

TIAS INDRIANI ASKARI. 2023. *Indonesia Coffee Competitiveness In International Market. Supervised by Dwi Aulia Puspitaningrum And Budiarto.*

ABSTRACT

One of the most important aspects of the economy was international trade. The sector that plays an important role in the economy in Indonesia was the agricultural sector. This study aimed to (1) Analyze the specialization position of Indonesian coffee trade in the international market (2) Analyze the comparative advantage of Indonesian coffee against the main export destination countries (3) Analyze the competitive advantage of Indonesian coffee against the main export destination countries. In this study, researchers used the analysis method used in determining the specialization position of Indonesian coffee trade using the Index of Trade Specialization (ISP) analysis tool. Revealed Comparative Advantage (RCA) method to analyze and determine the strength of coffee commodity competitiveness comparatively. Export Product Dynamics (EPD) for internal and external situation analysis to the competitive advantage of coffee commodities competitively. This research was conducted by specialization position of Indonesian coffee trade in the main destination country, namely as a coffee exporter country. Indonesian coffee commodities have a comparative advantage in the five main destination countries for Indonesian coffee exports, namely the United States, Germany, Malaysia, Italy and Japan with an average value of more than one, meaning that Indonesian coffee commodities have a strong comparative advantage. Coffee commodities have a competitive advantage in the five main destination countries, with a Rising Start market share position, namely the United States, Malaysia, Italy and Japan, and have a strong competitive advantage. Meanwhile, Germany has a Lost Opportunity market share position and does not have a competitive advantage.

Keywords: Export, Indonesia, Competitiveness, Coffee