

# **PENGUATAN REGULASI IMPOR PRODUK BUSANA *WHITE LABEL* ASING GUNA MELINDUNGI INDUSTRI BUSANA LOKAL TERHADAP ANCAMAN DUMPING**

## **ABSTRAK**

Penelitian ini menganalisis pengaruh impor busana *white label* asing terhadap industri busana lokal di Indonesia serta efektivitas regulasi dan pengawasan yang diterapkan. Industri busana nasional berkembang pesat dengan dukungan pemasaran digital, namun kemudahan akses produk *white label* asing, yang umumnya lebih murah, menimbulkan tantangan bagi produsen lokal, termasuk risiko praktik dumping. Regulasi seperti Peraturan Menteri Perdagangan Nomor 17 Tahun 2025 dan Peraturan Pemerintah Nomor 34 Tahun 2011 tentang Anti Dumping bertujuan mengendalikan impor dan melindungi industri domestik. Penelitian ini menggunakan pendekatan yuridis normatif dan perundang-undangan untuk menelaah kerangka hukum dan mekanisme pengawasan lembaga terkait. Hasil penelitian menekankan perlunya penguatan koordinasi antar instansi, pengawasan yang lebih efektif, serta penerapan instrumen perdagangan untuk mencegah persaingan tidak sehat.

**Kata Kunci:** Regulasi Impor, *White label*, Regulasi Pengawasan

# ***STRENGTHENING IMPORT REGULATIONS FOR FOREIGN WHITE LABEL CLOTHING PRODUCTS TO PROTECT THE LOCAL CLOTHING INDUSTRY AGAINST THE THREAT OF DUMPING***

## ***ABSTRACT***

*This study analyzes the impact of foreign white label apparel imports on the local apparel industry in Indonesia, as well as the effectiveness of the regulations and supervision that are in place. The national apparel industry is growing rapidly with the support of digital marketing, but the ease of access to foreign white label products, which are generally cheaper, poses challenges for local producers, including the risk of dumping practices. Regulations such as Minister of Trade Regulation No. 17 of 2025 and Government Regulation No. 34 of 2011 on Anti Dumping aim to control imports and protect the domestic industry. This study uses a normative legal and legislative approach to examine the legal framework and oversight mechanisms of relevant institutions. The results emphasize the need for stronger inter-agency coordination, more effective oversight, and the application of trade instruments to prevent unfair competition.*

***Keywords:*** *Import Regulations, White Label, Supervisory Regulation*