



INTISARI

Penelitian ini menganalisis daya saing minyak kelapa Indonesia di pasar internasional dibandingkan Filipina, Malaysia, dan Belanda. Data ekspor tahun 1995–2024 di analisis menggunakan *Herfindahl-Hirschman Index (HHI)* dan *Concentration Ratio (CR4)* untuk struktur pasar sedangkan daya saing dianalisis menggunakan *Revealed Comparative Advantage (RCA)*, *Export Product Dynamics (EPD)*, serta integrasi keduanya melalui *X-Model Potential Export Product*. Hasil menunjukkan bahwa pasar minyak kelapa bersifat oligopoli dengan tingkat konsentrasi tinggi. Indonesia memiliki keunggulan komparatif kuat (RCA dan RSCA), berada di posisi kedua setelah Filipina. Berdasarkan EPD, Indonesia menempati posisi Rising Star, sementara negara pesaing menunjukkan tren penurunan. Melalui X-Model, Indonesia tergolong dalam Pasar Optimis, yaitu memiliki daya saing tinggi dan pasar yang berkembang. Pentingnya strategi peningkatan produktivitas, peremajaan tanaman, inovasi produk turunan, dan dukungan kebijakan guna memperkuat daya saing ekspor minyak kelapa Indonesia secara berkelanjutan.

Kata kunci: minyak kelapa, daya saing, struktur pasar, ekspor Indonesia



ABSTRACT

This study analyzes the competitiveness of Indonesia's coconut oil in the international market in comparison with the Philippines, Malaysia, and the Netherlands. Export data from 1995 to 2024 are analyzed using the Herfindahl-Hirschman Index (HHI) and Concentration Ratio (CR4) to examine market structure, while competitiveness is assessed using the Revealed Comparative Advantage (RCA), Export Product Dynamics (EPD), and the integration of both through the X-Model Potential Export Product. The results show that the coconut oil market is oligopolistic with a high level of concentration. Indonesia has a strong comparative advantage (RCA and RSCA), ranking second after the Philippines. According to the EPD, Indonesia is positioned as a Rising Star while competing countries show a declining trend. Through the X-Model, Indonesia is classified in the Optimistic Market category, indicating high competitiveness and a growing export market. These findings underscore the importance of strategies such as productivity improvement, replanting, downstream product innovation, and policy support to sustainably strengthen the international competitiveness of Indonesia's coconut oil exports.

Keywords: *coconut oil, competitiveness, market structure, Indonesian exports.*