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Analysis, Opportunities, Threats, and Strategies for Indonesia's International Trade in Squid with China in 2025

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Abstract

This study examines the opportunities, threats, and strategic prospects of Indonesia's squid exports to China in 2025 through a non empirical qualitative approach grounded in international trade theory and strategic analysis. The research employs a conceptual and descriptive design based on the systematic review of scholarly literature, official government reports, and international trade databases. The analysis reveals that Indonesia possesses significant export opportunities derived from abundant marine resources, growing Chinese seafood demand, favorable bilateral economic relations, and expanding integration within regional trade networks. The study also identifies several external challenges, including increasing competition from Vietnam, Thailand, and India, stringent quality and food safety requirements, certification barriers, logistical inefficiencies, seasonal production fluctuations, maritime security concerns, and geopolitical uncertainty affecting international trade. Strategic evaluation indicates that strengthening product quality, improving certification compliance, modernizing cold chain systems, enhancing logistics performance, expanding market intelligence capabilities, promoting digital trade, encouraging product diversification, fostering stakeholder collaboration, and supporting sustainable resource management are essential for maintaining long term competitiveness. The findings contribute to international trade and fisheries export literature by providing an integrated framework for understanding Indonesia's competitive position in the Chinese squid market and identifying strategic priorities for sustainable export development.

Keywords : *Squid Export, International Trade, China Market, Export Competitiveness, Fisheries Strategy.*

INTRODUCTION

The contemporary landscape of international trade has undergone profound transformation as global food systems become increasingly integrated, demand patterns shift toward high value aquatic products, and competition among exporting nations intensifies in response to changing consumer preferences and geopolitical dynamics. Within this context, fisheries commodities have emerged as strategic export products capable of generating foreign exchange earnings while simultaneously strengthening national economic resilience. Indonesia occupies a particularly important position in this evolving environment due to its extensive marine resources and its status as one of the world's leading maritime nations. The growing demand for seafood products in Asia, especially in China as the largest seafood consuming market, has created substantial opportunities for exporting countries seeking to expand their market share. International trade theory emphasizes that countries can maximize welfare gains when they specialize in commodities that reflect their comparative advantages, thereby enhancing efficiency and competitiveness in global markets (Salvatore, 2014; Salvatore, 2019). Recent trade statistics indicate that fisheries exports continue to contribute significantly to Indonesia's external sector performance, while export diversification toward high demand marine products remains a key strategic priority for sustaining long term economic growth (Badan Pusat Statistik, 2025; Badan Pusat Statistik, 2026). Simultaneously, the Indonesian fisheries sector has been encouraged to improve productivity, value addition, and export orientation as part of broader national development objectives aimed at strengthening global market integration (Kementerian Kelautan dan Perikanan Republik Indonesia, 2024).

Existing scholarship has generated important insights regarding the determinants of export performance, market expansion, and trade competitiveness across various Indonesian commodity sectors. Studies examining export market potential demonstrate that analytical approaches based on market clustering and segmentation can effectively identify promising destinations and enhance strategic export decision making, particularly in commodities characterized by heterogeneous demand structures (Prasetya et al., 2025). Research on agricultural and fisheries exports further reveals that export performance is shaped by a complex interaction among production capacity, market accessibility, price competitiveness, and institutional support mechanisms (Prastika et al., 2026). Complementary evidence from plantation commodity exports suggests that efficiency, comparative advantage, and destination market characteristics play decisive roles in determining export success within major international markets (Rambe et al., 2025). Meanwhile, studies focusing on Indonesian participation in global trade networks highlight that evolving geopolitical conditions, especially those associated with strategic economic competition between major powers, have altered trade flows, investment patterns, and value chain configurations, thereby creating both opportunities and vulnerabilities for export oriented economies such as Indonesia (Sakinah et al., 2025). Research addressing internationally traded commodities also emphasizes that competitiveness increasingly depends on a country's ability to adapt to changing regulatory environments, quality requirements, and sustainability expectations imposed by importing countries (Sulaiman et al., 2024).

Despite these valuable contributions, the current body of literature exhibits several conceptual and empirical limitations that constrain a comprehensive understanding of Indonesia's squid trade prospects in the Chinese market. A substantial proportion of existing studies focuses on agricultural commodities, plantation products, or major fisheries exports such as shrimp, while relatively limited attention has been devoted to squid as a strategic marine commodity despite its growing importance in regional seafood trade (Prastika et al., 2026; Rambe et al., 2025). Furthermore, many studies examine export determinants primarily through macroeconomic or sectoral perspectives without sufficiently integrating opportunity analysis, competitive threats, market specific dynamics, and strategic responses within a single analytical framework. Existing investigations also tend to emphasize historical export performance rather than future oriented assessments capable of capturing the rapidly evolving trade environment shaped by geopolitical uncertainty, changing consumer demand, and increasingly stringent import regulations in major destination markets (Sakinah et al., 2025; Sulaiman et al., 2024). Consequently, the literature remains fragmented regarding how Indonesia can leverage its marine resource endowments while simultaneously addressing external competitive pressures in the context of squid exports to China.

The unresolved nature of these issues carries substantial scientific and practical significance because China represents one of the most influential actors in global seafood trade and remains a critical destination market for Indonesian fisheries products. Recent export statistics demonstrate the continuing importance of international market access for sustaining fisheries sector growth and generating foreign exchange earnings, yet increasing competition among exporting countries has intensified the need for evidence based strategic planning (Badan Pusat Statistik, 2025; Badan Pusat Statistik, 2026). From a scientific perspective, the absence of integrated analyses that simultaneously examine opportunities, threats, and strategic responses limits the development of a more holistic understanding of export competitiveness in marine commodity markets. From a practical perspective, policymakers, exporters, and fisheries stakeholders require actionable knowledge capable of informing market positioning, resource management, quality improvement, and trade promotion initiatives. The urgency of such analysis is further reinforced by ongoing efforts to strengthen Indonesia's fisheries sector through export oriented development policies while ensuring sustainability and long term competitiveness within increasingly demanding international markets (Kementerian Kelautan dan Perikanan Republik Indonesia, 2024).

Against this backdrop, the present study positions itself at the intersection of international trade analysis, fisheries export competitiveness, and strategic market assessment by focusing specifically on Indonesia's squid trade with China in 2025. Unlike prior studies that concentrate on individual determinants of export performance or examine broader commodity groups, this research develops an integrated perspective that connects comparative advantage, market opportunities, competitive threats, and strategic policy responses within a single analytical framework. Such positioning enables a more nuanced understanding of how structural strengths associated with Indonesia's marine resources interact with external market conditions and competitive pressures. In doing so, the study extends the literature on export competitiveness by applying insights from international trade theory and contemporary market analysis to a commodity that has received comparatively limited scholarly attention despite its growing economic relevance in regional seafood trade.

This study aims to analyze the opportunities, threats, and strategic alternatives associated with Indonesia's squid exports to China in 2025 while evaluating the factors that may influence future trade performance and competitiveness. The research contributes theoretically by advancing a multidimensional framework that integrates trade competitiveness, market opportunity assessment, and strategic response analysis within the context of marine commodity exports. It contributes methodologically by offering a comprehensive approach that combines trade analysis with strategic evaluation to generate a richer understanding of export prospects under conditions of market uncertainty and international competition. The findings are expected to provide valuable implications for scholars seeking to deepen the study of fisheries trade as well as for policymakers and industry actors engaged in strengthening Indonesia's position within the global seafood market.

RESEARCH METHODS

This study employs a non empirical qualitative approach grounded in international trade theory and strategic analysis to examine the opportunities, threats, and strategic prospects of Indonesia's squid exports to China in 2025. The research adopts a conceptual and descriptive design aimed at developing a comprehensive understanding of trade dynamics within the fisheries sector through the systematic examination of secondary data and scholarly literature. The literature selection process was conducted using relevance based criteria that prioritized authoritative academic sources, official government publications, and international trade databases. Key references included foundational works on international economics and comparative advantage theory (Salvatore, 2014; Salvatore, 2019; Malik, 2022), methodological guidelines for qualitative inquiry (Sugiyono, 2022), fisheries sector reports issued by the Ministry of Marine Affairs and Fisheries (Kementerian Kelautan dan Perikanan Republik Indonesia, 2024), and international trade statistics obtained from the Ministry of Trade, the World Bank, and the World Trade Organization (Kementerian Perdagangan Republik Indonesia, 2025; World Bank, 2025; World Trade Organization, 2025). The selected literature was screened according to its relevance to fisheries exports, international competitiveness, market access, trade performance, and Indonesia China trade relations.

The analytical framework integrates international trade theory, comparative advantage theory, and strategic environmental assessment to evaluate Indonesia's position in the Chinese squid market. Data were analyzed through qualitative content analysis involving data reduction, categorization, interpretation, and synthesis to identify major patterns associated with export opportunities, external threats, and strategic responses. The analytical process focused on examining the interaction between internal strengths such as marine resource availability, product quality, and export capacity, and external factors including market demand, international competition, regulatory requirements, and global trade developments. Interpretative analysis was conducted by comparing empirical trade indicators with theoretical expectations derived from international trade literature, allowing the study to generate evidence based strategic implications regarding Indonesia's competitiveness and future export prospects. This approach facilitates a holistic understanding of squid trade performance while providing a robust conceptual basis for formulating strategic recommendations relevant to policymakers, exporters, and fisheries stakeholders.

RESULTS AND DISCUSSION

Market Opportunities and Comparative Advantage of Indonesian Squid Exports in the Chinese Market

The conceptual analysis indicates that China's seafood market continues to represent one of the most attractive destinations for Indonesian squid exports due to its expanding consumer demand and increasing dependence on imported marine products. Rising income levels and urbanization have altered food consumption patterns toward higher value seafood products with stronger quality requirements. Trade expansion between Indonesia and China has also reduced several market access barriers that previously constrained fisheries exports. Such conditions strengthen the relevance of comparative advantage theory, which emphasizes the importance of resource specialization in generating international trade gains (Salvatore, 2019).

Indonesia possesses a substantial natural advantage in squid production because of its extensive marine territory and rich biodiversity. Marine resources create a production base that many competing countries cannot easily replicate. From an international economics perspective, resource abundance contributes to export competitiveness when supported by efficient market integration and institutional capacity (Malik, 2022). The fisheries sector consequently occupies a strategic position within Indonesia's broader export development agenda (Kementerian Kelautan dan Perikanan Republik Indonesia, 2024).

Recent international trade trends suggest that seafood demand in East Asia remains resilient despite fluctuations in global economic growth. Market resilience is important because seafood products increasingly function as premium consumption goods within urban Chinese households. Research examining Indonesian export competitiveness has demonstrated that destination markets with large consumer bases frequently provide opportunities for long term export expansion (Prasetya et al., 2025). Similar patterns have been identified in studies of fisheries commodities where growing demand consistently supports export performance (Osmaleli et al., 2023).

The attractiveness of the Chinese market extends beyond population size because the country increasingly functions as a major processing and distribution hub within regional value chains. China occupies a central position in the emerging multipolar economic structure where regional trade networks are becoming more integrated and diversified (Peters, 2023). Economic cooperation between China and Southeast Asian economies has expanded opportunities for commodity exporters seeking stable market access (Liu & Lim, 2023). This structural transformation enhances the strategic importance of Indonesia's fisheries exports within regional trade architecture.

Export opportunities are also reinforced by improvements in bilateral economic relations and connectivity initiatives associated with China's international engagement strategy. Studies examining regional economic integration show that infrastructure connectivity can reduce transaction costs and improve trade efficiency (Althabhawi et al., 2024). The growing interaction between Chinese investment flows and Southeast Asian production sectors has created additional channels through which export oriented industries may expand market reach (Camba et al., 2022). Such developments contribute to a more favorable environment for fisheries exports entering Chinese markets.

Table 1 presents an analytical overview of the main opportunity factors influencing Indonesia's squid export prospects in China based on the literature synthesis and trade reports.

Table 1. Major Opportunities Supporting Indonesia's Squid Export Development in the Chinese Market

Opportunity Dimension	Strategic Implication for Squid Exports
Large consumer market	Expanding demand for seafood products
Strong bilateral trade relations	Improved market accessibility
Marine resource abundance	Stable production potential
Growing seafood consumption	Long term market sustainability
Regional connectivity development	Reduced transaction and logistics barriers

Source: Authors' conceptual synthesis based on Kementerian Kelautan dan Perikanan Republik Indonesia (2024), Kementerian Perdagangan Republik Indonesia (2025), World Bank (2025), World Trade Organization (2025), Akhmad and Priyono (2026), Kusuma Paksi et al. (2024), Liu and Lim (2023), Althabhawi et al. (2024), Camba et al. (2022), Salvatore (2019), and Malik (2022).

The information in Table 1 demonstrates that market opportunities emerge from the interaction of demand side and supply side factors rather than from a single determinant. Large market size alone would not generate competitiveness without adequate production capacity and institutional support. International trade literature consistently highlights the importance of aligning domestic capabilities with external market conditions (Salvatore, 2014). The Indonesian squid industry appears to possess several foundational elements required for such alignment.

Another opportunity originates from the increasing importance of food security and diversified sourcing strategies among importing countries. Chinese importers have become more attentive to supply reliability because global disruptions have exposed vulnerabilities in concentrated supply chains. Research on Indonesian export sectors indicates that countries capable of maintaining consistent product availability tend to secure stronger market positions over time (Rambe et al., 2025). Indonesia's geographical and ecological advantages create favorable conditions for responding to this requirement.

The opportunity structure is further strengthened by changing consumer preferences toward processed and value added seafood products. Previous studies on Indonesian exports to China reveal that products with higher processing intensity often achieve stronger market differentiation and greater value capture (Kusuma Paksi et al., 2024). Similar findings have been reported in research examining fisheries exports where product upgrading increases competitiveness beyond price considerations (Maharani et al., 2025). Squid products therefore offer potential not only through volume expansion but also through value enhancement strategies.

Macroeconomic conditions also support export development because external demand remains an important driver of Indonesia's economic performance during periods of global uncertainty. Analyses of the Indonesian economy suggest that export diversification contributes to resilience by reducing dependence on a limited number of sectors and markets (Anas et al., 2022). Trade related industries continue to play an important role in supporting national growth and foreign exchange earnings (Muheramtohadi et al., 2024). The strategic position of squid exports consequently extends beyond sectoral benefits and contributes to broader economic objectives.

The synthesis of theoretical and empirical literature suggests that Indonesia enters 2025 with a favorable opportunity structure in the Chinese squid market. Comparative advantage derived from marine resources is complemented by expanding market demand, regional economic integration, and evolving consumer preferences. Existing trade conditions provide a foundation for sustained export growth when supported by effective governance and industry adaptation. These opportunity factors establish the basis for evaluating the external threats and competitive pressures that may simultaneously influence Indonesia's export performance.

External Threats and Structural Constraints in Indonesia's Squid Trade with China

The conceptual analysis indicates that Indonesia's squid export performance in the Chinese market is increasingly influenced by external competitive pressures originating from major seafood exporting countries in Asia. Market competition is no longer determined solely by resource endowment because processing efficiency, product consistency, and supply reliability have become decisive determinants of trade performance. Studies on international fisheries trade demonstrate that countries capable of integrating production, processing, and distribution systems tend to achieve stronger market penetration in high demand destinations (Maharani et al., 2025). This condition places Indonesia in a competitive environment where natural resource abundance alone cannot guarantee sustained export growth.

Vietnam represents one of the most significant competitors due to its highly integrated seafood processing industry and export oriented production structure. The literature suggests that Vietnamese seafood exporters benefit from stronger coordination between processors, logistics operators, and international buyers, allowing them to maintain market responsiveness under fluctuating demand conditions (Maharani et al., 2025). Comparative observations from regional fisheries trade indicate that efficient value chain management often generates advantages exceeding those derived from resource availability. Indonesian squid exporters face increasing pressure when buyers prioritize delivery reliability and processing consistency over commodity origin.

Thailand also constitutes a structural challenge because of its long established position within global seafood supply networks. Historical specialization in seafood processing has enabled Thai exporters to develop extensive commercial relationships with importers across East Asia and other major consumer markets. International trade theory emphasizes that accumulated market experience frequently creates barriers for emerging competitors seeking to expand market share (Salvatore, 2019). The persistence of these relational advantages contributes to a competitive landscape that limits the speed at which Indonesian squid exports can increase within China.

India introduces another layer of competition through its ability to combine large scale production with relatively competitive export pricing. Export studies focusing on agricultural and fisheries commodities demonstrate that cost efficiency remains a critical determinant of international market success, particularly in markets characterized by substantial import volumes (Prastika et al., 2026). Chinese importers often evaluate suppliers through a combination of price competitiveness and supply continuity. This situation increases pressure on Indonesian exporters whose production structures remain fragmented across different coastal regions.

The analysis of regulatory barriers reveals that Chinese quality standards have evolved into a significant non tariff constraint affecting seafood trade. Product traceability, sanitary compliance, and processing transparency increasingly shape import approval decisions within the Chinese market (Kusuma Paksi et al., 2024). Similar developments have been observed in other seafood importing countries where regulatory compliance functions as a mechanism for market selection rather than merely a public health instrument. Indonesian exporters must therefore operate within a regulatory environment that continuously raises compliance expectations.

Food safety requirements reinforce these challenges because seafood products are particularly sensitive to contamination risks and quality deterioration during handling processes. Research on squid and cuttlefish markets indicates that importing countries increasingly associate food safety compliance with broader sustainability and consumer protection objectives (Demirci, 2025). The conceptual evidence suggests that compliance failures may generate reputational consequences extending beyond individual transactions. Such dynamics create structural vulnerabilities for exporters operating in markets characterized by rigorous inspection systems.

The significance of certification related barriers becomes evident when examining contemporary fisheries trade governance. Certification increasingly functions as a prerequisite for market participation because importers require verifiable evidence regarding product origin, handling procedures, and sustainability practices (Kasim et al., 2025). Certification related challenges are particularly relevant for fisheries sectors characterized by dispersed production units and varying operational standards. These conditions increase transaction costs and may reduce competitiveness among exporters unable to meet evolving documentation requirements.

To synthesize the principal constraints identified through the literature review, Table 2 categorizes the dominant threats affecting Indonesia's squid export competitiveness in China. The classification highlights how market competition, regulatory compliance, logistics limitations, and geopolitical uncertainty interact to shape export performance. The analytical purpose of this framework is to distinguish between operational constraints and systemic vulnerabilities that require different forms of assessment.

Table 2 Major Threats Affecting Indonesian Squid Export Competitiveness

Threat Category	Potential Impact	Severity Assessment
Competition from Vietnam	Reduced market share and price pressure	High
Competition from Thailand	Buyer preference concentration	High
Competition from India	Pricing competition	Moderate to High
Chinese Quality Standards	Market entry restrictions	High
Food Safety Requirements	Product rejection risk	High
Certification Constraints	Compliance cost escalation	Moderate to High
Logistics Inefficiencies	Delivery delays and quality loss	High
Seasonal Production Fluctuation	Supply instability	Moderate
Illegal Fishing and Maritime Security Issues	Resource depletion and trade uncertainty	Moderate to High
Geopolitical and Trade Policy Risk	Export market volatility	High

Source: Authors' conceptual synthesis based on Kasim et al. (2025), Demirci (2025), Maharani et al. (2025), Hoque et al. (2023), Heriyanto (2025), Sakinah et al. (2025), Apriyanto et al. (2024), Chumaida et al. (2025), World Trade Organization (2025), Kementerian Perdagangan Republik Indonesia (2025), and Badan Pusat Statistik (2026).

The information presented in Table 2 demonstrates that threats emerge from both market based and institutional dimensions. Several constraints possess cumulative effects because weaknesses in one area may amplify vulnerabilities in another area. Findings from fisheries export studies indicate that logistics deficiencies frequently interact with certification and quality compliance challenges, increasing overall trade risk exposure (Kasim et al., 2025). The multidimensional nature of these threats underscores the complexity of maintaining competitiveness in the Chinese seafood market.

Logistics inefficiencies and seasonal production fluctuations represent additional structural constraints affecting export continuity. Fisheries commodities require precise handling systems because product quality deteriorates rapidly when transportation and storage processes become inconsistent (Chumaida et al., 2025). Evidence from Indonesian seafood export studies indicates that logistical bottlenecks continue to influence shipment reliability and export performance across several fisheries commodities (Akhmad & Priyono, 2026). Seasonal variations in squid availability further complicate supply planning and create uncertainty for international buyers seeking stable procurement arrangements.

The final category of threats originates from maritime security concerns and broader geopolitical developments affecting international trade. Illegal fishing activities, border related maritime challenges, and transnational security issues can undermine resource sustainability and weaken confidence in fisheries governance systems (Apriyanto et al., 2024). Contemporary analyses of global trade uncertainty reveal that geopolitical tensions and trade policy fluctuations increasingly influence commercial expectations, investment decisions, and market accessibility (Hoque et al., 2023). Studies examining the economic implications of the United States and China strategic rivalry further suggest that external political dynamics may indirectly reshape trade opportunities and risks for Indonesian exporters operating within interconnected regional markets (Heriyanto, 2025; Sakinah et al., 2025).

Strategic Responses for Strengthening Indonesia's Squid Export Competitiveness in China

The literature synthesis indicates that sustaining Indonesia's squid export performance in China requires a strategic orientation that prioritizes long term competitiveness rather than short term market expansion. Contemporary international trade theory emphasizes that export success increasingly depends on the ability to continuously improve quality, efficiency, and institutional adaptability within global value chains (Salvatore, 2019). This perspective is particularly relevant because seafood markets are becoming more sensitive to quality assurance, traceability, and compliance requirements. Qualitative interpretation of the reviewed literature suggests that competitiveness is shaped by the interaction between firm capabilities and external market expectations rather than by resource abundance alone (Malik, 2022).

Quality upgrading emerges as a central strategic priority because product consistency strongly influences importer confidence and purchasing decisions. Chinese buyers increasingly evaluate seafood products based on processing standards, freshness preservation, and compliance with documented quality specifications (Kusuma Paksi et al., 2024). Literature concerning fisheries exports demonstrates that quality enhancement contributes to stronger market positioning and improved resilience against competitive pressures. The conceptual evidence suggests that value creation within the squid industry is increasingly linked to product reliability rather than export volume alone (Prastika et al., 2026).

Another strategic dimension involves strengthening certification systems across the supply chain. International seafood trade increasingly requires exporters to demonstrate compliance with safety, sustainability, and traceability standards that are recognized by importing countries (Kasim et al., 2025). Certification functions not only as a regulatory instrument but also as a market signal that reduces information asymmetry between producers and buyers. This interpretation aligns with broader international trade findings indicating that standards compliance has become an important determinant of export performance in global markets (World Trade Organization, 2025).

Cold chain modernization also represents a strategic requirement for maintaining product integrity throughout the export process. Fisheries products are highly sensitive to temperature fluctuations, making preservation systems a critical component of competitiveness. Studies addressing Indonesian export commodities emphasize that post harvest efficiency significantly affects market outcomes and commercial sustainability (Rambe et al., 2025). The reviewed literature indicates that improvements in storage and handling systems can reduce quality deterioration and strengthen exporter credibility in demanding markets.

The importance of logistics improvement extends beyond transportation efficiency because logistics quality influences delivery reliability and transaction costs. Export competitiveness is often constrained when supply chain coordination fails to support consistent product movement from production areas to international destinations (Kasim et al., 2025). Research on trade performance highlights that logistical effectiveness contributes directly to market accessibility and operational competitiveness. This interpretation suggests that logistics should be viewed as a strategic asset rather than merely a supporting activity (World Bank, 2025).

The strategic priorities identified through the literature review are summarized in Table 3. The table highlights the relationship between strategic actions, expected outcomes, and implementation horizons within the context of Indonesia's squid exports to China. The framework reflects recurring themes identified across international trade and fisheries export studies.

Table 3. Strategic Framework for Enhancing Indonesian Squid Export Competitiveness

Strategic Priority	Expected Outcome	Implementation Horizon
Quality upgrading	Higher product acceptance and buyer confidence	Short to medium term
Certification strengthening	Improved compliance and market credibility	Short to medium term
Cold chain modernization	Better product preservation and reduced losses	Medium term
Logistics improvement	Greater delivery efficiency and reliability	Medium to long term
Export market intelligence	More accurate market adaptation	Short term
Digital trade promotion	Expanded business visibility and networking	Short to medium term
Product diversification	Increased value creation and market flexibility	Medium term
Government and private sector collaboration	Stronger institutional support and coordination	Medium to long term
Sustainability and resource management	Long term resource security	Long term
Long term competitiveness strategy	Sustainable export growth and resilience	Long term

The framework presented in Table 3 demonstrates that competitiveness enhancement requires simultaneous attention to operational, institutional, and market related dimensions. Several priorities generate immediate benefits while others require longer implementation periods before producing measurable outcomes. The qualitative evidence suggests that strategic coherence is more important than isolated interventions because export competitiveness is multidimensional. Similar conclusions have been reported in studies examining the transformation of export oriented sectors in developing economies (Sulaiman et al., 2024).

Export market intelligence constitutes another important strategic response because rapidly changing market conditions require continuous information acquisition and analysis. Trade related decision making increasingly depends on the ability to identify emerging consumer preferences, regulatory developments, and commercial opportunities within target markets (Prasetya et al., 2025). Literature on export development indicates that information asymmetry often reduces the effectiveness of international business activities. Strategic intelligence therefore functions as a mechanism for improving adaptability and strengthening market responsiveness (Kementerian Perdagangan Republik Indonesia, 2025).

Digital trade promotion has also gained significance as international commercial interactions become increasingly technology driven. Digital platforms enable exporters to communicate product information, establish business networks, and engage with potential buyers more efficiently than conventional promotional approaches (Khan, 2024). Recent studies suggest that digitalization contributes to broader market visibility and supports the development of international commercial relationships. The reviewed literature indicates that digital engagement is becoming an important element of export competitiveness across multiple sectors (World Bank, 2025).

Product diversification provides opportunities to increase value creation while reducing dependence on a limited range of export offerings. International trade research demonstrates that diversified export portfolios often improve resilience against market fluctuations and demand shifts (Salvatore, 2019). Processed squid products, specialized seafood items, and differentiated product categories may generate additional commercial value compared with reliance on conventional exports alone. Similar patterns have been observed in studies examining commodity based export expansion in emerging economies (Rambe et al., 2025).

Long term competitiveness ultimately depends on effective collaboration among government institutions, private enterprises, and fisheries stakeholders. Institutional coordination supports policy consistency, facilitates compliance processes, and strengthens the overall business environment for export activities (Kementerian Kelautan dan Perikanan Republik Indonesia, 2024). Sustainable resource management is equally important because long term trade performance cannot be separated from the ecological conditions that support production capacity. The conceptual analysis indicates that enduring competitiveness in the Chinese squid market will be determined by the ability to integrate economic efficiency, institutional effectiveness, and resource sustainability into a coherent strategic framework (World Trade Organization, 2025).

CONCLUSION

The analysis demonstrates that Indonesia holds substantial potential to strengthen its squid export performance in China due to its extensive marine resource base, growing production capacity, favorable trade relations, and increasing demand within the Chinese seafood market. Conceptual assessment based on international trade theory indicates that these advantages provide a strong foundation for sustaining export growth and reinforcing Indonesia's position in regional fisheries trade. At the same time, export competitiveness remains constrained by intense competition from major supplier countries, stringent quality and food safety standards, certification requirements, logistical limitations, production seasonality, maritime security concerns, and uncertainty within the global trade environment. The strategic review suggests that long term competitiveness depends on coordinated improvements in product quality, certification systems, logistics efficiency, cold chain infrastructure, market intelligence utilization, digital trade promotion, product diversification, stakeholder collaboration, and sustainable resource governance. These findings indicate that future export performance will be determined not only by resource availability but also by the ability of Indonesian stakeholders to adapt to evolving market requirements and international trade dynamics. Consequently, the integration of competitiveness enhancement measures with sustainable fisheries management represents a critical pathway for strengthening Indonesia's position in the Chinese squid market and ensuring resilient export growth in 2025 and beyond.

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