

Export promotion strategies for Indonesia's manufacturing products to non-traditional markets (case study to south Africa, Brazil, and Bulgaria)

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Abstrak

Berdasarkan teori perdagangan internasional, terdapat hubungan antara keunggulan komparatif terhadap permintaan suatu produk di suatu negara. Suatu negara melakukan perdagangan internasional dengan negara lainnya karena dua hal, yaitu perbedaan sumber daya dan kemampuan berproduksi, serta tujuan untuk mencapai skala ekonomi (Krugman and Obstfeld, 1994). Berdasarkan pemikiran tersebut, peningkatan ekspor dapat dilakukan apabila suatu negara memiliki produk-produk yang kompetitif. Dalam rangka mencapai pertumbuhan ekonomi, perubahan struktur produksi berdasarkan permintaan dalam negeri dan peluang perdagangan internasional sangatlah diperlukan. Proses perubahan tersebut akan mengikutsertakan kontribusi Sektor industri dan peralihan ketergantungan akan ekspor produk-produk primer ke produk-produk manufaktur sebagai suatu sumber devisa bagi negara. [Industri manufaktur] potensi untuk dikembangkan dalam sektor ekonomi di suatu negara. Namun, produk-produk manufaktur Indonesia kurang memiliki daya saing di pasar dunia sampai saat ini. Antisipasi dapat dilakukan melalui diversifikasi pasar ekspor sehingga peningkatan ekspor non-migas, khususnya produk manufaktur, dapat dilakukan dengan membuka kesempatan terhadap pasar-pasar baru atau yang disebut dengan pasar non-tradisional. Promosi ekspor merupakan salah satu diantara beberapa faktor penentu yang mempengaruhi peningkatan ekspor manufaktur Indonesia. Revealed Comparative Advantage (RCA) dan Export Specialization Index (ESI) dapat digunakan untuk mencari produk-produk yang memiliki keunggulan komparatif daya saing di dunia dan beberapa pasar non-tradisional (Afrika Selatan, Brazil, dan Bulgaria). Disamping itu, Matrix Porter dan Competitiveness Matrix juga dapat digunakan untuk menganalisa posisi pasar suatu produk dalam rangka menentukan strategi promosi ekspor.....According to the international trade theory, comparative advantage has a relation to the demand for a product in one country. There are two reasons why some countries do international trade. First, every country has different resources and producing capability. Second, some countries have the objective to achieve economies of scale. The difference of resources was caused trading between two countries, and each country take gain from trade (Krugman and Obstfeld, 1994). Based on this concept, export performance will increase if a country has many competitive products. In order to create the economic growth, it is needed a change of production structure based on domestic demand and international trade opportunity. The changing process will involve a contribution of industry sector and a switchover of primary products export dependency to manufacturing products as a source of foreign exchange. Manufacturing industry has a potential to be developed in economic sector in a country. However, the Indonesia's manufacturing products are still not competitive yet in global market until now. Anticipation can be done through export market diversification so that it should be opened for other markets that called as 'non-traditional' markets in order to increase Indonesia's oil and gas exports, especially manufacturing products. Furthermore, trade promotion is one of the determinant factors that influence the increasing of Indonesia manufacturing export product. Revealed Comparative Advantage (RCA) and Export Specialization Index (ESI) are found useful to measure Indonesia's Comparative Advantage level in the world

and some non-traditional markets (South Africa, Brazil, and Bulgaria). Moreover, Matrix Mandeng Competitiveness Matrix is also useful to analyze the market position of the products concerned and decision of promotion strategy.