

# **Indonesia Human Resources Quality vis-à-vis Textile Industry Investment**

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## **Abstract**

In recent years, Indonesia's economy is growing rapidly but the outbreak of Covid-19 pandemic that hit the world at the end of 2019 paralyzed all economic activities all over the world. The improving conditions have made economic activities around the world recover and are in the process of repairing and renewing the economic system towards sustainable economy. As well as the textile industry in Indonesia, but the problems in this industry are not only from the pandemic but also from the quality of human resources in Indonesia which is still classified as low. Therefore, this study aims to examine the relationship between the quality of human resources and investment in Indonesia's textile industry. The Resource Based View theory from the Competitive Advantage theory is used to explain the existing data. This research used secondary data to support the arguments of this study. After several attempts have been made in this research, there are some interesting things that need to be discussed further regarding the quality of human resources and increasing investment in the textile industry in Indonesia.

## **Keywords**

Indonesia textile competitiveness, Textile investment, Textile manpower competitiveness

## **1. Introduction**

The Textile industry is one of the most important sectors in Indonesia. As the population increases in Indonesia, the need for textile products is also increasing (Hermawan and Msi 2011). Currently, Indonesia is included in the top 10 largest textile producing countries and is ranked 12th for textile exporting countries (Mordor Intelligence, 2019). The Indonesian government is also currently trying to develop the manufacturing industry including the textile industry with various policies that can attract foreign investment (Ministry of Industry of the Republic of Indonesia, 2019). This sector absorbs a workforce of around 1.4 million workers which is predicted to increase every year (Badan Pusat Statistik, 2019). With the large number of workers absorbed in this industry, the quality of HR is one of the aspects that needs to be considered to develop this industry.

The debate about the importance of human resources to increase company productivity and efficiency has been in the public spotlight for several decades. Human labor is believed to be one of the main foundations of the company to improve its performance and to be able to compete in the global realm. Especially in the era of globalization, human labor greatly helps companies to gain a competitive advantage (HASSAN and MAHMOOD 2016). Quality human resources can be seen from the experience, ability to judge and intelligence of workers. Quoting from Wright (2006), quality human resources can increase the technical value of the company itself. Majeed's (2014) in his writings, companies can increase their foreign investment indirectly by improving the quality of HR in their companies. The relationship between foreign investment and the quality of human resources is a novelty that has become a factor of economic growth. According to Gunja Baranwal (2011) human resources have a positive impact on the country's economy. The quality of Indonesia's HR is still low when compared to most countries in ASEAN. Data taken by the World Bank in 2020, Indonesia is ranked 96th out of 174 countries listed in the data. When viewed from the 10 ASEAN countries counted in this data, Indonesia is ranked 6th out of 10 countries with an HCI value of 0.54. Raya and Suryadarma (2013) in her book entitled Human Capital Formation and Economic Growth in Asia and the Pacific also talks about human resources, the majority of which still do not have basic abilities such as talent, mathematical ability and English language skills which have become an international language since several decades ago. Rachmi (2013) Indonesian labor conditions currently adopted by textile companies in Indonesia, especially medium and small sized companies, make Indonesian workers less competitive than other countries. This makes the company's foreign investment less than optimal.

The textile industry has become one of Indonesia's leading industries as stated by the Government of Indonesia in the 2015-2035 National Industrial Development Master Plan (RIPIN) and has become a state priority industry that has a major role in driving the national economy in the future (Prasetyani et al 2020). The textile industry continues to grow globally, with total revenues of \$32.22 million and 8343.76 kilo metric tons and a Compound Annual Growth Rate (CAGR) of around 5.74 cents which can be estimated at \$66.91 in 2019 (IshaqueMohammad 2019). The Textile Industry and Textile Products are also the top three industries that contribute to exports in the non-oil sector (Prasetyani et al, 2020). According to Prasetyani et al (2020), until 2007 Indonesia became an importing country that had a fairly good performance in the ASEAN region, a year after that Vietnam surpassed Indonesia and continued to increase in the following years.

The Indonesian government's support for the TPT Industry sector is not only by changing policies but by building a restructuring program for machinery and/or equipment in the industry and the fabric printing industry as stated in the Regulation of the Minister of Industry of the Republic of Indonesia Number 18 of 2021. This program was created with the aim of making Indonesia's priority sector included in the implementation of the Making Indonesia 4.0 roadmap. The cooperation agreement between Indonesia and the EFTA Comprehensive Economic Partnership Agreement (IE-CEPA) also opens up greater business opportunities in the textile industry (PuspaningrumBernadette 2021).

The textile and textile product industry also plays a role in contributing the largest foreign exchange in Indonesia. In 2009, the textile industry managed to contribute 12.72 percent of foreign exchange for product exports. The proceeds of this contribution are separate from the oil and gas sector and other non-oil and gas sectors (Snežana Poznanović, aban Muratović, 2014).

In addition to being one of the largest sectors in exports and foreign exchange, the textile industry sector is also the industry that absorbs the largest workforce in Indonesia. Despite absorbing the largest workforce, Indonesian workers have a lower competitive level than Vietnam which can have an impact on the competitive level of companies and the textile industry in Indonesia (S. Wahyuni and P.T Boeditomo, 2015). Therefore, the Indonesian government is aggressively promoting this labor-intensive sector to become more developed, positive-performing and globally competitive.

The textile industry is one of the important industries for economic development and employment in Indonesia. According to Asmara (2011) internal conditions such as the lack of qualified human resources, relatively old machines make this industry vulnerable to external threats to the Indonesian economy, especially those related to investment. Foreign investment in the textile industry can support technological developments, export growth and employment, which will be increasingly needed by future generations (Hartono and Setyowati 2009).

In an effort to improve the foreign investment climate in Indonesia in various available fields, several years ago the Indonesian government passed the Job Creation Act of 2020 which had become a debate in Indonesia regarding its content which was considered less supportive of the lower middle class and prioritized the upper class. The Government's efforts to revise the 72 laws that are incorporated in the Omnibus Law are considered by the Government to be able to improve the incoming foreign investment climate and create new job opportunities for future generations. With this Law, the Government can streamline the licensing procedure for investors to be more efficient. In the Law of the Republic of Indonesia Number 11 of 2020 concerning Job Creation, Article 80 mentions the creation of jobs through the regulation of increasing investment by simplifying Business Licensing and the investment requirements listed in the Elucidation of Law of the Republic of Indonesia Number 11 of 2020 concerning "Cipta Kerja".

Focusing on human resources as the key to increase the competitive advantage of the textile industry in Indonesia as the main problem in this study. The increase of the competitive advantage of a company has a positive impact on investment towards the textile company in Indonesia. The Resource-Based View theory is used to help further analyze this research. Therefore, the research question of this paper is how the quality of HR will impact the investment in the textile industry in Indonesia?

## **1.1 Objectives**

Focusing on human resources as one of the important factors on company's productivity and competitive advantage, this study examines the relationship between Indonesian HR and the investment towards textile industry as one of the industries that consume the most labor in Indonesia.

## **2. Literature Review**

### **2.1 Resource-Based View Theory**

Sustainable competitive advantage classifies company analysis into two groups, namely internal and external analysis. These analyzes are then developed into the next concept where internal analysis is converted into a Resource Based Model or Resource Based View which focuses on the company's internal issues such as the strengths and weaknesses of the company (Delery and Roumpi 2017). The concept of resource-based view was later developed by J. Barney in 1986. The conceptual framework of the resource-based view of HR has the advantage that it is not easy to imitate, rare and cannot find a perfect substitute for the company and is beneficial for the company in the long term but at a lower cost. On the other hand, the resource-based view concept framework also has a weakness, that is the companies cannot develop this strategy instantly but must be developed over a long period of time to produce results that can be used and utilized in the long term (Barney 1991). With the relatively low quality of HR in Indonesia, HR in Indonesia did not meet the qualification that was provided by this concept. The qualification of this concept can be used by the government and companies to improve the quality of HR in Indonesia to be more competitive in the global community.

Good human resources are related to the experience, judgment ability, and intelligence of the workers. Researchers argue that the activities of human resource management will generate and maintain the competitive advantage of the company itself if it is designed and implemented properly and correctly (John E. Delery and Dorothea Roumpi, 2017). Based on the writings of Snell and Dean (1992), the research has shown that companies invest in the selection of their staff or workers with the aim of developing their companies and also invest in intensive training for workers in these companies which is believed to have a direct impact on development and competitive advantage. from the company itself.

Some researchers such as Lado and Wilson (1994) and Becker and Gerhart (1996) also show that competitive advantages are formed along with the formation of human resource management activities that focus on developing the skills needed around the office so that it becomes a more difficult skill to acquire. transferred from the basic skills that must be possessed by workers to be able to join the company. Companies that invest their budget and time into team building will expend human resources that are difficult to imitate and transfer because of the differences that these workers have. While Wright (2006) explains that human resources can increase the value and technique of the company. Unfortunately, human resources with good quality are very difficult to obtain.

The need to hold training sessions in the textile industry is increasing in line with the growing globalization era, the competition between workers is also increasingly fierce. According to Arthur Francis Barthelemy (2021), the condition of the textile industry in Indonesia is not productive enough. There is several reason behind of low productivity, there is lack of technology capacities and incompetent HRs, therefore investing in training the workers are very important for the companies to make their workers closer to the qualifications of the resource-based view concept.

### **2.2 Textile and textile product industries human resources in Indonesia**

According to Ilgen and Pulakos (1999), HR is the most valuable asset of an organization. In improving business in all sectors, human labor is one of the main foundations for companies, both private and state-owned, to advance and compete in the national and global spheres. According to Saira Hassan and Babak Mahmood (2016) HR are one of the most important factors for an organization to excel and keep running, especially in this era of globalization. Company productivity and competitive advantage depend on the quality of the HRs, but the incompetent workers make the textile industry have difficulty to develop and tend to be toneless. The impact of these issues are the investor losses their interest in investing their fund in this sector.

The quality of human resources that is not good enough is one of the challenges that Indonesia has to improve its existence. The quality of human resources on company performance has been recognized by company owners and researchers working on this topic (Rachmi 2013). Workers in Indonesia are considered to still lack the basic skills

that workers in companies should have, these abilities include basic talents, mathematical abilities, speaking skills in English which are very important to have at this time (Raya and Suryadarma 2013). Data from CEIC (2021), which conducted research on Indonesian labor productivity found that labor productivity in Indonesia only increased by an average of 2.95% where the highest level was in 2013 at 5.56% and the lowest was in 2020. ie -3.54% (all data is taken in December every year).

Bartel (1992) also explains that proper training for workers will have a direct impact on the performance of workers. According to Rachmi (2013), the development of the quality of HR can lead the company to be better in its field. According to the data above, HRs is one of the important factors that must be considered in order to increase the competitive advantage by improving productivity of the workers and to be more innovative which can open up the opportunities for companies to receiving investment especially with Indonesia's status of being one of the biggest textile producer in the world.

### **2.3 Indonesian Textile Industry Investment**

Although the textile industry in Indonesia has great opportunities to develop further in the future, the level of foreign investment entering the textile industry in Indonesia continues to decline every year as shown in Figure 1 below.

Foreign Investment in Textile and Textile Product Industry (Million USD)

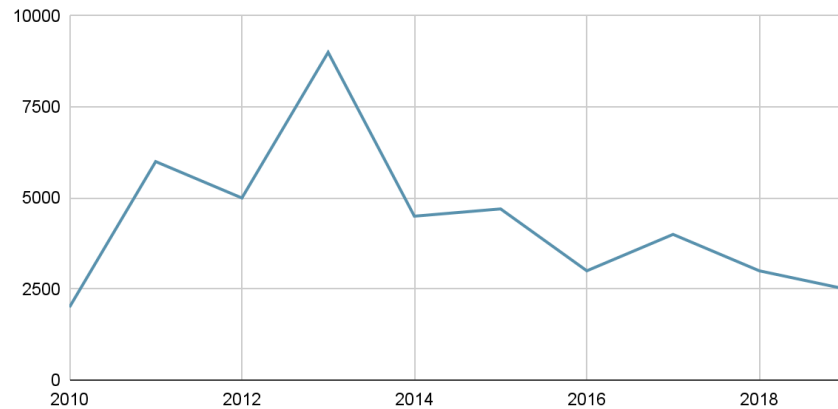
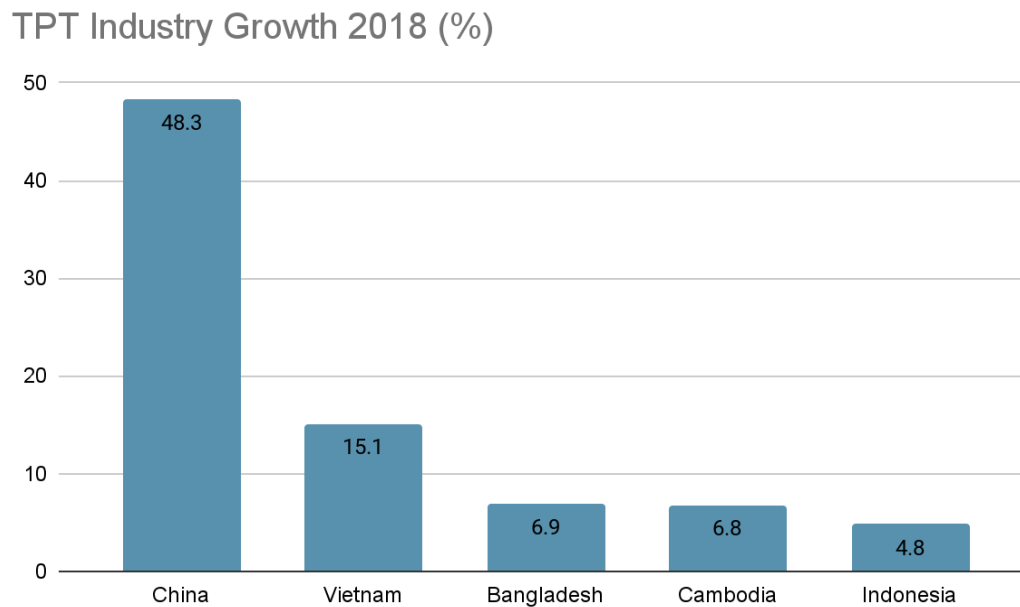


Figure 1. Statistics of Foreign Investment in the Textile and Textile Product Industry in Indonesia  
Source: Data Industri, Indonesia Investment Data 2010-2019

This data shows a decline in the level of competitiveness of Indonesia's textile industry when compared to other countries which also make this industry one of their state revenues. Competitiveness is one of the important things that is considered for investors to invest their money in an industry. A research conducted in 2018 showed that the growth rate of the Indonesian textile industry was relatively low at 4.8% in the first quarter of 2018 while the highest growth rate for the textile industry was achieved by China with 48.3% and followed by Vietnam at 15. 1%.



**Figure 2.** Comparative Statistics of TPT Industry Development  
Source: Hong Kong Trade Statistics, Census and Statistics Department

With a fairly low level of competitiveness compared to other countries, Indonesia's investment level is also at an unsatisfactory level. Although the Government of Indonesia has made several efforts to improve and increase investment in the textile industry such as replacing old machines, providing price discounts on machine prices to small and medium enterprises, this is still not optimal because the increase in competitiveness consists of several important factors such as raw materials, human resources, and logistics infrastructure.

### 3. Methods

This study uses a qualitative method. Using secondary data from previous research to obtain the data needed to support the arguments in this study.

### 4. Data Collection

This research paper focus on secondary data to introduce the situation and condition of Indonesian workers in the textile industry and to know the condition of textile investment in Indonesia and to support the arguments on this study as well.

### 5. Results and Discussion

The external condition of the textile industry itself is currently in an unfavourable condition, especially with the Covid-19 pandemic which has almost paralyzed every activity, both economic and social throughout the world. It is noted in the graph below, that the Textile and textile products industry achieved its highest growth in 2019 with 15.35% and decreased drastically in 2020 with - 8.88% and is one of the non-oil and gas industries with the slowest growth compared to other non-oil and gas industries.

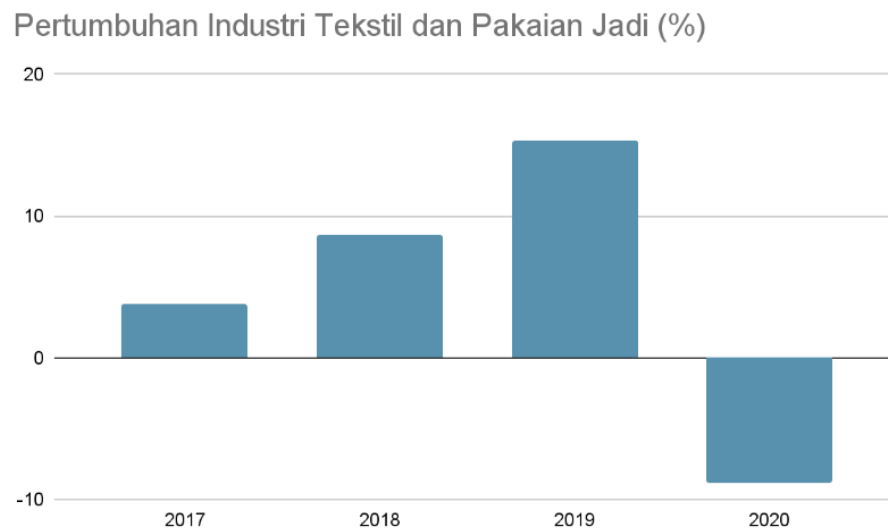


Figure 3. Textile and Apparel Industry Growth Statistics (%)

Source: Buku Analisis Pembangunan Industri 2021, 3rd Edition. Kementerian Perindustrian

Not only did the growth conditions of this industry drop significantly as shown in Figure 3 above, but also with exports which recorded a decline of around 22.11% or around USD 1.02 billion. With the decline in exports and growth in one of the most important industries in Indonesia, there are several efforts that can be made to increase the growth, exports and competitiveness of textile companies in Indonesia. One of them is to focus on the company's internal development, namely the quality of textile human resources in Indonesia. In the Industrial Development analysis book report from the Ministry of Industry 3rd Edition (2021), the Ministry of Industry also stated that one of the obstacles and challenges faced by the textile industry is the low productivity, quality and competence of human resources in Indonesia so that human resources in Indonesia are still difficult to meet the required categories. has been mentioned in the theory of Resource Based View to increase the competitiveness of the company.

According to the Competitive Advantage theory, human resources are one of the important factors for a company to increase the competitiveness of the company. Human resources are also the main discussion of the theory derived from Competitive Advantage, namely the Resource Based View which explains how to qualify a good workforce for the company's efforts to increase its competitiveness in the eyes of the global market. But unfortunately, these qualifications have not been fulfilled by workers in Indonesia. The workforce in Indonesia has a low productive level, coupled with the Covid-19 situation that hit the world at the end of 2019 made worker productivity drop significantly as explained by the data in the previous chapter. The problem of manpower in the textile industry in Indonesia also arises in terms of the wages earned by the workers. According to the International Labour Organization (2019), workers in the district of West Java which is mostly textile industry workers still receiving wages below the provincial standard.

In an effort to improve the quality of the workforce in Indonesia, the government has designed several programs to improve the quality of HR both in terms of education and facilities. One of the efforts in the field of education is the Independent Learning program issued by the Indonesian Minister of Education, Culture, Research and Technology, namely Mr. Nadiem Anwar Makarim, B.A., M.B.A (Arbar 2021). This program is devoted to improving the quality of HR in Indonesia, which according to him is still not ready to face global challenges in the future. According to Prasetyani et al (2020) the condition of workers in Indonesia, especially in areas that focus on the textile industry such as Solo, it is difficult to find workers with good sewing skills and workers who are scattered have low productivity levels and high salaries so that it is not commensurate with the skills they have. One of the new programs to be further provided by the government is credit restructuring which functions to increase production capacity and regain working capital as well as other commitments given by the Ministry of Industry such as providing fiscal incentives, implementing Online Single Submission (OSS), facilitating business licensing, lowering the benchmark interest rate, improving the logistics system and simplifying export procedures.

The Indonesia-EFTA Comprehensive Economic Partnership Agreement (IE-CEPA) is also one of the Indonesian government's efforts to increase foreign investment and open market access to EFTA members (Switzerland, Norway, Liechtenstein, Iceland) and partner countries of the EFTA. This agreement was agreed by both parties to increase market access and increase the competitiveness of products in various industries and sectors, one of which is textiles (Manurung 2020). In addition to focusing on products, this agreement also provides opportunities for workers in Indonesia to work in EFTA countries to seek new experiences so as to improve the quality of Indonesian HR. With this, the qualifications in the RBV theory can be helped to fulfill with experience and gain skills that are not obtained by working in the country.

In RBV theory, one of the qualifications needed to make humans good human resources is to have skills that are not easy to imitate and cannot be imitated perfectly. With a low level of human resource quality, every skill possessed by the workforce is very easy to imitate, so to avoid this the company requires training and screening of workers to increase the competitiveness and productivity of the company to attract new investors. Companies can implement On the Job Training (OTJ) programs that are tailored to the skills needed such as making new innovations, carrying out basic work and so on. International Labour Organization conducted a programme called Better Work in Indonesia that already enter its third phases and will ended in June 2022. This programme was created with the aims of improving the compliance of the companies towards the labour standard and also increase Indonesian textile industry in global supply chains. Focusing on sustainable solutions, Better Work in Indonesia held several training sessions that could easily accessed by every manpower in Indonesia. By this mean, ILO and its partner encouraging every factory or company owner to sign up to this special training course.

## **6. Conclusion**

From the explanation of the data above, HR has an important role to increase the competitiveness of companies both nationally and globally. The quality of human resources has an important role in increasing the value of the company which will indirectly increase incoming investment due to the increased productivity and efficiency of the company. The quality of Indonesian human resources is still low, there are many gaps to improve the productivity, skills, abilities and capabilities of these workers so that training and conditions from the company play an important role in improving the quality of human resources. Efforts to improve the quality of human resources itself can be done by providing periodic training that is appropriate for each different group of existing human resources to improve the capabilities, skills and values of the human resources themselves and carry out regular control over the level of ability and skills to increase worker productivity. Especially for the Indonesian textile and textile product industry, which absorbs a lot of labor and is an industry that is expected to be superior and help the country's economy in the future and can develop and increase its level of competitiveness in the international sphere. This research is expected to be an aid for the Government to pay more attention to the textile industry, especially small and medium-sized companies as well as in designing new policies regarding further improving the quality of human resources to prepare future generations for global changes. This research is also expected to help the development of the textile industry which is one of the main sources of the Indonesian economy as well as the industry that absorbs the largest workforce to bounce back in the post-pandemic period.

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