

LAPORAN MARKET BRIEF
PRODUK HANDBAG KULIT
di KOREA SELATAN



INDONESIAN TRADE PROMOTION CENTER

BUSAN, KOREA SELATAN

DIREKTORAT JENDERAL PENGEMBANGAN EKSPOR NASIONAL

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1. KATA PENGANTAR

Korea Selatan merupakan salah satu negara di dunia di mana fashion menjadi sesuatu yang sangat penting bagi masyarakatnya. Gaya hidup dan cara berpakaian yang up-to-date menjadi salah satu ciri khas negara ini. Tak heran jika cukup banyak orang-orang yang menjadikan fashion Korea sebagai panutan gaya mereka. Apalagi dengan merebaknya “Korean Wave”, di mana K-Pop sungguh sangat digemari di kalangan anak muda, tak sedikit penggemar yang kerap mengikuti gaya idola mereka.

Masyarakat Korea Selatan tak enggan untuk merogoh kantong mereka demi mengikuti trend pakaian terbaru, ataupun membeli aksesoris yang akan membuat mereka terlihat lebih fashionable. Handbag kulit pun menjadi salah satu aksesoris favorit dan yang paling elegan dalam trend fashion di Korea Selatan. Aksesoris bermotif kulit ular, terutama kulit piton menjadi trend baru yang sangat digemari oleh masyarakat Korea memasuki musim gugur tahun 2013 ini.

2. PENDAHULUAN

Industri kulit mulai berkembang di Indonesia sejak tahun 1970-an. Pada sektor hulu, terjadi pertumbuhan dari 37 pabrik berukuran besar dan menengah di tahun 1975 menjadi 112 di tahun 1995. Pada tahun 1975-1990 bermunculan sentra-sentra industri kulit seperti di Magetan, Garut, dan Madiun. Pada tahun yang sama terjadi peningkatan jumlah pabrik dari sekitar 200 pabrik menjadi 500 pabrik pada rentang masa yang sama. Kapasitas terpasang meningkat dari 40.000 ton menjadi 70.000 ton per tahun .

Salah satu daerah sentra kerajinan kulit di Indonesia adalah Propinsi Jawa Timur, tepatnya di Kecamatan Tanggulangin Kabupaten Sidoarjo. Dilihat dari data statistik Provinsi Jawa Timur, produk tas kulit memberikan nilai yang besar terhadap total produk kulit secara keseluruhan (lihat Tabel 1.1). Dalam tabel tersebut, total nilai produksi dari kerajinan kulit pada tahun 2000 lebih dari 20 milyar. Dari total nilai tersebut, tas kulit menyumbangkan persentase terbesar senilai lebih dari 14 milyar (17,42%). Tabel 1.1 berikut menunjukkan besarnya nilai produksi masing-masing produk kulit.

Tabel 1.1.
 Nilai Produksi Tas Kulit Diantara Semua Produk Kulit
 yang Dihasilkan oleh Industri Besar dan Sedang di Jawa Timur (Tahun 2000)

No	Uraian	Satuan	Banyaknya	Nilai (000 Rp)
1	Ikat pinggang	Buah	4.123	132.795
2	Jaket	Buah	1.264	753.753
3	Sandal	Pasang	3.237	83.963
4	Sarung Tangan	Buah	24.100	106.900
5	Sepatu	Pasang	13.728	527.691
6	Dompet	Buah	2.029.075	3.749.565
7	Rompi	Buah	500	162.500
8	Tas	Buah	373.021	14.485.215
Jumlah			2.449.048	20.002.382

Sumber: Direktori Perusahaan, Statistik Industri Besar dan Sedang di Jawa Timur. 2000.

Berdasarkan kode HS, komoditi produk handbag kulit yang akan dibahas dalam market brief adalah sebagai berikut.

Tabel 1.2 Komoditi Produk Handbag Kulit Menurut Kode HS di Korea Selatan

Kode HS		Komoditi
4202	21	. With outer surface of leather or of composition leather
4202	21	.. Of leather
4202	21	... Of snake
4202	21	... Of lizard
4202	21	... Of crocodile
4202	21	... Of eels
4202	21	... Of kangaroo
4202	21	... Other
4202	21	.. Of composition leather
4202	21	.. Of patent leather

Sumber : www.customs.go.kr

3. POTENSI PASAR KOREA SELATAN

3.1 Ekspor – Impor Produk Handbag Kulit Indonesia – Korea Selatan

**Tabel 3.1 Importir Produk Handbag Kulit (kode HS 420221) Di Dunia
(Peringkat berdasarkan data tahun 2012)
(dalam US\$ 1000)**

Peringkat	Importir	2009	2010	2011	2012
	Dunia	5,533,723	6,635,696	9,133,277	10,309,312
1	Hong Kong, China	907,573	1,167,794	1,651,126	1,785,832
2	Amerika Serikat	918,194	1,017,902	1,204,817	1,327,391
3	Perancis	506,736	552,496	854,007	1,072,026
4	China	122,335	231,425	448,989	593,493
5	Italy	370,767	403,221	566,858	575,200
6	Korea Selatan	193,854	295,194	484,611	564,232
7	United Kingdom	329,367	383,952	497,285	540,106
8	Jepang	295,113	346,426	390,622	445,494
9	Germany	225,260	255,050	375,510	345,615
10	Macao, China	90,779	150,045		345,486

Sumber : www.trademap.org

Seperti yang ditunjukkan tabel 3.1, Korea Selatan berada di peringkat 6 sebagai importir handbag kulit di dunia. Hal ini menunjukkan betapa handbag kulit sangat diminati di pasar Korea. Fashion menjadi sesuatu yang melekat pada masyarakat Korea, dan handbag kulit pun menjadi *item* yang “wajib” dimiliki oleh wanita. Namun demikian, sekarang pria pun tak mau kalah dengan wanita. Pria di korea banyak yang menggunakan handbag kulit sebagai pelengkap gaya mereka.

**Tabel 3.2 Urutan Negara Eksportir Produk Handbag Kulit (kode HS 420221) Di Dunia
Tahun 2009 – 2012 (Peringkat berdasarkan data tahun 2012)
(dalam US\$ 1000)**

Peringkat	Eksportir	2009	2010	2011	2012
	Dunia	5,677,585	6,855,310	9,735,519	10,555,130
1	Italia	1,613,791	1,800,049	2,751,288	3,113,852
2	Hong Kong, China	873,451	1,292,622	1,809,562	1,872,034

3	China	1,021,804	1,338,190	1,721,597	1,799,451
4	Perancis	874,113	1,012,437	1,522,757	1,763,273
5	India	227,757	246,728	324,452	333,014
6	Singapura	164,865	184,399	236,165	187,310
7	Spanyol	85,878	91,708	134,396	144,019
8	United Kingdom	61,041	87,771	138,353	140,238
9	Amerika Serikat	117,140	109,880	119,739	123,792
10	German	100,317	92,849	153,104	118,560
15	Indonesia	43,124	62,648	78,427	71,102

Sumber : www.trademap.org

Seperti yang dapat dilihat di tabel 3.2, Indonesia menempati urutan ke 15 sebagai eksportir handbag kulit ke dunia tahun 2012, dengan nilai ekspor sebesar 71.102.000 dolar amerika. Peringkat ini sudah termasuk baik, namun sebenarnya masih dapat ditingkatkan lagi ke depannya.

**Tabel 3.3 Ekspor Produk Handbag Kulit (kode HS 420221) Indonesia Ke Dunia
Tahun 2009 – 2012 (Peringkat berdasarkan data tahun 2012)
(dalam US\$ 1000)**

Peringkat	Importir	2009	2010	2011	2012
	Dunia	43,124	62,648	78,427	71,102
1	Amerika Serikat	28,705	38,397	41,607	33,895
2	Hong Kong, China	3,440	5,848	9,803	12,893
3	Italia	5,825	6,136	8,996	8,456
4	Belanda	609	2,491	5,651	6,402
5	German	316	2,569	4,470	2,798
6	Singapura	85	316	197	2,132
7	Spanyol	66	807	1,523	1,194
8	Jepang	1,637	1,658	1,586	818
9	Kanada	206	547	552	585
10	Barbados	0	0	0	301
13	Korea Selatan	426	1,131	410	273

Sumber : www.trademap.org

Korea Selatan menempati peringkat ke 13 sebagai importir handbag kulit dari Indonesia tahun 2012 dengan angka 273.000 dolar amerika. Angka ekspor ini terus menurun dari tahun 2010, dengan penurunan yang cukup drastis dari 2010 ke 2011 yaitu sebesar 63%, lalu 2011 ke 2012 sebesar 33%. Hal ini mungkin disebabkan oleh pengaruh dari krisis financial Eropa yang dimulai pada akhir tahun 2009 dan mencapai puncaknya di tahun 2011, serta berlanjut sampai tahun 2012.

**Tabel 3.4 Impor Produk Handbag Kulit (kode HS 420221) Korea Selatan dari Dunia
Tahun 2009 – 2012 (Peringkat berdasarkan data tahun 2012)
(dalam US\$ 1000)**

Peringkat	Eksportir	2009	2010	2011	2012
	Dunia	193,854	295,194	484,611	564,232
1	Italia	83,272	115,042	221,619	284,468
2	Perancis	48,944	83,185	120,865	136,009
3	China	49,844	75,760	105,374	104,663
4	Turki	1,813	5,409	10,173	10,734
5	Spanyol	2,066	2,675	6,742	6,121
6	United Kingdom	881	1,518	3,282	3,770
7	Indonesia	1,225	2,764	2,136	2,564
8	Romania	241	1,269	1,949	2,170
9	Swiss	813	1,092	2,861	1,814
10	Singapura	195	552	1,109	1,794

Sumber : www.trademap.org

Walaupun Korea Selatan menempati peringkat ke 13 sebagai importir handbag kulit dari Indonesia, sebaliknya Indonesia menempati peringkat ke 7 sebagai eksportir handbag kulit ke Korea Selatan. Peringkat pertama dan kedua ditempati oleh Italia dan Perancis yang notabene memang pusat fashion dunia.

(catatan: angka ekspor Indonesia ke Korea Selatan di tabel 3.3 dengan angka impor Korea Selatan dari Indonesia di tabel 3.4 seharusnya sama, namun di situs sumber tertulis angka demikian seperti yang ada di tabel.)

3.2 Jenis-jenis Handbag Kulit di Pasar Korea Selatan

Berikut di bawah ini adalah beberapa jenis handbag kulit yang ada di pasaran Korea Selatan:

a. Ukuran : 45 x 27 x 15cm, tinggi handle 24cm

Bahan : Premium natural cowhide

Harga : 145.000 won

Buatan : Korea

Sumber : <http://www.gabangiyaki.com>



b. Ukuran : 35 x 29 x 16cm

Bahan : Kulit buaya (luar), kulit sapi (dalam)

Harga : 970.000 won

Buatan : Korea

Sumber : <http://www.leeonmall.com>



c. Ukuran : 35x24x18cm

Bahan : Kulit piton

Harga : 1.105.000 won

Buatan : Spanyol

Sumber : <http://www.clement.co.kr>



3.3 Kebijakan Impor Handbag Kulit di Korea Selatan

Tabel 3.5 Ketetapan Tarif Komoditi Handbag Kulit (kode HS 420221)

HS	420221-1010				
GOODS	Of snake				
UNIT	kg				
ORIGIN YES/NO	YES				
MARK METHOD	YES				
CUSTOMS					
DITC	RATE	UNIT	TAX RATE	START DATE	END DATE
A - General duty rate	8	0.0	0.0	2013.01.01	2013.12.31
C - WTO Concessive duty rate	16	0.0	0.0	2013.01.01	2013.12.31
E1 - Asia-Pacific Concessive duty rate (general)	5.6	0.0	0.0	2013.01.01	2013.12.31
E2 - Asia-Pacific Concessive duty rate (Bangladesh)	0	0.0	0.0	2013.01.01	2013.12.31
E3 - Asia-Pacific Concessive duty rate (Laos)	0	0.0	0.0	2013.01.01	2013.12.31
FAS1 - Korea-ASEAN FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FCL1 - Korea-Chile FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FEF 1 - Korea-EFTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FEU1 - Korea-EU FTA Tariff (1)	0.5	0.0	0.0	2013.01.01	2013.06.30
FIN1 - Korea-India CEPA Tariff (1)	0.4	0.0	0.0	2013.01.01	2013.12.31
FPE1 - Korea-Peru FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FSG1 - Korea-Singapore FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FTR1 - Korea-Turki FTA Tariff (1)	1.5	0.0	0.0	2013.05.01	2013.12.31
FUS1 - Korea-US FTA Tariff (1)	1.2	0.0	0.0	2013.01.01	2013.12.31
R - Generalized Preferential duty rate	0	0.0	0.0	2013.01.01	2013.12.31
U - North-Korea Duty Exemption	0	0.0	0.0	2013.01.01	2013.12.31
Import Condition	<p>[Wildlife Conservation and Management Act]</p> <ul style="list-style-type: none"> · As specified in the Integrated Public Announcement in Schedule 5, goods can be imported with the permission of the Mayor, County Headman, and Head of District Office. · As specified in the Integrated Public Announcement in Schedule 6 about CITES regulations, goods can be imported with the permission of the Environment 				

	Commissioner or Regional Environment Commissioner. . As specified in the Integrated Public Announcement in Schedule 8 about Endangered Species, animal and plants can be imported with the permission of the Environment Commissioner or Regional Environment Commissioner.		
Export Condition	[Wildlife Conservation and Management Act] . As specified in the Integrated Public Announcement in Schedule 5, based on the Wild Fauna and Plant Protection Act, lawfully captured things (artificial breeding and re-export included) can be exported with the permission of the Mayor, County Headman, and Head of District Office. . As specified in the Integrated Public Announcement in Schedule 6 about CITES regulations, goods can be exported with the permission of the Environment Commissioner or Regional Environment Commissioner. . As specified in the Integrated Public Announcement in Schedule 8 about Endangered Species, animal and plants can be exported with the permission of the Environment Commissioner or Regional Environment Commissioner.		
Simplified Fixed Drawback			
Effective Date	End Date	Specifications	Drawback per KRW 10000
1900.01.01	1992.01.31	Of snake	200
1993.02.01	1994.01.31	Of snake	20
2002.01.01	2002.12.31	Of snake	200
2003.01.01	2003.12.31	Of snake	210
2004.01.01	2004.05.31	Of snake	200
2004.06.01	2004.12.31	Of snake	200
2005.01.01	2005.12.31	Of snake	200
2006.01.01	2006.12.31	Of snake	190
2007.01.01	2007.12.31	Of snake	160
2008.01.01	2008.12.31	Of snake	190
2009.01.01	2009.12.31	Of snake	180
2010.01.01	2010.12.31	Of snake	180
2011.01.01	2011.07.03	Of snake	140
2011.07.04	2011.12.31	Of snake	140
2012.01.01	2012.06.30	Of snake	180
2012.07.01	2012.12.31	Of snake	180
2013.01.01		Of snake	160

Sumber : <http://portal.customs.go.kr>

HS	420221-1020				
GOODS	Of lizard				
UNIT	kg				
ORIGIN YES/NO	YES				
MARK METHOD	YES				
CUSTOMS					
DITC	RATE	UNIT	TAX RATE	START DATE	END DATE
A - General duty rate	8	0.0	0.0	2013.01.01	2013.12.31
E1 - Asia-Pacific Concessive duty rate (general)	5.6	0.0	0.0	2013.01.01	2013.12.31
E2 - Asia-Pacific Concessive duty rate (Bangladesh)	0	0.0	0.0	2013.01.01	2013.12.31
E3 - Asia-Pacific Concessive duty rate (Laos)	0	0.0	0.0	2013.01.01	2013.12.31
FAS1 - Korea-ASEAN FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FCL1 - Korea-Chile FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FEF 1 - Korea-EFTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FEU1 - Korea-EU FTA Tariff (1)	2	0.0	0.0	2013.01.01	2013.06.30
FIN1 - Korea-India CEPA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FPE1 - Korea-Peru FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FSG1 - Korea-Singapore FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FTR1 - Korea-Turki FTA Tariff (1)	0	0.0	0.0	2013.05.01	2013.12.31
FUS1 - Korea-US FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
R - Generalized Preferential duty rate	0	0.0	0.0	2013.01.01	2013.12.31
U - North-Korea Duty Exemption	0	0.0	0.0	2013.01.01	2013.12.31
Import Condition	<p>[Wildlife Conservation and Management Act]</p> <ul style="list-style-type: none"> · As specified in the Integrated Public Announcement in Schedule 5, goods can be imported with the permission of the Mayor, County Headman, and Head of District Office. · As specified in the Integrated Public Announcement in Schedule 6 about CITES regulations, goods can be imported with the permission of the Environment Commissioner or Regional Environment Commissioner. · As specified in the Integrated Public Announcement in Schedule 8 about Endangered Species, animal and plants can be imported with the permission of the Environment Commissioner or Regional Environment Commissioner. 				
Export Condition	<p>[Wildlife Conservation and Management Act]</p> <ul style="list-style-type: none"> · As specified in the Integrated Public Announcement in Schedule 5, based on the Wild Fauna and Plant Protection Act, lawfully captured things (artificial breeding 				

and re-export included) can be exported with the permission of the Mayor, County Headman, and Head of District Office.

- As specified in the Integrated Public Announcement in Schedule 6 about CITES regulations, goods can be exported with the permission of the Environment Commissioner or Regional Environment Commissioner.
- As specified in the Integrated Public Announcement in Schedule 8 about Endangered Species, animal and plants can be exported with the permission of the Environment Commissioner or Regional Environment Commissioner.

Simplified Fixed Drawback

Effective Date	End Date	Specifications	Drawback per KRW 10000
1900.01.01	1992.01.31	Of lizard	100
2007.01.01	2007.12.31	Of lizard	70
2008.01.01	2008.12.31	Of lizard	90
2009.01.01	2009.12.31	Of lizard	90
2010.01.01	2010.12.31	Of lizard	90
2011.01.01	2011.07.03	Of lizard	90
2011.07.04	2011.12.31	Of lizard	90
2012.01.01	2012.06.30	Of lizard	90
2012.07.01	2012.12.31	Of lizard	90
2013.01.01		Of lizard	70

Sumber : <http://portal.customs.go.kr>

HS	420221-1030				
GOODS	Of crocodile				
UNIT	kg				
ORIGIN YES/NO	YES				
MARK METHOD	YES				
CUSTOMS					
DITC	RATE	UNIT	TAX RATE	START DATE	END DATE
A - General duty rate	8	0.0	0.0	2013.01.01	2013.12.31
E1 - Asia-Pacific Concessive duty rate (general)	5.6	0.0	0.0	2013.01.01	2013.12.31
E2 - Asia-Pacific Concessive duty rate (Bangladesh)	0	0.0	0.0	2013.01.01	2013.12.31
E3 - Asia-Pacific Concessive duty rate (Laos)	0	0.0	0.0	2013.01.01	2013.12.31
FAS1 - Korea-ASEAN FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FCL1 - Korea-Chile FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FEF 1 - Korea-EFTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FEU1 - Korea-EU FTA Tariff (1)	2	0.0	0.0	2013.01.01	2013.06.30
FIN1 - Korea-India CEPA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FPE1 - Korea-Peru FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FSG1 - Korea-Singapore FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FTR1 - Korea-Turki FTA Tariff (1)	0	0.0	0.0	2013.05.01	2013.12.31
FUS1 - Korea-US FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
R - Generalized Preferential duty rate	0	0.0	0.0	2013.01.01	2013.12.31
U - North-Korea Duty Exemption	0	0.0	0.0	2013.01.01	2013.12.31
Import Condition	<p>[Wildlife Conservation and Management Act]</p> <ul style="list-style-type: none"> As specified in the Integrated Public Announcement in Schedule 5, goods can be imported with the permission of the Mayor, County Headman, and Head of District Office. As specified in the Integrated Public Announcement in Schedule 6 about CITES regulations, goods can be imported with the permission of the Environment Commissioner or Regional Environment Commissioner. 				
Export Condition	<p>[Wildlife Conservation and Management Act]</p> <ul style="list-style-type: none"> As specified in the Integrated Public Announcement in Schedule 5, based on the Wild Fauna and Plant Protection Act, lawfully captured things (artificial breeding and re-export included) can be exported with the permission of the Mayor, County Headman, and Head of District Office. As specified in the Integrated Public Announcement in Schedule 6 about CITES 				

regulations, goods can be exported with the permission of the Environment Commissioner or Regional Environment Commissioner.

Simplified Fixed Drawback			
Effective Date	End Date	Specifications	Drawback per KRW 10000
2000.04.01	2000.12.31	Of crocodile	260
2001.01.01	2001.12.31	Of crocodile	250
2002.01.01	2002.12.31	Of crocodile	220
2003.01.01	2003.12.31	Of crocodile	60
2004.01.01	2004.05.31	Of crocodile	60
2004.06.01	2004.12.31	Of crocodile	60
2005.01.01	2005.12.31	Of crocodile	80
2006.01.01	2006.12.31	Of crocodile	80
2007.01.01	2007.12.31	Of crocodile	110
2008.01.01	2008.12.31	Of crocodile	150
2009.01.01	2009.12.31	Of crocodile	160
2010.01.01	2010.12.31	Of crocodile	180
2011.01.01	2011.07.03	Of crocodile	150
2011.07.04	2011.12.31	Of crocodile	150
2012.01.01	2012.06.30	Of crocodile	170
2012.07.01	2012.12.31	Of crocodile	170
2013.01.01		Of crocodile	160

Sumber : <http://portal.customs.go.kr>

HS	420221-1040				
GOODS	Of eels				
UNIT	kg				
ORIGIN YES/NO	YES				
MARK METHOD	YES				
CUSTOMS					
DITC	RATE	UNIT	TAX RATE	START DATE	END DATE
A - General duty rate	8	0.0	0.0	2013.01.01	2013.12.31
E1 - Asia-Pacific Concessive duty rate (general)	5.6	0.0	0.0	2013.01.01	2013.12.31
E2 - Asia-Pacific Concessive duty rate (Bangladesh)	0	0.0	0.0	2013.01.01	2013.12.31
E3 - Asia-Pacific Concessive duty rate (Laos)	0	0.0	0.0	2013.01.01	2013.12.31
FAS1 - Korea-ASEAN FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FCL1 - Korea-Chile FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FEF 1 - Korea-EFTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FEU1 - Korea-EU FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.06.30
FIN1 - Korea-India CEPA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FPE1 - Korea-Peru FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FSG1 - Korea-Singapore FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FTR1 - Korea-Turki FTA Tariff (1)	0	0.0	0.0	2013.05.01	2013.12.31
FUS1 - Korea-US FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
R - Generalized Preferential duty rate	0	0.0	0.0	2013.01.01	2013.12.31
U - North-Korea Duty Exemption	0	0.0	0.0	2013.01.01	2013.12.31
Simplified Fixed Drawback					
Effective Date	End Date	Specifications	Drawback per KRW 10000		
1900.01.01	1992.01.31	Of eels	190		
1993.02.01	1994.01.31	Of eels	120		
1994.02.01	1995.01.31	Of eels	120		
1995.02.01	1996.02.30	Of eels	90		
1996.03.01	1997.03.31	Of eels	70		

1997.04.01	1998.04.06	Of eels	50
1998.04.07	1999.01.31	Of eels	150
1999.02.01	1999.03.31	Of eels	130
1999.04.01	2000.03.31	Of eels	130
2000.04.01	2000.12.31	Of eels	130
2001.01.01	2001.12.31	Of eels	130
2002.01.01	2002.12.31	Of eels	130
2003.01.01	2003.12.31	Of eels	130
2004.01.01	2004.05.31	Of eels	130
2004.06.01	2004.12.31	Of eels	130
2005.01.01	2005.12.31	Of eels	130
2006.01.01	2006.12.31	Of eels	130
2007.01.01	2007.12.31	Of eels	130
2008.01.01	2008.12.31	Of eels	130
2009.01.01	2009.12.31	Of eels	130
2010.01.01	2010.12.31	Of eels	130
2011.01.01	2011.07.03	Of eels	130
2011.07.04	2011.12.31	Of eels	130
2012.01.01	2012.06.30	Of eels	130
2012.07.01	2012.12.31	Of eels	130
2013.01.01		Of eels	100

Sumber : <http://portal.customs.go.kr>

HS	420221-1050				
GOODS	Of kangaroo				
UNIT	kg				
ORIGIN YES/NO	YES				
MARK METHOD	YES				
CUSTOMS					
DITC	RATE	UNIT	TAX RATE	START DATE	END DATE
A - General duty rate	8	0.0	0.0	2013.01.01	2013.12.31
E1 - Asia-Pacific Concessive duty rate (general)	5.6	0.0	0.0	2013.01.01	2013.12.31
E2 - Asia-Pacific Concessive duty rate (Bangladesh)	0	0.0	0.0	2013.01.01	2013.12.31
E3 - Asia-Pacific Concessive duty rate (Laos)	0	0.0	0.0	2013.01.01	2013.12.31
FAS1 - Korea-ASEAN FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FCL1 - Korea-Chile FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FEF 1 - Korea-EFTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FEU1 - Korea-EU FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.06.30
FIN1 - Korea-India CEPA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FPE1 - Korea-Peru FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FSG1 - Korea-Singapore FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FTR1 - Korea-Turki FTA Tariff (1)	0	0.0	0.0	2013.05.01	2013.12.31
FUS1 - Korea-US FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
R - Generalized Preferential duty rate	0	0.0	0.0	2013.01.01	2013.12.31
U - North-Korea Duty Exemption	0	0.0	0.0	2013.01.01	2013.12.31
Import Condition	<p>[Wildlife Conservation and Management Act]</p> <ul style="list-style-type: none"> As specified in the Integrated Public Announcement in Schedule 5, goods can be imported with the permission of the Mayor, County Headman, and Head of District Office. As specified in the Integrated Public Announcement in Schedule 6 about CITES regulations, goods can be imported with the permission of the Environment Commissioner or Regional Environment Commissioner. 				
Export Condition	<p>[Wildlife Conservation and Management Act]</p> <ul style="list-style-type: none"> As specified in the Integrated Public Announcement in Schedule 5, based on the Wild Fauna and Plant Protection Act, lawfully captured things (artificial breeding and re-export included) can be exported with the permission of the Mayor, County Headman, and Head of District Office. As specified in the Integrated Public Announcement in Schedule 6 about CITES 				

	regulations, goods can be exported with the permission of the Environment Commissioner or Regional Environment Commissioner.
Export Condition [Ministry of Environment]	[Protection and Hunting of Wild Birds and Animals Act] . As specified in the Integrated Public Announcement in Schedule 5, based on the Protection and Hunting of Wild Birds and Animals Act, lawfully captured things (artificial breeding and re-export included) can be exported with the permission of the Environmental Management Commissioner, Governor of the province or city (delegated authority including the Mayor, County Headman, and Head of District Office).

Sumber : <http://portal.customs.go.kr>

HS	420221-1090				
GOODS	Other				
UNIT	kg				
ORIGIN YES/NO	YES				
MARK METHOD	YES				
CUSTOMS					
DITC	RATE	UNIT	TAX RATE	START DATE	END DATE
A - General duty rate	8	0.0	0.0	2013.01.01	2013.12.31
E1 - Asia-Pacific Concessive duty rate (general)	5.6	0.0	0.0	2013.01.01	2013.12.31
E2 - Asia-Pacific Concessive duty rate (Bangladesh)	0	0.0	0.0	2013.01.01	2013.12.31
E3 - Asia-Pacific Concessive duty rate (Laos)	0	0.0	0.0	2013.01.01	2013.12.31
FAS1 - Korea-ASEAN FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FCL1 - Korea-Chile FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FEF 1 - Korea-EFTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FEU1 - Korea-EU FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.06.30
FIN1 - Korea-India CEPA Tariff (1)	1.6	0.0	0.0	2013.01.01	2013.12.31
FPE1 - Korea-Peru FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FSG1 - Korea-Singapore FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FTR1 - Korea-Turki FTA Tariff (1)	0	0.0	0.0	2013.05.01	2013.12.31
FUS1 - Korea-US FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
R - Generalized Preferential duty rate	0	0.0	0.0	2013.01.01	2013.12.31
U - North-Korea Duty Exemption	0	0.0	0.0	2013.01.01	2013.12.31
Import Condition	<p>[Wildlife Conservation and Management Act]</p> <ul style="list-style-type: none"> As specified in the Integrated Public Announcement in Schedule 5, goods can be imported with the permission of the Mayor, County Headman, and Head of District Office. As specified in the Integrated Public Announcement in Schedule 6 about CITES regulations, goods can be imported with the permission of the Environment Commissioner or Regional Environment Commissioner. 				
Export Condition	<p>[Wildlife Conservation and Management Act]</p> <ul style="list-style-type: none"> As specified in the Integrated Public Announcement in Schedule 5, based on the Wild Fauna and Plant Protection Act, lawfully captured things (artificial breeding and re-export included) can be exported with the permission of the Mayor, County Headman, and Head of District Office. As specified in the Integrated Public Announcement in Schedule 6 about CITES 				

	regulations, goods can be exported with the permission of the Environment Commissioner or Regional Environment Commissioner.		
Export Condition [Ministry of Environment]	[Protection and Hunting of Wild Birds and Animals Act] . As specified in the Integrated Public Announcement in Schedule 5, based on the Protection and Hunting of Wild Birds and Animals Act, lawfully captured things (artificial breeding and re-export included) can be exported with the permission of the Environmental Management Commissioner, Governor of the province or city (delegated authority including the Mayor, County Headman, and Head of District Office).		
Simplified Fixed Drawback			
Effective Date	End Date	Specifications	Drawback per KRW 10000
1900.01.01	1992.01.31	Other	440
1994.02.01	1995.01.31	Other	60
1995.02.01	1996.02.30	Other	70
1996.03.01	1997.03.31	Other	80
1997.04.01	1998.04.06	Other	60
1998.04.07	1999.01.31	Other	140
1999.02.01	1999.03.31	Other	220
1999.04.01	2000.03.31	Other	210
2000.04.01	2000.12.31	Other	220
2001.01.01	2001.12.31	Other	190
2002.01.01	2002.12.31	Other	200
2003.01.01	2003.12.31	Other	200
2004.01.01	2004.05.31	Other	200
2004.06.01	2004.12.31	Other	200
2005.01.01	2005.12.31	Other	140
2006.01.01	2006.12.31	Other	140
2007.01.01	2007.12.31	Other	120
2008.01.01	2008.12.31	Other	120
2009.01.01	2009.12.31	Other	130
2010.01.01	2010.12.31	Other	100
2011.01.01	2011.07.03	Other	110
2011.07.04	2011.12.31	Other	110
2012.01.01	2012.06.30	Other	140
2012.07.01	2012.12.31	Other	140
2013.01.01		Other	100

Sumber : <http://portal.customs.go.kr>

HS	420221-2000				
GOODS	Of composition leather				
UNIT	kg				
ORIGIN YES/NO	YES				
MARK METHOD	YES				
CUSTOMS					
DITC	RATE	UNIT	TAX RATE	START DATE	END DATE
A - General duty rate	8	0.0	0.0	2013.01.01	2013.12.31
E1 - Asia-Pacific Concessive duty rate (general)	5.6	0.0	0.0	2013.01.01	2013.12.31
E2 - Asia-Pacific Concessive duty rate (Bangladesh)	0	0.0	0.0	2013.01.01	2013.12.31
E3 - Asia-Pacific Concessive duty rate (Laos)	0	0.0	0.0	2013.01.01	2013.12.31
FAS1 - Korea-ASEAN FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FCL1 - Korea-Chile FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FEF 1 - Korea-EFTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FEU1 - Korea-EU FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.06.30
FIN1 - Korea-India CEPA Tariff (1)	1.6	0.0	0.0	2013.01.01	2013.12.31
FPE1 - Korea-Peru FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FSG1 - Korea-Singapore FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FTR1 - Korea-Turki FTA Tariff (1)	0	0.0	0.0	2013.05.01	2013.12.31
FUS1 - Korea-US FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
R - Generalized Preferential duty rate	0	0.0	0.0	2013.01.01	2013.12.31
U - North-Korea Duty Exemption	0	0.0	0.0	2013.01.01	2013.12.31
Export Condition [Ministry of Environment]	[Protection and Hunting of Wild Birds and Animals Act] . As specified in the Integrated Public Announcement in Schedule 5, based on the Protection and Hunting of Wild Birds and Animals Act, lawfully captured things (artificial breeding and re-export included) can be exported with the permission of the Environmental Management Commissioner, Governor of the province or city (delegated authority including the Mayor, County Headman, and Head of District Office).				
Simplified Fixed Drawback					
Effective Date	End Date	Specifications		Drawback per KRW 10000	
1900.01.01	1992.01.31	Of composition leather		140	

1993.02.01	1994.01.31	Of composition leather	20
1994.02.01	1995.01.31	Of composition leather	40
1995.02.01	1996.02.30	Of composition leather	30
1996.03.01	1997.03.31	Of composition leather	30
1997.04.01	1998.04.06	Of composition leather	30
1998.04.07	1999.01.31	Of composition leather	60
1999.02.01	1999.03.31	Of composition leather	60
1999.04.01	2000.03.31	Of composition leather	60
2000.04.01	2000.12.31	Of composition leather	60
2001.01.01	2001.12.31	Of composition leather	60
2002.01.01	2002.12.31	Of composition leather	60
2003.01.01	2003.12.31	Of composition leather	60
2004.01.01	2004.05.31	Of composition leather	60
2004.06.01	2004.12.31	Of composition leather	60
2005.01.01	2005.12.31	Of composition leather	60
2006.01.01	2006.12.31	Of composition leather	60
2007.01.01	2007.12.31	Of composition leather	60
2008.01.01	2008.12.31	Of composition leather	60
2009.01.01	2009.12.31	Of composition leather	60
2010.01.01	2010.12.31	Of composition leather	60
2011.01.01	2011.07.03	Of composition leather	60
2011.07.04	2011.12.31	Of composition leather	60
2012.01.01	2012.06.30	Of composition leather	60
2012.07.01	2012.12.31	Of composition leather	60
2013.01.01		Of composition leather	50

Sumber : <http://portal.customs.go.kr>

HS	420221-3000				
GOODS	Of patent leather				
UNIT	kg				
ORIGIN YES/NO	YES				
MARK METHOD	YES				
CUSTOMS					
DITC	RATE	UNIT	TAX RATE	START DATE	END DATE
A - General duty rate	8	0.0	0.0	2013.01.01	2013.12.31
E1 - Asia-Pacific Concessive duty rate (general)	5.6	0.0	0.0	2013.01.01	2013.12.31
E2 - Asia-Pacific Concessive duty rate (Bangladesh)	0	0.0	0.0	2013.01.01	2013.12.31
E3 - Asia-Pacific Concessive duty rate (Laos)	0	0.0	0.0	2013.01.01	2013.12.31
FAS1 - Korea-ASEAN FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FCL1 - Korea-Chile FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FEF 1 - Korea-EFTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FEU1 - Korea-EU FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.06.30
FIN1 - Korea-India CEPA Tariff (1)	1.6	0.0	0.0	2013.01.01	2013.12.31
FPE1 - Korea-Peru FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FSG1 - Korea-Singapore FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
FTR1 - Korea-Turki FTA Tariff (1)	0	0.0	0.0	2013.05.01	2013.12.31
FUS1 - Korea-US FTA Tariff (1)	0	0.0	0.0	2013.01.01	2013.12.31
R - Generalized Preferential duty rate	0	0.0	0.0	2013.01.01	2013.12.31
U - North-Korea Duty Exemption	0	0.0	0.0	2013.01.01	2013.12.31
Export Condition [Ministry of Environment]	[Protection and Hunting of Wild Birds and Animals Act] . As specified in the Integrated Public Announcement in Schedule 5, based on the Protection and Hunting of Wild Birds and Animals Act, lawfully captured things (artificial breeding and re-export included) can be exported with the permission of the Environmental Management Commissioner, Governor of the province or city (delegated authority including the Mayor, County Headman, and Head of District Office).				
Simplified Fixed Drawback					
Effective Date	End Date	Specifications		Drawback per KRW 10000	
1900.01.01	1992.01.31	Of patent leather		560	

1993.02.01	1994.01.31	Of patent leather	10
1994.02.01	1995.01.31	Of patent leather	20
1995.02.01	1996.02.30	Of patent leather	20
1996.03.01	1997.03.31	Of patent leather	20
1997.04.01	1998.04.06	Of patent leather	20
1998.04.07	1999.01.31	Of patent leather	30
1999.02.01	1999.03.31	Of patent leather	30
1999.04.01	2000.03.31	Of patent leather	30
2000.04.01	2000.12.31	Of patent leather	30
2001.01.01	2001.12.31	Of patent leather	30
2002.01.01	2002.12.31	Of patent leather	30
2003.01.01	2003.12.31	Of patent leather	30

Sumber : <http://portal.customs.go.kr>

4. ANALISIS SWOT

4.1 Strengths (Kelebihan)

- Di Indonesia, kulit merupakan salah satu bahan mentah yang cukup melimpah.

4.2 Weaknesses (Kelemahan)

- Kemampuan inovasi desain yang relatif kurang.
- Tidak adanya Standar Nasional Indonesia mengenai produk dari kerajinan kulit membuat kualitas yang dihasilkan sangat beragam.

4.3 Opportunities (Peluang)

- Tarif 0% untuk produk handbag kulit dari Indonesia (negara ASEAN).

4.4 Threats (Ancaman)

- Industri kulit dan produk kulit di dalam negeri kesulitan memperoleh bahan baku akibat kebijakan karantina yang ketat yang hanya mengizinkan impor dari negara yang bebas penyakit mulut dan kuku (PMK).

5. STRATEGI

Untuk meningkatkan produksi dan ekspor handbag kulit, ada beberapa cara yang dapat dilakukan. Diantaranya adalah sebagai berikut:

1. Industri pengolahan tas kulit sebaiknya diusahakan secara mengelompok karena akan lebih cepat berkembang seperti pada sentra industri di Tanggulangin.
2. Peran pemerintah masih sangat diperlukan terutama yang bersifat regulatif yang bisa mengatur kebutuhan bahan baku sehingga bisa mencukupi kebutuhan pengrajin dalam negeri dan dengan harga yang lebih terjangkau.
3. Diperlukan sarana yang bisa menghubungkan para produsen dengan konsumen luar negeri secara langsung karena selama ini ekspor selalu melalui pihak ketiga.
4. Diperlukan promosi yang mampu menguatkan daya tawar produk kulit karena dari segi kualitas tidak kalah dari produk-produk asing yang banyak beredar.

6. INFORMASI PENTING

6.1 Daftar Importir Handbag Kulit di Korea Selatan

<http://korea.tradeford.com/buyers/leather-handbag>

6.2 Pameran Terkait Handbag Kulit di Korea Selatan **Korea Style Week 2014**

9-12 Januari 2014

COEX, Hall D, Seoul, Korea

Organizer: EXMG, FAIR STAR

http://styleweek.org/?page_id=2883

7. REFERENSI

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<http://www.leeonmall.com>

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