

## Analyzing Competitiveness of Indonesia`s Jewellery

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### Abstrak

Indonesian jewelries export are one of the non-oil and gas commodities from industrial manufacturing sector which has an important role to create an inflow of foreign exchange for Indonesia even though is only still relatively small in its contributions. This paper purposes at examining competitiveness of Indonesia`s Jewellery (HS 71) and selected jewellery products in selected countries. The selected products are: Pearls, natural or cultured, whether or not worked or graded but not strung, mounted or set; pearls, natural or cultured, temporarily strung for convenience of transport (HS 7101), Articles of jewelry and parts thereof, of precious metal or of metal clad with precious metal (HS 7113), Articles of goldsmiths' or silversmiths' wares and parts thereof, of precious metal or of metal clad with precious metal (HS 7113), and Imitation jewelry (HS 7117). Periods covered in this research are divided into four periods which are 1994-1998, 1998-2001, 2001-2005, and 2005-2008. The destination countries Australia, France, Germany, Hong Kong, Italy, Japan, New Caledonia, Switzerland, UAE, UK, USA The Method of competitiveness analysis that it will be used in this research is using Constant Market Share (CMS) analysis. This method will be able to show the fluctuating competitiveness of Indonesia`s jewellery in the eleventh countries by seeing (1) export growth performance product; (2) distribution aspect problem; and (3) competitiveness of Indonesia`s jewellery (4) composition problem.

The result of competitiveness for HS 71 (whole category) and for selected products in every period has chances to penetrate in different countries of the eleventh countries. Selected products can be competitive and have demand to distributed well in the eleventh countries are in first period (1994 - 1998), that is HS 7101, HS 7113, HS 7114, HS 7117. Next; in second period: (1998 - 2001), that is, HS 7101, HS 7113, HS 7114, HS 7117, Furthermore, in third period: (2001 - 2005), that is, HS 7113, HS 7114, HS 7117, and the last in Period (2005 - 2008), that is, HS 7113, HS 7117. Commodity Composition effects for the whole of Indonesia`s jewellery category had also fluctuated for all period. Commodity Composition of HS 7113 and HS 7114 had positive in the last period and HS 7117 in the third period. Nevertheless, HS 7101 value went down until the last period was negative.