

ABSTRAK

Tikala Ferdinan Sompi (01047210001)

PERAN FREIGHT FORWARDER PADA PERDAGANGAN INTERNASIONAL: STUDI KASUS PT SKY LIGHT MULTITRADA TAHUN 2021–2023

(xiv + 62 halaman; 7 grafik, 2 lampiran)

Kata Kunci: *Freight Forwarder*, Perdagangan Internasional, Ekspor-Import, PT Sky Light Multitrada

Ekspor dan impor menjadi komponen kunci yang saling mendukung pertumbuhan ekonomi global. Industri freight forwarding memainkan peran vital dalam memastikan kelancaran rantai pasok global, menyediakan transportasi, penyimpanan, dan pengurusan bea cukai secara efisien. PT Sky Light Multitrada, berkontribusi pada perdagangan internasional melalui layanan logistik yang disesuaikan. Penelitian ini menerapkan teori liberalisme, dibantu oleh konsep perdagangan internasional, *comparative advantage* dan Freight Forwarder untuk mengelaborasi dan memperinci Peran *Freight Forwarder* Pada Perdagangan Internasional Indonesia. Bersifat kualitatif, penelitian ini menggunakan metode penelitian deskriptif dan menggunakan sumber daya primer dan sekunder melalui teknik analisis data naratif. Hasil penelitian menunjukkan bahwa PT Sky Light Multitrada berperan strategis dalam meningkatkan daya saing produk Indonesia melalui layanan logistik yang efisien, jaringan global, serta dukungan teknologi mutakhir. Selain itu, perusahaan ini memfasilitasi ekspor dan impor dengan layanan kepabeanan profesional, memperluas akses pasar UMKM, dan mendukung stabilitas rantai pasok. Temuan ini menegaskan pentingnya penguatan sektor *freight forwarding* sebagai komponen integral dalam mendukung perdagangan internasional dan pertumbuhan ekonomi Indonesia.

Referensi: 12 buku (2003–2021) + 19 artikel jurnal + 2 tugas akhir yang dipublikasikan + 2 dokumen resmi pemerintah dan perusahaan + 18 sumber daring

ABSTRACT

Tikala Ferdinan Sompi (01047210001)

THE ROLE OF FREIGHT FORWARDERS IN INTERNATIONAL TRADE: A CASE STUDY OF PT SKY LIGHT MULTITRADA (2021–2023)

(xiv + 62 pages; 7 graphics, 2 appendices)

Kata Kunci: Freight Forwarder, International Trade, Export-Import, PT Sky Light Multitrada

Exports and imports are key components that mutually support global economic growth. The freight forwarding industry plays a vital role in ensuring the smooth operation of global supply chains by providing efficient transportation, storage, and customs clearance services. PT Sky Light Multitrada contributes to international trade through tailored logistics services. This study employs liberalism theory, supported by the concepts of international trade, absolute advantage, and freight forwarding, to elaborate on and analyze the role of freight forwarders in Indonesia's international trade. Utilizing a qualitative approach, the research adopts descriptive methods and relies on primary and secondary resources through narrative data analysis techniques. The findings indicate that PT Sky Light Multitrada plays a strategic role in enhancing the competitiveness of Indonesian products through efficient logistics services, a global network, and advanced technological support. Furthermore, the company facilitates exports and imports with professional customs clearance services, expands market access for small and medium-sized enterprises (UMKM), and supports supply chain stability. These findings underscore the importance of strengthening the freight forwarding sector as an integral component in promoting international trade and driving Indonesia's economic growth.

Referensi: 12 books (2003–2021) + 19 journal articles + 2 published final projects + 2 official government and company documents + 18 online sources