

## ABSTRACT

**MOH MUCHLIS DJIBRAN**, factors affecting demand of Indonesian vanilla whole bean export to the U.S. Supervised by **BUDIARTO** and **ANTIK SUPRIHANTI**.

Purpose of this research are 1) analyze whether the FOB price of vanilla whole, processed vanilla FOB prices, the GDP of the United States, the rupiah exchange rate to the U.S. dollar and the American population affect the demand for Indonesian vanilla export to America. 2) analyze the trend of demand for Indonesian vanilla export to the U.S. for 5 years to come (2009-2014)

Research method used descriptive analysis. Kinds of data used secondary data, data source obtained from centre beareau of Statistic, Institution, Literature, and Internet.

Results of this research indicated that FOB prices of whole vanilla affect export demand vanilla Indonesia to the in value of America. Trends of demand for Indonesian vanilla export to the U.S. for the next 5 years (2010-2014) tend to decrease

Key words : *Export, Demand, Tren, Vanilla.*