



Intisari

Penelitian ini bertujuan untuk mengetahui: (1) daya saing komoditas kopi Indonesia di pasar internasional, (2) daya saing komoditas kopi Indonesia di pasar ASEAN, (3) faktor-faktor yang mempengaruhi penawaran ekspor udang Indonesia di pasar internasional. Penelitian ini menggunakan data sekunder tahun 1979-2013. Analisis daya saing dilakukan menggunakan metode *Revealed Comparative Advantage* (RCA), *Acceleration Ratio* (AR), dan Indeks Spesialisasi Perdagangan (ISP), dan analisis faktor-faktor yang mempengaruhi penawaran ekspor kopi Indonesia menggunakan metode *Ordinary Least Square* (OLS). Hasil penelitian menunjukkan: (1) Indonesia memiliki daya saing ekspor kopi di pasar internasional, (2) Indonesia memiliki daya saing ekspor kopi di pasar ASEAN, (3) faktor-faktor yang mempengaruhi penawaran ekspor kopi Indonesia di pasar internasional secara signifikan dan positif adalah volume ekspor kopi tahun sebelumnya, nilai tukar rupiah, dan harga teh dunia.

Kata kunci: kopi, daya saing, penawaran ekspor.



Abstract

This study aims to determine: (1) the competitiveness of Indonesian coffee export in the international market, (2) the competitiveness of Indonesian coffee export in the ASEAN market, (3) the factors affecting supply of Indonesian coffee export in the international market. This study uses secondary data from 1979-2013. Analysis of the competitiveness of coffee export using the Revealed Comparative Advantage (RCA), Acceleration Ratio (AR), and Trade Specialization Index (ISP), and analysis of factors affecting the supply of Indonesian coffee export using ordinary least square (OLS). The result showed: (1) Indonesia has the competitiveness of coffee export in international market, (2) Indonesia has the competitiveness of coffee export in ASEAN market, (3) factors affecting the supply of Indonesian coffee export in the international market significantly and positively are the export volume of coffee a year earlier, the exchange rate of Rupiah, and the world price of tea.

Keywords: coffee, competitiveness, export supply.