

## **ABSTRACT**

### **THE ANALYSIS OF COMPARATIVE AND COMPETITIVE ADVANTAGES OF COFFEE AGROINDUSTRY IN WEST LAMPUNG REGENCY**

**by**

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The research was aimed to: (1) Analyze the competitive and comparative advantages of coffee agroindustry in West Lampung regency., (2) analyze the sensitivity of competitive and comparative advantages of coffee agroindustry in West Lampung regency toward the cost changes, input and output.

The research was conducted in coffee cluster in coffee industry agroindustry in Way Tenong district, West Lampung regency. The location was selected by purposive sampling. The research used primary and secondary data. Primary data were collected from questionnaires and direct interview with manager of coffee agroindustry. Secondary data was collected from the relevant literature. This research applied *Polecy analysis Matrix* (PAM) model.

The results showed that: (1) the coffee agroindustry in Gunung Terang village of Way Tenong district in West Lampung regency has competitive and comparative advantages with PCR (Privat Cost Ratio) was 0.47989 and DRC (Domestic Resource Cost) was 0.46795, thus is wasfeasible to develop. (2) The coffee agroindustry in West Lampung regency was sensitive with the changes of raw material costs influence the competitive advantages of coffee agroindustry in West Lampung regency.

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