ABSTRAK

ANALISIS PENINGKATAN DAYA SAING EKSPOR SARANG BURUNG WALET (SBW) INDONESIA TAHUN 2012-2022

Oleh

MARIO MARCELINO

Sarang Burung Walet (SBW) merupakan komoditas ekspor unggulan non-migas Indonesia dengan nilai ekonomi tinggi, terutama di pasar Tiongkok. Namun, daya saing SBW masih menghadapi tantangan seperti regulasi ketat negara tujuan, isu kualitas produk, dan persaingan dari negara lain. Penelitian ini bertujuan menganalisis peningkatan daya saing ekspor SBW Indonesia periode 2012–2022 serta mengidentifikasi faktor pendukung dan penghambatnya.

Metode penelitian menggunakan pendekatan deskriptif kualitatif melalui studi pustaka dan analisis data sekunder, penelitian ini menerapkan *Porter's Diamond Model* versi enam elemen (4+2), yakni kondisi faktor, permintaan, industri pendukung, strategi dan struktur perusahaan, peran pemerintah, serta peristiwa kebetulan. Model ini membantu memahami interaksi antar faktor internal dan eksternal yang memengaruhi daya saing secara komprehensif.

Hasil penelitian menunjukkan bahwa kondisi faktor produksi, meliputi ketersediaan bahan baku, tenaga kerja terampil, serta penerapan teknologi pengolahan, menjadi fondasi utama dalam meningkatkan kualitas dan produktivitas SBW sesuai standar internasional. Kondisi permintaan dari pasar utama, terutama Tiongkok, mendorong peningkatan mutu produk sekaligus inovasi berkelanjutan. Keberadaan industri terkait dan pendukung, seperti lembaga sertifikasi, badan karantina, dan sistem logistik, memperkuat efisiensi rantai nilai. Selanjutnya, strategi, struktur, dan persaingan usaha antarperusahaan menunjukkan dinamika positif melalui peningkatan profesionalisme, investasi teknologi, serta diversifikasi pasar ekspor. Temuan penelitian juga menegaskan bahwa peran pemerintah berfungsi sebagai katalis penting melalui regulasi mutu, insentif ekspor, diplomasi dagang, serta pembangunan infrastruktur pendukung. Sementara itu, faktor eksternal berupa peristiwa kebetulan, seperti perubahan regulasi impor, pandemi COVID-19, dan perkembangan teknologi global, turut memengaruhi daya saing, baik dalam bentuk tantangan maupun peluang. Secara keseluruhan, penelitian ini menegaskan bahwa daya saing ekspor SBW Indonesia merupakan hasil dari interaksi sinergis antara faktor internal dan eksternal. Penerapan pendekatan Porter 4+2 memberikan pemahaman komprehensif terhadap dinamika daya saing dalam konteks perdagangan global yang semakin kompetitif dan dinamis.

Kata kunci: Daya saing, Sarang burung walet, Ekspor, *Porter's Diamond*, Indonesia

ABSTRACT

ANALYSIS OF THE COMPETITIVENESS IMPROVEMENT OF INDONESIAN EDIBLE BIRD'S NEST (EBN) EXPORTS IN 2012–2022

By

MARIO MARCELINO

Edible Bird's Nest (EBN) is one of Indonesia's leading non-oil and gas export commodities, with high economic value, particularly in the Chinese market. However, its competitiveness continues to face challenges such as strict import regulations in destination countries, product quality issues, and competition from other producing nations. This study aims to analyze the enhancement of Indonesia's EBN export competitiveness during the 2012–2022 period and to identify its supporting and inhibiting factors. Employing a descriptive qualitative approach through literature review and secondary data analysis, this research applies Porter's Diamond Model with six elements (4+2), namely factor conditions, demand conditions, related and supporting industries, firm strategy and structure, the role of government, and chance events. This model provides a comprehensive framework to understand the interaction between internal and external factors that shape competitiveness. The findings reveal that factor conditions including raw material availability, skilled labor, and the application of processing technology serve as the foundation for improving EBN quality and productivity in line with international standards. Demand conditions from major markets, especially China, stimulate product quality upgrades and continuous innovation. The presence of related and supporting industries, such as certification bodies, quarantine agencies, and logistics systems, further strengthens value chain efficiency. In addition, firm strategy, structure, and rivalry demonstrate positive dynamics through enhanced professionalism, technology investment, and export market diversification. The study also highlights the government's pivotal role as a catalyst through quality regulations, export incentives, trade diplomacy, and the development of supporting infrastructure. Meanwhile, external chance factors such as changes in import regulations, the COVID-19 pandemic, and global technological advancements have also influenced competitiveness, presenting both challenges and opportunities. Overall, this study underscores that the competitiveness of Indonesia's EBN exports is the result of synergistic interactions between internal and external factors. The application of the Porter 4+2 framework offers a comprehensive understanding of the dynamics of competitiveness in an increasingly competitive and dynamic global trade context.

***Keywords**: Competitiveness, Edible bird's nest, Export, Porter's Diamond, Indonesia*