

RINGKASAN

Nanas kaleng adalah salah satu produk hortikultura unggulan Indonesia yang termasuk ke dalam komoditas ekspor utama Indonesia. Indonesia merupakan salah satu negara pengeksportir nanas kaleng terbesar di dunia bersama dengan Filipina dan Thailand. Namun, nanas kaleng Indonesia menghadapi tantangan yaitu persaingan yang ketat antar eksportir nanas kaleng dan menurunnya permintaan nanas kaleng dunia. Penelitian ini bertujuan untuk 1) menganalisis keunggulan komparatif dan kompetitif ekspor nanas kaleng Indonesia, 2) menganalisis daya saing ekspor nanas kaleng Indonesia, 3) mengetahui faktor-faktor yang mempengaruhi volume ekspor nanas kaleng Indonesia.

Penelitian ini menggunakan data sekunder berupa data *time series* (2004–2023) dan *cross section* (USA, Jepang, Belanda, Spanyol, Jerman, Prancis, Australia, Kanada, dan Italia) pada komoditas nanas kaleng dengan kode HS 200820. Metode yang digunakan yaitu *Revealed Symmetric Comparative Advantage* (RSCA), Indeks Spesialisasi Perdagangan (ISP), dan *Export Product Dynamic* (EPD) untuk mengestimasi posisi daya saing nanas kaleng Indonesia dan dibandingkan dengan negara pesaing serta regresi data panel menggunakan *Gravity Model* untuk menganalisis faktor yang mempengaruhi volume ekspor nanas kaleng Indonesia di pasar negara tujuan. Variabel yang digunakan pada penelitian ini, yaitu jarak ekonomi, GDP Indonesia, GDP negara tujuan, populasi negara tujuan, harga ekspor, nilai tukar rupiah terhadap dolar, serta *dummy* SPS dan TBT.

Hasil penelitian menunjukkan bahwa daya saing nanas kaleng Indonesia memiliki daya saing kuat yang ditandai dengan nilai RSCA selama 2004–2023 menunjukkan nilai di atas 0. Analisis ISP menunjukkan bahwa nanas kaleng Indonesia, Filipina, dan Thailand berada pada tahap kemandirian dan berperan sebagai pengeksportir. Berdasarkan analisis EPD, posisi nanas kaleng Indonesia berada pada posisi “*Rising Star*” dan “*Falling Star*” di beberapa negara tujuan. Posisi RSCA dan ISP nanas kaleng Indonesia masih dibawah negara pesaing yang menunjukkan pangsa pasar nanas kaleng Indonesia tidak sebesar negara pesaing. Sementara itu, posisi EPD menunjukkan nanas kaleng Indonesia lebih baik dari negara pesaing karena mengalami pertumbuhan ekspor dibandingkan negara pesaing. Hasil regresi data panel menggunakan *Gravity Model* menunjukkan bahwa faktor yang mempengaruhi volume ekspor nanas kaleng Indonesia secara signifikan meliputi jarak ekonomi, populasi, dan nilai tukar rupiah terhadap dolar.

SUMMARY

Canned pineapples were one of Indonesia's leading horticultural products and were categorized as one of the country's main export commodities. Indonesia was one of the world's largest exporters of canned pineapples, alongside the Philippines and Thailand. However, Indonesian canned pineapples faced several challenges, including intense competition among canned pineapple exporters and a decline in global demand for canned pineapples. This research aimed to 1) analyse the comparative and competitive advantages of Indonesia's canned pineapple exports, 2) analyse the competitiveness of Indonesia's canned pineapple exports, and 3) identify the factors influencing the export volume of Indonesia's canned pineapples.

This study used secondary data in the form of time series data (2004–2023) and cross-sectional data from countries including the USA, Japan, the Netherlands, Spain, Germany, France, Australia, Canada, and Italy for the canned pineapple commodity under HS 200820. The methods used include the Revealed Symmetric Comparative Advantage (RSCA), Trade Specialization Index (ISP), and Export Product Dynamics (EPD) to estimate the competitiveness of Indonesian canned pineapples and compare it to the competitor countries. Additionally, data panel regression using the Gravity Model was employed to analyse the factors affecting the volume of Indonesia's canned pineapple exports in destination markets. The variables used in this study included economic distance, Indonesia's GDP, destination countries GDP, population of the destination countries, export price, the rupiah -to-dollar exchange rate, also SPS and TBT dummy variables.

The results showed that Indonesian canned pineapples had strong competitiveness as indicated by RSCA values above 0 throughout 2004–2023. The ISP analysis showed that Indonesia, the Philippines, and Thailand were in the self-reliance stage and acted as exporters. Based on EPD analysis, Indonesian canned pineapples were positioned as a "Rising Star" and "Falling Star" in various destination countries. Although Indonesia's RSCA and ISP positions were still below those of its competitors, indicating a smaller market share. The EPD position showed that Indonesia's canned pineapple exports had better growth performance compared to its competitor. The panel data regression using the Gravity Model revealed that the significant factors influencing Indonesia's canned pineapple export volume were economic distance, population of the destination countries, and the rupiah-to-dollar exchange rate.