

Assessing the competitiveness of indonesia`s ten largest export products to Tunisia and South Africa

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Abstrak

Constant Market Share analysis and Competitiveness Matrix are used to assess the 10 highest rank export of Indonesia product competitiveness in Tunisia and South Africa for 2002-2007. In Tunisia, other form of copra oil (HS 151319) is weak competitiveness and is categorized missed opportunity in competitiveness matrix. Otherwise, the competitiveness of Polyethylene terephthalate (HS 390760) is good. It is showed by the positive sign of competitiveness effect and categorizing rising star in competitiveness matrix. In South Africa, other from palm oil (HS 151190) is weak competitiveness and is categorized missed opportunity in competitiveness matrix. However, the competitiveness of ceramic (HS 690911) and cylinder (HS 870322) is good. It is showed by the positive sign of competitiveness effect and categorizing rising star in competitiveness matrix.