

INTISARI

Penelitian ini bertujuan untuk menentukan daya saing produk olahan daging ayam PT. Dagsap Endura Eatore Yogyakarta di pasar internasional dilihat dari segi finansial dan ekonomi, mengetahui dampak kebijakan pemerintah terhadap produksi olahan daging ayam PT. Dagsap Endura Eatore Yogyakarta sebagai persiapan ekspor ke pasar internasional, dan mengetahui posisi PT. Dagsap Endura Eatore Yogyakarta saat ini sehingga dapat dirumuskan strategi ekspor untuk memasuki pasar internasional.

Data yang digunakan dalam penelitian ini adalah data primer dan data sekunder. Data primer diperoleh dari *stakeholder* atau seseorang yang memiliki kepentingan di PT. Dagsap Endura Eatore Yogyakarta. Data sekunder diperoleh dari lembaga atau instansi yang relevan seperti: Biro Pusat Statistik (BPS), Kementerian Perindustrian, Kementerian Perdagangan, Bank Indonesia, dan penelusuran melalui fasilitas internet. Analisis data dilakukan dengan menggunakan *Policy Analysis Matrix* (PAM) dan analisis SWOT. PAM terbagi atas tiga indikator yaitu indikator daya saing, indikator keuntungan privat dan sosial, serta indikator dampak kebijakan pemerintah terhadap produksi. Analisis SWOT terdiri atas empat indikator yaitu kekuatan, kelemahan, peluang, dan ancaman.

Hasil penelitian menunjukkan bahwa produk nugget ayam PT. Dagsap Endura Eatore Yogyakarta memiliki tingkat daya saing yang sama secara finansial dan ekonomi dengan produsen nugget ayam di Malaysia dilihat dari nilai PCR. Namun, tingkat daya saing produk sosis ayam PT. Dagsap Endura Eatore Yogyakarta masih rendah secara finansial dan ekonomi jika dibandingkan dengan produsen sosis ayam di Malaysia. Secara keseluruhan kebijakan input dan output *tradable* yang dilakukan oleh Pemerintah bersifat disinsentif terhadap produksi olahan daging ayam PT. Dagsap Endura Eatore Yogyakarta. Berdasarkan posisi saat ini, PT. Dagsap Endura Eatore Yogyakarta berada di kuadran I (satu) yaitu mendukung kebijakan pertumbuhan yang agresif. Strategi ekspor yang dapat diterapkan PT. Dagsap Endura Eatore Yogyakarta pada situasi ini adalah memanfaatkan kekuatan sehingga dapat meraih peluang ekspor untuk memasuki pasar internasional.

Kata kunci: *PT. Dagsap Endura Eatore Yogyakarta, pasar internasional, produk olahan daging ayam*

ABSTRACT

The objectives of this research are to determine the competitiveness of processed chicken meat products of PT. Dagsap Endura Eatore Yogyakarta on the international market in terms of financial and economic, to determine the impact of the government policy towards to the chicken meat production of PT. Dagsap Endura Eatore Yogyakarta as the preparation to entering the international market, and to determine the position of PT. Dagsap Endura Eatore Yogyakarta today, so that the export strategy to entering the international market can be formulated.

Primary and secondary data were used in this research. The primary data are obtained from the stakeholder or people who had an interest in PT. Dagsap Endura Eatore Yogyakarta. While secondary data are obtained from the relevant institutions, such as Biro Pusat Statistik (BPS), Kementerian Perindustrian, Kementerian Perdagangan, Bank Indonesia (BI), and internet websites. The Policy Analysis Matrix (PAM) and the SWOT analysis were implemented in the analysis. PAM analysis consists of 3 criteria of indicators that were competitiveness indicator, private and social provitability indicator and the impact of the government's policy indicators. The SWOT analysis consists of 4 criteria of indicators as strengths, weakness, opportunities and threats.

The research shows that chicken nugget products PT. Dagsap Endura Eatore Yogyakarta has the same level of competitiveness financially and economically with chicken nuggets producers in Malaysia seen from the PCR. However, the level of competitiveness of chicken sausage products of PT. Dagsap Endura Eatore Yogyakarta is still lower financially and economically comparing to that of Malaysia. Overall input and output tradable policy conducted by the Government is a disincentive to the production of processed chicken meat PT. Dagsap Endura Eatore Yogyakarta. Based on these results it can be seen that the current PT. Dagsap Endura Eatore Yogyakarta is in quadrant I SWOT matrix that supports an aggressive growth policy (Growth Oriented Strategy). Export strategy which can be applied by PT. Dagsap Endura Eatore Yogyakarta in this situation is by utilizing the strengths, so that it can seize the export opportunities to entering the international market.

Keywords: *PT. Dagsap Endura Eatore Yogyakarta, international market, chicken meat products.*