



INTISARI

Tembakau merupakan salah satu komoditas yang memiliki peran penting dalam perekonomian Indonesia dengan memberikan kontribusi signifikan terhadap devisa negara. Sebagai negara penghasil tembakau terbesar keenam di dunia, Indonesia aktif melakukan kegiatan ekspor salah satunya ke Amerika Serikat. Adapun tujuan penelitian ini adalah: (1) Mengetahui tren ekspor produk tembakau Indonesia ke Amerika Serikat, (2) Mengidentifikasi faktor-faktor yang mempengaruhi ekspor produk tembakau Indonesia ke Amerika Serikat, (3) Mengetahui struktur pasar ekspor tembakau di Amerika Serikat. Data yang digunakan dalam penelitian ini adalah data sekunder periode tahun 1994-2023, dengan sumber data yang berasal dari *United Nations International Trade Statistics Database* (UN Comtrade), *World Bank*, *Food and Agriculture Organization of the United Nations* (FAO), serta sumber informasi lainnya dengan menggunakan metode analisis *Ordinary Least Square* (OLS), *Hirschman-Herfindahl Index* (HHI) dan *Concentration Ratio for Biggest Eight* (CR₈). Hasil analisis menunjukkan bahwa (1) tren ekspor tembakau Indonesia ke Amerika Serikat bersifat kuadrat, (2) PDB Amerika Serikat berpengaruh positif dan signifikan serta harga ekspor tembakau Indonesia ke Amerika Serikat berpengaruh negatif dan signifikan terhadap volume ekspor tembakau Indonesia ke Amerika Serikat, sedangkan nilai tukar rupiah terhadap dolar Amerika Serikat, produksi tembakau Indonesia, dan pandemi COVID-19 tidak berpengaruh terhadap volume ekspor tembakau Indonesia ke Amerika Serikat, (3) Struktur pasar ekspor tembakau di Amerika Serikat adalah konsentrasi sedang dan berstruktur pasar oligopoli.

Kata kunci: tembakau, ekspor, Amerika Serikat, tren, struktur pasar



ABSTRACT

Tobacco is one of the commodities that has an important role in the Indonesian economy by contributing significantly to the country's foreign exchange. As the sixth largest tobacco producing country in the world, Indonesia actively conducts export activities, one of which is to the United States. The objectives of this study are: (1) To determine the trend of exports of Indonesian tobacco products to the United States, (2) To identify factors affecting exports of Indonesian tobacco products to the United States, (3) To determine the structure of the tobacco export market in the United States. The data used in this study are secondary data for the period 19940-2023, with data sources coming from the United Nations International Trade Statistics Database (UN Comtrade), World Bank, Food and Agriculture Organization of the United Nations (FAO), as well as other sources of information using the Ordinary Least Square (OLS) analysis method, Hirschman-Herfindahl Index (HHI) and Concentration Ratio for Biggest Eight (CR₈). The results of the analysis show that (1) the trend of Indonesian tobacco exports to the United States is quadratic, (2) the GDP of the United States has a positive and significant effect, while the export price of Indonesian tobacco to the United States has a negative and significant effect of Indonesian tobacco exports to the United States have a significant effect on the volume of Indonesian tobacco commodity exported to the United States, while the rupiah exchange rate against the United States dollar, Indonesian tobacco production, and the COVID-19 pandemic have no significant effect on the volume of Indonesian tobacco commodity exported to the United States.

Keywords: tobacco, export, United States of America, trend, market structure