



## INTISARI

Penelitian ini bertujuan untuk menganalisis daya saing ekspor kayu manis Indonesia di pasar internasional, dan menganalisis faktor-faktor yang mempengaruhi daya saing kayu manis Indonesia di pasar internasional. Daya saing kayu manis Indonesia dianalisis menggunakan RCA (*Revealed Comparative Advantage*), ISP (*Trade Specialization Index*), dan AR (*Acceleration Ratio*), sedangkan faktor-faktor yang mempengaruhi daya saing ekspor kayu manis Indonesia dianalisis dengan menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa daya saing ekspor kayu manis Indonesia di pasar internasional memiliki keunggulan komparatif di atas rata-rata pasar internasional, selain itu Indonesia merupakan negara net exportir dalam tahap kemandirian, namun belum dapat merebut pangsa ekspor. Daya saing ekspor kayu manis Indonesia di pasar internasional dipengaruhi secara positif oleh rasio produksi kayu manis Indonesia terhadap produksi kayu manis China, RCA kayu manis China, Nilai tukar dolar terhadap rupiah, dan harga kayu manis dunia.

Kata kunci: daya saing, kayu manis, keunggulan komparatif



*ABSTRACT*

*The research was conducted to analyze the competitiveness of Indonesian cinnamon export in the international market and to analyze the factors affecting the competitiveness of Indonesian cinnamon export in the international market. The competitiveness of Indonesian cinnamon export was analyzed by using RCA (Revealed Comparative Advantage), ISP (Trade Specialization Index), and AR (Acceleration Ratio), while the factors influencing the competitiveness of Indonesian cinnamon exports was analyzed by using multiple linear regression model. This research showed that the competitiveness of cinnamon export in the international market has a comparative advantage over the average international market and Indonesia is a net exporter in the stage of independence, but have not been able to take over the export market share. Competitiveness of Indonesian cinnamon export in the international market is positively influenced by Indonesian cinnamon product ratio toward China, RCA cinnamon China, dolar exchange's rate, and global cinnamon price.*

*Keyword: competitiveness, cinnamon, comparative advantage*