

ABSTRACT

COMPETITIVENESS ADVANTAGE EXPORT OF INDONESIAN SHRIMP TO THAILAND SHRIMP IN CHINA'S MARKET 1991 TO 2014

By

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This study aims to analyze market structure of shrimp, the competitiveness of Indonesian shrimp to Thailand in China's market and the prospects for export of Indonesian shrimp in China's market. This study used is secondary data with time series data start from 1991 to 2014. Data were obtained from the Ministry of Maritime Affairs and Fisheries, World Trade Organization (WTO), food and Agriculture Organization (FAO), United Nations Commodity Trade (UN Comtrade), and several other sources. The data was analyzed by Revealed Comparative Advantage (RCA) analysis, and Forecasting analysis by Autoregressive (AR). The result of this research showed that the export of indonesia's shrimp to Thailand's shrimp in China markets in 1991 to 2014 was competitiveness advantage. Index of Revealed Comparative Advantage (RCA) of Indonesian shrimp was greater than one (>1), this showed that the shrimp Indonesia has a competitiveness advantage that fluctuatif to increase. But Indonesia must have efforts to improve the competitiveness of shrimp by infrastructure resources improvement and related industries. Indonesian shrimp export outlook by forecasting analysis will increase in the coming ten years by Autoregressive metode (AR).

Keyword: competitiveness advantage, Revealed Comparative Advantage (RCA), Autoregressive (AR), shrimp

ABSTRAK

DAYA SAING EKPOR UDANG INDONESIA TERHADAP THAILAND DI PASAR CHINA 1991-2014

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Penelitian ini bertujuan untuk menganalisis daya saing udang Indonesia terhadap Thailand di pasar China dan prospek ekspor udang Indonesia di pasar China. Data yang digunakan adalah data sekunder berupa data *time series* dari tahun 1991 sampai 2014. Data penelitian ini diperoleh dari Kementerian Kelautan dan Perikanan, *World Trade Organization* (WTO), *Food Agriculture Organization* (FAO), *United Nation Commodity Trade* (UN Comtrade), dan beberapa sumber lain. Metode analisis dalam penelitian ini adalah analisis, *Revealed Comparative Advantage* (RCA), dan Peramalan menggunakan *Autoregressive* (AR). Hasil penelitian menunjukkan bahwa ekspor udang Indonesia terhadap Thailand di pasar China pada tahun 1991 hingga 2014 memiliki daya saing yang fluktuatif cenderung meningkat. Indeks *Revealed Comparative Advantage* (RCA) udang Indonesia lebih besar dari satu (>1), hal ini menunjukkan bahwa udang Indonesia memiliki daya saing. Namun perlu upaya peningkatan daya saing udang yaitu perbaikan sumber daya infrastruktur dan industri terkait. Prospek ekspor udang Indonesia berdasarkan analisis peramalan akan meningkat pada sepuluh tahun yang akan datang hal tersebut di buktikn dengan analisis *Autoregressive* (AR).

Kata kunci: daya saing, *Revealed Comparative Advantage* (RCA),
Autoregressive (AR), udang