

DINAMIKA VOLUME EKSPOR BIJI KOPI HIJAU INDONESIA: PERBANDINGAN DENGAN PASAR NEGARA KONSUMEN UTAMA

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Abstract

Indonesia, with its diversity of coffee types and abundant production potential, has a great opportunity to dominate the world coffee market. Through data analysis of coffee consumption, global production, and import duty tariffs, this study shows that these three factors have a significant influence on Indonesia's coffee export volume. The high coffee consumption in destination countries is a great opportunity for Indonesia. However, to achieve market dominance, it is necessary to improve coffee bean quality, production capacity, and strengthen trade cooperation. This study shows that Indonesia needs to make several strategic efforts. First, improving the quality of coffee beans is essential. This can be achieved through the application of appropriate cultivation technology, good post-harvest processing, and quality certification. Second, increasing production capacity is also key. By increasing plantation area, productivity, and production efficiency, Indonesia can meet the growing market demand. Third, strengthening trade cooperation with destination countries is necessary. Through free trade agreements or trade preferences, Indonesia can improve market access and competitiveness of its coffee products. The results of this study provide important implications for the government, business actors, and coffee farmers. The government needs to provide greater support to the coffee sector, such as providing infrastructure, developing research and technology, and facilitating market access. Business actors need to continue to innovate and diversify their products to meet the increasingly diverse market needs. Meanwhile, coffee farmers need to improve their knowledge and skills in coffee cultivation and adapt to climate change.

Keywords: Consumption, Production, Rates, Export Volume, Coffee

Abstrak

Indonesia dengan keanekaragaman jenis kopi dan potensi produksinya yang melimpah, memiliki peluang besar untuk menguasai pasar kopi dunia. Melalui analisis data konsumsi kopi, produksi global, dan tarif bea masuk, penelitian ini menunjukkan bahwa ketiga faktor tersebut memiliki pengaruh yang signifikan terhadap volume ekspor kopi Indonesia. Tingginya konsumsi kopi di negara tujuan merupakan peluang besar bagi Indonesia. Namun, untuk mencapai dominasi pasar, perlu ditingkatkan kualitas biji kopi, kapasitas produksi, dan memperkuat kerja sama perdagangan. Studi ini menunjukkan bahwa Indonesia perlu melakukan beberapa upaya strategis. Pertama, meningkatkan kualitas biji kopi sangat penting. Hal ini dapat dicapai melalui penerapan teknologi budidaya yang tepat, pengolahan pasca panen yang baik, dan sertifikasi mutu. Kedua, peningkatan kapasitas produksi juga menjadi kuncinya. Dengan meningkatkan luas perkebunan, produktivitas, dan efisiensi produksi, Indonesia dapat memenuhi pertumbuhan.

Kata Kunci: Konsumsi, Produksi, Tarif, Volume Ekspor, Kopi