

Analisis ecolabelling terhadap daya saing produk kayu Indonesia di pasar internasional

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Abstrak

During the last decade, people in the world realize the necessity of environment conservation. The increase of forest resource sustainable protection due to devastated of natural disaster and human health.

The rapid escalating of significance environment conservation in the world meddles in economic issue. People's lifestyle changes into green consumerism, which makes them to use environmentally product especially for wood. For example, international market appeal boycott for tropical timber. Ecolabelling certification for wood product get primary priority in their consuming style. Consumer preference is become serious threat to wood base company, which is not environmentally friendly. This is also given such a pressure to the government.

The research use correlation method to evaluate the influence of ecolabelling certification to competitiveness of Indonesia wood product in international market and also to know the motivation of the company to get ecolabelling certification. The variables of the research are bargaining power of supply, bargaining power of demand, market equilibrium of wood product and business stability.

Ecolabelling is a label, which is marked on the wood product so the consumer could know that the product is process from the forest, which is sustainable managed. The purpose of ecolabelling for consumers and supplier so they can define the product they used and sell. Ecolabelling is also a strategy for a company to get incentives such as premium price and market access. Ecolabelling is also a standard for the company if they want to compete in larger market.

The result of this research is ecolabelling certification give significant influence for bargaining power of demand so the company could compete with other company from another country. Supply of ecolabelling certification product is to fulfill international market demand. It is not necessary to achieve ecolabelling certification for local & region market.

Ecolabelling product competition is high in international market due to most company in develop country such as USA and Europe has this program before. Ecolabelling become a standard to enter and get access to their market and make a non-tariff barrier for company from developing country to compete in their market.

Since only a few forest product company in Indonesia has ecolabelling certification but the effort to get the certification is one of company contribution to be included in sustainability of our forest. The effort is also to keep continuity of wood supply so they can get long-term benefit and competitiveness in larger market.