

## ABSTRACT

**IWAN RIYANTO**, Indonesian Coffee Competitiv advantage Analysis in International Market. Supervised by **ANTIK SUPRIHANTI** and **DWI AULIA PUSPITANINGRUM**. This purpose of the are research to analysis the advantages Indonesia of coffee in international market and to analysis the export volume of Indonesian green coffee in the international market for the next two years.

The implementation methods that used in this research is descriptive method. data that used are secondary data. Sources data obtained from the Central Statistics Agency (BPS), FAO statistic, libraries and the internet.

To analysis the advantage of Indonesian coffee in international market used Revealed Comparative analysis (RCA) for comparative advantage. Value of exports Indonesia green coffee in international markets have a comparative advantage because it was obtained an average value of RCA index over greater than 1 that is equal to 1,25. Trade Specialization Index (ISP) for competitive advantage, from the results of the analysis can be concluded that. Value of export Indonesia green coffee in the international market in 2009 has a competitive advantage because it is at stage IV (maturation) that has a value by 0,95. For analysing the trend of volume export of Indonesia green coffee in the international market for next two years used linear quadratic trend analysis. Volume export Indonesian green coffee increased from 2010 to 2011 because the obtained results of 606.213 tons for 2010 and 681.017 tons for 2011.

Keywords: Advantage, Comparative Advantage, Competitive Advantage of Export volume.