

INTISARI

Pasar ekspor kopi Indonesia yang menjadi salah satu lima besar eksportir kopi dunia masih belum terdiversifikasi dengan baik dan cenderung bergantung pada mitra dagang utama. Ketergantungan ini dapat mempengaruhi kinerja perdagangan kopi nasional, sehingga diversifikasi pasar ekspor khususnya ke wilayah Timur Tengah menjadi hal yang penting untuk menjaga stabilitas dan pertumbuhan ekspor. Penelitian ini bertujuan untuk menghitung kecukupan kebutuhan kopi dalam negeri serta menganalisis daya saing dan pangsa pasar potensial kopi Indonesia di Timur Tengah. Metode analisis yang digunakan meliputi *Import Dependency Ratio* (IDR), *Self-Sufficiency Ratio* (SSR), Indeks Spesialisasi Perdagangan (ISP), *Revealed Comparative Advantage* (RCA), *Export Product Dynamics* (EPD), dan X-Model. Hasil penelitian menunjukkan bahwa kebutuhan kopi dalam negeri telah tercukupi dengan produksi nasional dan memiliki daya saing yang kuat di pasar internasional. Berdasarkan analisis EPD dan X-Model, negara-negara di Timur Tengah memiliki potensi besar bagi ekspor kopi Indonesia adalah Mesir, Uni Emirat Arab, dan Lebanon. Hal ini menjadi peluang bagi Indonesia untuk melakukan diversifikasi pasar kopi ke wilayah tersebut.

Kata Kunci: Perdagangan Internasional, Kopi, *Import Dependency Ratio* (IDR), *Self-Sufficiency Ratio* (SSR), *Trade Specialization Index* (TSI), *Revealed Comparative Advantage* (RCA), *Export Product Dynamics* (EPD), X-Model

ABSTRACT

Although Indonesia is among the top five coffee exporters in the world, its coffee export market remains insufficiently diversified and tends to rely heavily on a few major trading partners. This dependence can affect the performance of Indonesia's coffee trade, making export market diversification particularly to the Middle East crucial for ensuring export stability and growth. This study aims to assess the adequacy of domestic coffee supply and to analyze the competitiveness and potential market share of Indonesian coffee in the Middle East. The analytical methods used include the Import Dependency Ratio (IDR), Self-Sufficiency Ratio (SSR), Trade Specialization Index (TSI), Revealed Comparative Advantage (RCA), Export Product Dynamics (EPD), and the X-Model. The results indicate that Indonesia's domestic coffee needs are sufficiently met through national production and that Indonesian coffee possesses strong competitiveness in the international market. Based on EPD and X-Model analyses, Middle Eastern countries such as Egypt, the United Arab Emirates, and Lebanon show high potential as export markets for Indonesian coffee. These findings highlight a valuable opportunity for Indonesia to diversify its coffee export destinations toward this region.

Keywords : *International Trade, Coffee, Import Dependency Ratio (IDR), Self-Sufficiency Ratio (SSR), Trade Specialization Index (TSI), Revealed Comparative Advantage (RCA), Export Product Dynamics (EPD), X-Model*