

ABSTRAK

ANALISA DAYA SAING INDUSTRI TEH INDONESIA DI PASAR GLOBAL TAHUN 2018-2022

Oleh:

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Penelitian ini bertujuan untuk menganalisis daya saing industri teh Indonesia di pasar global terutama pada tahun 2018-2022 dengan menimbang potensi besar di pasar global. Potensi peningkatan ekspor teh di pasar global dapat menjadi peluang Indonesia selaku salah satu produsen teh terbesar dunia. Menggunakan konsep Perdagangan Internasional dan teori Keunggulan Kompetitif Negara, *Diamond Model* oleh Michael E. Porter.

Metode penelitian yang digunakan merupakan kualitatif deskriptif, untuk memaparkan terkait urgensi penelitian. Dengan melalui pendekatan wawancara dan studi literatur berdasarkan sumber data primer. Wawancara dilakukan bersama Staf Badan Kebijakan Perdagangan (BKPerdag), Kementerian Perdagangan RI, di Jakarta Pusat. Data tersebut digunakan berbarengan dengan penggunaan studi literatur berdasarkan *website* resmi seperti laporan tahunan Kementerian Pertanian, Dewan Teh Indonesia, jurnal maupun artikel terkait.

Hasil penelitian tersebut menunjukkan bahwa terdapat tren negatif dari industri teh Indonesia. Kurangnya perhatian pemerintah dalam mengembangkan industri ini mengakibatkan Indonesia tidak dapat memanfaatkan peluang peningkatan pasar teh dunia. Seperti perang dagang Amerika dan China, tren minuman kekinian teh boba, hingga perubahan konsumsi masyarakat global akan minuman sehat. Rendahnya respon dan adaptasi industri teh Indonesia terhadap perubahan pasar global juga menjadi permasalahan. Oleh karena itu, Indonesia tidak dapat memanfaatkan peluang-peluang peningkatan pasar teh dunia.

Kata kunci: Daya Saing, Ekspor, Indonesia, Ketertinggalan, Pasar Global, Teh.

ABSTRACT

ANALYSIS COMPETITIVENESS OF THE INDONESIAN TEA INDUSTRY IN THE GLOBAL MARKET IN 2018-2022

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This research aims to analyze the competitiveness of the Indonesian tea industry in the global market, especially in 2018-2022 by considering the large potential in the global market. The potential for increasing tea exports on the global market could be an opportunity for Indonesia to become one of the world's largest tea producers. Using the concept of International Trade and the theory of Country Competitive Advantage, the *Diamond Model* by Michael E. Porter. The research method used is qualitative descriptive, to explain the urgency of the research. Through an interview approach and literature study based on primary data sources. Interviews were conducted with the Staf of the Trade Policy Agency (BKPerdag), Ministry of Trade of the Republic of Indonesia, in Central Jakarta. The data is used together with the use of literature studies based on official websites such as the annual report of the Ministry of Agriculture, the Indonesian Tea Council, journals and related articles. The results of this research show that there is a negative trend in the Indonesian tea industry. The lack of government attention in developing this industry has resulted in Indonesia not being able to take advantage of opportunities to increase the world tea market. Such as the American and Chinese trade war, the current trend of boba tea drinks, and changes in global society's consumption of healthy drinks. The low response and adaptation of the Indonesian tea industry to global market changes is also a problem. Therefore, Indonesia cannot take advantage of opportunities to increase the world tea market.

Keywords: Competitiveness, Export, Indonesia, Backwardness, Global Market, Tea.