

ABSTRAK

Penelitian ini bertujuan untuk menganalisis keunggulan daya saing ekspor komoditas kopi. Penelitian ini menggunakan data sekunder berupa data ekspor komoditas kopi Indonesia, Vietnam, Brasil, dan Kolombia tahun 2013-2017. Data diperoleh dari nilai dan volume ekspor komoditas kopi di pasar internasional. Metode analisis yang digunakan dalam penelitian ini adalah *Revealed Comparative Advantage* (RCA), Indeks Spesialisasi Perdagangan (ISP), *Acceleration Ratio* (AR), dan *Constant Market Share Analysis* (CMSA). Hasil penelitian menunjukkan bahwa Indonesia, Vietnam, Brasil, dan Kolombia memiliki keunggulan daya saing komparatif karena memiliki nilai positif lebih dari satu. Secara daya saing kompetitif, Indonesia, Vietnam, Brasil, dan Kolombia berada dalam tahap pematangan. Dalam perhitungan *Acceleration Ratio* (AR), Indonesia, Vietnam, Brasil, dan Kolombia berhasil merebut pasar komoditas kopi. Sedangkan analisis *Constant Market Share Analysis* (CMSA) menunjukkan bahwa secara umum Indonesia belum memiliki keunggulan komparatif dan kompetitif dibandingkan Vietnam, Brasil, dan Kolombia.

Kata Kunci: Kopi, Daya Saing, *Revealed Comparative Advantage* (RCA), Indeks Spesialisasi Perdagangan (ISP), *Acceleration Ratio* (AR), *Constant Market Share Analysis* (CMSA)

ABSTRACT

This study aims to analyze the competitive advantage of coffee commodity exports. The study uses secondary data of Indonesian, Vietnamese, Brazilian, and Colombian coffee commodity exports in 2013-2017. Data is obtained from the value and volume of coffee commodity exports on the international market. The analytical methods used in this study are Revealed Comparative Advantage (RCA), Trade Specialization Index (TSI), Acceleration Ratio (AR), and Constant Market Share Analysis (CMSA). The result of this study show that Indonesia, Vietnam, Brazil, and Colombia have any comparative advantage because they have more than one value. In competitive advantage, Indonesia, Vietnam, Brazil, and Colombia are within the maturation phase. The Acceleration Ratio (AR), Indonesia, Vietnam, Brazil, and Colombia succeeded in seizing the coffee commodity market. While the Contrant Market Share Analysis (CMSA) shows that in general, Indonesia does not have a comparative nor competitive advantage compared to Vietnam, Brazil, or Colombia.

Keywords: *Coffee, Competitiveness, Comparative Comparative Advantage (RCA), Trade Specialization Index (TSI), Acceleration Ratio (AR), Constant Market Share Analysis (CMSA)*