

ABSTRACT

This study aims to analyze the dynamics of the coconut value chain in Indonesia from 2015 to 2020. Through the governance and upgrading approach, the research highlights the role of PT Royal Coconut in value added to desiccated coconut products. The main argument of this thesis links the economic shifts affecting the coconut industry. The concept of upgrading in coconut plays a role in creating a competitive advantage in the global market. This thesis also provides informative comparisons with the coconut industry in China to examine how they create final coconut products, despite importing over 80% of coconut raw materials. The research topic emphasizes the need to evaluate barriers faced by the Indonesian coconut value chain. Factors such as climate change, environmental degradation, and market competition have the potential to adversely affect the sustainability and competitiveness of the industry. Understanding these challenges can guide policymakers and industry players in Indonesia to implement risk mitigation measures and enhance the resilience of the coconut value chain.

Keywords: Indonesian Coconut Value Chain, Governance and Upgrading, PT Royal Coconut, Coconut Industry

INTISARI

Tesis ini menganalisis dinamika rantai nilai kelapa di Indonesia dari tahun 2015 hingga 2020. Melalui pendekatan *governance* dan *upgrading*, penelitian ini menyoroti peran PT Royal Coconut dalam nilai tambah produk *desiccated coconut*. Argumen utama tesis ini mengaitkan pergeseran ekonomi yang mempengaruhi industri kelapa. Konsep *upgrading* pada bahan baku kelapa berperan dalam meningkatkan nilai tambah yang dapat menciptakan keunggulan kompetitif di pasar global. Tesis ini juga memberikan perbandingan informatif pada industri kelapa Tiongkok untuk melihat bagaimana mereka menciptakan produk akhir kelapa, meskipun lebih dari 80% mengimpor bahan baku kelapa. Topik penelitian ini menekankan perlunya mengevaluasi hambatan yang dihadapi oleh rantai nilai kelapa Indonesia. Faktor-faktor seperti perubahan iklim, degradasi lingkungan, dan persaingan pasar memiliki potensi untuk merugikan keberlanjutan dan daya saing industri.

Kata Kunci: Nilai Rantai Kelapa Indonesia, *Governance* dan *Upgrading*, PT Royal Coconut, Industri Kelapa