

# ANALYSIS OF INFLUENCE OF LAND AND EXTENSION PRODUCTION TOWARDS THE EXPORT COMPETITIVENESS OF SWEET WOOD IN INDONESIA

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## ABSTRAK

This study aims to analyze the competitiveness of Indonesian cinnamon exports in the international market, and analyze the factors that affect the competitiveness of Indonesian cinnamon in the international market. The competitiveness of Indonesian cinnamon is analyzed using RCA (Revealed Comparative Advantage), ISP (Trade Specialization Index), and AR (Acceleration Ratio), while the factors that affect the competitiveness of Indonesian cinnamon exports are analyzed using multiple linear regression analysis. The results showed that the competitiveness of Indonesian cinnamon exports in the international market has a comparative advantage above the average international market, besides that Indonesia is a net exporter country in a stage of independence, but has not been able to seize the export share. The competitiveness of Indonesian cinnamon exports on the international market is positively influenced by the ratio of Indonesian cinnamon production to Chinese cinnamon production, RCA of Chinese cinnamon, the exchange rate of the dollar against the rupiah, and the world price of cinnamon.

the results of the study, it was found that the area of land has a positive and significant relationship to the competitiveness of Indonesian cinnamon exports. The exchange rate variable has a negative and significant relationship to the competitiveness of Indonesian cinnamon exports. The export of Indonesian cinnamon has high competitiveness or has a comparative advantage above the average in the world.

**Keywords: Competitiveness, Production, Land area, Exchange rate**

## **ANALISIS PENGARUH PRODUKSI LUAS LAHAN DAN KURS TERHADAP DAYA SAING EKSPOR KAYU MANIS DI INDONESIA**

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### **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis daya saing ekspor kayu manis Indonesia di pasar internasional, dan menganalisis faktor-faktor yang mempengaruhi daya saing kayu manis Indonesia di pasar internasional. Daya saing kayu manis Indonesia dianalisis menggunakan RCA (Revealed Comparative Advantage), ISP (Trade Specialization Index), dan AR (Acceleration Ratio), sedangkan faktor-faktor yang mempengaruhi daya saing ekspor kayu manis Indonesia dianalisis dengan menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa daya saing ekspor kayu manis Indonesia di pasar internasional memiliki keunggulan komparatif di atas rata-rata pasar internasional, selain itu Indonesia merupakan negara net exportir dalam tahap kemandirian, namun belum dapat merebut pangsa ekspor. Daya saing ekspor kayu manis Indonesia di pasar internasional dipengaruhi secara positif oleh rasio produksi kayu manis Indonesia terhadap produksi kayu manis China, RCA kayu manis China, Nilai tukar dolar terhadap rupiah, dan harga kayu manis dunia.

hasil penelitian yang dilakukan, ditemukan bahwa variabel Luas Lahan memiliki hubungan positif dan signifikan terhadap daya saing ekspor kayu manis Indonesia.

Variabel Kurs memiliki hubungan negatif dan signifikan terhadap daya saing ekspor kayu manis Indonesia. Ekspor kayu manis Indonesia memiliki daya saing yang tinggi atau memiliki keunggulan komparatif di atas rata-rata di dunia.

**Kata kunci : Daya saing, Produksi, Luas lahan, Kurs**