

RINGKASAN

Kacang mete kupas merupakan komoditas yang memiliki permintaan tinggi di pasar dunia. Indonesia sebagai salah satu produsen jambu mete dan pengolah kacang mete dapat memanfaatkan peluang tersebut untuk ekspor kacang mete kupas di pasar internasional. Vietnam dan India merupakan negara dengan ekspor kacang mete kupas terbesar di pasar dunia. Indonesia berada di posisi ke tujuh dalam ekspor kacang mete kupas di pasar dunia periode 2000-2021. Posisi Indonesia cukup bersaing dengan negara pengekspor kacang mete kupas lainnya. Penelitian ini bertujuan untuk mengetahui struktur pasar ekspor kacang mete kupas di pasar internasional, menganalisis tingkat daya saing ekspor kacang mete kupas Indonesia di pasar internasional, dan menganalisis faktor-faktor yang berpengaruh terhadap ekspor kacang mete kupas Indonesia di pasar internasional. Komoditas dalam penelitian ini yaitu kacang mete kupas dengan kode *Harmonized System* (HS) 080132 (mete segar dan kering, dikupas). Data yang diperoleh bersumber dari Kementan, BPS, World Bank, The United Nation Commodity Trade (UN Comtrade), Food and Agriculture Organization (FAO) dalam data deret waktu (*time series*) dari tahun 2000-2021. Metode analisis yang digunakan yaitu *Concentration Ratio* (CRn), *Herfindahl Index* (HI), *Revealed Symetric Comparative Advantage* (RSCA), *Export Product Dynamic* (EPD), Indeks Spesialisasi Perdagangan (ISP), dan *Constant Market Share* (CMS), dan analisis regresi berganda.

Hasil penelitian menunjukkan bahwa struktur pasar kacang mete kupas di pasar internasional berbentuk oligopoli konsentrasi tinggi dengan nilai CR8 sebesar 93,81 persen dan HI sebesar 3.490,3. Daya saing kacang mete kupas Indonesia menunjukkan bahwa Indonesia memiliki daya saing di pasar internasional periode 2000-2021 dengan rata-rata RSCA sebesar 0,02. Indeks spesialisasi perdagangan kacang mete kupas Indonesia di pasar internasional menunjukkan bahwa Indonesia berkecenderungan sebagai eksportir dan berada dalam tahap kematangan dan pertumbuhan. Posisi pasar kacang mete kupas Indonesia berada pada posisi *rising star* di pasar dunia, *lost opportunity* di Amerika Serikat, dan *falling star* di Belanda dan Jerman. Laju pertumbuhan ekspor kacang mete kupas Indonesia periode 2000-2021 dipengaruhi oleh efek pertumbuhan impor. Faktor-faktor yang mempengaruhi volume ekspor kacang mete kupas Indonesia secara signifikan adalah harga ekspor kacang mete kupas Indonesia, nilai tukar rupiah terhadap dolar AS, dan PDB per kapita dunia.

SUMMARY

Cashew shelled nut is commodity that has a high demand in the world market. Indonesia as one of the cashew producers and cashew nut processors can take advantage of this opportunity to export cashew shelled nuts in the international market. Vietnam and India are the countries with the largest exports of cashew shelled nuts in the world market. Indonesia is ranked seventh in the export of cashew shelled nuts in the world market for the period 2000-2021. Indonesia's position is quite competitive with other cashew shelled nuts exporting countries. This study aims to determine the market structure of cashew shelled nut exports in the international market, analyze the level of competitiveness of Indonesian cashew shelled nut exports in the international market, and analyze the factors that affect Indonesian cashew shelled nut exports in the international market. The commodity in this study is cashew shelled nuts with Harmonized System (HS) code 080132 (fresh and dried cashews, shelled). The data obtained are sourced from the Ministry of Agriculture, BPS, World Bank, The United Nation Commodity Trade (UN Comtrade), Food and Agriculture Organization (FAO) in time series data from 2000-2021. The analytical methods used are Concentration Ratio (CR_n), Herfindahl Index (HI), Revealed Symetric Comparative Advantage (RSCA), Export Product Dynamic (EPD), Index of Trade Specialization (ISP), and Constant Market Share (CMS), and multiple regression analysis.

The results show that the market structure of cashew shelled nuts in the international market is in the form of a high concentration oligopoly with a CR₈ value of 93.81 percent and HI of 3,490.3. The competitiveness of Indonesian cashew shelled nuts shows that Indonesia has competitiveness in the international market for the period 2000-2021 with an average RSCA of 0.02. The trade specialization index of Indonesian cashew shelled nuts in the international market shows that Indonesia tends to be an exporter and is in the stage of maturity and growth. The market position of Indonesian shelled cashew nuts is a rising star in the world market, a lost opportunity in the United States, and a falling star in the Netherlands and Germany. The growth rate of Indonesia's cashew shelled nut exports for the period 2000-2021 is influenced by the effect of import growth. Factors that significantly affect the export volume of Indonesian cashew shelled nuts are the export price of Indonesian shelled cashew nuts, the exchange rate of the rupiah against the US dollar, and world GDP per capita.