

## ABSTRACT

In the period 2005-2009 export destinations of Indonesian palm oil are unlikely to change, which is dominated by India, China, the Netherlands, Malaysia and Pakistan. The concentration ratio of market share of Indonesian palm oil exports in the major markets of the peak at 61.38% of the total market share of Indonesia's palm oil exports. to reduce dependence Indonesia's palm oil exports on the main markets, the government established a policy of market diversification Indonesia's palm oil exports to non-traditional markets of South Africa. it can be seen from the increase in Indonesia's palm oil exports in the region significantly during the period 2010-2014. this thesis attempts to analyze about what is being done in diversifying Indonesia's palm oil export market to non-traditional markets South Africa during the period. Through literature study method, the research found that efforts to diversify the export market of Indonesian palm oil to non-traditional markets of South Africa in the 2010-2014 period through: the development of markets and market information, export institutional quality improvement, human resource development fields of export, export development area, and increased trade cooperation relations Indonesia and South Africa within the framework of JTC (Joint trade Committee).

Keywords: dependence exports on the main market, diversify export markets Indonesia, non-traditional markets of South Africa, JTC (Joint Trade Committee).

## INTISARI

Pada periode 2005-2009 pasar tujuan ekspor minyak sawit Indonesia cenderung tidak berubah, dimana didominasi oleh India, Tiongkok, Belanda, Malaysia dan Pakistan. Rasio konsentration penguasaan pasar ekspor minyak sawit Indonesia di pasar utama tersebut mencapai 61,38% dari keseluruhan pangsa pasar ekspor minyak kelapa sawit Indonesia. untuk mengurangi ketergantungan ekspor minyak sawit Indonesia di pasar utama tersebut pemerintah menetapkan kebijakan diversifikasi pasar ekspor minyak sawit Indonesia ke pasar non-tradisional Afrika Selatan. hal ini terlihat dari peningkatan ekspor minyak sawit Indonesia di kawasan tersebut secara signifikan selama periode 2010-2014. penulisan tesis ini berupaya mengupas mengenai upaya apa saja yang dilakukan Indonesia dalam diversifikasi pasar ekspor minyak sawit Indonesia ke pasar non-tradisional Afrika Selatan selama periode tersebut. Melalui metode studi pustaka didapati hasil penelitian bahwa upaya diversifikasi pasar ekspor minyak sawit Indonesia ke pasar non-tradisional Afrika Selatan pada periode 2010-2014 dilakukan melalui: pengembangan pasar dan informasi pasar, peningkatan kualitas kelembagaan ekspor, pengembangan SDM bidang ekspor, pengembangan ekspor daerah, dan peningkatan hubungan kerjasama perdagangan Indonesia dan Afrika Selatan dalam kerangka kerjasama JTC (*Joint Trade Committee*).

Kata kunci : ketergantungan ekspor di pasar utama, diversifikasi pasar ekspor Indonesia, pasar non-tradisional Afrika Selatan, JTC (*Joint Trade Committee*).