

INTISARI

Hortikultura merupakan salah satu sub sektor pertanian Indonesia dengan potensi ekonomi besar yang dapat menciptakan pendapatan, peluang usaha, kesempatan kerja, serta keterkaitan hulu-hilir dan dengan sektor lain, dan juga memiliki potensi ekspor cukup baik di pasar internasional, salah satunya pasar ASEAN. Penelitian ini ditujukan untuk melakukan analisis kondisi dan posisi daya saing komoditi hortikultura Indonesia di pasar ASEAN periode 2012-2016, serta merumuskan strategi yang dapat mendukung peningkatan nilai dan daya saing ekspor hortikultura Indonesia.

Penelitian daya saing ekspor hortikultura Indonesia periode 2012-2016 dianalisis menggunakan analisis *Revealed Comparative Advantages*, *Export Competitiveness Index*, serta *Acceleration Ratio*. Komoditi yang diteliti dalam penelitian ini adalah bunga potong, mangga, manggis, jambu biji, alpukat, semangka, kentang, tomat, dan temulawak yang merupakan komoditi unggulan Indonesia pada 2012. Berdasarkan pengelompokkan hasil ketiga analisis tersebut, dapat disimpulkan bahwa terdapat komoditi hortikultura yang memiliki daya saing ekspor tinggi di pasar ASEAN karena memenuhi ketiga kriteria yang ditentukan, namun tentu saja ada komoditi hortikultura yang masih memiliki daya saing ekspor rendah di pasar ASEAN. Oleh karena itu diperlukan adanya strategi peningkatan nilai serta daya saing guna meningkatkan kualitas produk serta daya saing hortikultura Indonesia di pasar ASEAN.

Kata kunci: ASEAN - Daya Saing Ekspor - Hortikultura.

ABSTRACT

Horticulture is one of Indonesia's agricultural sub-sectors with quite good economic potential that can create income, business opportunities, employment opportunities, as well as upstream-downstream linkages and with other sectors, and also has a good export potential in the international market, such as ASEAN market. This research is to analyze the condition and position of competitiveness of Indonesian horticulture commodity in ASEAN market in 2012-2016, and to formulate strategies that can support the increasing value and competitiveness of Indonesian horticultural exports.

Research on the competitiveness of Indonesian horticultural exports 2012-2016 was analyzed using Revealed Comparative Advantages, Export Competitiveness Index, and Acceleration Ratio. The commodities studied in this research are cut flower, mango, mangosteen, guava, avocado, watermelon, potato, tomato, and temulawak which is the leading commodity of Indonesia in 2012. Based on the results of the three analyzes, it can be concluded that there are horticultural commodities has a high export competitiveness in the ASEAN market because it meets all three criteria specified, but of course there are horticultural commodities which still have low export competitiveness in the ASEAN market. Therefore, it is necessary to create strategy in order to increase the value and also improve the quality of products and the competitiveness of Indonesian horticulture in the ASEAN market.

Keywords: ASEAN - Export Competitiveness - Horticulture.