

## Protection of the Domestic Food Industry in Facing International Market Competition

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### ABSTRACT

The local food industry is a strategic sector that plays a vital role in national economic growth. However, increasing global competition necessitates protective measures and strengthened support for domestic industries to maintain their competitiveness. This study aims to analyze government strategies and policies for protecting the local food industry, as well as to examine the influence of globalization, technological advancement, and international trade agreements on the sector's sustainability. The research employs a literature review method by examining various scholarly sources, statistical data, and prior studies. The analysis indicates that government policies—such as tariffs, subsidies, halal regulations, and research and development incentives—significantly contribute to strengthening domestic industries. In addition, the integration of technology and innovation has been shown to be a crucial factor in improving efficiency and global competitiveness. Nonetheless, challenges remain, including pressure from international competitors, commitments to trade agreements, and potential negative impacts on consumers. This study recommends strengthening government support, enhancing innovation capacity, and promoting collaboration among stakeholders to build a sustainable and competitive food industry ecosystem in the international market

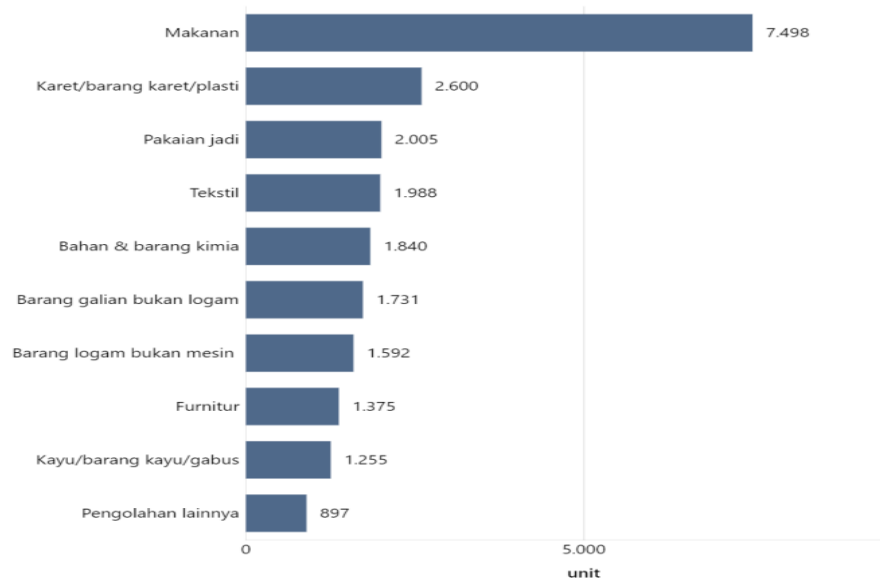
## INTRODUCTION

### Background

Local industries play a crucial role in a country's economic development by creating employment opportunities, stimulating innovation, and contributing to overall economic growth. In the face of increasing competition in international markets, it is essential to protect and support these industries to ensure their sustainability and competitiveness. This can be achieved through various policies and strategies that prioritize the growth and development of local enterprises, enabling them to withstand the challenges of global markets. The competition faced by local industries in Indonesia has intensified alongside rapid economic development and globalization.

According to the Ministry of Finance (Kemenkeu, 2024), Indonesia's economic growth is largely driven by increasing household consumption, and one of the fastest-growing sectors is the food and beverage industry. Sales growth has been propelled by rising personal income and higher expenditures on food and beverages, particularly due to the expanding middle-class consumer base. As a result, this sector has become one in which local companies demonstrate strong ambition and have successfully emerged as global exporters. The food and beverage industry in Indonesia recorded an increase of 2.54 percent from 2020 to 2021, reaching Rp775.1 trillion. The Central Statistics Agency (BPS) reported that the national food and beverage industry's gross domestic product (GDP) at current prices (ADHB) amounted to Rp1.12 quadrillion in 2021.

According to the Central Statistics Agency (BPS), the food industry represents the largest number of enterprises compared to other industrial sectors. This can be observed in the graph below.



Source: Statistics Indonesia (Badan Pusat Statistik)

The large number of food industry enterprises presents a significant opportunity to strengthen the economy, while also requiring special attention from the government, particularly in relation to competition from foreign products that may hinder innovation within Indonesia's local food sector. One

compelling area of discussion in maintaining the localization of the food industry is halal regulation. The development of the halal industry has become a major priority for countries seeking to build a global economy; this includes not only Muslim-majority nations but also non-Muslim countries, which increasingly demonstrate high levels of awareness and commitment to advancing the halal industry across all segments of the halal value chain (Hafiz Zulfakara et al., 2014).

This momentum has been effectively leveraged by non-Muslim-majority producer countries such as Brazil, Argentina, Australia, New Zealand, and Singapore, which ranked among the highest in the Global Islamic Economy Indicator (GIEI) for the halal food sector in 2017–2018 (Nasution, 2020). Indonesia, as the country with the world's largest Muslim population – reaching 237.53 million people, or 86.9% of its total population of 273.32 million (Ministry of Home Affairs, 2022) – holds a strategic position in the global halal industry. Mubarak and Imam, as cited in Nasution (2020), state that Indonesia ranks first as the world's largest halal consumer market.

The extent to which companies succeed in implementing strategies and behaviors to navigate market competition can be observed through their performance outcomes. Corporate profit or loss is one of the most commonly used indicators to assess business performance. The higher the value added, the greater the efficiency of an industry's performance, which in turn increases the level of profit that can be achieved (Muslim & Wardhani, 2008).

### **Problem Formulation**

One of the primary challenges faced by many countries today is the need to balance economic growth with the preservation of local industries. Globalization has created new opportunities for businesses to expand their reach and enter international markets; however, it has also intensified competition and placed pressure on domestic industries to remain competitive. As a result, many nations struggle to identify effective ways to support and protect their local industries while simultaneously promoting economic growth and innovation. Achieving this delicate balance requires careful planning and strategic investment in infrastructure, education, and technology.

## **LITERATURE REVIEW**

### **Research Objectives**

The objective of this study is to explore a range of strategies and policies that can be implemented by a country to achieve such a balance. By examining case studies and analyzing data on the impacts of various approaches, this research aims to provide recommendations for policymakers and industry leaders on the most effective ways to support local food industries while simultaneously promoting economic growth. In addition, the study investigates the role of government regulations, trade agreements, and international cooperation in shaping the future of local industries within the global economy.

## **METHODOLOGY**

This study employs a library research method, which involves collecting data through the examination and analysis of theories found in various relevant literature sources. According to Zed, as cited in Adlini (2022), there are four stages in conducting library research: preparing the necessary tools, compiling a bibliography, organizing time, and reading or taking notes on research materials. Data collection was carried out by gathering sources from a wide range of references, including books, journals, statistical data, and previous studies. The collected literature was then critically analyzed to assess the extent to which the state plays a role in protecting the food industry against competition from foreign products.

## **RESULTS AND DISCUSSION**

Local industries refer to businesses and enterprises operating within a specific geographical area, serving the needs and demands of the local population. These industries play a vital role in regional economic development by providing employment opportunities, stimulating growth, and contributing to overall community welfare. In recent years, there has been increasing recognition of the importance of supporting and fostering local industries, as they often serve as the backbone of a region's economy. The following discussion further examines the role of national policies in protecting domestic industries and local products, particularly within the food industry.

### **Overview of International Market Competition**

In addition to fostering strong partnerships within local communities, it is essential to consider the impact of international market competition on our economy. As businesses continue to expand globally, remaining competitive and adaptable to the evolving landscape of international markets becomes increasingly important. By staying informed about global trends and emerging opportunities, we can position ourselves for success and ensure that our communities remain centers of innovation and growth.

National and firm-level competitive advantage is shaped by production efficiency, innovation, product quality, adaptability, and integration into global value chains (Jelinek & Porter, 1990; Bilyk et al., 2024; Markaki & Economakis, 2022). The creative economy has emerged as a viable solution when companies face resource constraints. Creativity serves as a key asset for generating superior products and fostering continuous innovation. Creative economy MSMEs seeking to achieve competitive advantage must leverage creativity and innovation to produce products that stand out from those of their competitors. Such differentiation must be perceptible to consumers, meaning that consumers should clearly recognize the added value of these products. Consequently, competitive advantage ultimately depends on the firm's ability to adapt to consumer needs (Treacy & Wiersema, 1993).

### **Factors Influencing the Protection of Local Industries**

#### **Government Policies and Regulations**

Government policies play a crucial role in protecting and supporting local industries. By implementing measures such as tariffs, subsidies, and trade agreements, governments can create a level playing field that enables local

businesses to compete effectively in global markets. In addition, import and export regulations can help prevent unfair competition from foreign firms that may operate with lower production costs or less stringent labor and environmental standards. These policies have a direct impact on national economic development, as they can generate substantial employment opportunities and improve the overall standard of living (Abunawas, A., Amir, A., & Hendrianto, E. L., 2023).

Domestic products refer to goods or services produced or provided within a country's geographical territory. According to Law No. 7 of 2014, Article 1 Paragraph (7) on Trade, domestic products are defined as goods manufactured and/or services performed by business actors in Indonesia.

### **Technological Advancements**

Technological advancements have also played a significant role in shaping the landscape of local industries. With the rise of automation, artificial intelligence, and other cutting-edge technologies, businesses continue to evolve and adapt in order to remain competitive in the global marketplace. Governments must invest in research and development to support these advancements and ensure that local industries remain at the forefront of innovation.

The integration of advanced technologies strengthens the position of local industries within global value chains, enhances productivity, reduces operational costs, and expands market opportunities (Liu et al., 2024; Kubitskyi et al., 2024; Li et al., 2024; Qian & Feng, 2024). However, technological transformation also requires substantial investment in human resources, digital infrastructure, and regulatory adaptation. It further increases the risk of inequality and highlights the need for workforce retraining (Adigwe et al., 2024; Li et al., 2024; Lakshmi & Bahli, 2020).

### **Global Trade Agreements**

Fithriana (2018) explains that food products circulating in the market may originate from domestic production or imports. This relates to the availability of food ranging from primary, secondary, and tertiary needs as part of consumer lifestyles. In practice, this implementation can be categorized into two levels: domestic and international. At the domestic level, the focus lies on consumer and producer variables; similarly, at the international level, variables include consumers, producers, and certification bodies.

Global trade agreements can also play a significant role in fostering innovation within communities. Such agreements may stimulate innovation by introducing new perspectives and encouraging the development of products and services that benefit both local and global markets. Furthermore, global trade agreements can create a more competitive environment for businesses, pushing them to continuously improve and innovate in order to remain at the forefront of global competition.

According to Bank Indonesia (2017), at the international level the government collaborates with several halal certification bodies from other countries to ensure the halal assurance of imported food products. Indonesia has even become a halal standards reference for 24 countries. This cooperation is essential because globalization has increased the inflow of imported food into

Indonesia. As highlighted in previous studies, halal products have become a global trend, creating substantial opportunities for dominating international markets. The global trade value of halal food products has reached USD 630 billion – nearly 50 percent of the world’s total food trade, which amounts to USD 1.3 trillion.

### **Strategies for Protecting Local Industries**

#### **Tariffs and Trade Barriers**

Tariffs and trade barriers are commonly used tools to protect local industries from foreign competition. By imposing tariffs on imported goods, governments can increase the cost for foreign companies to sell their products in domestic markets, thereby providing local businesses with a competitive advantage. However, while tariffs may offer short-term protection for domestic industries, they may also trigger retaliatory measures from other countries and potentially escalate into trade wars.

Therefore, it is essential for governments to carefully consider the long-term implications of adopting protectionist measures and to explore alternative strategies for supporting local industries within the global economy. These strategies may include investments in education and training programs to enhance the skills of the local workforce, as well as offering financial incentives or subsidies to foster innovation and development among domestic enterprises. Differences in regulations, tariffs, and geopolitical factors can also pose challenges or create opportunities – particularly for small and medium-sized enterprises (SMEs) (Sudirjo, 2023; Salam et al., 2025; Berveno et al., 2025).

#### **Investment and Research Incentives**

Investment incentives – such as tax breaks, grants, and subsidies – play a significant role in encouraging businesses to invest in innovation and sustainability. By offering these incentives, governments can stimulate economic growth and create a more competitive business environment. Investment incentives strengthen corporate competitiveness, generate employment opportunities, and promote economic growth, particularly in strategic sectors and emerging industries (Alateeg & Alayed, 2025; Rosário et al., 2024; Purnamasari et al., 2025; Wang et al., 2022; Ahmad, 2024).

In addition, investment in infrastructure and technology can attract foreign capital and stimulate job creation, thereby further strengthening the economy. Overall, a strategic approach to investment incentives can support a country in achieving its development objectives and enhancing the overall well-being of its citizens. Fiscal and tax incentives significantly increase corporate investment in research and development (R&D), driving product innovation, operational efficiency, and the adoption of new technologies (Shi & Ge, 2025; Liu et al., 2025; Shahmoradi & Bagheri, 2025; Rosário et al., 2024; Ban et al., 2024; Yigitcanlar et al., 2017; Jia, 2023; Suwanda, 2023).

Research and development play a critical role in driving innovation and technological advancement within businesses. By investing in R&D, firms can stay ahead of the competition and create new products and services that meet the evolving needs of consumers. R&D enables companies to respond more rapidly to shifting consumer demands and market dynamics through new product

development and process improvements (Vuković et al., 2025; Cooper, 2019; Jin & Choi, 2019).

### **Case Studies of Successful Local Industry Protection**

One notable example of successful local industry protection can be seen in the automotive sector in South Korea. The South Korean government implemented a series of policies to support and protect domestic car manufacturers such as Hyundai and Kia through tax incentives, subsidies, and trade barriers. As a result, Hyundai and Kia grew into global automotive producers, with South Korea now recognized as one of the world's largest automobile exporters (Kim & Han, 2018; Dmytriiev et al., 2019). These policies enabled the companies to invest in research and development, improve their products, and compete effectively in global markets. Consequently, South Korea's automotive industry expanded rapidly, creating jobs, strengthening the national economy, and positioning the country as a major player in the global automotive market.

Another example can be found in India's pharmaceutical industry. The Indian government established policies to support and protect domestic pharmaceutical companies such as Ranbaxy and Dr. Reddy's Laboratories through patent laws, price regulations, and export incentives. These measures allowed the companies to develop and produce affordable generic medicines, meeting the healthcare needs of the Indian population while also exporting their products abroad. As a result, India's pharmaceutical industry has become a key player in the global market, providing essential medicines at lower costs and improving access to healthcare worldwide.

### **Challenges and Limitations**

#### **Opposition from International Competitors**

Regulatory barriers and legal disputes are among the many challenges companies may face when attempting to protect their intellectual property rights. Navigating the complex legal landscape surrounding patents and trademarks can be daunting for businesses of all sizes. Despite these obstacles, firms that prioritize intellectual property protection can gain a competitive advantage in the global market and secure their position as leaders in their respective industries. By staying informed about changes in intellectual property law and seeking expert legal guidance when necessary, companies can better navigate these challenges and safeguard their innovations. Developing a comprehensive intellectual property strategy that encompasses patents, trademarks, copyrights, and trade secrets can help firms protect valuable assets and prevent infringement. Ultimately, investing in intellectual property protection not only strengthens a company's market position but also fosters a culture of innovation and creativity within the organization.

#### **Compliance with International Trade Agreements**

Ensuring compliance with international trade agreements is essential for companies seeking to protect their intellectual property on a global scale. By understanding and adhering to the regulations outlined in agreements such as the TRIPS Agreement and WIPO conventions, businesses can ensure that their intellectual property rights are recognized and enforced in foreign markets. Overall, maintaining compliance with these agreements is critical for firms aiming to maximize the value of their intellectual property assets and secure a sustainable competitive advantage globally.

TRIPS, under the World Trade Organization (WTO), establishes minimum standards for the protection and enforcement of intellectual property rights that all member states must adopt. TRIPS also provides an effective dispute settlement mechanism, enabling cross-border enforcement of intellectual property rights (Baba, 2024; Pasechnyk, 2022; Koul, 2018; Maria, 2020; Cardwell & Ghazalian, 2012). Meanwhile, the World Intellectual Property Organization (WIPO) plays a key role in formulating international agreements, providing technical assistance, and facilitating the harmonization of intellectual property laws across countries. WIPO also offers arbitration and mediation services for resolving intellectual property disputes (Pasechnyk, 2022; Beltrán-Urvina et al., 2025; Wen, 2021).

### **Potential Negative Impacts on Consumers**

Potential negative impacts include rising prices due to monopolistic practices or limited competition, a decline in innovation as firms become less motivated to invest in research and development, and restricted consumer access to newer and improved products. Moreover, if firms fail to adequately protect their intellectual property rights, counterfeit goods may flood the market, thereby undermining consumer trust and posing potential health and safety risks.

It is therefore essential for firms to prioritize compliance with intellectual property regulations not only for their own economic benefit, but also for the protection and satisfaction of consumers. By upholding international intellectual property agreements, companies can help cultivate a more competitive and innovative marketplace that ultimately benefits consumers worldwide.

Recommendations Based on the Analysis

### **Strengthening Government Support for Local Industries**

Strengthening government support for local industries and providing incentives for firms to invest in research and development is essential. This can be achieved through tax reductions, grants, and other financial incentives that stimulate innovation and economic growth. In addition, enhancing awareness and education related to intellectual property rights can help firms better protect their innovations and prevent infringements.

Collaboration among government agencies, industry associations, and academic institutions is also critical for creating an ecosystem that fosters innovation and intellectual property compliance. By taking these proactive measures, policymakers can ensure that businesses have the necessary resources and support to thrive in an increasingly competitive global market.

### **Implications of Local Industry Protection**

The implications of protecting local industries include the need for businesses to continually evolve and adapt in order to remain competitive in the global economy. As trade barriers continue to decline and competition intensifies, firms must focus on developing unique value propositions and staying ahead of market trends. Moreover, governments may need to reassess their industrial protection policies to ensure that domestic businesses do not fall behind in the face of international competition.

Overall, the future of local industry protection requires a careful balance between supporting domestic enterprises and fostering innovation and growth

in the global marketplace. To succeed in an increasingly interconnected economy, firms must also prioritize investment in technology and human capital to enhance their competitive advantage. By embracing innovation and continuously refining their strategies, businesses can better position themselves for success amid the escalating pressures of global competition.

## **CONCLUSION AND RECOMMENDATION**

### **Summary of Findings**

Overall, the findings indicate that collaboration with international partners is essential for businesses seeking to expand their reach and achieve success in today's global economy. Through such collaboration, firms can gain access to new markets, share knowledge and resources, and navigate regulatory challenges more effectively. This not only provides individual companies with a competitive advantage but also contributes to broader global economic growth and innovation. As organizations continue to confront emerging challenges and opportunities in an increasingly dynamic business environment, fostering global collaboration will be critical for sustaining long-term growth and future success. Collaborative efforts enable companies to combine their strengths and expertise, resulting in more innovative solutions and products that better respond to the needs of customers worldwide.

### **FUTHER STUDY**

This research still has delays, so it is necessary to conduct further research related to the topic Protection of the Domestic Food Industry in Facing International Market Competition in order to improve this research and add insight for readers.

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