ANALISIS DAYA SAING KOMODITI BIJI KAKAO INDONESIA DI PASAR INTERNASIONAL PERIODE 2010 – 2019

Nama:

Adde Yusuf Pratama Affandi

Jurusan/Program Studi:

Ilmu Ekonomi / Bisnis Internasional

Pembimbing:

Dr. Dra. Ec. Hj Made Siti Sundari, M.Si.
Drs. Ec. H. Ahmad Zafrullah Tayibnapis, M.Sc, cIdar

ABSTRAK

Penelitian ini membahas tentang Analisis Daya Saing Komoditi Biji Kakao Indonesia di Pasar Internasional Periode 2010 – 2019. 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 Komoditi Biji Kakao Indonesia di Pasar Internasional periode 2010 – 2019.

Penelitian ini menggunakan metode *Reveald Comparative Advantadge* (RCA) dan *Export Competitiveness Index*(ECI). Data variabel yang digunakan dalam perhitungan RCA dan ECI adalah nilai ekspor kakao, total nilai ekspor semua komoditas, total nilai ekspor kakao beberapa negara dan total nilai ekspor semua komoditas beberapa negara selama periode 2010 – 2019 yang didapat dari Badan Pusat Statistik Indonesia, *UN COMTRADE,* dan *Food and Agriculture* (FAO). Hasil temuan dari penelitian ini menunjukkan bahwa daya saing Indonesia khususnya Biji Kakao mempunyai potensi untuk dapat bersaing di pasar kakao Internasional.

Hasil analisis yang telah dilakukan menunjukkan bahwa daya saing Biji Kakao memang masih rendah dibandingkan Pantai Gading. Nilai indeks RCA yang dimiliki oleh Pantai Gading tertinggi pada tahun 2019 yang mencapai 674.93 sedangkan Indonesia hanya mencapai 17.16. Dan nilai indeks ECI tertinggi dimiliki negara Brazil pada tahun 2015 dengan nilai 12.15 sedangkan Indonesia hanya 1.23. Nilai RCA dan ECI Indonesia tiap tahunnya mengalami fluktuasi, dan nilai Indeks RCA Indonesia lebih unggul dibandingkan Brazil, Belanda, dan Malaysia.

Kata Kunci: Daya Saing Ekspor Biji Kakao, Perdagangan Internasional, RCA, ECI

THE COMPETITIVENESS ANALYIS OF COCOA BEANS INDONESIA IN INTERNATIONAL MARKET PERIOD 2010 – 2019

Name:

Adde Yusuf Pratama Affandi

Dicipline / Sudy Programme:

Ilmu Ekonomi / Bisnis Internasional

Contributor:

Dr. Dra. Ec. Hj Made Siti Sundari, M.Si. dan
Drs. Ec. H. Ahmad Zafrullah Tayibnapis, M.Sc, cIdar

ABSTRACT

This study discusses about the competitiveness analysis of commodity cocoa beans Indonesia in the international market period 2010 – 2019. Quantitive 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 Cocoa Beans Indonesia in the Asian market. Furthermore, this study uses Revealed Comparative Advantage (RCA) and Export Competitiveness Index(ECI) as the method. Variable data used in the calculation of RCA are the value of cocoa beans exports, the total export value of all commodities, the total export value of countries cocoa and the total export value of other countries cocoa and the total export value of all world commodities during the period 2010 - 2019 obtained from Central Bureau Statistics Indonesia, UN COMTRADE and Food and Agriculture (FAO). The findings of this study indicate that the competitiveness of Indonesia, especially Cocoa Beans, has the potential to be able to compete in the international cocoa market. The results of the analysis that have been carried out show that the competitiveness of Cocoa Beans is still low compared to Ivory Coast. Ivory Coast's highest RCA index value in 2019 reached 674.93 while Indonesia only reached 17.16. And the highest ECI index value was owned by Brazil in 2015 with a value of 12.15 while Indonesia was only 1.23. Indonesia's RCA and ECI values fluctuate every year, and Indonesia's RCA Index is superior to Brazil, the Netherlands, and Malaysia.

Keywords: Competitiveness, Cacao Beans, Export, International Trade, RCA, ECI.