

## INTISARI

### ANALISIS DAYA SAING TEH INDONESIA

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Penelitian ini bertujuan untuk mengetahui daya saing teh Indonesia di pasar internasional dibandingkan dengan China, India, Kenya, dan Sri Lanka dan mengetahui faktor-faktor yang berpengaruh terhadap ekspor teh Indonesia. Metode yang digunakan yaitu deskriptif analitis.

Analisis daya saing diukur dengan tiga indikator yaitu RCA (*Revealed Comparative Advantage*), AR (*Acceleration Ratio*), dan ISP (Indeks Spesialisasi Perdagangan). Berdasarkan analisis daya saing kekuatan daya saing Indonesia lebih rendah daripada Sri Lanka dan Kenya, komoditas teh Indonesia bersaing dengan India. Faktor yang berpengaruh secara signifikan dan bernilai positif terhadap volume ekspor teh adalah GNI perkapita Pakistan, Harga teh Inggris/harga teh Indonesia, volume ekspor teh Indonesia tahun sebelumnya, dan RCA.

Kata kunci : teh, daya saing, volume ekspor

## ABSTRACT

### COMPETITIVENESS ANALYSIS OF INDONESIAN TEA

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This study aims to determine the competitiveness of Indonesian tea in the international market compared to China, India, Kenya, and Sri Lanka and to know the factors that influence the Indonesian tea exports. The method used is descriptive analysis.

Analysis of competitiveness is measured by three indicators : RCA (Revealed Comparative Advantage), AR (Acceleration Ratio), and ISP (Indeks Spesialisasi Pasar). Based on the analysis, the competitiveness of Indonesian tea is lower than Sri Lanka and Kenya, meanwhile Indonesian tea commodities could compete with India. Factors which affect significantly and positively to the volume export of tea is a GNI ( Gross National Income) per capita of Pakistan, the price ratio of United Kingdom tea to Indonesia tea, export volume of Indonesia tea in the previous year and the RCA.

Key words: tea, competitiveness, the export volume