



INTISARI

Penelitian ini bertujuan untuk (1) mengkaji daya saing CCO Indonesia di pasar internasional dan negara tujuan utama, (2) mengkaji faktor-faktor yang memengaruhi daya saing CCO Indonesia di negara tujuan utama, (3) mengkaji faktor-faktor yang memengaruhi ekspor komoditas CCO Indonesia di negara tujuan utama. Metode analisis yang digunakan dalam analisis daya saing CCO adalah RCA, ISP, AR, XCI, dan EPD. Analisis regresi data panel digunakan untuk menganalisis faktor-faktor yang memengaruhi daya saing dan ekspor CCO Indonesia di negara tujuan utama (Amerika Serikat, Belanda, Malaysia, China, dan Singapura) selama periode 1996-2017. Hasil penelitian menunjukkan CCO Indonesia di pasar internasional dan negara tujuan utama memiliki daya saing yang sangat kuat, berada pada tahap kedewasaan, dan juga berada pada posisi *rising star*, namun di negara tujuan Singapura CCO Indonesia tidak memiliki keunggulan komparatif dan berada pada posisi *falling star*. Faktor yang berpengaruh positif terhadap daya saing CCO Indonesia ke negara tujuan utama adalah volume ekspor, sedangkan *openness* negara pengimpor dan nilai ekspor pesaing (Filipina) berpengaruh negatif terhadap daya saing CCO Indonesia ke negara tujuan. Faktor yang berpengaruh positif terhadap ekspor CCO Indonesia ke negara tujuan utama adalah populasi negara tujuan, sedangkan GDP negara tujuan serta jarak ekonomi berpengaruh negatif terhadap ekspor CCO Indonesia ke negara tujuan ekspor. Keterbukaan ekonomi negara pengimpor harus tetap diwaspadai karena semakin terbuka ekonomi negara pengimpor, persaingan CCO akan semakin ketat. Sangat penting untuk menjaga kualitas, kuantitas, dan kontinuitas CCO sesuai dengan kebutuhan negara pengimpor. Pemerintah dan eksportir CCO perlu melobi negara-negara tujuan untuk mengimpor CCO dari Indonesia, dan untuk meyakinkan negara-negara tujuan, kualitas CCO perlu ditingkatkan, sehingga CCO Indonesia akan menjadi lebih kompetitif daripada yang lain.

Kata kunci: CCO, daya saing, ekspor, gravity model

ABSTRACT

This study aims to (1) examine the competitiveness of Indonesian CCO in the international market and in the main destination countries, (2) examine what factors influence the competitiveness of Indonesian CCO in the main destination countries, (3)) examine what factors influence the export of Indonesian CCO in the main destination countries. The analytical methods used in this research are RCA, ISP, AR, XCI, and EPD. Panel data regression analysis was used to analyze the factors that influenced the competitiveness and exports of Indonesian CCO in the main destination countries (United States, Netherlands, Malaysia, China, and Singapore) during 1996-2017. The results showed that Indonesian CCOs in the international market and main destination countries had very strong competitiveness. It was at maturity stage and also in a rising star position. But in Singapore, Indonesian CCO had no comparative advantage and was in a falling star position. The factor that has a positive effect on the competitiveness of Indonesian CCO in the main destination countries was export volume, while openness of importing countries and the value of competitor exports (the Philippines) had negative effect on the competitiveness of Indonesian CCO. The factor that has a positive effect on Indonesian CCO exports in the main destination countries was the population of the destination countries, while the GDP of the destination countries and economic distance had negative effect on Indonesian CCO exports. The trade openness of the importing countries must be watched out because if the trade of the importing countries are more open, the competition of CCO will be tighter. The government and CCO exporters need to lobby the destination countries to import CCO from Indonesia, and to convince the destination countries, the quality of the CCO needs to be improved, so that Indonesian CCO will become more competitive than others. It is very important to maintain the quality, quantity, and continuity of CCO according to the needs of the importing country. The government and CCO exporters need to lobby the destination countries to import CCO from Indonesia, and to convince the destination countries, the quality of the CCO needs to be improved, so that Indonesian CCO will become more competitive than others.

Keywords: CCO, competitiveness, export, gravity model