

ANALYSIS OF EXPORT COMPETITIVENESS OF CRUDE PALM OIL IN

INDONESIA THESIS

Presented as Partial Fulfillment of the Requirements of the Degree of

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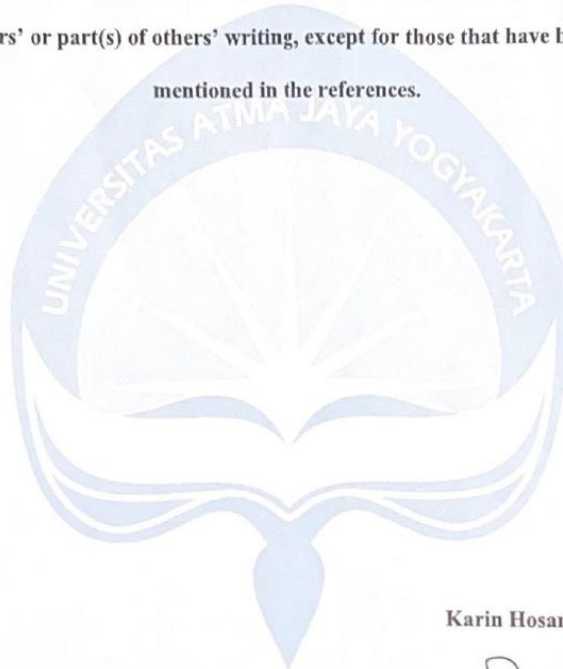
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AUTHENTICITY ACKNOWLEDGEMENT

I, Karin Hosanna Chianarty, hereby declare that I compiled the thesis with the following title:

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Is really, my own thinking and writing. I fully acknowledge that my writings does not contain others' or part(s) of others' writing, except for those that have been cited and mentioned in the references.



Karin Hosanna Chianarty

A handwritten signature in black ink, appearing to read 'Karin Hosanna Chianarty', is positioned below the printed name.

Yogyakarta, June 22, 2023

Abstract

The crude palm oil is a strategic commodity that also supports the economy. This is supported by the growing era of globalization so that with the massive development of globalization of all aspects have an impact on facilitating trade circulation to several countries. The purpose of this study was to determine the competitiveness of Indonesian crude palm oil commodity exports using five porter forces, revealed comparative advantage, trade specialization index and market share index. The results of the study resulted in an analysis of the porter five forces that the threat of new entrants is weak, the threat of substitute products is weak, the bargaining power of buyers is weak, the bargaining power of suppliers is strong and the competition in similar industries is strong. The average analysis of the revealed comparative advantage in 2016-2021 proves that Indonesia has product competitiveness above the world average of 18.766 and the average analysis of the trade specialization index in 2017-2021 is 0.99 indicates that Indonesia has a high index value and tends to be an exporting country. Analysis of the market share index proves that if Indonesia is compared to Malaysia, Indonesia has a higher market share index when compared to Malaysia in the Indian market.

Keyword : *Crude Palm Oil; Export Competitiveness; Porter Five Forces; Trade.*

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