

ANALISIS PENGARUH PRODUKSI, LUAS LAHAN, KURS, DAN INFLASI TERHADAP DAYA SAING EKSPOR KAKAO DI PROVINSI SUMATERA UTARA

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ABSTRAK

Provinsi Sumatera Utara memiliki kekayaan sumber daya alamnya salah satunya kakao, kakao Indonesia disukai luar negeri. Kakao adalah salah satu komoditas ekspor Indonesia. Penelitian ini bertujuan untuk mengetahui pengaruh produksi, luas lahan, kurs dan inflasi terhadap daya saing ekspor kakao Sumatera Utara secara simultan. Data yang digunakan adalah data sekunder. Teknik analisis data yang digunakan adalah RCA (*Revealed Comparative Advantage*), analisis *Diamond Porter's* dan analisis linier berganda. Data dari penelitian ini didapat dari Badan Pusat Statistik Sumatera Utara. Hasil analisis menunjukkan bahwa pada tahun 2003 – 2004 ekspor kakao di Sumatera Utara memiliki daya saing, lalu hasil analisis *Diamond Porter's* dapat disimpulkan bahwa pada faktor kondisi, faktor permintaan, faktor industri, faktor persaingan, strategi, dan struktur adanya keterkaitan saling mendukung yang terjadi. Pada hasil analisis data secara parsial menunjukkan bahwa : (1) Produksi kakao di Sumatera Utara berpengaruh terhadap daya saing ekspor kakao di Sumatera Utara, (2) Luas lahan tidak berpengaruh signifikan terhadap daya saing ekspor kakao di Sumatera Utara, (3) Kurs berpengaruh signifikan terhadap daya saing ekspor kakao di Sumatera Utara, (4) Inflasi berpengaruh signifikan terhadap daya saing ekspor kakao di Sumatera Utara.

Kata Kunci: Produksi, Luas Lahan, Kurs, Inflasi, dan Daya Saing

**ANALYSIS OF THE EFFECT OF PRODUCTION, LAND AREA, EXCHANGE
RATE, AND INFLATION ON THE COMPETITIVENESS OF COCOA
EXPORT IN NORTH SUMATERA PROVINCE**

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ABSTRACT

North Sumatra province has a wealth of natural resources one of which is cocoa, Indonesian cocoa is favored overseas. Cocoa is one of Indonesia's export commodities. This study examines the effect of production, land area, exchange rate, inflation to competitiveness of North Sumatra's cocoa exports simultaneously. The data used is secondary data. The data analysis technique using RCA (Revealed Comparative Advantage), Diamond Porter's analysis, and multiple linear analysis. Data from this study were obtained from North Sumatra's Central Bureau of Statistics. The results showed that in 2003 – 2004 cocoa exports in North Sumatra had competitiveness, then the results of Diamond Porter's analysis concluded that in conditions, demand factors, industrial factors, competition factors, strategies, and structures there is a mutually supportive relationship that occurs. The results of partial data analysis show that : (1) cocoa production in North Sumatra has an effect on the competitiveness of cocoa exports in North Sumatra, (2) land area has no significant effect on the competitiveness of cocoa exports in North Sumatra, (3) exchange rates has a significant effect on the competitiveness of cocoa exports in North Sumatra, (4) inflation has a significant effect on the competitiveness of cocoa exports in North Sumatra.

Keywords : Production, Land Area, Exchange Rate, Inflation, and Competitiveness