

## ABSTRACT

*This study aims to analyze the competitiveness of Indonesian ornamental fish (HS Code 030111 and HS Code 03119) and the factors affect the exports demand for Indonesian ornamental fish in ten main destination countries (China, the United States, Japan, Singapore, England, Germany, Hong Kong, South Korea, the Netherlands, and Australia) from 2012 to 2021.*

*The methods used in this research are the Revealed Comparative Advantage (RCA), Export Product Dynamic (EPD), X-Model and panel data analysis using the Fixed Effect Model (FEM). The variables used in this research are real GDP per capita of the destination countries, the export price of Indonesian ornamental fish in the destination countries, the competitor export price of ornamental fish in the destination countries, and the real exchange rate of the destination countries.*

*RCA, EPD and X-Model analysis show that Indonesian ornamental fish are strongly competitive and have potential market in China, Japan, Singapore, England, Germany, Hong Kong, South Korea, the Netherlands and Australia. Panel data analysis shows that the real GDP per capita of the destination country, the export price of Indonesian ornamental fish in the destination country, and the real exchange rate of the destination country significantly impact the export demand of Indonesian ornamental fish. Meanwhile, the competitor export price of ornamental fish in destination countries have no significant impact on the demand of Indonesian ornamental fish.*

**Keywords:** *Competitiveness, Ornamental Fish, RCA, EPD, Fixed Effect*