

ANALISIS *GLOBAL VALUE CHAIN* PRODUK EKSPOR UNGGULAN DAERAH ISTIMEWA YOGYAKARTA

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INTISARI

Daerah Istimewa Yogyakarta terkenal dengan kegiatan pendidikan, pariwisata dan kebudayaan, akan tetapi DIY juga memiliki potensi industri manufaktur yang besar. Industri manufaktur di DIY menghasilkan produk-produk ekspor yang mendorong partisipasi DIY dalam *Global Value Chain*. Penelitian ini dimaksudkan untuk 1) mengidentifikasi produk ekspor unggulan DIY, dan 2) melakukan analisis *Global Value Chain* terhadap produk ekspor unggulan DIY.

Data yang digunakan berupa data primer dan data sekunder. Pengumpulan data penelitian dilakukan dengan metode wawancara, observasi dan dokumentasi. Identifikasi produk ekspor unggulan DIY dilakukan dengan menggunakan Metode Perbandingan Eksponensial. Identifikasi Produk Ekspor Unggulan DIY dengan metode MPE menghasilkan Mebel Kayu sebagai produk ekspor yang paling unggul di DIY.

Analisis *Global Value Chain* terhadap produk ekspor unggulan DIY yakni Mebel Kayu dilakukan dalam 4 dimensi analisis : struktur input-output, *geographic scope*, *governance*, dan *upgrading*. Dimensi struktur input-output rantai nilai Mebel Kayu DIY menjelaskan proses inti rantai nilai dan struktur dinamis. Struktur dinamis yang dijelaskan dalam analisis GVC Mebel Kayu DIY adalah pelaku yang terlibat, kegiatan spesifik, alur produk dan pertambahan nilai. Dimensi *geographic scope* menjelaskan wilayah geografis yang terlibat pada *supply* dan *demand* dalam rantai nilai Mebel Kayu DIY. Dimensi *governance* merupakan dimensi yang menjelaskan struktur *governance*, regulasi dan standar informal, dan regulasi dan standar formal yang mempengaruhi rantai nilai Mebel Kayu DIY. Dimensi *upgrading* menjelaskan hambatan pada rantai nilai Mebel Kayu DIY dan usaha *upgrading* yang dilakukan oleh pelaku rantai nilai dan *stakeholder* terkait. Analisis GVC pada Mebel Kayu DIY menghasilkan matriks rantai nilai yang dijadikan panduan dalam merumuskan potensi solusi dan pengembangan dalam kebijakan pembangunan wilayah. Potensi solusi yang direkomendasikan untuk diarahkan pada strategi pembangunan wilayah dibagi menjadi 5 kelompok yakni : peningkatan kapasitas pelaku rantai nilai; penguatan kelembagaan; penciptaan iklim usaha yang lebih kondusif; penyediaan sarana dan prasarana pendukung; peningkatan kualitas, daya saing dan kuantitas produk; dan strategi pengembangan pasar.

Kata kunci: *Global Value Chain*, Produk Ekspor Unggulan, Mebel Kayu

GLOBAL VALUE CHAIN ANALYSIS TO MAIN EXPORT PRODUCT OF DAERAH ISTIMEWA YOGYAKARTA

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ABSTRACT

DIY is known for education, tourism and cultural activities, but DIY also has great potential for manufacturing industry. The highest contribution to the GDP of DIY came from manufacturing industry. Manufacturing industry in DIY produced export products that encourage DIY to participate in the Global Value Chain. This research was intended to 1) identify main export product of DIY, and 2) analyze the Global Value Chain of main export product of DIY.

This research used primary and secondary data. The data collection of research was conducted by interview, observation and documentation. Identification of the main export product of DIY used Exponential Comparative Method. Identification of main export product by MPE obtained wooden furniture as the first main export product of DIY.

Global Value Chain Analysis to main export product of DIY used 4 dimensional analysis: input-output structure, geographic scope, governance, and upgrading. Input-output structure of wooden furniture value chain of DIY describes the core processes and the dynamic structure of value chain. Dynamic structure that described in GVC analysis of wooden furniture of DIY is the actors involved, specific activities, flows of product and value-added product. Geographic scope describes the geographic region that involved in the supply and demand within the value chain of wooden furniture of DIY. Governance is the dimension that describes the structure of governance, informal regulations and standards and formal regulations and standards that affect the value chain of wooden furniture of DIY. Upgrading explain the obstacles on the value chain of wooden furniture of DIY and upgrading efforts that undertaken by value chain actors and stakeholders. GVC analysis of wooden furniture of DIY produce value chain matrix that used as a guide in formulating potential solutions and development in regional development policy. Potential solutions that are recommended to be directed at regional development strategy is divided into five groups, namely: an increase in the capacity of value chain actors; institutional strengthening; the creation of a more conducive business environment; provision of facilities and infrastructure; improving the quality, competitiveness and quantity of products; and market development strategy.

Keywords: *Global Value Chain, Main Export Product, Wooden Furniture*



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