



## Intisari

Penelitian ini bertujuan untuk mengetahui: (1) tren pangsa pasar ekspor udang beku dan udang segar Indonesia terhadap total ekspor udang beku dan udang segar ASEAN dan dunia, (2) faktor-faktor yang mempengaruhi penawaran ekspor udang Indonesia di pasar internasional, (3) daya saing ekspor udang beku dan udang segar Indonesia di pasar internasional. Penelitian ini menggunakan data sekunder tahun 1981-2013. Analisis tren pangsa pasar ekspor udang beku dan udang segar Indonesia dilakukan menggunakan metode tren, analisis faktor-faktor yang mempengaruhi penawaran ekspor udang Indonesia menggunakan metode *Ordinary Least Square* (OLS), dan analisis daya saing ekspor udang beku dan udang segar Indonesia menggunakan metode *Revealed Comparative Advantage* (RCA), *Acceleration Ratio* (AR), dan Indeks Spesialisasi Perdagangan (ISP). Hasil penelitian menunjukkan: (1) tren menurun terjadi pada pangsa pasar ekspor udang beku Indonesia terhadap total ekspor udang beku ASEAN dan pangsa pasar ekspor udang segar Indonesia terhadap total ekspor udang segar ASEAN dan dunia. Tren stabil terjadi pada pangsa pasar ekspor udang beku Indonesia terhadap total ekspor udang beku dunia, (2) faktor-faktor yang mempengaruhi penawaran ekspor udang Indonesia di pasar internasional secara signifikan dan positif adalah volume produksi udang domestik Indonesia, volume ekspor udang tahun sebelumnya, dan harga udang dunia, (3) Indonesia memiliki daya saing ekspor udang beku dan udang segar di pasar internasional.

Kata kunci: udang, pangsa pasar, penawaran ekspor, daya saing



### *Abstract*

This study aims to determine: (1) the trend of the market share of exports frozen shrimp and fresh shrimp of Indonesia to the total exports of frozen shrimp and fresh shrimp of ASEAN and the world, (2) the factors affecting supply Indonesian shrimp exports in the international market, (3) the competitiveness of exports frozen shrimp and fresh shrimp of Indonesia in the international market. This study uses secondary data from 1981-2013. Analysis of the trend of the market share of exports frozen shrimp and fresh shrimp of Indonesia using trends method, analysis of factors affecting supply Indonesian shrimp exports using ordinary least square (OLS), and analysis of the competitiveness of exports frozen shrimp and fresh shrimp of Indonesia using the Revealed Comparative Advantage (RCA), Acceleration Ratio (AR), and Trade Specialization Index (ISP). The results showed: (1) the downward trend occurred in the market share of frozen shrimp export of Indonesia to total exports of frozen shrimp of ASEAN and the market share of fresh shrimp export of Indonesia to total exports of fresh shrimp ASEAN and the world. A constant upward trend occurred in the market share of frozen shrimp export of Indonesia to total exports of frozen shrimp of world, (2) factors affecting supply Indonesian shrimp exports in the international market significantly and positively is the volume of domestic shrimp production Indonesia, the export volume of shrimp a year earlier, and the price of shrimp the world, (3) Indonesia has the competitiveness of export frozen shrimp and fresh shrimp in the international market.

Keywords: shrimp, tren of market share, export supply, competitiveness