

INTISARI

DAYA SAING EKSPOR KOMODITAS VANILI INDONESIA DI PASAR GLOBAL

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Indonesia adalah salah satu produsen dan pengekspor terbesar vanili yang merupakan komoditas rempah-rempah dengan harga termahal nomor dua di dunia. Adanya permasalahan fluktuasi produksi dan kualitas vanili yang diekspor dikhawatirkan dapat berdampak pada daya saing ekspor vanili Indonesia di pasar global. Penelitian ini bertujuan untuk mengetahui daya saing ekspor vanili Indonesia di pasar internasional dan mengetahui faktor-faktor yang memengaruhi daya saing ekspor vanili Indonesia. Penelitian ini menggunakan data sekunder dari kelima negara pengekspor vanili terbesar di dunia, yaitu Madagaskar, Indonesia, Perancis, Jerman, dan Papua New Guinea selama periode tahun 1990-2020. Daya saing diukur dengan Revealed Comparative Advantage (RCA) dan Indeks Spesialisasi Perdagangan (ISP) sementara itu metode regresi linear berganda data deret waktu digunakan untuk menganalisis faktor yang memengaruhi daya saing. Hasil analisis menunjukkan bahwa Indonesia mempunyai keunggulan komparatif yang ditunjukkan dari nilai RCA lebih dari satu, namun nilai RCA Indonesia berada di bawah Madagaskar dan Papua New Guinea, sedangkan hasil analisis ISP menunjukkan bahwa Indonesia cenderung sebagai pengekspor vanili dan kinerja perdagangannya berada di tahap kematangan ($0,81 < ISP < 1$). Faktor-faktor yang berpengaruh signifikan terhadap daya saing ekspor vanili Indonesia yaitu Produk Domestik Bruto (PDB) Indonesia dan harga ekspor vanili Indonesia, sedangkan nilai tukar Dollar Amerika Serikat terhadap Rupiah, produksi vanili Indonesia, dan harga ekspor vanili Madagaskar tidak berpengaruh signifikan.

Kata kunci : vanili, daya saing ekspor, RCA, ISP, regresi data deret waktu

ABSTRACT

EXPORT COMPETITIVENESS OF INDONESIAN VANILLA COMMODITIES IN THE GLOBAL MARKET

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Indonesia is one of the largest producers and exporters of vanilla, which is a spice commodity that has the second most expensive price in the world. There is a concern that fluctuations in the production and quality of exported vanilla could have an impact on the competitiveness of Indonesian vanilla exports in the global market. This study aims to determine the competitiveness of Indonesian vanilla exports in the international market and determine the factors that influence the competitiveness of Indonesian vanilla exports. This study uses secondary data from the five major vanilla exporting countries in the world, namely Madagascar, Indonesia, France, Germany, and Papua New Guinea during the period 1990-2020. Competitiveness was measured by Revealed Comparative Advantage (RCA) and Trade Specialization Ratio (TSR) while the multiple linear regression method of time series data was used to analyze the factors that influence competitiveness. The results of the analysis show that Indonesia has a comparative advantage indicated by the RCA value which is more than one, but Indonesia's RCA value is below Madagascar and Papua New Guinea, while the results of the ISP analysis show that Indonesia tends to be an exporter of vanilla and has a trade performance at the maturity stage ($0.81 < ISP < 1$). Factors that significantly affect the competitiveness of Indonesia's vanilla exports are Indonesia's Gross Domestic Product (GDP) and Indonesia's vanilla export price, while the exchange rate of the United States Dollar against the Rupiah, Indonesia's vanilla production, and Madagascar's vanilla export price have no significant effect.

Keywords: *vanilla, export competitiveness, RCA, TSR, time series data regression*