ABSTRAK

ANALISIS DAYA SAING DAN PROSPEK EKSPOR KOPI ROBUSTA
INDONESIA DI PASAR INTERNASIONAL

Oleh

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Penelitian ini bertujuan untuk: (1) menganalisis tingkat daya saing kopi robusta Indonesia di pasar internasional, dan (2) menganalisis prospek ekspor kopi robusta Indonesia di pasar internasional.


Hasil penelitian menunjukkan bahwa: (1) Indeks Revealed Comparative Advantage (RCA) Indonesia lebih besar dari satu, hal ini berarti kopi robusta Indonesia memiliki daya saing yang kuat, namun tingkat daya saingnya masih dibawah negara pesaingnya seperti Vietnam, Pantai Gading, dan Brazil. (2) Prospek ekspor kopi robusta Indonesia berdasarkan analisis *forecasting* akan meningkat pada sepuluh tahun yang akan datang.

Kata Kunci: kopi robusta, ekspor, *time series*, *forecasting*, dan ARIMA
ABSTRACT

COMPETITIVENESS ANALYSIS AND PROSPECTS FOR EXPORTS OF INDONESIAN ROBUSTA COFFEE IN THE INTERNATIONAL MARKET

By

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The study aims to: (1) analyze the level of competitiveness of Indonesian robusta coffee in the international market, and (2) analyze the prospects for exports of Indonesian robusta coffee in the international market.

This study covers trade of Indonesian robusta coffee in the international market level. Site selection based on the consideration that Indonesia has a huge potential for plantation. Time of collection data was conducted in May 2012. This study used time series data from 1975 until 2010. Analysis of the competitiveness of Indonesian robusta coffee using the Revealed Comparative Advantage (RCA). Analysis of prospects for Indonesian robusta coffee export using forecast method of ARIMA model.

The results showed that: (1) Index of Revealed Comparative Advantage (RCA) Indonesia is greater than one, it means Indonesia robusta coffee has a strong competitive edge, but the level of competitiveness is still under state rivals such as Vietnam, Ivory Coast, and Brazil. (2) Export of Indonesian robusta coffee will rise in the coming ten years, the growth of the export of Indonesian robusta coffee will be 1.6% each year. In 2021 the export of Indonesian robusta coffee will reach 493.295 tons.

Keywords: robusta coffee, export, time series, forecasting, and ARIMA