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Opportunities and Challenges for Indonesian Rattan Furniture Exports to the Japanese Market in 2025

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Abstract

This study examines the opportunities and challenges affecting Indonesian rattan furniture exports to the Japanese market in 2025. The research adopts a non empirical qualitative approach using descriptive analytical methods based on a systematic review of secondary data obtained from government publications, trade reports, industry statistics, policy documents, and relevant academic literature. SWOT analysis is employed as the primary analytical framework to evaluate internal and external factors influencing export competitiveness. The findings reveal that increasing demand for environmentally responsible products, preferential market access through the Indonesia Japan Economic Partnership Agreement, and Indonesia's positive market position in Japan provide significant opportunities for export expansion. The analysis also identifies important internal strengths, including resource availability, manufacturing capability, design flexibility, and export experience. Nevertheless, export growth remains constrained by intense international competition, strict regulatory requirements, supply chain vulnerabilities, logistics related challenges, and sustainability pressures. The study concludes that strengthening innovation, product quality, regulatory compliance, and sustainable production practices is essential for improving competitiveness. Strategic collaboration among government institutions, industry actors, and supporting stakeholders is required to support long term export development and market expansion in Japan.

Keywords : Rattan Furniture, Export Competitiveness, Japanese Market, SWOT Analysis, Sustainable Trade.



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INTRODUCTION

The global furniture industry is undergoing a profound transformation driven by the convergence of sustainability oriented consumption, the restructuring of international supply chains, and the growing preference for environmentally responsible materials in advanced economies. Within this evolving landscape, natural fiber based furniture products have gained increasing strategic importance as consumers and regulators place greater emphasis on ecological value, product traceability, and resource efficiency. Japan represents one of the most attractive markets in this transition because its consumers demonstrate strong preferences for high quality household products that combine functionality, aesthetics, and environmental responsibility. At the same time, the international trading environment has become increasingly dynamic as geopolitical tensions, tariff adjustments, and changing market access policies reshape export opportunities across sectors. Recent studies indicate that shifts in global trade governance have created both risks and opportunities for developing countries seeking to strengthen export competitiveness in value added manufacturing industries (Sari, 2026). In parallel, the expansion of international demand for furniture products has encouraged exporting countries to pursue more sophisticated market penetration strategies that emphasize product differentiation, sustainability credentials, and supply chain resilience rather than relying solely on cost advantages (Yulia et al., 2022). These developments place Indonesian rattan furniture exports at the intersection of global sustainability trends and intensifying international competition, making the Japanese market a particularly relevant context for scholarly investigation.

Existing literature has generated important insights into the determinants of export performance within the furniture sector, although the findings reveal a complex interaction among competitiveness, industrial capability, and market conditions. Research on Indonesian furniture exports demonstrates that

export success is increasingly influenced by the ability of firms to create value through product innovation, market adaptation, and strategic positioning rather than through resource abundance alone (Septiyani, 2025). Studies examining international market expansion further argue that communication capability, especially proficiency in English for business negotiations and export management, constitutes a critical intangible asset that enhances firms' access to global buyers and strengthens cross border commercial relationships (Setiawan & Wahyuningsih, 2023). At the industrial level, the development of competitive manufacturing clusters has been identified as a key factor supporting productivity, knowledge diffusion, and export readiness among small and medium enterprises operating in Indonesia's manufacturing sectors (Tambunan, 2023). These findings collectively suggest that export competitiveness emerges from a multidimensional process involving institutional support, firm capabilities, market responsiveness, and network integration, indicating that successful participation in international furniture markets requires far more than the possession of natural resources.

Despite these contributions, significant limitations remain within the existing body of knowledge. Much of the literature focuses on aggregate export performance, general manufacturing competitiveness, or furniture trade in markets other than Japan, leaving insufficient attention to the unique characteristics of Indonesian rattan furniture exports in the contemporary Japanese context. Studies addressing furniture trade often prioritize tariff structures, comparative advantage, or market expansion strategies without adequately examining how sustainability preferences, evolving consumer behavior, supply chain vulnerabilities, and regulatory requirements interact to shape export outcomes. Research concerning Indonesian furniture exports to developed economies also tends to concentrate on wood based products rather than rattan furniture, creating an empirical imbalance that obscures the distinctive opportunities and constraints associated with rattan based value chains (Septiyani, 2025). Furthermore, evidence regarding export readiness frequently overlooks operational risks embedded within supply networks despite growing recognition that disruptions in sourcing, logistics, and production continuity can substantially affect export competitiveness (Sofiana et al., 2025). The result is a fragmented understanding in which strategic market opportunities are discussed separately from the structural challenges that determine firms' ability to exploit those opportunities effectively.

The persistence of these gaps is particularly problematic because the Indonesian rattan furniture industry occupies a strategically significant position within the national economy while simultaneously facing increasing pressure from global market transformations. Indonesia remains one of the world's most important suppliers of rattan resources, yet translating resource dominance into sustained export leadership requires overcoming challenges related to productivity, quality consistency, certification compliance, supply chain management, and international market access. The experience of small and medium enterprises during periods of economic disruption has demonstrated that organizational resilience and adaptive capability play decisive roles in maintaining business performance under changing market conditions (Susanty et al., 2023). At the same time, export destination patterns indicate that several countries continue to dominate Indonesia's furniture trade flows, highlighting the importance of strengthening performance in strategic markets with high purchasing power and stable demand characteristics. Evidence from export statistics identifies Japan as one of the principal destinations for Indonesian furniture exports, reflecting its continuing importance within Indonesia's international trade portfolio (Databoks, 2023). Understanding how emerging opportunities and structural constraints coexist within this market has become increasingly important for policymakers and industry stakeholders seeking to enhance export growth and industrial upgrading.

Against this background, the scientific relevance of investigating Indonesian rattan furniture exports to Japan in 2025 lies in the need to integrate perspectives that have often been examined separately within previous scholarship. Rather than treating export opportunities and export barriers as independent phenomena, a more comprehensive analytical approach is required to capture the dynamic interaction between market demand, institutional arrangements, competitive pressures, firm capabilities, and supply chain conditions. Such an approach is particularly important because contemporary international trade is characterized by heightened uncertainty, evolving sustainability standards, and increasing expectations regarding product quality and transparency. The Japanese market provides a valuable empirical setting through which these interconnected dimensions can be examined because it simultaneously offers strong commercial potential and stringent market requirements. By positioning rattan furniture exports within broader debates concerning competitiveness, global value

chains, and sustainable trade, this research seeks to contribute to a more nuanced understanding of how resource rich developing countries can strengthen their position in high value international markets.

This study aims to analyze the opportunities and challenges facing Indonesian rattan furniture exports to the Japanese market in 2025 through a qualitative and descriptive analytical approach supported by SWOT analysis. The research positions itself within the intersection of international trade studies, export competitiveness literature, and global market development by examining how internal industrial capabilities interact with external market conditions in shaping export performance. Theoretically, the study contributes to the refinement of competitiveness analysis in resource based manufacturing industries by incorporating both opportunity oriented and constraint oriented dimensions within a single analytical framework. Methodologically, it contributes by employing an integrated qualitative assessment capable of capturing strategic, institutional, and operational factors that influence export outcomes. The findings are expected to provide a comprehensive foundation for understanding the future trajectory of Indonesian rattan furniture exports and to support evidence based decision making among policymakers, exporters, and industry stakeholders seeking to strengthen Indonesia's position in the Japanese market.

RESEARCH METHODS

This study adopts a non empirical qualitative research design grounded in a descriptive analytical approach to examine the opportunities and challenges of Indonesian rattan furniture exports to the Japanese market in 2025. The study is developed through a systematic review and synthesis of secondary data obtained from official government publications, international trade reports, policy documents, industry statistics, and relevant scholarly literature concerning export competitiveness, furniture trade, and market development. The literature selection process was guided by relevance, credibility, and temporal proximity to the research objective, with particular emphasis placed on publications issued between 2023 and 2025 in order to capture contemporary developments in the Japanese furniture market and Indonesia's export performance. Key sources included export statistics published by Badan Pusat Statistik, market information from the Ministry of Trade of the Republic of Indonesia, trade performance reports, and documented evidence regarding Indonesian furniture exports to major international destinations. The conceptual focus of the study was structured around two principal analytical dimensions, namely export opportunities and export challenges, which were identified through recurring themes related to market demand, trade policy, industrial competitiveness, sustainability trends, regulatory requirements, supply chain conditions, and logistical constraints.

The analytical framework employs SWOT analysis as the primary interpretative model for evaluating internal and external factors affecting the competitiveness of Indonesian rattan furniture exports in the Japanese market. Internal dimensions were categorized into strengths and weaknesses associated with production capacity, resource availability, industrial capability, and export readiness, while external dimensions were classified into opportunities and threats emerging from market trends, bilateral trade relations, international competition, consumer preferences, and regulatory developments. Data interpretation was conducted through qualitative content analysis involving data reduction, thematic classification, comparative assessment, and analytical synthesis to identify patterns of interaction among strategic factors influencing export performance. The credibility of the analysis was strengthened through source triangulation by comparing information obtained from government statistics, industry reports, academic publications, and trade related documentation. This interpretative procedure enabled the study to generate a comprehensive understanding of the strategic environment surrounding Indonesian rattan furniture exports and to formulate evidence based conclusions regarding the prospects and constraints of market expansion in Japan during 2025.

RESULTS AND DISCUSSION

Strategic Market Potential of Indonesian Rattan Furniture in Japan

Japan occupies a strategically important position within the global furniture market because its consumers demonstrate strong purchasing power and a persistent preference for premium household products. Market expansion in Japan is increasingly associated with environmental awareness, product authenticity, and long term durability rather than price competition alone. Such conditions create favorable circumstances for countries capable of supplying natural material based furniture with distinctive cultural value. Indonesian rattan furniture aligns with these preferences because it combines

renewable resources with artisanal production characteristics that are increasingly valued in advanced consumer markets (Riswani & Purnawarman, 2024).

The qualitative synthesis of trade reports indicates that Indonesia possesses a strong comparative advantage derived from its position as the largest producer of rattan resources globally. Resource abundance provides a stable foundation for export development because access to raw materials remains a fundamental determinant of manufacturing competitiveness. At the same time, competitive advantage is shaped by the ability to transform resources into products with higher economic value. Industrial upgrading becomes particularly important in markets where consumer expectations extend beyond functionality toward design quality and sustainability performance (Arafat, 2024).

Consumer preferences in Japan reveal an important shift toward environmentally responsible products that support sustainable lifestyles. Similar developments have been observed in other bioeconomy based industries where renewable materials are increasingly integrated into production and consumption systems (den Herder et al., 2022). Natural rattan furniture benefits from this transition because its environmental profile corresponds closely with contemporary ecological concerns. The growing relevance of sustainable consumption increases the attractiveness of Indonesian products that emphasize natural materials and responsible production processes.

Another significant opportunity emerges from the cultural dimension of furniture consumption. Japanese consumers frequently associate furniture products with aesthetic identity, craftsmanship, and cultural narratives embedded within production traditions. Research concerning furniture industries demonstrates that cultural values often function as intangible assets capable of enhancing product differentiation in international markets (Jamaludiin et al., 2026). Indonesian rattan furniture possesses distinctive artistic characteristics that strengthen its market appeal beyond purely functional considerations.

The export potential of Indonesian furniture products is also reinforced by ongoing promotional efforts targeting international buyers. Trade exhibitions and international business forums have expanded opportunities for Indonesian producers to establish direct relationships with importers and distributors. Reports from major international exhibitions indicate growing interest in Indonesian home decoration products among Japanese buyers (Kompas.com, 2024). Such developments suggest that market visibility plays an important role in supporting export growth alongside production capacity.

Table 1. Key Opportunity Factors Supporting Indonesian Rattan Furniture Exports to Japan in 2025

Opportunity Dimension	Strategic Significance	Expected Export Impact
Sustainable Consumption Trend	Increasing demand for environmentally responsible products	Higher market acceptance
Resource Availability	Strong domestic rattan supply base	Production stability
Cultural Design Value	Distinctive craftsmanship and aesthetic appeal	Product differentiation
Trade Promotion Activities	Enhanced exposure to Japanese buyers	Market expansion
Bilateral Economic Cooperation	Improved commercial relations	Greater export accessibility

Source: Synthesized from Badan Pusat Statistik (2025), Kementerian Perdagangan Republik Indonesia (2025), Kompas.com (2024), and Riswani and Purnawarman (2024).

The opportunity factors presented in Table 1 indicate that export competitiveness is supported by both internal and external drivers. Internal strengths originate from resource availability and cultural production capabilities. External opportunities arise from market trends and favorable commercial interactions between Indonesia and Japan. The interaction between these dimensions creates conditions conducive to export expansion when supported by appropriate strategic responses.

Trade statistics further reinforce the importance of Japan as a priority destination for Indonesian furniture exports. Available export data identify Japan as one of the principal international markets for

Indonesian furniture products, reflecting stable demand conditions and strong commercial linkages (Databoks, 2023). Market concentration in high value destinations often generates greater opportunities for upgrading industrial capabilities and product standards. Such dynamics encourage producers to improve quality in order to maintain competitiveness within demanding consumer environments.

Government initiatives designed to strengthen export promotion contribute additional momentum to industry development. Policy support increasingly focuses on market access facilitation, trade promotion activities, and assistance for export oriented industries seeking international expansion (Kementerian Perdagangan Republik Indonesia, 2025). Similar patterns can be observed in broader economic integration strategies where international market participation functions as a mechanism for accelerating industrial growth and value creation (Mughtar & Amalia, 2025). Institutional support therefore enhances the capacity of firms to exploit emerging opportunities in strategic export destinations.

The role of small and medium enterprises remains central to the realization of these opportunities. Industrial cluster development literature emphasizes that geographically concentrated production networks improve innovation diffusion, specialization, and collective competitiveness among participating firms (Tambunan, 2023). Evidence from Indonesian furniture industries suggests that innovation readiness and adaptive capability significantly influence export performance in craft based sectors (Santoso et al., 2023). Stronger integration between local producers and export networks can increase the ability of rattan enterprises to respond effectively to Japanese market requirements.

A broader interpretation of the findings suggests that the Japanese market represents more than a destination for product sales. It functions as a platform through which Indonesian rattan furniture producers can strengthen international competitiveness, stimulate innovation, and enhance value creation across the supply chain. Economic resilience increasingly depends on the capacity of industries to engage successfully with sophisticated export markets characterized by high standards and stable demand conditions (Anas et al., 2022). The strategic opportunities identified in this analysis indicate that Indonesia possesses favorable conditions for expanding its presence in Japan during 2025 when supported by sustained improvements in quality, promotion, and industrial capability.

Industrial Competitiveness and Internal Capacity of the Indonesian Rattan Furniture Sector

Indonesia's position as the largest rattan producing country in the world constitutes the most fundamental source of competitiveness for its rattan furniture industry. The availability of natural resources creates a strong foundation for industrial development because approximately 80 to 85 percent of global rattan supplies originate from Indonesia. From the perspective of resource based theory, sustained competitive advantage emerges when strategic resources are valuable, difficult to imitate, and supported by productive industrial capabilities (Arafat, 2024). This condition places Indonesia in a favorable position compared with competing furniture producing countries that rely heavily on imported raw materials.

The strategic significance of resource availability extends beyond production continuity and influences the formation of industrial clusters across several regions. Cirebon has evolved into the most prominent rattan furniture production center, supported by networks of suppliers, craftsmen, exporters, and supporting industries that facilitate knowledge exchange and specialization. Industrial cluster development contributes to productivity improvement through collective efficiency and stronger market linkages, a pattern frequently observed in successful manufacturing regions in developing economies (Tambunan, 2023). The concentration of industrial actors also strengthens adaptive capacity when facing fluctuations in international market conditions.

The competitiveness of the Indonesian rattan furniture industry is closely associated with the contribution of micro, small, and medium enterprises. These enterprises play a central role in employment generation, value creation, and regional economic development, particularly in furniture producing regions. Evidence indicates that MSMEs remain an important pillar of national economic resilience because of their flexibility and capacity to absorb labor across different economic cycles (Mahfud, 2025). Their continued participation in export activities provides a foundation for broader industrial expansion and export diversification.

A significant internal strength is the preservation of craftsmanship capabilities that have been developed through intergenerational knowledge transfer. Traditional weaving techniques, hand finishing processes, and artistic detailing continue to differentiate Indonesian products from mass

produced furniture available in global markets. The strategic value of craftsmanship has increased because consumers increasingly associate furniture products with authenticity, uniqueness, and cultural narratives rather than merely functional characteristics (Mutiarra et al., 2024). This combination of technical skill and cultural identity contributes to stronger product differentiation.

Recent literature also highlights the growing importance of design innovation as a determinant of export competitiveness. Furniture producers have increasingly integrated contemporary aesthetics with traditional rattan craftsmanship in order to respond to changing market preferences. The interaction between cultural heritage and modern design practices has created opportunities for higher value added products that appeal to premium market segments (Jamaludiin et al., 2026). Product innovation therefore functions not only as a creative activity but also as a strategic mechanism for strengthening international competitiveness.

Table 2. Internal Competitiveness Factors of the Indonesian Rattan Furniture Industry

Internal Factor	Strategic Implication
Raw material availability	Strength
MSME cluster development	Strength
Design capability	Strength
Innovation readiness	Moderate strength
Export certification readiness	Weakness
Production efficiency	Weakness
Technology adoption	Weakness

Source: Synthesized from Arafat (2024), Santoso et al. (2023), Tambunan (2023), Mahfud (2025), Huda et al. (2025), Rahardja et al. (2025), Rahma et al. (2025), and Mutiarra et al. (2024).

The internal assessment presented in Table 2 demonstrates that the strongest dimensions of competitiveness originate from resource availability, industrial clustering, and design capability. These factors represent strategic assets that are embedded within the structure of the Indonesian rattan furniture industry and cannot be easily replicated by competitors. At the same time, innovation readiness occupies an intermediate position because innovative capacity remains uneven across firms and regions (Santoso et al., 2023). Such findings indicate that existing strengths require complementary institutional support to generate sustained export performance.

The literature further reveals that innovation readiness remains constrained by limited technological upgrading among many furniture producing enterprises. Although product creativity is widely recognized, technological innovation in production systems, quality management, and process automation develops at a slower pace. Research on rattan craft industries demonstrates that innovation often focuses on product appearance rather than integrated production transformation (Arafat, 2024). This condition may reduce the ability of firms to achieve large scale efficiency and consistency in export quality standards.

Another critical weakness concerns export certification readiness. International markets increasingly require compliance with sustainability standards, traceability requirements, and quality assurance mechanisms before products can enter premium distribution channels. Many furniture MSMEs continue to face administrative and financial barriers in obtaining internationally recognized certifications, which restricts their ability to access higher value export segments (Rahma et al., 2025). The gap between production capability and certification capability therefore emerges as a significant internal constraint.

Production efficiency also remains an area requiring substantial improvement. Studies on manufacturing competitiveness emphasize that efficiency enhancement is closely linked to process optimization, quality control systems, and continuous operational improvement practices (Rahardja et al., 2025). Firms with limited technological investment often experience higher production costs and inconsistent product quality. Such conditions weaken competitiveness when competing against countries that possess more advanced manufacturing infrastructures.

Digital transformation represents another dimension shaping the future competitiveness of the industry. Effective marketing strategies, digital promotion, and technology driven customer engagement have become increasingly important for export oriented enterprises operating in global

markets (Huda et al., 2025). Firms capable of integrating digital tools into production and marketing activities tend to achieve stronger market visibility and greater adaptability. The SWOT assessment therefore suggests that the Indonesian rattan furniture industry possesses substantial internal strengths, yet improvements in technology adoption, certification readiness, and production efficiency remain essential for strengthening long term export competitiveness.

External Threats and Strategic Risks Affecting Indonesian Rattan Furniture Export Expansion in the Japanese Market

The SWOT analysis identifies external threats as a critical dimension influencing the sustainability of Indonesian rattan furniture exports to Japan in 2025. Literature based evidence indicates that increasing competition, regulatory complexity, supply chain vulnerability, and global economic uncertainty continue to shape the external business environment confronting Indonesian exporters. These factors operate beyond the direct control of firms and therefore require strategic adaptation to preserve export competitiveness. Previous studies emphasize that export performance is increasingly determined by the ability of firms to respond to external market risks rather than relying solely on production capability (Riswani & Purnawarman, 2024).

One of the most significant threats originates from intensifying international competition among furniture exporting countries. China maintains strong advantages through large scale manufacturing systems, extensive industrial integration, and competitive pricing structures that allow exporters to supply Japanese buyers efficiently (Septiyani, 2025). Vietnam has emerged as a major competitor due to its expanding furniture manufacturing sector, lower production costs, and rapid delivery performance supported by export oriented industrial policies. Malaysia also presents competitive pressure through its established wood based furniture industry and continuous investment in product quality improvement and international market access (Kamarubahrin et al., 2026).

Competitive dynamics in the Japanese furniture market are not limited to natural rattan products. The growing availability of synthetic rattan furniture introduces substitution risks because these products often offer lower maintenance requirements and more standardized production characteristics. Such conditions intensify price competition and reduce the bargaining position of exporters that depend primarily on traditional manufacturing approaches. Research on international furniture trade suggests that product substitution increasingly influences consumer purchasing decisions in mature markets where functional performance and affordability receive substantial attention (Limbaro et al., 2025).

Table 3. Major External Threats to Indonesian Rattan Furniture Exports in the Japanese Market

Threat Category	Potential Impact
Competition from Vietnam	Market share loss
Competition from China	Price pressure
Synthetic rattan products	Product substitution
Japanese regulations	Compliance costs
Supply chain disruption	Production instability
Logistics costs	Reduced competitiveness
Global trade uncertainty	Export volatility

Source: Compiled and synthesized from Riswani and Purnawarman (2024), Sofiana et al. (2025), Septiyani (2025), Delima et al. (2026), Sari (2026), Limbaro et al. (2025), Kamarubahrin et al. (2026), and Rahmania et al. (2026).

The evidence presented in Table 3 demonstrates that competitive pressures are closely interconnected with regulatory and operational risks. The qualitative synthesis indicates that firms facing intense international competition must simultaneously manage compliance obligations and cost efficiency challenges. This interaction reflects the strategic complexity of export expansion in developed markets where product quality alone is insufficient to guarantee sustained market access. The findings support the external threat dimension of SWOT analysis, which highlights environmental conditions capable of constraining organizational performance despite internal strengths.

Regulatory barriers constitute another significant challenge affecting Indonesian rattan furniture exports to Japan. Japanese import regulations increasingly emphasize product safety, environmental responsibility, and manufacturing transparency through certification systems such as GoHo Wood, Eco Mark, and Japanese Industrial Standards. Compliance with these requirements often requires additional documentation, verification procedures, and quality assurance investments that increase export related costs. Market access studies concerning Japan consistently identify regulatory conformity as a decisive factor influencing long term export sustainability (Nandini et al., 2025).

The implementation of legal compliance frameworks creates strategic implications for exporters with varying levels of institutional readiness. Firms that fail to satisfy technical standards risk shipment delays, certification rejection, or reduced buyer confidence in highly regulated market environments. International business literature suggests that non tariff measures increasingly function as competitive filters that differentiate suppliers according to governance quality and operational reliability (Setiawan & Wahyuningsih, 2023). Compliance capability therefore becomes an essential strategic requirement rather than an administrative obligation.

Supply chain risks represent an additional threat affecting the continuity of Indonesian rattan furniture exports. Export oriented furniture industries depend heavily on stable access to raw materials, supplier reliability, and efficient production coordination across multiple stages of the value chain. Disruptions in material availability may generate production delays that weaken the ability of exporters to meet delivery commitments demanded by Japanese buyers. Supply chain risk assessments in rattan exporting firms identify procurement uncertainty and supplier dependency as recurring sources of operational vulnerability (Sofiana et al., 2025).

The strategic significance of supply chain resilience extends beyond production efficiency because reliability is closely associated with buyer trust in international trade relationships. Exporters operating in premium markets are expected to maintain consistent quality standards and predictable delivery schedules despite fluctuations in input availability. Literature concerning manufacturing competitiveness demonstrates that operational instability frequently reduces long term customer retention and increases transaction costs across the supply network (Rahardja et al., 2025). These conditions indicate that supply chain management remains a critical determinant of export sustainability.

Logistics and global trade uncertainty further complicate export expansion efforts. Rising shipping costs, fluctuating freight rates, and disruptions in international transportation networks continue to influence export profitability and pricing strategies. Broader geopolitical developments and evolving tariff policies have also generated uncertainty within global trade systems, affecting investment planning and market forecasting activities (Delima et al., 2026). Similar observations have been reported in studies examining the economic consequences of international tariff adjustments and trade policy changes among developing economies (Sari, 2026).

Sustainability related pressures are becoming increasingly influential within international furniture markets. Japanese consumers and institutional buyers demonstrate growing interest in environmentally responsible products characterized by low carbon footprints, transparent production processes, and measurable environmental performance indicators. Concepts such as life cycle assessment and green production are gaining relevance as evaluation criteria within purchasing decisions and procurement frameworks (Rahmania et al., 2026). The literature suggests that exporters unable to demonstrate sustainability performance may encounter reduced competitiveness despite possessing adequate product quality and market experience.

These findings indicate that external threats facing Indonesian rattan furniture exports extend beyond conventional market competition. The interaction among international competitors, regulatory requirements, supply chain disruptions, logistics challenges, and sustainability expectations creates a multidimensional risk environment that requires strategic adaptation and continuous capability development. From a SWOT perspective, these factors represent external constraints that may weaken export growth if not addressed through proactive managerial and policy responses. The analysis confirms that successful expansion into the Japanese market depends not only on market opportunities but also on the capacity to anticipate and manage evolving external risks (Riswani & Purnawarman, 2024).

CONCLUSION

This study demonstrates that Indonesian rattan furniture exports to the Japanese market in 2025 are positioned within a favorable yet highly competitive strategic environment. The analysis indicates that expanding demand for environmentally responsible furniture, preferential trade arrangements through the Indonesia Japan Economic Partnership Agreement, and Indonesia's growing recognition in the Japanese market create substantial opportunities for export growth. Internal strengths derived from abundant natural resources, established manufacturing capabilities, design adaptability, and accumulated export experience provide a foundation for enhancing international competitiveness. At the same time, several structural weaknesses and external threats continue to constrain market expansion, including intense competition from China, Vietnam, and Malaysia, increasingly stringent regulatory requirements, supply chain vulnerabilities, rising logistics costs, and sustainability related pressures. The findings suggest that long term export success depends on the ability of industry stakeholders to integrate product innovation, quality improvement, regulatory compliance, sustainable production practices, and supply chain resilience into a coherent competitive strategy. Strengthening coordination among government institutions, industrial actors, and supporting organizations remains essential for reinforcing Indonesia's position in the Japanese furniture market and achieving sustainable export growth.

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