The textile industry began to saturate the need for innovation

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The domestic textile and textile industry (TPT) industries need to be able to diversify their products in order to remain competitive. However, some homework for the government is awaited by industry players.

Vice Chairman of Indonesian Trade Chamber of Commerce, Benny Soetrisno, said the textile industry that produces clothing is already saturated. So have to move the production slot to another product. "In order to survive, we have to diversify, for example for the automotive, maritime and tire industries," explained Benny who is also Commissioner of PT Asia Pacific Investama Tbk last weekend. It's just according to Benny, there needs to be support from the side of raw materials products in the upstream industry. Moreover, in the upstream textile industry, according to him, it is very high risk, high investment and low return. "The government needs to give incentives as well as ease of investment so investors will come in," he explained. Just so you know, at present, TPT industry operating in Indonesia has been integrated with classification in three areas. First, the upstream sector is dominated to produce fiber products. Second, the intermediate sector, companies whose production processes include spinning, knitting, weaving, dyeing, printing and finishing. Third, the downstream sector in the form of garment factories and other textile products. Ade Sudrajat, Chair of the Indonesian Textile Association (API) said before diversification, the internal problems of state rules, energy, human resource capability and logistics capability must be addressed first. "Product diversification can work alone if internal and external problems are addressed," explained Ade Externally, there needs to be bilateral cooperation with the United States and the European Union to expand the local textile export market. So that Indonesia can compete with Vietnam and Bangladesh which is currently growing rapidly in the textile industry. "This year export should be able to grow double digits, but with the current situation most can only grow 4% this year," said Ade. The Ministry of Industry estimates that textile industry exports will grow an average of 11 percent per year. For the year 2018, pegged at USD13, 5 billion and in 2017 amounted to US $ 12.09 billion. On the labor side, by 2018, it is expected that this sector will absorb around 2.95 million people and by the end of this year 2.73 million people. Prama Yudha Amdan, Corporate Communication of PT Asia Pacific Fibers Tbk, said that product diversification is one of the company's concerns. Moreover, textile application or functional textile is a value-added product so that potential to be developed further. "In addition to the better margin of commodities, demand continues to increase from year to year from a variety of industries such as automotive, aircraft and others," said Prama Referring to data of the Indonesian Synthetic Fiber Entrepreneurs Association (Apsyfi) 2016, the import of value-added textiles is worth about US $ 1 billion. POLY coded issuers are beginning to diversify products for the needs of automotive, health applications, color yarn and fireproof fiber. Currently 70% of company sales to the apparel industry (garment) is 70% and the remaining textile application is 30%. Sales have been pushed into the Japanese automobile manufacturers and also Europe. "We are striving for market expansion, reducing our dependence on the less volatile commodity markets and supporting the government's efforts to revitalize the textile industry," Prama Just a note, currently POLY has two factory units in Karawang, West Java and Kendal, Central Java. Of the two factories, POLY has capacity production of Purified terephthalic acid (PTA) of 340,000 metric tons per year and Polymers of 358,000 MT per year. In addition, the two factories are capable of producing stable fibers and filament yarns with an installed production capacity of 194,000 MT and 153,000 MT, respectively. "The contribution is still around 3% -5% of production capacity," said Prama. Industri tekstil sudah jenuh butuh inovasi Industri tekstil dan produk tekstil (TPT) dalam negeri perlu bisa diversifikasi produk supaya bisa tetap punya daya saing. Meski demikian, sejumlah pekerjaan rumah bagi pemerintah dinanti oleh pelaku industri. Wakil Ketua Umum Kadin Indonesia Bidang Perdagangan, Benny Soetrisno mengatakan industri tekstil yang memproduksi pakaian sudah sudah jenuh. Sehingga harus pindah slot produksi ke produk lain. "Supaya bisa bertahan harus diversifikasi. Misalnya untuk industri otomotif, maritim, dan juga ban" jelas Benny yang juga Komisaris PT Asia Pacific Investama Tbk akhir pekan lalu. Hanya saja menurut Benny, perlu ada dukungan dari sisi bahan baku produk di industri hulu. Apalagi di industri hulu tekstil menurutnya sangat high risk, high investment dan juga low return. "Pemerintah perlu kasih insentif dan juga kemudahan investasi supaya investor mau masuk," jelasnya. Asal tahu, saat ini, industri TPT yang beroperasi di Indonesia telah terintegrasi dengan klasifikasi dalam tiga area. Pertama, sektor hulu yang didominasi menghasilkan produk fiber. Kedua, sektor antara, perusahaan-perusahaan yang proses produksinya meliputi spinning, knitting, weaving, dyeing, printing dan finishing. Ketiga, sektor hilir berupa pabrik garmen dan produk tekstil lainnya. Ade Sudrajat, Ketua Asosisasi Pertekstilan Indonesia (API) mengatakan sebelum diversifikasi, masalah internal dari aturan negara, energi, kemampuan sumber daya manusia serta kemampuan logistik harus dibenahi dulu. "Diversifikasi produk bisa jalan sendiri bila masalah internal dan juga eksternal dibenahi," jelas Ade Di eksternal, perlu ada kerja sama bilateral dengan Amerika Serikat dan Uni Eropa supaya memperluas pasar ekspor TPT lokal. Sehingga Indonesia bisa bersaing dengan Vietnam dan Bangladesh yang saat ini bertumbuh pesat di industri tekstil. "Seharusnya tahun ini ekspor bisa tumbuh double digit, tapi dengan situasi sekarang paling hanya bisa tumbuh 4% di tahun ini," jelas Ade. Dari catatan Kemenperin memperkirakan ekspor industri TPT akan tumbuh rata-rata 11% per tahun. Untuk tahun 2018, dipatok sebesar USD13,5 miliar dan tahun 2017 sebesar US$ 12,09 miliar. Di sisi tenaga kerja, pada 2018, diharapkan sektor ini menyerap sekitar 2,95 juta orang dan hingga akhir tahun ini sebanyak 2,73 juta orang. Prama Yudha Amdan, Corporate Communication PT Asia Pacific Fibers Tbk mengatakan diversifikasi produk menjadi salah satu perhatian perusahaan. Apalagi tekstil aplikasi atau tekstil fungsional adalah produk bernilai tambah sehingga potensial untuk dikembangkan lebih jauh. "Selain memang marginnya lebih baik dari komoditas, permintaan terus meningkat dari tahun ke tahun dari beragam industri seperti otomotif, pesawat terbang dan lainya," jelas Prama Merujuk data Asosiasi

Pengusaha Synthetic Fiber Indonesia (Apsyfi) 2016, impor tekstil bernilai tambah ini bernilai sekitar US$ 1 miliar. Emiten berkode dagang POLY ini mulai mendiversifikasi produk untuk kebutuhanotomotif, aplikasi kesehatan, color yarn dan serat tahan api. Saat ini 70% penjualan perusahaaan ke industri apparel (pakaian) sebesar 70% dan sisanya tekstil aplikasi sebesar 30%. Penjualannya sudah merangsek ke pabrikan otomotif Jepang dan juga Eropa. "Kami berupaya untuk perluasan pasar, mengurangi ketergantungan ke pasar komoditas yang kurang stabil dan mendukung upaya pemerintah merevitalisasi industri TPT," jelas Prama Sekedar catatan, saat ini POLY memiliki dua unit pabrik di Karawang, Jawa Barat dan Kendal, Jawa Tengah. Dari dua pabrik itu, POLY memiliki kapasitas produksi Purified terephthalic acid (PTA) sebesar 340.000 metrik ton pertahun dan Polymers sebesar 358.000 MT per tahun. Selain itu juga, dua pabrik tersebut mampu menghasilkan stable fibers dan filament yarns dengan kapasitas produksi terpasang masing-masing sebesar 194.000 MT dan 153.000 MT. "Kontribusinya saat ini masih sekitar 3%-5% dari kapasitas produksi," lanjut Prama.