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## Factors of low competitiveness of seaweed export in South Sulawesi, Indonesia

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### Keywords

Competitiveness, holistic, integrative, intergovernmental

### Abstract

*The research objective of this research is to find the cause why the policy of increasing seaweed export competitiveness in South Sulawesi Province Indonesia area has not been effective yet. The purpose of this research is to identify and map the perceptions and expectations of stakeholders related to efforts to increase their seaweed export competitiveness, and to identify and describe local government policies and their implementation related to the improvement of seaweed export competitiveness. The research method used to achieve the purpose of this research is by using qualitative approach. This research was conducted in three districts considered to represent the characteristics of the research object. The research data was obtained through in-depth interviews to all key informants and supported by secondary data. The results showed that the perception of farmers' community on the prospect of this industry in the long run is very high because it is very promising. However, such high expectations have not been supported by government policies related to various factors, among others; The holistic and integrative policies have not been built in relation to efforts to improve the ability of seaweed farmers in managing their seaweed business, whether related to technical competence of quality seaweed processing, traditional use of processing technology, government support Related to the provision of supporting facilities and infrastructure to produce export quality seaweed is still lacking, capital support to expand their business is still weak, and there is no policy on cooperation between regional governments in the management of seaweed (intergovernmental cooperation). This paper is original*

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