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Analysis of International Cooperation in Exports at the Entikong Indonesia-Malaysia Border

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Abstract

The Entikong border, as a trade gateway between Indonesia and Malaysia, is a crucial area to analyze regarding the impact of international cooperation in supporting export activities. This research aims to provide an in-depth understanding of the extent to which international cooperation has contributed to export development in the region. Involving a review of bilateral trade agreements, infrastructure development programs, and joint marketing initiatives, this analysis reflects the complex dynamics involving both countries. Infrastructure development cooperation, such as projects in the fields of transportation and border facilities, has had a significant impact on the efficiency of logistics and distribution of export products. Joint export promotion programs and the promotion of superior products are important instruments in diversifying export markets. This analysis evaluates the effectiveness of these initiatives in increasing product visibility in the global market. However, several challenges such as intense global competition and market dynamics need to be overcome to achieve more optimal market diversification. Through case studies, this research highlights the successes and challenges in implementing international cooperation. The results of this analysis provide a comprehensive picture of the impact of international cooperation in the context of exports at the Entikong Border. The policy implications found can be a guide for the government and stakeholders to increase the effectiveness of cooperation and strengthen the role of the Entikong Border as a dynamic trade center between Indonesia and Malaysia.

Keywords: International Cooperation, Export, Borders, Entikong, Indonesia-Malaysia

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INTRODUCTION

The Entikong border, an area that stretches between Indonesia and Malaysia, is not just a geographical boundary line, but a central point in the economic, trade, and diplomatic relations between the two countries. This region, with all its potential and complexity, has become a strategic arena that tests the involvement of the two countries in international cooperation, especially in the context of exports (Toyib et al, 2018). With economic growth becoming increasingly globally integrated, the role of international cooperation in border regions is increasingly important to build a sustainable and competitive trade ecosystem. This introduction begins with an acknowledgment of the crucial role of the Entikong Border in shaping economic and trade dynamics in the region (Yosada et al, 2020).

As a trade gateway between two neighboring countries that have different histories, cultures, and economic systems, this border reflects the complexity and potential synergy between Indonesia and Malaysia. In the last few decades, intense attention to this region has given rise to various forms of international cooperation involving aspects of trade, infrastructure development, and the promotion of export products. In the context of trade cooperation, the bilateral agreement between Indonesia and Malaysia is the main basis (Lestari, 2023). A number of these agreements aim to create a conducive trade climate, open up export opportunities, and reduce trade barriers between the two.

The long history and ever-evolving cooperation framework demonstrate a shared commitment to creating a balance that benefits both parties. In addition to trade agreements, joint infrastructure development is a key element in understanding export linkages at the Entikong Border. These projects include the development of roads, ports, and border facilities to improve connectivity and logistics efficiency (Niko et al, 2019). This development, involving joint investment, not only creates opportunities for economic growth but also provides a strong foundation for the smooth flow of goods and services across borders. However, along with positive potential, international cooperation also faces challenges that cannot be ignored.

Diplomatic obstacles between the two countries, differences in interests, and inequality of benefits often become obstacles to implementing optimal cooperation. Resolving this problem requires wise diplomatic strategies and a willingness to overcome differences in a spirit of constructive cooperation. Joint export promotion programs and the promotion of superior products are an important focus within this cooperation framework. By encouraging joint marketing and promoting superior products, the two countries are trying to increase the competitiveness of local products in the international market (Suhartini et al, 2021). However, in the era of rapid globalization, the challenge of

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maintaining product competitiveness in the global market is a significant test that requires smart strategy and adaptation.

Through a case study approach, this research not only highlights the success of collaborative projects but also identifies the challenges faced. Successful cases provide valuable insights into best practices that can be applied in international cooperation in border regions, while studies of challenges provide a clear picture of areas that require further attention. The policy recommendations resulting from this research involve broader implications for both countries. The implications of the analysis result not only influence economic policy but also play an important role in the formation of diplomatic relations between Indonesia and Malaysia (Effendi et al, 2013).

A deeper understanding of the complex dynamics involving international cooperation in supporting export activities in this vital border region (Niko et al, 2019). Overall, the analysis of international cooperation in exports at the Entikong Border opens a window of deep insight into the extent to which collaboration between countries can form a sustainable trade ecosystem. By delving deeper into trade agreements, infrastructure development, and export promotion initiatives, this research offers a holistic view of the challenges and opportunities faced in the context of bilateral trade. The proposed policy recommendations provide concrete guidance for both countries to increase the effectiveness and positive impact of international cooperation on the Entikong Border (Fratiwi et al, 2012).

LITERATURE ANALYSIS AND METHODOLOGY

Indonesia-Malaysia Border

The border is not just a physical line, but is a meeting point between two different legal, cultural, and social systems, creating complexity that requires deep understanding and cooperation (Priambodo B, 2016). The border is a central point for understanding geopolitics and economic geopolitics because trade and economic activities along the border create strong interdependence between Indonesia and Malaysia (Damayanthi, et al, 2022). Regarding cooperation at borders, the importance of economic diplomacy and joint infrastructure development to increase connectivity and efficiency of cross-border trade (Naif, 2023). The center of significant regional economic growth, creating opportunities for industrial development and investment cooperation (Suratman, 2004).

The development of border infrastructure can overcome logistical obstacles and facilitate the exchange of goods and services (Muta'ali et al, 2018). The problem of unequal benefits and economic distribution along borders needs to receive serious attention so that international cooperation has an even more positive impact. In a geopolitical context, cooperation and dialogue are important for managing potential conflicts at the border

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(Djalal, 2015). A mutually beneficial approach and management of shared natural resources to prevent conflicts that might arise in border areas (Kartikasari, 2013). Differences in levels of development and access to public services in border areas create social and economic inequality (Sumarto et al, 2017).

The Indonesia-Malaysia border shows complexity and dynamics involving geopolitical, economic, socio-cultural, and international legal aspects. Even though there have been various cooperation and development efforts, there are still many challenges that must be overcome to achieve optimal cooperation at this border. Further understanding and research continue to be needed to formulate effective and sustainable policies, in line to create mutually beneficial relations between Indonesia and Malaysia in this border region.

Export at the Border

The importance of border geographical locations in shaping trade and export patterns (Fratiwi, 2012). Borders located between two countries play an important role in shaping trade policies and regional development. Uncertainty factors, including regulatory changes and unexpected trade costs, can affect the volume and type of goods exported at the border (Yuniarti, 2019). This research shows the complexity of factors that influence export dynamics at the border. Security aspects are also a focus in the literature on border exports. Border security greatly influences the smooth flow of goods and services (Damas, 2020). Geographic factors, including border locations, play an important role in determining international trade patterns (Ibrahim, 2017).

Efficient borders can encourage the exchange of goods and services between countries. In understanding this theory, highlights that one country's trade policy can influence the economy of neighboring countries through external effects (Goodin et al, 2021). One of the main aspects of border exports is the exchange of goods and services between two countries that share border areas (Bau, 2023). This activity includes exports of manufactured goods, agricultural products, and various other types of commodities. At the Entikong Border, various local Indonesian and Malaysian products can be exported across the border, creating close trade relations between the two countries. The importance of export activities at the border is also reflected in increased trade infrastructure connectivity (Koespramoedya et al, 2003).

The construction of roads, ports, and border facilities is an integral part of efforts to increase logistics efficiency, facilitate the flow of goods, and facilitate export activities. Good infrastructure at the border creates an environment that supports the growth of cross-border trade (Priangani et al, 2018). Apart from that, exports at the border also create opportunities for local businesses to market their products on international markets.

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Through joint promotional initiatives and cross-border marketing programs, local products can gain broader exposure, increase visibility in international markets, and increase competitiveness.

This research uses qualitative and quantitative approaches. A qualitative approach is applied through a thorough literature study to understand the historical context, trade policies, and bilateral cooperation framework between Indonesia and Malaysia. Analysis of documents, including trade agreements, cooperation agreements, and official government reports, will be the basis for developing an in-depth understanding of the direction and goals of cooperation that has occurred.

Next, the case study method will be applied to analyze certain cooperation projects that are considered representative and significant. Case studies will investigate the implementation of these projects, covering infrastructure development, export promotion programs, and other related aspects. Data obtained from the case study will provide in-depth insight into the successes, obstacles, and concrete impacts of international cooperation on the Entikong Border.

RESEARCH AND RESULTS

Economic Development Cooperation Program in the Indonesia-Malaysia Export Sector at the Entikong Border

The export development cooperation program between Indonesia and Malaysia on the Entikong Border presents a strategic opportunity to increase bilateral trade potential, advance economic development, and create a positive impact on the people of the region (Herlina A, 2021). This program is designed to overcome various challenges and maximize opportunities that arise at the border, create synergies between the two countries to increase the competitiveness of export products, strengthen trade infrastructure, and build a sustainable cooperation framework. First of all, in the context of increasing the competitiveness of export products, this program will involve developing joint marketing strategies (Kurniady, 2019).

This step will involve coordination between the government, business actors, and relevant stakeholders in identifying superior products that can be promoted jointly in international markets (Elyta & Ully Nuzulian, 2020). Through coordinated marketing campaigns, these products can gain greater visibility and support the achievement of market diversification. Furthermore, this program will focus on developing trade infrastructure at the Entikong Border (Siburian, 2002). Joint investment in development projects, such as highway expansion, port upgrades, and development of border facilities, will improve connectivity and logistics efficiency.

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Adequate infrastructure will ensure the smooth cross-border flow of goods and services, increase competitiveness, and reduce logistics costs, all of which support export growth. In addition, this program can formulate financial incentives to encourage private investment in developing production and distribution facilities in border areas (Hadia, 2022). By providing incentives such as tax breaks or low-interest financing, the government can encourage local and international business actors to invest in projects that support exports.

This will not only create jobs but also strengthen the economic infrastructure in the region (Pangestu et al, 2023). Furthermore, this program could involve the development of an integrated logistics center that can serve the export needs of both countries (Bangun, 2022). This logistics center can provide efficient storage, distribution, and custom facilities services, creating an ecosystem that supports export activities.

The existence of an integrated logistics center can provide great benefits in terms of operational efficiency and reduced logistics costs (Yuninata et al, 2013). Within the framework of export development at the Entikong Border, technological innovation can also be an integral part of the cooperation program. The application of information technology and sophisticated supply chain management systems can improve visibility and coordination in cross-border trade flows. This system can help with inventory monitoring, document handling, and shipment tracking, increasing transparency and reducing the risk of administrative errors (Maulina, 2015).

To increase public understanding of export opportunities and the importance of international cooperation, these programs may include education and training initiatives. Workshops, seminars, and special training can be held for business actors, farmers, and other stakeholders in border areas. By understanding export procedures, international market requirements, and the benefits of cross-border cooperation, society can be more actively involved in efforts to increase exports (Siburian, 2002). Cooperation in this program should also include the development of coordinated trade regulations.

Uniformity in cross-border trade policies and regulations will create a more predictable environment and support export growth. Efficient and transparent customs processes and simplification of trade procedures will provide certainty for business actors and minimize trade costs (Rabbani, 2021). The development of this cooperation framework can also accommodate social and cultural issues. Involving indigenous communities and local groups in program planning and implementation can ensure that policies not only provide economic benefits, but also support social sustainability and environmental sustainability (Wahyuni et al, 2020).

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No less important, this cooperation program needs to be supported by a strong monitoring and evaluation mechanism. Clear performance indicators and a regular reporting system will enable both countries to assess program impacts, identify constraints, and adjust strategies as necessary. Periodic evaluations can also be the basis for continuous improvement and policy adjustments. By detailing the export development cooperation program at the Entikong Border through this integrated approach, it is hoped that exports between Indonesia and Malaysia can increase significantly (Elyta, 2021). This program not only creates a conducive trade climate but also optimizes the potential of border regions as centers of regional economic growth. Thus, this program can be an example for other border regions that have similar potential to strengthen international cooperation and move the wheels of economic development (Yohanes et al, 2023).

Factors Affecting Exports at the Entikong Indonesia Malaysia Border

The factors influencing exports at the Entikong Border between Indonesia and Malaysia are very complex and involve various economic, social, political, and geographical aspects. First of all, aspects of trade policy play a key role in shaping the trade environment at the border. Differences in tariffs, trade regulations, and customs policies between two countries can become obstacles or incentives for export activities (Wangke, 2018).

Consistent and coherent policies between Indonesia and Malaysia are needed to create certainty and justice for business actors at the border. Furthermore, trade and transportation infrastructure influence the competitiveness of exports on the Entikong Border (Suratman, 2004). Efficient roads, ports, and border facilities can improve connectivity and reduce logistics costs, providing a comparative advantage for exports from the region. Investment in developing border infrastructure and facilities is important to ensure the smooth flow of goods and services across borders. Geographic factors also have a significant impact (Toyib et al, 2018).

The strategic location of the Entikong Border facing the South China Sea makes it an important gateway for sea trade and international shipping routes. Maritime security threats, such as piracy or conflict in the South China Sea, can affect cross-border stability and security, which can then affect export activities (Djalal, 2015). In terms of regulations and administration, differences in customs procedures and border checks can be an obstacle to the smooth flow of trade. Efforts are needed to simplify procedures, increase transparency, and minimize bureaucratic obstacles that can hamper export activities at the border (Goodin et al, 2021).

The level of technological progress and access to innovation also play an important role. The application of information technology and sophisticated supply chain management

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systems can increase efficiency and visibility in the export process. Technology-related education and training for local business actors will help them adopt best practices that support export activities. Social and cultural aspects are also factors that need to be considered (Fratiwi et al, 2012). Differences in language, social norms, and business habits between Indonesia and Malaysia can influence communication and interaction between business actors.

Communication strategies that take into account cultural diversity and local customs will support more effective collaboration across borders. Furthermore, political stability and diplomatic relations between Indonesia and Malaysia have a direct impact on the trade climate at the Entikong Border (Lestari, 2023). Political actions or tensions can create uncertainty and harm the investment climate and export activities in border regions. Environmental and sustainability factors are also increasingly becoming a concern. Sustainable and environmentally friendly exports require policies that support environmentally sound production and distribution practices.

This sustainability does not only include aspects of the physical environment but also involves the involvement of local communities in preserving nature and culture around the border. In addition, currency fluctuations and changes in monetary policy can affect export competitiveness and prices (Damayanthi, et al, 2022). Coordination between the central banks of the two countries in managing currency stability and monetary policy can help create stable conditions for business actors at the border.

Lastly, a pandemic such as COVID-19 could have a significant impact on exports at the Entikong Border. Travel restrictions, border closures, and disruptions in global supply chains may lead to a decline in export activity. Therefore, it is necessary to have an emergency preparedness and response plan to deal with similar situations in the future. By understanding the factors that influence exports at the Entikong Border, the Indonesian and Malaysian governments can formulate more effective policies to increase the region's competitiveness in international trade. Collaboration between the two countries, together with the private sector and other stakeholders, is the key to creating a conducive trade environment and supporting economic growth along the border (Priambodo B, 2016).

The Impact of Cooperation on Local Exports at the Entikong Indonesia Malaysia Border

Cooperation between Indonesia and Malaysia on the Entikong Border has a significant impact on local exports in the region. In general, this cooperation provides opportunities as well as challenges that need to be identified and responded to effectively to maximize economic and trade benefits at the border. First of all, this collaboration has

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provided a positive boost to the volume and value of local product exports. The joint efforts between Indonesia and Malaysia to identify and promote superior products in international markets have opened up new opportunities for local business actors to increase access to foreign markets. Joint marketing programs and cross-border product promotion are important aspects that support export diversification and increase the competitiveness of local products.

In addition, the development of trade and transportation infrastructure as part of this collaboration has created an environment that supports export activities (Herlina A, 2021). Road expansion, port improvements, and improved border facilities have improved connectivity and logistics efficiency, allowing local goods and services to be transported more easily and efficiently to international markets. This directly contributes to the growth of local exports. This collaboration also has a positive impact on private investment and industrial development along the border (Fratiwi et al, 2012).

Business opportunities resulting from international cooperation encourage private investment in the development of production and distribution facilities in the region. These initiatives create new jobs, increase local production capacity, and lift production levels to meet growing market demand. Furthermore, cross-border collaboration in developing integrated logistics centers creates an ecosystem that supports trade efficiency and export activities. This logistics center provides the storage facilities, distribution, and customs services required to support the local export supply chain (Elyta & Sahide, 2021).

Thus, an integrated logistics center not only provides significant operational benefits but also increases the competitiveness of local products in international markets (Sumarto et al, 2017). However, this collaboration also provides challenges and impacts that need to be overcome. One impact that needs attention is changes in local market dynamics. With the increasing focus on international exports, there is a risk that some local markets may be overlooked. Therefore, there is a need for a balanced policy to ensure that export growth does not harm the sustainability of the local economy and the welfare of communities around the border.

Apart from that, it is necessary to pay attention to the distribution aspect of the benefits of cooperation. In some cases, the resulting economic benefits may not be evenly distributed among local communities (Suratman, 2004). Therefore, there is a need for initiatives that ensure that the economic benefits of exports are not only enjoyed by large parties but also reach small and micro businesses as well as communities around the border. Another challenge that needs to be overcome is monitoring and improving the sustainability of local exports (Bau, 2023).

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Although this collaboration provides an initial boost, the sustainability of local export activities requires a long-term strategy involving capacity development, improving product quality, and diversifying destination markets. Cooperation at the Entikong Border also has a positive impact on increasing research and innovation capacity in the local export sector. Involvement in international markets encourages business actors to continue to improve the quality and innovation of their products to compete in global markets (Hadia, 2022). In the long term, this can help increase the competitiveness and sustainability of local exports. Overall, cooperation at the Entikong Border between Indonesia and Malaysia has a significant impact on local exports (Damas, 2020).

By taking advantage of the opportunities generated by this collaboration and overcoming the challenges that arise, Indonesia and Malaysia can jointly achieve sustainable export growth and provide maximum benefits for communities in border regions. To compete in the international market, local business actors in the Entikong Border tend to improve the quality of their products. Involvement in cross-border trade encourages product standardization according to global market demands, which can increase the reputation and competitiveness of local products (Yuninata et al, 2013).

The growth of local exports also contributes to job creation in the Entikong Border region. With increasing demand for exports, local companies need to expand their production capacity, which in turn creates new job opportunities. This increase in employment opportunities has a positive impact on the welfare of communities around the border. Cooperation encourages collaboration between local business actors, government, and private investors. Joint initiatives for industrial development and investment promotion create a conducive environment for the growth of the local export sector. Private investment is key in developing production and distribution facilities that support export activities (Elyta, 2021).

DISCUSSION

The Entikong border, situated between Indonesia and Malaysia, serves as a critical junction for international trade and cooperation. This analysis delves into the dynamics of international cooperation in exports at the Entikong border, exploring the economic, political, and social dimensions that shape this collaboration. Economic Impacts: At the heart of international cooperation in exports lies the economic synergy between Indonesia and Malaysia (Damayanthi, et al, 2022). The Entikong border facilitates the smooth flow of goods and services, contributing to the economic development of both nations (Elyta et al, 2023).

Shared economic interests, such as palm oil production and electronics manufacturing, create a symbiotic relationship, fostering a climate conducive to

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collaboration. The establishment of joint economic zones and streamlined customs procedures further exemplifies the commitment to enhancing cross-border trade (Yosada et al, 2020). Policy and Political Landscape: The success of international cooperation at the Entikong border is intricately tied to the political landscape of both nations.

Bilateral agreements, diplomatic negotiations, and shared policy frameworks are crucial elements that govern the seamless exchange of goods. Political stability, trust-building initiatives, and a commitment to resolving disputes through dialogue create an environment conducive to sustained cooperation. Additionally, the establishment of joint committees and task forces exemplifies the institutionalization of cooperation, providing a structured framework for addressing challenges and advancing shared objectives. Infrastructure and Logistics: Efficient logistics and infrastructure play a pivotal role in facilitating international cooperation in exports (Muta'ali et al, 2018).

Investments in border infrastructure, such as customs facilities, transportation networks, and technology integration, streamline cross-border movements (Islam et al, 2023). Collaborative efforts to enhance connectivity, such as the construction of joint border checkpoints and the implementation of digital tracking systems, contribute to the reduction of trade barriers (Lestari, 2023). The synchronized development of infrastructure ensures that the benefits of international cooperation are maximized, fostering a conducive environment for exporters. Social and Cultural Aspects: Beyond the economic and political dimensions, the Entikong border reflects the rich tapestry of social and cultural interactions between Indonesia and Malaysia (Rabbani, 2021).

Shared cultural ties, linguistic similarities, and historical connections contribute to a sense of familiarity, fostering a positive environment for cooperation. Cross-border initiatives promoting cultural exchange, educational programs, and people-to-people connections create a foundation of mutual understanding. This social cohesion not only strengthens diplomatic ties but also serves as a catalyst for sustained international cooperation in exports (Priambodo B, 2016). Challenges and Future Prospects: While the Entikong border exemplifies successful international cooperation, challenges persist.

Issues such as differing regulatory frameworks, occasional trade disputes, and the need for continuous infrastructure development pose ongoing hurdles. However, addressing these challenges presents an opportunity for both nations to strengthen their collaboration further. Future prospects include exploring new avenues of cooperation, diversifying export portfolios, and leveraging emerging technologies to enhance efficiency (Siburian, 2002).

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CONCLUSION AND RECOMMENDATIONS

This collaboration has a significant impact on trade and export dynamics in border regions. Collaboration has encouraged an increase in the volume and value of local exports through various initiatives, such as joint product promotion, development of trade infrastructure, and efforts to increase product competitiveness. Intensive involvement in international markets has opened up new opportunities and changed the trade paradigm at borders, creating an ecosystem that supports economic growth. In terms of product competitiveness, cooperation has stimulated the spirit of innovation and quality improvement. Through joint promotion and active participation in international markets, local businesses in the Entikong Border have become more oriented towards global standards and market trends. Increasing the competitiveness of these products not only benefits exports but also creates a stronger manufacturing base in border regions. The development of trade infrastructure has also had a real positive impact. Expanding highways, improving ports, and developing border facilities have improved connectivity and logistics efficiency, reduced trade barriers, and streamlined the flow of goods and services across borders. This directly supports export growth and creates a conducive environment for business actors to increase production and distribution capacity. This cross-border collaboration also creates profitable investment opportunities. By encouraging private investment in the development of production and distribution facilities, the cooperation program has created new jobs and increased local industrial capacity. These initiatives bring economic benefits that can be felt by communities around the border, providing a positive impetus to local economic development. The importance of developing an integrated logistics center as part of this collaboration cannot be ignored. Logistics centers serve as hubs for export activities, providing storage services, distribution, and customs facilities that support local export supply chains. The existence of an integrated logistics center brings efficiency and sustainability benefits, creating infrastructure that supports long-term export activities. Nevertheless, several challenges and critical notes need to be noted. Changes in local market dynamics and the risk of community groups being neglected are matters that need serious attention. A balance between focus on international exports and support for the local economy needs to be found so that export growth does not harm economic sustainability and the welfare of communities around the border. Changes in social and cultural aspects also emerged as a result of this international cooperation. Cross-border interactions and increased human mobility can shape new patterns in local society. Therefore, it is necessary to adopt an inclusive approach that involves indigenous communities and local groups in planning and implementing cooperation programs. The

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importance of continuous monitoring and evaluation of the impact of cooperation programs must also be emphasized. This is necessary to ensure that the economic benefits resulting from exports are not only enjoyed by a handful of parties but also reach small and micro businesses as well as communities around the border. Careful evaluation can also help identify potential obstacles and lead to continuous improvements in program implementation. Thus, the conclusion of the analysis of international cooperation in exports at the Entikong Border is that this cooperation has made a positive contribution to economic growth and trade in the region. However, the challenges and changes that occur also show the need for a holistic approach and adaptability in designing future policies and strategies. With a deep understanding of these impacts and challenges, international cooperation on the Entikong Border can continue to be improved to provide optimal benefits for the two countries and people in the region.

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