

## CONCLUSION AND SUGGESTIONS

### CONCLUSION

The development of international online trade has a lot of untapped potential in Indonesia. Even if there is still only one e-commerce platform that makes it possible for Indonesia to conduct cross border e-commerce transactions, there are many advantages that can be exploited by Indonesia, such as payment methods and the airport and seaport infrastructure in Indonesia. In addition, Indonesia has many products that can be a big opportunity for Indonesia to develop cross border e-commerce.

However, there are also some disadvantages that Indonesia needs to pay attention to in order to maximize the development of cross-border e-commerce. One of them is internet network technology which is not widely distributed and is not as advanced as it is in other countries. Road and railway infrastructure that is still not advanced, not many undeveloped e-commerce that can help run cross-border e-commerce, regulations that are still complicated and language and cultural barriers. Indonesia needs to pay attention to these disadvantages.

If the Indonesian government focuses on developing the opportunities and advantages that exist in Indonesia, it is certain that cross border e-commerce in Indonesia will develop quickly, but only if the government also pays attention to and addresses the threats and weaknesses that Indonesia has.

### SUGGESTIONS

Indonesia needs to get serious about addressing a number of issues that are vital to the development of cross border e-commerce in the country. Some of the strategies they can implement are educating Indonesian sellers on the best method of payment, facilitating sellers with collaboration with logistics companies, improving the quality of Indonesian products, building an online marketplace that showcases Indonesian products to international buyers, improving infrastructure, providing incentives for businesses to use digital payment systems for international transactions and encouraging e-commerce and sellers from Indonesia to be able to enter the international market.

It is hoped that by doing this, Indonesia will be able to develop further and its citizens will have easier access to e-commerce regardless of where they are. In addition to this, this is done

so that Indonesia is not viewed as being on a lower level than other countries, particularly those countries that are adjacent to Indonesia.



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