian yang berbeda untuk bersinergi.

**INVESTASI PARIWISATA UNTUK KESEJAHTERAAN MASYARAKAT**

Pariwisata memiliki dampak positif yang besar, baik bagi pertumbuhan ekonomi negara kita maupun bagi pendapatan ekonomi masyarakat secara umum. Pariwisata mampu menyerap tenaga kerja, sektor-sektor kreatif dapat berjalan bersama dan terus berkembang secara positif. Investasi yang berdatangan akan membuat pembangunan berjalan dengan cepat sehingga daerah destinasi wisata semakin memiliki daya saing yang tinggi. Kelengkapan fasilitas fasilitas pendukung pariwisata tidak hanya akan dinikmati oleh para wisatawan, tetapi tentunya bisa dinikmati oleh masyarakat secara keseluruhan.

Pariwisata bukan hanya untuk investasi besar yang mampu membangun resort dan hotel berbintang, tetapi investasi skala kecil juga dapat hidup berdampingan. Penginapan murah, restoran, kedai, pusat kerajinan dan oleh-oleh dapat melengkapi destinasi wisata sehingga para wisatawan memiliki banyak pilihan ketika berkunjung. Dan pada akhirnya, derap ekonomi dapat terus berkembang dari seluas-luasnya demi kesejahteraan masyarakat.
PEREKONOMIAN DESA DI ERA DIGITAL: REFLEKSI DARI DESA WISATA NGLANGGERAN, GUNUNG KIDUL, YOGYAKARTA

MUHAMMAD RASYID RIDHO - JUARA 1 KATEGORI MAHASISWA

SELAYANG PANDANG NGLANGGERAN


LANSKAP GUNUNG API PURBA DESA NGLANGGERAN


Sebagai buah tangan untuk handai tolak dan keluarga, wisatawan mampu membeli produk cokelat dari Griya Cokelat Nglanggeran. Varian produk yang ditawarkan adalah bubuk, dodol, dan kue dari cokelat lokal, serta criping dari aneka bahan (ketela, tempe, pisang, bayam). Produk-produk tersebut merupakan hasil olahan masyarakat setempat melalui kelompok PKK dengan merk “Purba Rasa”.

Dengan segala keunikan yang ada, tidak heran berbagai prestasi diraih oleh Desa Wisata Nglanggeran (dapat dilihat pada tautan ini). Penghargaan yang didapat oleh desa wisata ini mencakup baik di tingkat domestik ataupun mancanegara. Ini dibuktikan dari keberhasilan Desa Wisata Nglanggeran meraih ASEAN Sustainable Tourism Award (ASTA) pada 26 Januari 2018 lalu di Chiang Mai, Thailand.

LINI DIGITALISASI DESA WISATA NGLANGGERAN

Sugeng selanjutnya menuturkan bahwa semenjak 2007, strategi promosi dan pemasaran yang dilakukan oleh pengelola desa wisata sudah mengintegrasikan berbagai platform media sosial yang sedang marak sesuai eranya. Promosi desa wisata pada awalnya

Penggunaan kata kunci menjadi hal yang digarisbawahi oleh pengelola desa wisata. Sugeng juga menuturkan bahwa hashtag tertentu digunakan pada setiap unggahan terbitan masing-masing akun Instagram (#griycokelatnglanggeran #Cokelatjogja #DesaWisata #GunungApiPurba). Hal ini bertujuan untuk agar para pengguna Instagram yang melihat hashtag tersebut mampu melihat, menelusuri, dan berbagi terbitan tersebut, serta menelusuri masing-masing akun Instagram sesuai dengan hashtag-nya, baik Gunung Api Purba, Nglanggeran atau Griya Cokelat Nglanggeran. Sedangkan untuk Facebook, maka para pengelola diwajibkan menambahkan kata “Purba” pada nama masing-masing akun pribadi agar memancing rasa penasaran dan ketertarikan ketika mereka yang berteman dengan akun pengelola melihat adanya kesamaan nama akun.

Pelatihan dalam pemanfaatan teknologi di sisi lain merupakan aspek yang tidak bisa dilepaskan dari pengembangan desa wisata. Pelatihan pemasaran digital juga didapatkan dari lembaga pendidikan, terutama dari universitas, meliputi program Kuliah Kerja Nyata (KKN) yang mengikutsertakan berbagai Usaha Mikro Kecil dan Menenengah (UMKM) yang ada di wilayah desa wisata. Yang menarik, dari pihak pengelola memiliki inisiatif untuk melakukan pelatihan internal secara mandiri. Tandas Sugeng, mereka yang sudah mampu dalam manajemen web, mengajari rekan yang lain dalam satu sesi khusus. Sugeng sendiri turut berbagi ilmu yang ia miliki terkait pengelolaan web dengan pengetahuan yang ia dapatkan dari teman satu kos pada masa ia berkuliah dahulu.

Desa Wisata Nglanggeran juga membuka kemitraan dengan Startup Villageria. Startup tersebut berperan sebagai portal khusus bagi pemasaran wisata berbasis kearifan lokal dan wisata yang berkemanjuran/sustainable tourism. Kehadiran startup memberikan ruang tambahan bagi Desa Wisata Nglanggeran untuk memproyeksikan citra desa yang pada hakikatnya bersesuaian dengan startup tersebut.

**DAMPAK ADAPTA SI PLATFORM DIGITAL**


Selain itu, pembatasan oleh pihak pengelola juga dikarenakan masih kurangnya pemahaman wisatawan mengenai perbedaan penginapan dan homestay. Semisal dalam pemesanan melalui platform Traveloka, Sugeng mengatakan bahwa banyak kasus, semisal ada dua pelanggan mereservasi satu homestay yang memiliki kapasitas dua kamar. Ternyata pemesan datang membawa empat orang. Ketidaknyamanan tidak terbatas pada pengelola saja, akan tetapi juga penghuni asli desa wisata sebagai penyedia homestay.

**TREN TOTAL PENGUNJUNG DESA WISATA NGLANGGERAN 2007-2018 (DALAM RIBUAN)**

Walaupun terjadi penurunan pengunjung desa wisata, uniknya, omzet pengelolaan selalu meningkat dari 2012 hingga 2018 (khusus untuk Griya Cokelat Nglanggeran dari 2015 hingga 2018). Tercermin pada tabel di bawah. Penjelasan Sugeng adalah dengan adanya pembatasan tersebut, wisatawan memiliki tendensi untuk membeli paket-paket wisata yang ada (khususnya paket edukasi). Konsekuensinya adalah durasi menginap wisatawan yang semakin lama, yang diikuti dengan ketertarikan...
wisatawan dengan titik-titik lain, salah satunya adalah Griya Cokelat Nglanggeran. Dengan kata lain, prioritas pengelola adalah quality over quantity.


**EPILOG**

Kekhasan yang dimiliki oleh Desa Wisata Nglanggeran dan upaya bertahap dalam digitalisasi membawa efek yang signifikan bagi pertumbuhan usaha desa ini. Pola pembangunan yang ada pada desa wisata ini adalah masyarakat sebagai aktor utama dalam pembentukan usaha secara mandiri, kemudian inovasi timbul dengan adanya kerjasama dari berbagai pemangku kepentingan. Dalam kasus Nglanggeran, keterbukaan masyarakat untuk menjalin kemitraan dengan pemain bisnis digital, pendidikan tinggi, pemerintah desa, dan pemerintah nasional menjadi kerangka dasar yang vital. Walaupun kepentingan antar aktor berbeda-beda, seperti dari pelaku bisnis yang mencari keuntungan, lembaga pendidikan tinggi dengan pedoman tridharma pendidikan, dan pemerintah yang berupaya untuk mengejar pembangunan, masyarakat mampu melihat dan memanfaatkan peluang tersebut dengan maksimal. Diharapkan pola seperti ini mampu direplikasi di berbagai situasi yang serupa, disesuaikan dengan konteks kedaerahan sesuai dengan lokasi desa yang bersangkutan.


Dalam pidato itu, Jokowi menyampaikan lima pesan utama: pembangunan infrastruktur, pembangunan Sumber Daya Manusia (SDM), investasi, reformasi birokrasi, serta penggunaan Anggaran dan Pendapatan Belanja Negara (APBN). Lima hal itu yang setidaknya akan menjadi fokus pemerintah pada 2019-2024.

Tanpa mengerdilkan empat fokus lainnya, isu investasi merupakan tantangan serius bagi Pemerintah Indonesia dalam era kompetisi global. Pesan Jokowi jelas: pemerintah ingin mengundang investasi seluas-luasnya.

Mengapa? Investasi dianggap dapat membuka lapangan pekerjaan.

“Jangan ada yang alergi terhadap investasi. Dengan cara inilah lapangan pekerjaan akan terbuka sebesar-besarnya,” kata mantan Wali Kota Solo dan Gubernur DKI Jakarta itu.

Penciptaan lapangan pekerjaan adalah pekerjaan rumah bagi pemerintah pada setiap masa. Saat ini, tak sedikit orang yang menganggur di negeri ini.

Data statistik terbaru menunjukkan bahwa ada 6,82 juta orang yang masih menganggur. Secara jumlah, angka itu lebih banyak dibandingkan dengan seluruh penduduk Singapura, yang sebanyak 5,6 juta orang pada 2017.

Oleh karena itu, suka atau tidak, lapangan pekerjaan harus terus diciptakan. Pemerintah memandang investasi, baik dari dalam maupun luar negeri, sebagai salah satu solusi.

Namun, mendatangkan investasi ke Indonesia bukan pekerjaan gampang.


Sementara itu, Badan Investasi Asing (Foreign Investment Agency/FIA) Vietnam menyampaikan investasi asing langsung (Foreign Direct Investment/ FDI) yang diraih dalam periode yang sama menembus US$18,47 miliar.

Meski demikian, angka tersebut hanya 90,9 persen dari realisasi semester I/2018.

Mengapa nilai investasi di Indonesia lebih kecil? Ada banyak penyebabnya.
Salah satu yang disebut Jokowi dalam pidatonya adalah “perizinan yang lambat, berbelit-belit, apalagi ada punglinya”.

Bukan itu saja. Aneka regulasi, termasuk soal pajak, juga menjadi penyebab. Dengan demikian, upaya menarik investasi, terutama dari luar negeri, adalah salah satu tantangan yang dihadapi oleh Pemerintah Indonesia pada saat ini.

Pemerintah juga bukannya tinggal diam. Selain reformasi birokrasi yang masih perlu dilakukan, Jokowi berjanji menyiapkan insentif untuk menarik minat investasi.


Insentif itu antara lain berupa perluasan tax holiday, perubahan tax allowance, insentif investment allowance, insentif super deduction untuk pengembangan kegiatan vokasi dan penelitian dan pengembangan serta industri padat karya. Industri padat karya juga akan memperoleh fasilitas pembebasan bea masuk dan subsidi pajak.


Inti dari peraturan itu adalah pemerintah mengatur pemberian dan bentuk fasilitas Pajak Penghasilan (PPh) untuk investasi pada industri padat karya, kegiatan pembinaan dan pengembangan SDM yang berbasis kompetensi, serta kegiatan penelitian dan pengembangan (Research and Development/R&D) di Indonesia.

Peraturan itu menjelaskan perusahaan yang menanam modal baru untuk industri pionir dibebaskan atau dikurangi PPh badannya. Yang termasuk industri pionir adalah industri yang memiliki nilai strategis bagi perekonomian nasional, memperkenalkan teknologi baru, memberi nilai tambah dan eksternalitas yang tinggi, serta industri yang memiliki keterkaitan yang luas.

Di samping itu, industri padat karya yang menanamkan modal baru atau memperluas usahanya dapat diberikan fasilitas PPh berupa pengurangan penghasilan neto sebesar 60 persen dari jumlah penanaman modal berupa aktiva tetap berwujud (misalnya tanah).

Sementara itu, untuk perusahaan yang menggelar kegiatan praktik kerja, magang, pembelajaran, atau pengembangan SDM berbasis kompetensi (contohnya untuk siswa SMK atau peserta Balai Latihan Kerja) akan diberikan penghasilan bruto maksimal 200 persen dari jumlah biaya untuk kegiatan itu.

Adapun kegiatan pembelajaran yang dimaksud adalah pengajaran yang dilakukan oleh pihak yang ditugaskan oleh perusahaan dalam negeri untuk mengajar di lembaga pendidikan seperti SMK, Madrasah Aliyah Kejuruan, Perguruan Tinggi Vokasi, atau Balai Latihan Kerja.

Selain itu, peraturan tersebut juga menyatakan bahwa perusahaan dalam negeri yang melakukan R&D di Indonesia dapat diberikan penghasilan brutonya maksimal 300 persen dari jumlah biaya kegiatan penelitian dan
pengembangan terkait. Yang pasti, kegiatan itu dilakukan di Indonesia untuk menghasilkan invensi, menghasilkan inovasi, penguasaan teknologi baru, dan/atau alih teknologi bagi pengembangan industri sebagai bagian dari upaya peningkatan daya saing industri nasional.

Insentif pajak seperti itu, menurut Kepala BKPM Thomas Lembong, dapat membuat pelaku usaha domestik lebih tertarik dalam melakukan kegiatan vokasi serta R&D.

Sementara itu, Sekretaris Jenderal (Sekjen) Kementerian Perindustrian (Kemenperin) Haris Munandar menyebutkan 855 perusahaan telah bekerja sama dengan 2.600 SMK dalam rangka meningkatkan pendidikan vokasi dengan 4.500 perjanjian.

"Insentif super tax deduction diharapkan efektif mendorong para pelaku industri untuk berlomba-lomba menyediakan pendidikan dan pelatihan vokasi, sehingga daya saing SDM Indonesia di masa depan semakin meningkat," paparnya dalam pernyataan tertulis, Jumat (12/7).

Dalam pernyataan tertulis yang sama, Wakil Ketua Umum Asosiasi Pengusaha Indonesia (Apindo) Shinta W. Kamdani mengemukakan dunia usaha berharap penerapan insentif pajak tersebut diarahkan untuk pengembangan industri berteknologi tinggi sehingga membutuhkan tenaga kerja yang ahli dan penelitian yang intens serta berbiaya mahal.

"Pelaku usaha membutuhkan banyak tenaga kerja ahli yang seharusnya bisa diserap melalui pendidikan vokasi," ujarnya, yang juga berharap insentif itu dapat mendorong pengembangan industri manufaktur bernilai tambah lebih tinggi.

Aturan insentif ini kian terasa relevansinya mengingat tingkat pengangguran tertinggi di Indonesia justru merupakan lulusan SMK. Data Badan Pusat Statistik (BPS) pada Mei 2019, menunjukkan Tingkat Pengangguran Terbuka (TPT) paling tinggi merupakan lulusan SMK, dengan porsi sebesar 8,63 persen.

Apa penyebabnya? Ekonom sekaligus mantan Menteri Keuangan dan mantan Kepala BKPM Chatib Basri memperkirakan hal itu disebabkan karena apa yang dipelajari di SMK tak cocok dengan kebutuhan perusahaan.


Apa tujuan akhir dari aturan pemerintah itu? Dalam bagian penjelasan PP 45/2019, jelas tertulis: "mendorong investasi pada industri padat karya dalam rangka mendukung program penciptaan lapangan kerja dan penyerapan tenaga kerja" dan "dalam rangka menciptakan tenaga kerja yang berkualitas dan berdaya saing tinggi...." Bagaimana efektivitas peraturan itu untuk meningkatkan investasi padat karya dan meningkatkan kualitas tenaga kerja? Tentu kita perlu memberi waktu bagi pemerintah untuk mencapai tujuan itu.

Data investasi, data pengangguran, atau data statistik relevan lainnya akan menunjukkan perubahan (atau justru stagnasi) yang terjadi pada masa depan.
COMPETITIVENESS is one of our key strategies in attracting investment to the western and northernmost province of Indonesia. Our newly launched economic clusters provide a competitive advantage for prospected investors to do businesses along one of the busiest trade corridors in the world.

Special Economic Zone of Arun Lhokseumawe (SEZ Arun) is dedicated for potential investors to connect its production bases to the global production network for value-added manufacturing activities in oil and gas, petrochemicals, energy, and agro industries.

The SEZ Arun provides numerous incentives, ranging from reduction to exemption of various taxes and duties for up to 25 years. It also eases the businesses to set up by guaranteeing simple licensing procedures, high-quality labor, immigration facilities, and easy access of land.

The Aceh Industrial Park (KIA) Ladong offers a cost-effective way to downstream valuable commodities into high-value products. The park guarantees good access to basic infrastructure and ensures that production can be carried out efficiently with various incentives.

International Fishing Port (PPS) of Lampulo is a 50 hectares area located in the capital city of Aceh, Banda Aceh. The port is developed to be a center for fisheries industry in the region.

Sabang Free Port and a Free Trade Zone (FTZ) offers a wide range of facilities for doing business, including free custom duties, luxury goods excises and value added tax (VAT). Along its natural beauty and strategic location, Sabang would be a perfect place to invest in high value products and services.

“We understand that the private sector is the key to achieving long-term goals to increase economic growth and greater job opportunities for the people. Our role is to create an environment that attracts investors to do business in Aceh.”

Acting Governor of Aceh
NOVA IRIANSYAH