

INTISARI

DAYA SAING EKSPOR LEMAK KAKAO INDONESIA DI PASAR AMERIKA SERIKAT

Debilla Putricia Permata, Gilang Wirakusuma, Arini Wahyu Utami

Departemen Sosial Ekonomi Pertanian
Fakultas Pertanian, Universitas Gadjah Mada, Yogyakarta

Lemak kakao merupakan salah satu produk olahan unggulan dari komoditas kakao Indonesia dalam kegiatan ekspor. Penelitian ini bertujuan untuk menganalisis daya saing ekspor lemak kakao Indonesia di pasar Amerika Serikat dengan berfokus pada (1) tren volume ekspor, (2) faktor-faktor yang memengaruhi volume ekspor lemak kakao Indonesia di pasar Amerika Serikat, dan (3) daya saing. Metode dasar yang digunakan dalam penelitian ini adalah metode analisis deskriptif analitik. Data yang digunakan berupa data sekunder tahunan selama 30 tahun dari tahun 1993–2022 yang diperoleh dari berbagai sumber resmi seperti UN Comtrade, BPS, dan *World Bank*. Analisis tren volume ekspor dilakukan menggunakan metode regresi linier. Analisis faktor yang memengaruhi volume ekspor dilakukan menggunakan analisis regresi. Sementara itu, analisis daya saing ekspor dilakukan menggunakan metode *Revealed Comparative Advantage* (RCA), *Revealed Symmetric Comparative Advantage* (RSCA), *Export Competitiveness Index* (ECI), dan *Export Product Dynamics* (EPD). Hasil penelitian menunjukkan bahwa (1) tren volume ekspor lemak kakao Indonesia di pasar Amerika Serikat mengalami peningkatan, (2) faktor harga ekspor lemak kakao, volume impor biji kakao, dan kebijakan pajak ekspor biji kakao berpengaruh positif dan signifikan terhadap volume ekspor, sementara volume produksi biji kakao domestik justru berpengaruh negatif. Variabel inflasi Indonesia, inflasi Amerika Serikat, dan ekspor lemak kakao Belanda ke Amerika Serikat tidak berpengaruh signifikan, (3) lemak kakao Indonesia memiliki daya saing komparatif dan kompetitif yang kuat dengan nilai $RCA > 1$, RSCA positif mendekati 1, dan $ECI > 1$, meskipun berdasarkan EPD masuk kategori *Falling Star*.

Kata kunci: lemak kakao Indonesia, tren ekspor, daya saing, regresi, Amerika Serikat

ABSTRACT

EXPORT COMPETITIVENESS OF INDONESIAN COCOA FAT IN THE UNITED STATES MARKET

Debilla Putricia Permata, Gilang Wirakusuma, Arini Wahyu Utami

*Department of Agricultural Social Economics
Faculty of Agriculture, Universitas Gadjah Mada*

Cocoa butter is one of the leading processed products derived from Indonesia's cocoa commodity in export activities. This study aims to analyze the export competitiveness of Indonesian cocoa butter in the United States market by focusing on (1) the export volume trend, (2) the factors influencing the export volume of Indonesian cocoa butter to the United States, and (3) its competitiveness. The research employed a descriptive-analytical method using annual secondary data over a 30-year period from 1993 to 2022, obtained from official sources such as UN Comtrade, BPS, and the World Bank. Export volume trends were analyzed using linear regression, while the influencing factors were examined through panel regression analysis. Export competitiveness was assessed using the Revealed Comparative Advantage (RCA), Revealed Symmetric Comparative Advantage (RSCA), Export Competitiveness Index (ECI), and Export Product Dynamics (EPD) methods. The results showed that (1) the export volume of Indonesian cocoa butter to the United States exhibited an increasing trend; (2) export price, cocoa bean import volume, and the export tax policy on cocoa beans had a positive and significant effect on export volume, while domestic cocoa bean production had a significant negative effect. Inflation in Indonesia, inflation in the United States, and Dutch cocoa butter exports to the U.S. had no significant impact. (3) Indonesian cocoa butter demonstrated strong comparative and competitive advantages, as reflected by RCA values greater than 1, RSCA values close to +1, and ECI values above 1, although its position in the EPD analysis fell into the "Falling Star" category.

Keywords: *cocoa butter, export trend, competitiveness, RCA, United State*