

**ABSTRAK**  
**DAYA SAING KOPI INDONESIA DI PASAR INTERNASIONAL**

**Oleh**  
**Cornelia Zahradia Abdul Hakeem**  
**NPM 195009015**

**Dosen Pembimbing**  
**Candra Nuraini**  
**Unang Atmaja**

Komoditas perkebunan kopi bersifat komersial, yang berarti bahwa produksi kopi dituntut untuk memiliki dan mampu menguasai daya saing yang tinggi agar dapat mencapai pangsa pasar global yang optimal. Indonesia menduduki peringkat keempat produsen kopi terbesar di dunia, pada 10 tahun terakhir (2011-2021), volume dan nilai ekspor Indonesia bersifat fluktuatif. Penelitian ini untuk menganalisis daya saing komparatif dan kompetitif kopi Indonesia di pasar Internasional. Metode yang digunakan pada penelitian ini yaitu kuantitatif deskriptif untuk jenis data yang digunakan yaitu data sekunder diperoleh dari *United Nations Commodity Trade Statistics Database* (UN Comtrade) serta Direktorat Jenderal Perkebunan tahun 2011-2021. Metode analisis yang digunakan yaitu *Revealed Comparative Advantage* (RCA), disempurnakan dengan *Revealed Symmetric Comparative Advantage* (RSCA), serta Indeks Spesialisasi Perdagangan (ISP). Hasil analisis *Revealed Comparative Advantage* (RCA) Indonesia memperoleh nilai 3,60 dan *Revealed Symmetric Comparative Advantage* (RSCA) dengan nilai 0,53, sehingga menunjukkan kopi Indonesia memiliki keunggulan komparatif, yang berarti memiliki daya saing kuat. Hasil analisis Indeks Spesialisasi Perdagangan (ISP) dengan memperoleh nilai 0,89, menunjukkan bahwa Indonesia memiliki keunggulan kompetitif yang berarti Indonesia sebagai negara pengekspor komoditi kopi dan berada pada posisi tahap kematangan.

Kata Kunci: Daya Saing, Kopi, Keunggulan Komparatif, Keunggulan Kompetitif.

**ABSTRACT**  
**COMPETITIVENESS OF INDONESIAN COFFEE IN THE**  
**INTERNATIONAL MARKET**

**By**  
**Cornelia Zahradia Abdul Hakeem**  
**NPM 195009015**

**Supervisor**  
**Candra Nuraini**  
**Unang Atmaja**

*Coffee plantation commodities are commercial in nature, which means that coffee production is required to have and be able to master high competitiveness in order to achieve optimal global market share. Indonesia is ranked as the fourth largest coffee producer in the world. In the last 10 years (2011-2021), the volume and value of Indonesia's exports have fluctuated. This research is to analyze the comparative and competitive competitiveness of Indonesian coffee in the international market. The method used in this study is descriptive-quantitative for the type of data used, namely secondary data obtained from the United Nations Commodity Trade Statistics Database (UN Comtrade) and the Directorate General of Plantations in 2011-2021. The analytical method used is Revealed Comparative Advantage (RCA), refined with Revealed Symmetric Comparative Advantage (RSCA), as well as The Trade Specialization Index (ISP). The results of RCA analysis obtained a value of 3.60 and Revealed Symmetric Comparative Advantage (RSCA) with a value of 0.53, indicating that Indonesian coffee has a comparative advantage, which means it has strong competitiveness. The results of the analysis of the Trade Specialization Index (ISP) which obtained a value of 0.89, indicate that Indonesia has a competitive advantage, which means that Indonesia is a coffee commodity exporting country and is in the maturity stage.*

*Keywords: competitiveness, coffee, comparative advantage, competitive advantage.*