

ABSTRACT

ANALYSIS ON COMPETITIVENESS OF INDONESIAN RUBBER AGRIBUSINESS

By

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This study aims to: (1) determine market structure of rubber agribusiness in international market, (2) analyze the competitiveness (comparative and competitive advantages) of Indonesian rubber agribusiness.

The data used in this study are obtained from the Central Bureau of Statistics Indonesia, Lampung Central Bureau of Statistics, Ministry of Agriculture, Directorate General of Plantation, and other institutions. This study applies Herifindahl Index and Concentration Ratio, Revealed Comparative Advantage, Porter's theory, input-output analysis using the Input-Output Indonesia 2008, references and other sources relevant to this study.

The results showed that: (1) the market structure of rubber agribusiness in international market is oligopoly based on CR4 value of 78 percent and the HI value of 1,747 meaning that the decision of the market is controlled or influenced by several manufacturers from several countries, among others, the State of Thailand, Indonesia, and Malaysia. (2) Rubber agribusiness in Indonesia has a strong competitiveness. Indonesian rubber has a comparative advantage from 2008 to 2012 as indicated by the value of RCA of more than one. The RCA values from 2008-2012 are 31, 24, 22, 22, and 27 respectively. In terms of a competitive advantage, Indonesian rubber has good linkages to affect the sectors behind it (i.e. input supplier sectors) and also sectors in front of it (i.e. output user sectors) to continue to grow. In addition, rubber demand is influenced by the rubber price and revenue of the rubber processing industries. Demand of rubber from year to year increases, but the efficiency of rubber marketing in Indonesia today is not efficient.

Keywords: Competitiveness, Indonesian, Rubber