

ABSTRACT

The study was examined of Indonesian export of seaweed commodity (HS 121221) in 13 main export destination country (China, Korea, Vietnam, Chilli, Hong Kong, France, Spain, the Philippines, Denmark, Japan, Malaysia, Tunisia, and the United States) by using method of RCA (Revealed Comparative Advantage) index and EPD (Export Product Dynamics) index, and factors affecting the export of Indonesian seaweed to the main export destinations for 2012-2018. The Panel data regression method with a fixed-effect model is used to analyze the export model from the demand and side. The data used are secondary data obtained from the World Bank and United Nations Comtrade Database (UNComtrade).

Based on the calculation of the RCA index, it is known that the comparative competitiveness of Indonesian seaweed commodities in China, Korea, Vietnam, Chilli, Hong Kong, France, Spain, the Philippines, Denmark, Malaysia, Tunisia, and the United States is highly competitive. While the calculation of the EPD Index shows that the country of China catches the “rising star” market position, namely the growth of export market shares and the growth of commodity market share are positive. The results showed that within 7 years period (2012-2018), RCA (Revealed Comparative Advantage), trade openness, and GDP had a positive and significant effect while LCU (Local Currency Unit), Consumer Price Index (CPI), and seaweed prices international influence negatively and significantly.

Keywords: seaweed, competitiveness, revealed comparative advantage, export product dynamics