UNIVERSITAS
GADJAH MADA
Daya Saing Ekspor Nanas Kaleng Indonesia di Pasar Uni Eropa
ANNISA WIJARANI UNTORO, Dr. Ir. Lestari Rahayu Waluyati, M.P.;Prof. Dr. Ir. Dwidjono HD., MS.; Anung Pranyoto
Universitas Gadjah Mada, 2021 | Diunduh dari http://etd.repository.ugm.ac.id/

DAYA SAING EKSPOR NANAS KALENG INDONESIA DI PASAR UNI EROPA

ANNISA WIJARANI UNTORO
17/412876/PN/15198

INTISARI

Nanas kaleng merupakan hasil olahan pertanian unggulan ekspor Indonesia. Penelitian ini bertujuan untuk (1) mengetahui daya saing nanas kaleng Indonesia terhadap Thailand dan Filipina di pasar Uni Eropa, (2) mengetahui posisi pasar nanas kaleng Indonesia di pasar Uni Eropa, dan (3) mengkaji faktor yang memengaruhi dinamika pertumbuhan ekspor nanas kaleng Indonesia di pasar Uni Eropa. Data yang digunakan berupa data sekunder *time series* tahun 2010-2019 yang diperoleh dari *United Nations International Trade Statistics Database*. Metode analisis yang digunakan adalah *Revealed Symmetric Comparative Advantage* (RSCA), *Export Product Dynamic* (EPD), dan *Constant Market Share* (CMS). Hasil penelitian menunjukkan bahwa nanas kaleng Indonesia memiliki keunggulan komparatif di pasar Uni Eropa dan 12 negara anggota Uni Eropa. Nanas kaleng Indonesia lebih unggul secara komparatif di pasar Finlandia dan Belanda dibandingkan Thailand dan Filipina, tetapi pada pasar Uni Eropa masih lebih rendah dibandingkan Thailand dan setara dengan Filipina. Berdasarkan analisis EPD, nanas kaleng Indonesia berada pada posisi *falling stars* di pasar Uni Eropa. Posisi *rising star* nanas kaleng Indonesia berada di pasar Polandia dan Swedia. Nanas kaleng di pasar Belgia, Denmark, Finlandia, Jerman, Italia, Belanda, dan Spanyol berada pada posisi *falling stars.* Posisi *lost opportunity n*anas kaleng berada di pasar Yunani, sedangkan posisi *retreat* di pasar Austria dan Perancis. Analisis CMS menunjukkan nilai ekspor nanas kaleng Indonesia di pasar Uni Eropa mengalami peningkatan akibat efek pertumbuhan ekspor dunia dan daya saing. Efek positif paling banyak berpengaruh pada peningkatan nilai ekspor nanas kaleng Indonesia pada pasar Belgia, Finlandia, Yunani, Italia, dan Belanda.

Kata kunci: ekspor nanas kaleng, Uni Eropa, daya saing, posisi pasar, *constant market share*

UNIVERSITAS
GADJAH MADA
Daya Saing Ekspor Nanas Kaleng Indonesia di Pasar Uni Eropa
ANNISA WIJARANI UNTORO, Dr. Ir. Lestari Rahayu Waluyati, M.P.;Prof. Dr. Ir. Dwidjono HD., MS.; Anung Pranyoto
Universitas Gadjah Mada, 2021 | Diunduh dari http://etd.repository.ugm.ac.id/

EXPORT COMPETITIVENESS OF INDONESIAN CANNED PINEAPPLE IN EUROPEAN UNION MARKET

ANNISA WIJARANI UNTORO
17/412876/PN/15198

ABSTRACT

Canned pineapple is an important commodity in Indonesia's agriculture export. This research aims to (1) determine Indonesia canned pineapple export competitiveness in European Union (EU) market towards Thailand and the Philippines, (2) determine market positions for Indonesia canned pineapple in the EU market, and (3) analyze factors affecting the dynamic of Indonesia canned pineapple export trade value in EU market. Secondary data used in this research is time-series data from 2010-2019 obtained from United Nations International Trade Statistics Database (UNCOMTRADE). Revealed Symmetric Comparative Advantage (RSCA), Export Product Dynamic (EPD), and Constant Market Share (CMS) are three analysis methods used in this research. The result shows that Indonesia canned pineapple has comparative advantages in the EU market and 12 of its country members. Indonesia has higher RSCA values in Finland and Netherlands compared toThailand and the Philippines. Yet on the EU market, Indonesia's comparative advantage is below Thailand and equal to the Philippines. Based on EPD results, Indonesia canned pineapple in EU, Belgium, Denmark, Finland, Germany, Italy, Netherlands, and Spain markets are in falling stars position. Rising stars position is showed in Poland and Sweden. Indonesia's canned pineapple market position in Greece is lost opportunity. Retreat position reveals to be in Austria and France. CMS results unveil Indonesia canned pineapple export value in EU increase as affected by world trade and competitiveness effects. Most positive effects influence Indonesia's canned pineapple trade value growth in Belgium, Finland, Greece, Italy, and the Netherlands.

Keywords: canned pineapple export, European Union, competitiveness, market position, constant market share