

ABSTRAK

Export of fishery products of Indonesia, both in value and volume, always increase each year. However, there are also rejections of export products by several destination countries, especially the United States of America (USA) and European countries. The objective of this study was to determine the number of cases, causes and main factors of the rejection by the USA and European markets. Data was obtained from the websites of USFDA (USA) and RASFF (Europe) within period of 2010 to 2020. Pareto diagram and fishbone diagram were used for analyzing data that were validated by informants from selected exporters and experts. Within the observed period, there were 2,318 and 79 cases of rejection by the USA and Europe, respectively. The highest was in 2011 and 2012 by the USA and European markets, respectively. Based on Pareto diagram analysis, the causing factors that accounted for more than 80% of rejection in the USA were filthiness and salmonella, meanwhile in Europe were mercury, poor temperature control, Salmonella, histamine and cadmium. Further analysis resulted to the development of fishbone diagram which found six factors affecting the cause of rejection, categorized as environment, machine (equipment), materials, measurement, methods, and people factor. Result of validation with one of the Indonesia's fishery product exporter whose experiencing rejection in the USA market shows that humans factor, such as the lack of coordination and communication between business actors, especially at the supplier level when selecting raw materials, was considered as the cause of rejection (filthy and Salmonella). It is important to establish a well-managed cooperation between business actors within an integrated fish supply chain management to ensure the quality of fishery products by complying to the required standards.

Keywords: The United States of America (USA), Indonesia, export, Europe, rejection, fishery, products

INTISARI

Ekspor perikanan Indonesia selalu meningkat setiap tahunnya baik secara nilai maupun volumenya tetapi terdapat penolakan produk *ekspor* di beberapa negara tujuan khususnya di Amerika dan Eropa. Tujuan penelitian yaitu mengetahui jumlah kasus, penyebab dan faktor utama penyebab penolakan produk perikanan Indonesia di Pasar Eropa dan Amerika. Data diperoleh dari website USFDA (Amerika) dan RASFF (Eropa) dalam periode 2010 – 2020 untuk pasar Amerika dan 2011 – 2020 untuk pasar Eropa. Analisis data yang digunakan yaitu diagram *pareto* dan diagram *fishbone*, yang divalidasi oleh informan dari eksportir terpilih dan ahli. Penolakan produk *ekspor* perikanan Indonesia ke Amerika berjumlah 2318 kasus dan 79 kasus di Eropa dalam kurun waktu penelitian. Penolakan tertinggi terjadi pada tahun 2011 di pasar Amerika dan pada tahun 2012 di Eropa. Berdasarkan analisis data dengan diagram *pareto* diketahui *filthy*, *salmonella* menyumbang 83% penolakan produk perikanan di Amerika sedangkan merkuri, *poor temperature control*, *salmonella*, histamin dan kadmium menyumbang 86% penolakan produk perikanan di pasar Eropa. Berdasarkan analisis diagram tulang ikan terdapat enam faktor yang mempengaruhi penyebab penolakan, yaitu faktor *environment*, *machine*, *materials*, *measurement*, *methods* and *people*. Hasil validasi dengan salah satu eksportir produk perikanan Indonesia yang mengalami penolakan di pasar USA diketahui bahwa faktor manusia seperti kurangnya koordinasi dan komunikasi antar pelaku usaha khususnya tingkat *supplier* dalam pemilihan bahan baku sebagai penyebab penolakan (*filthy* dan *Salmonella*). Pentingnya kerjasama antar pelaku usaha dalam pengelolaan rantai pasok ikan terintegrasi dibutuhkan untuk menjamin kualitas produk perikanan yang sesuai standar yang dipersyaratkan.

Kata kunci : The United States of America (USA), Indonesia, *ekspor*, Eropa, penolakan, perikanan, produk