

INTISARI

Penelitian ini menganalisis daya saing ekspor kayu manis Indonesia dan negara pesaing (Cina, Vietnam, Srilanka, dan Madagaskar) dengan melihat keunggulan komparatif dan keunggulan kompetitif beserta faktor-faktor yang dapat mempengaruhinya. Periode analisis yang digunakan pada penelitian ini yaitu dari tahun 2000 sampai 2017. Analisis keunggulan komparatif diukur dengan menggunakan metode analisis RCA (*Revealed Comparative Advantage*), TSI (*Trade Specialization Index*), dan AR (*Acceleration Ratio*), sedangkan analisis keunggulan kompetitif diukur dengan menggunakan metode analisis EPD (*Export Product Dynamic*) dan XCI (*Export Competitive Index*), dan untuk melihat faktor-faktor yang dapat mempengaruhi kinerja daya saing ekspor kayu manis Indonesia dan negara pesaing utama menggunakan analisis regresi data panel. Hasil penelitian ini menunjukkan bahwa Indonesia dan negara pesaing utama (Cina, Vietnam, Srilanka, dan Madagaskar) memiliki peluang dalam melakukan ekspor kayu manis secara berkelanjutan di Pasar Internasional, Kinerja daya saing kayu manis Indonesia di Pasar Internasional berdaya saing secara komparatif dan kompetitif, sedangkan negara pesaing utamanya (Cina, Vietnam, Srilanka, dan Madagaskar) berdaya saing secara komparatif, namun hanya negara Madagaskar dan Vietnam yang berdaya saing secara kompetitif, dan faktor-faktor yang mempengaruhi kinerja daya saing ekspor kayu manis yaitu produktivitas, pangsa pasar, dan harga ekspor kayu manis disetiap negara produsen utama (Cina, Vietnam, Srilanka, dan Madagaskar) yang berpengaruh positif terhadap kinerja daya saing ekspor kayu manis di Pasar Internasional.

Kata kunci: Daya Saing, Ekspor, Kayu Manis, Komparatif

ABSTRACT

This study analyzes the competitiveness of Indonesia's cinnamon exports and competing countries (China, Vietnam, Sri Lanka, and Madagascar) by looking at comparative and competitive advantages along with factors that can influence them. The analysis period used in this research is from 2000 to 2017. Comparative advantage analysis is measured using the RCA (Revealed Comparative Advantage) analysis method, TSI (Trade Specialization Index), and AR (Acceleration Ratio), while the analysis of competitive advantage is measured using analysis method of EPD (Export Product Dynamic) and XCI (Export Competitive Index), and to see the factors that can affect the performance of export competitiveness of Indonesian cinnamon and major competitor countries using panel data regression analysis. The results of this study indicate that Indonesia and its main competitor countries (China, Vietnam, Sri Lanka, and Madagascar) have the opportunity to sustainably export cinnamon in the International Market, the performance of Indonesia's cinnamon competitiveness in the International Market is comparative and competitive, whereas The main competing countries (China, Vietnam, Sri Lanka, and Madagascar) are comparatively competitive, but only Madagascar and Vietnam are competitive, and the factors that affect the performance of cinnamon export competitiveness are productivity, market share, and prices cinnamon exports in each of the major producing countries (China, Vietnam, Sri Lanka, and Madagascar) which have a positive effect on the performance of cinnamon export competitiveness in the International Market.

Keywords: Cinnamon, Comparative, Competitiveness, Export