# ABSTRACT

## COMPETITIVENESS OF INDONESIAN COCOA DERIVATIVE PRODUCT EXPORTS IN THE MAIN DESTINATION COUNTRY

**By**

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The objectives of this study are to examine the export competitiveness of Indonesian cocoa derivative products, specifically cocoa paste, cocoa butter, and cocoa powder, to the main destination countries: Malaysia, China, Philippines, the United States, and India; and to analyse the export trend of these cocoa derivative products to make forecasts for the next 10 years. The data source used are secondary data in the form of the value and volume of exports of cocoa paste, cocoa butter and cocoa powder from 2005-2022 to the main destination countries sourced from the Central Statistics Agency (BPS), Intracen and UN Comtrade. The data analysis methods used are RCA, ECI, and ARIMA models. The research results show that Indonesian cocoa paste in Malaysia, China, Philippines and United States is greater than 1 (RCA>1), which means that cocoa paste has strong competitiveness. Meanwhile in India, Indonesian cocoa paste does not have competitiveness because RCA<1. Indonesian cocoa butter and powder in the main destination countries have comparatively strong competitiveness because the RCA value is> 1. Competitively, Indonesian cocoa paste, cocoa butter and cocoa powder are competitive during 2005-2022 because the average ECI value is> 1. The forecast is for Indonesian cocoa paste exported to Malaysia, China, United States and India to experience an increasing trend in 2023-2032, while Indonesian cocoa paste in the Philippines is predicted to experience a downward trend. The forecast volume of Indonesian cocoa butter exports to the main destination countries has an increasing trend. The forecast volume of Indonesian cocoa powder exports to Malaysia, China, Philippines and India has an increasing trend, while in United States it fluctuates with a decreasing trend.

Keywords : comparative, competitive, competitiveness, cocoa butter, cocoa paste, cocoa powder, forecasting

**ABSTRAK**


**DAYA SAING EKSPOR PRODUK TURUNAN KAKAO INDONESIA
DI NEGARA TUJUAN UTAMA**


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Penelitian ini bertujuan untuk menganalisis daya saing ekspor produk turunan kakao Indonesia yaitu *cocoa paste, cocoa butter,* dan *cocoa powder* ke negara tujuan utama yaitu Malaysia, China, Filipina, Amerika Serikat, dan India, serta menganalisis *trend* ekspor produk turunan kakao Indonesia untuk peramalan 10 tahun kedepan.  Sumber data yang digunakan adalah data sekunder berupa nilai dan volume ekspor *cocoa paste, cocoa butter,* dan *cocoa powder* dari tahun 2005-2022 ke negara tujuan utama yang bersumber dari  Badan Pusat Statistik (BPS), Intracen, dan UN Comtrade.  Metode analisis data yang digunakan yaitu RCA, ECI, dan model ARIMA.  Hasil penelitian menunjukkan RCA pasta kakao Indonesia di Malaysia, China, Filipina, dan Amerika Serikat lebih besar dari 1 (RCA>1) yang artinya pasta kakao memiliki daya saing yang kuat.  Sedangkan di India, pasta kakao India tidak memiliki daya saing karena RCA<1.  Lemak dan bubuk kakao Indonesia di negara tujuan utama memiliki daya saing kuat secara komparatif karena nilai RCA>1.  Secara kompetitif, pasta kakao, lemak kakao, dan bubuk kakao Indonesia memiliki daya saing selama 2005-2022 karena rata-rata nilai ECI>1.  Peramalan pasta kakao Indonesia yang diekspor ke Malaysia, China, Amerika Serikat, dan India mengalami *trend* yang meningkat pada 2023-2032, sedangkan pasta kakao Indonesia di Filipina diperkirakan akan  mengalami trend menurun. Peramalan volume ekspor lemak kakao Indonesia ke negara tujuan utama memiliki *trend* yang meningkat.  Peramalan volume ekspor bubuk kakao Indonesia ke Malaysia, China, Filipina, dan India memiliki *trend* yang meningkat, sedangkan di Amerika Serikat berfluktuasi dengan kecenderungan menurun.

Kata kunci : daya saing, komparatif, kompetitif, bubuk kakao, lemak kakao, pasta kakao, peramalan