

ABSTRAK

Analisis Daya Saing dan Dampak *Black Campaign Crude Palm Oil* (CPO) Indonesia di Enam Negara Importir Utama

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CPO merupakan minyak nabati utama dunia yang memiliki tingkat konsumsi tertinggi dibandingkan minyak nabati utama lainnya. Indonesia sebagai negara eksportir terbesar CPO di dunia memberikan kontribusi besar dalam pemenuhan kebutuhan minyak nabati dunia. Namun, peluang yang besar dalam meningkatkan ekspor CPO menyebabkan Indonesia mendapat tekanan dari Uni Eropa yaitu berupa *black campaign* minyak nabati di pasar global. Tujuan penelitian ini adalah mendeskripsikan perkembangan ekspor CPO Indonesia, menganalisis daya saing CPO Indonesia dan negara yang optimis dan potensial bagi pengembangan ekspor CPO Indonesia, serta menganalisis dampak *black campaign* CPO dan faktor – faktor lainnya terhadap volume permintaan ekspor CPO Indonesia di enam negara importir utama. Penelitian ini menggunakan data *time series* tahun 1991 - 2020. Metode yang digunakan adalah RCA, EPD, *X- Model* dan model regresi linier berganda yang diestimasi dengan metode *Ordinary Least Squares* (OLS). Hasil penelitian selama periode 1991 – 2020 menunjukkan rata – rata perkembangan ekspor CPO Indonesia berfluktuasi cenderung meningkat di India, Singapura, Spanyol, Malaysia, serta Italia, dan berfluktuasi cenderung menurun di Belanda. CPO Indonesia memiliki daya saing yang kuat di enam negara importir utama. Potensi pengembangan pasar optimis di Negara India, Spanyol, Malaysia, Italia dan potensi pengembangan pasar yang potensial di Negara Singapura. *Black campaign* CPO dan faktor-faktor lainnya (harga impor CPO Indonesia, harga produk substitusi dan GDP per capita) memiliki pengaruh yang berbeda - beda terhadap volume permintaan ekspor CPO Indonesia di enam negara importir utama.

Kata kunci: ekspor, daya saing, permintaan, *black campaign*, harga impor, harga substitusi, GDP per capita, CPO.

ABSTRACT

Analysis of Competitiveness and Impact of Indonesian Crude Palm Oil (CPO) Black Campaign in Six Major Importing Countries

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CPO is the world's main vegetable oil and has the highest consumption rate compared to other major vegetable oils. Indonesia, as the largest CPO exporter in the world, makes a major contribution to meeting the world's vegetable oil needs. However, the great opportunity to increase CPO exports has caused Indonesia to be under pressure from the European Union, namely in the form of a "black campaign" for vegetable oil in the global market. The purpose of this study is to describe the development of Indonesian CPO exports, analyze the competitiveness of Indonesian CPO in countries that are optimistic about the potential for the development of Indonesian CPO exports, and analyze the impact of the CPO black campaign and other factors on the volume of demand for Indonesian CPO exports in the six main importing countries. This study uses time-series data from 1991–2020. The methods used are RCA, EPD, X-Model, and multiple linear regression models estimated by the Ordinary Least Squares (OLS) method. The results of the study during the period 1991–2020 showed that the average development of Indonesian CPO exports fluctuated and tended to increase in India, Singapore, Spain, Malaysia, and Italy, and fluctuated and tended to decrease in the Netherlands. Indonesian CPO has strong competitiveness in six major importing countries. Optimistic market development potential in India, Spain, Malaysia, Italy, and potential market development potential in Singapore. The CPO black campaign and other factors (such as import prices of Indonesian CPO, prices of substitute products, and GDP per capita) have different effects on the volume of demand for Indonesian CPO exports in the six main importing countries.

Keywords: export, competitiveness, demand, black campaign, import prices, substitution prices, GDP per capita, CPO.