ABSTRACT

This study aims to analyze the competitiveness and determinants of Indonesian processed tuna exports in the international market. This studi covers 6 main export destination countries for Indonesian processed tuna exports. The countries used in the study are Australia, Japan, the United States, United Kingdom, Saudi Arabia and Italy. The research period was conducted between 2015-2023.

The data used in this study comes from UNComtrade, World Bank, Bank Indonesia, CEPII and Trade Map. The variables used for analysis are destination country GDP, economic distance, real exchange rate, economic price and Revealed Comparative Advantage (RCA) index. The analytical method used to measure the comparative advantage of Indonesian processed tuna is RCA analysis. Panel data regression using the Fixed Effect Model (FEM) with a gravity model approach is used to analyze variables that affect processed tuna exports.

Based on the results of the study, it shows that Indonesian processed tuna has competitiveness in the international market with RCA more than 1 to six exports destinaton country. Indonesian processed tuna exports are positively and significantly influenced by destination country GDP and RCA index. Economic distance, real exchange rate and export prices have a negative and significant effect on Indonesian processed tuna exports..

Keywords: Revealed Comparative Advantage, panel data, competitiveness, gravity model, processed tuna