

ABSTRACT

ALBET PUTRA KELANA, Analysis Competitiveness of Indonesian Rubber in International Market. Introduced by **INDAH WIDOWATI** and **VINI ARUMSARI**. The purpose of this research are to analyze Indonesia natural rubber capacity competition in international market and to analyze the volume export of Indonesia natural rubber in the international market for the next two years.

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

To analyze the competitiveness of Indonesian natural rubber in international market used Revealed Comparative analysis (RCA) for comparative advantage, mean while Trade Specialization Index (ISP) use to analyze competitive advantage, to analyze trend of export volume of Indonesian natural rubber in international market for next two years used linear quadratic trend analysis. Result of these research show that value of export Indonesian natural rubber in international market have a comparative advantage because RCA index is greater than 1 that is equal to 18,783. value of export Indonesia natural rubber in the international market has a competitive advantage cause it is at stage IV (maturation) that has a value by 0.987. Export volume of Indonesian natural rubber decrease from 2010 to 2011.

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