INTISARI

Penelitian ini bertujuan untuk: (1) Mengetahui tren nilai ekspor CPO Indonesia ke pasar Uni Eropa, (2) Mengukur daya saing komparatif dan kompetitif CPO Indonesia terhadap negara-negara pesaing utama di pasar Uni Eropa, dan (3) Mengetahui spesialisasi perdagangan CPO Indonesia terhadap negara-negara pesaing utama di pasar Uni Eropa. Penelitian ini menggunakan data sekunder yang diperoleh dengan metode dokumentasi dan dikumpulkan dari *United Nations Commodity Trade Statistic* (UN COMTRADE). Metode analisis yang digunakan meliputi analisis tren selama kurun waktu 30 tahun (1991-2020), analisis daya saing komparatif selama kurun waktu 10 tahun (2011-2020) menggunakan *Relevan Comparative Advantage* (RCA), *Revealed Symmetric Comparative Advantage* (RSCA), dan *Acceleration Ratio* (AR), analisis daya saing kompetitif selama kurun waktu 10 tahun (2011-2020) menggunakan *Export Competitiveness Index* (ECI), serta analisis Indeks Spesialisasi Perdagangan (ISP) selama kurun waktu 10 tahun (2011-2020). Hasil penelitian menunjukkan tren meningkat terjadi pada nilai ekspor CPO Indonesia ke pasar Uni Eropa selama kurun waktu 30 tahun (1991–2020) serta variabel waktu berpengaruh signifikan terhadap nilai ekspor CPO Indonesia ke pasar Uni Eropa. CPO Indonesia memiliki daya saing komparatif tertinggi kedua di pasar Uni Eropa setelah Guatemala, diikuti Malaysia, dan Colombia. Sementara itu, CPO Indonesia memiliki daya saing kompetitif terendah di pasar Uni Eropa setelah Colombia, Guatemala, dan Malaysia. Berdasarkan rerata nilai ISP, tingkat pertumbuhan CPO Indonesia, Malaysia, Guatemala, dan Colombia terspesialisasi pada tahap kematangan dan tergolong dalam negara *net exportir*.

Kata kunci: daya saing, ekspor CPO, ISP, tren, Uni Eropa

ABSTRACT

This study aims to achieve three objectives: (1) Determine the trend of Indonesia's CPO export value to the European Union market; (2) Measure the comparative and competitive competitiveness of Indonesian CPO against major competitor countries in the European Union market; (3) Determine the trade specialization of Indonesian CPO against major competitor countries in the European Union market. The study uses secondary data obtained through the documentation method, collected from the United Nations Commodity Trade Statistics (UN COMTRADE). The analytical method includes trend analysis for 30 years (1991-2020), comparative competitiveness analysis for 10 years (2011-2020) using Relevant Comparative Advantage (RCA), Revealed Symmetric Comparative Advantage (RSCA), and Acceleration Ratio (AR), competitive competitiveness analysis for 10 years (2011-2020) using Export Competitiveness Index (ECI), and Trade Specialization Index (ISP) analysis for 10 years (2011-2020). The study results indicate an increasing trend in the value of Indonesian CPO exports to the European Union market for 30 years (1991–2020), and the time variable significantly affects the value of Indonesian CPO exports to the European Union market. Indonesian CPO has the second-highest comparative competitiveness in the European Union market after Guatemala, followed by Malaysia and Colombia. Meanwhile, Indonesian CPO has the lowest competitiveness in the European Union market after Colombia, Guatemala, and Malaysia. Based on the average ISP score, the growth rates of Indonesian, Malaysian, Guatemalan, and Colombian CPOs are specialized in the maturity stage and are classified as net exporters.

Keywords: competitiveness, CPO export, ISP, trend, European Union