

**ANALISIS DAYA SAING KOPI ROBUSTA DAN ARABICA INDONESIA
DI PASAR ASIA PERIODE 2007 – 2017**

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ABSTRAK

Penelitian ini membahas tentang Analisis Daya Saing Kopi Robusta dan Arabica Indonesia di Pasar Asia Periode 2007 – 2017. Penelitian ini menggunakan pendekatan deskriptif kuantitatif yang bersifat *empirical inductive* yaitu pengumpulan data, analisis data, berdasarkan fakta dan penelitian terdahulu yang ada di lapangan mengenai Daya Saing Kopi Robusta dan Arabica Indonesia di pasar asia periode 2007 – 2017.

Penelitian ini menggunakan metode *Revealed Comparative Advantage* (RCA). Data variabel yang digunakan dalam perhitungan RCA adalah nilai ekspor kopi, total nilai ekspor semua komoditas, total nilai ekspor kopi negara asia dan total nilai ekspor semua komoditas negara asia selama periode 2007 – 2017 yang didapat dari *UN COMTRADE* dan *International Coffee Organization* (ICO). Penelitian ini juga membahas tentang kebijakan pemerintah dan upaya meningkatkan daya saing Kopi Robusta dan Arabica Indonesia. Hasil temuan dari penelitian ini menunjukkan bahwa daya saing Indonesia di pasar Asia khususnya Kopi Robusta dan Arabica mempunyai potensi untuk dapat bersaing di pasar kopi Asia.

Hasil analisis yang telah dilakukan menunjukkan bahwa daya saing Kopi Robusta dan Arabica memang masih rendah jika dibandingkan dengan Vietnam. Nilai indeks RCA yang dipegang oleh Negara Vietnam tetinggi pada 2007 yang mencapai 63.06 sedangkan Indonesia hanya mencapai 8,9. Indonesia hanya mengalami fluktuasi setiap tahunnya, sedangkan Vietnam mengalami penurunan indeks RCA setiap tahunnya. Indonesia memiliki nilai indeks RCA lebih unggul di bandingkan dengan Thailand, China dan India.

Kata Kunci: Daya Saing, Ekspor Kopi Robusta dan Arabica, Perdagangan Internasional, RCA.

**THE COMPETITIVENESS ANALYSIS OF ROBUSTA AND ARABICA
COFFEE OF INDONESIA IN THE ASIAN MARKET PERIOD 2007 – 2017**

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ABSTRACT

This study discusses about the competitiveness analysis of robusta and arabica coffee of Indonesia in the Asian market period 2007-2017. Quantitative descriptive approach is uses for this study is an empirical inductive which are data collection, data analysis, and based on the facts and previous research of the same fields regarding competitiveness of robusta and arabica coffee of Indonesia in the Asian market. Furthermore, this study uses Revealed Comparative Advantage (RCA) as the method. Variable data used in the calculation of RCA are the value of coffee exports, the total export value of all commodities, the total export value of Asian countries coffee and the total export value of Asian countries coffee and the total export value of all Asian commodities during the period 2007-2017 obtained from UN COMTRADE and International Coffee Organization (ICO). This study also discusses government policies and efforts to improve the competitiveness of Indonesian robusta and arabica coffee. The findings of this study indicates that Indonesia's competitiveness in the Asian market especially for robusta and arabica coffee has the potential to be able to compete in the Asian Coffee Market. The results of the analysis have shown that the competitiveness of robusta and arabica coffee is still low when compared to Vietnam. The RCA index value held by Vietnam was as high as in 2007 which reached 63.06 while Indonesia only reached 8.9. Indonesia only experiences fluctuations every year, while Vietnam has a decrease in the RCA index every year. Indonesia has a superior RCA index value compared to Thailand, China and India.

Keywords: Competitiveness, Robusta and Arabica, Coffee Exports, International Trade, RCA.