

ABSTRACT

ANALYSIS ON COMPETITIVENESS OF INDONESIAN SHRIMP IN THE INTERNATIONAL MARKETS

By

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This study aims to analyze market structure of shrimp, the competitiveness of Indonesian shrimp and the prospects for export of Indonesian shrimp in the international market. This study used is secondary data with time series data start from 1991 to 2014. Data were obtained from the Ministry of Maritime Affairs and Fisheries, World Trade Organization (WTO), food and Agriculture Organization (FAO), United Nations Commodity Trade (UN Comtrade), Vietnam Shrimp Export and Production Association (VASEP) and several other sources. The data was analyzed by Concentration Ratio and Herfindahl Index analysis, Revealed Comparative Advantage (RCA) analysis, Porter Diamond Theory and Forecasting analysis. The result of this research showed that the market structure of shrimp in international markets in 1991 to 1997 was oligopoly market and in 1998 to 2014 was monopolistic competition market direct to oligopoly market. Index of Revealed Comparative Advantage (RCA) of Indonesian shrimp was greater than one (>1), this showed that the shrimp Indonesia has a competitiveness advantage. The results of the Porter Diamond Theory showed that Indonesian shrimp has a competitiveness advantage. But Indonesia must have efforts to improve the competitiveness of shrimp by infrastructure resources improvement and related industries. Indonesian shrimp export outlook by forecasting analysis will increase in the coming ten years.

Keyword: competitiveness advantage, market structure, Revealed Comparative Advantage (RCA), shrimp

ABSTRAK

ANALISIS DAYA SAING UDANG INDONESIA DI PASAR INTERNASIONAL

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Penelitian ini bertujuan untuk menganalisis struktur pasar udang, daya saing udang Indonesia dan prospek ekspor udang Indonesia di pasar internasional. Data yang digunakan adalah data sekunder berupa data *time series* dari tahun 1991 sampai 2014. Data penelitian ini diperoleh dari Kementerian Kelautan dan Perikanan, *World Trade Organization* (WTO), *Food Agriculture Organization* (FAO), *United Nation Commodity Trade* (UN Comtrade), *Vietnam Association Shrimp Export and Production* (VASEP) dan beberapa sumber lain. Metode analisis dalam penelitian ini adalah analisis *Concentration Ratio* dan *Herfindahl Index*, *Revealed Comparative Advantage* (RCA), Teori Berlian Porter dan Peramalan. Hasil penelitian menunjukkan bahwa struktur pasar udang di pasar internasional pada tahun 1991 hingga 1997 adalah pasar oligopoli dan pada tahun 1998 hingga 2014 adalah pasar persaingan monopolistik mengarah pasar oligopoli. Indeks *Revealed Comparative Advantage* (RCA) udang Indonesia lebih besar dari satu (>1), hal ini menunjukkan bahwa udang Indonesia memiliki daya saing. Hasil analisis Teori Berlian Porter menunjukkan udang Indonesia mempunyai daya saing. Namun perlu upaya peningkatan daya saing udang yaitu perbaikan sumber daya infrastruktur dan industri terkait. Prospek ekspor udang Indonesia berdasarkan analisis peramalan akan meningkat pada sepuluh tahun yang akan datang.

Kata kunci: daya saing, *Revealed Comparative Advantage* (RCA), struktur pasar, udang