

Strategi untuk meningkatkan ekspor Mebel kayu Indonesia (di Pasar Non-Tradisional) = The Strategies to Improve Indonesia's Wooden Furniture Export (in Non-Traditional Market)

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Abstrak

Tujuan dari penelitian ini adalah untuk mengidentifikasi produk furniture kayu Indonesia yang mempunyai daya saing di pasar global dan pasar tertentu (Hungaria dan Arab Saudi). Di dalam penelitian ini, penulis menggunakan RCA dan ESI sebagai metodologi penelitian digabungkan dengan model SWOT untuk memformulasikan strategi di pasar spesifik. Hasil penelitian memperlihatkan bahwa Indonesia mempunyai tiga jenis produk furniture kayu yang mempunyai daya saing di pasar global, dua jenis produk furnitur kayu di Hungaria, dan tiga jenis produk furniture kayu di Arab Saudi. Dalam rangka meningkatkan ekspor furnitur kayu Indonesia di pasar non tradisional, strategi yang harus di adopsi oleh Pemerintah Indonesia adalah strategi kelemahan-peluang.

.....The objective of this research is to identify kinds of Indonesia's wooden furniture products that have Comparative Advantage in global and specific market (Hungary and Saudi Arabia). In order to reach this objective, author used Revealed Comparative Advantage (RCA) and Export Specialization Index (ESI) as methodology combined with SWOT model to formulate export strategy in specific market. This research shows that Indonesia have three product of wooden furniture which have comparative advantage in global market, two product of wooden furniture in Hungary market, and three product of wooden furniture in Saudi Arabia market. In order to improve Indonesia's wooden furniture export in "Non-Traditional" market, the strategies that should be adopted by the Government is W-O (Weakness-Opportunity) strategy.