

ABSTRAK

Penelitian ini berjudul **“Potensi Ekspor Udang Melalui Penilaian Daya Saing Produk Udang Indonesia di Pasar Internasional”**. Berkembangnya ekonomi Indonesia saat ini disebabkan oleh pertumbuhan ekonomi global yang didorong oleh perdagangan internasional. Impor dan ekspor barang merupakan salah satu elemen penting dalam perdagangan internasional. Produk industri perikanan dan kelautan memiliki peluang yang cukup besar dalam meningkatkan ekspor Indonesia. Komoditas udang termasuk kedalam sepuluh komoditas unggulan ekspor Indonesia. Tujuan dari penelitian ini untuk mengetahui penilaian daya saing komparatif dan kompetitif ekspor produk udang Indonesia di pasar internasional. Materi yang digunakan pada penelitian ini merujuk pada data statistik perdagangan internasional (ITC) berupa jenis data tahunan selama kurun waktu 2020-2024. Metode yang digunakan pada penelitian ini yaitu *Revealed Comparative Advantage* (RCA) dan *Constant Market Share Analysis* (CMSA). Didapatkan hasil analisis penilaian daya saing komparatif ekspor udang Indonesia menunjukkan indeks RCA sebesar 1,22. Sedangkan, hasil analisis penilaian daya saing kompetitif ekspor udang Indonesia menunjukkan nilai efek komposisi sebesar -38.507, nilai efek distribusi pasar sebesar 65.878, nilai efek daya saing sebesar -43.131, dan didapatkan hasil akhir nilai CMSA sebesar -15.760. Strategi yang dapat dilakukan pemerintah Indonesia untuk meningkatkan ekspor udang Indonesia di pasar internasional, antara lain dengan meningkatkan volume dan daya saing ekspor, serta perluasan pangsa pasar baru melalui penguatan kerja sama.

Kata kunci: *Potensi udang; daya saing produk; ekspor; RCA; CMSA.*

ABSTRACT

This research is entitled **“Shrimp Export Potential Through Assessment of Competitiveness of Indonesian Shrimp Products in the International Market”**. Indonesia's current economic development is caused by global economic growth driven by international trade. Import and export of goods is one of the important elements in international trade. Fisheries and marine industry products have considerable opportunities in increasing Indonesia's exports. Shrimp commodities are included in the ten leading Indonesian export commodities. The purpose of this study was to determine the assessment of comparative competitiveness and competitive exports of Indonesian shrimp products in the international market. The material used in this study refers to international trade statistics (ITC) data in the form of annual data types during the period 2020-2024. The methods used in this study are Revealed Comparative Advantage (RCA) and Constant Market Share Analysis (CMSA). The results of the comparative competitiveness assessment analysis of Indonesian shrimp exports showed an RCA index of 1.22. Meanwhile, the results of the analysis of the assessment of the competitive competitiveness of Indonesian shrimp exports showed a composition effect value of -38,507, a market distribution effect value of 65,878, a competitiveness effect value of -43,131, and obtained the final CMSA value of -15,760. Strategies that can be implemented by the Indonesian government to increase Indonesian shrimp exports in the international market include increasing the volume and competitiveness of exports, as well as expanding new market shares through strengthening cooperation.

Keywords: *Shrimp potential; product competitiveness; export; RCA; CMSA.*