ABSTRACT

The purposes of this study were to analyze the Gum Rosin’s competitive advantages from the industry, enterprises and country of China, Brazil and Indonesia, to formulate the strategy of Indonesia’s business development based on the competitiveness model of Gum Rosin International Market. The study is not only about comparing the Pine forest as a natural resource and measuring its productivity per hectare, but also observing the productivity and efficiency of the workers in each country. The analysis of industrial competitiveness is measured by using RCA#, and the production cost and profit margin ratio is used to measure competitiveness among the enterprises. It can be concluded that China has the largest area of sap-tapped pine forest and Brazil is the highest for its forest productivity and workers’ efficiency, however Indonesia has the highest Profit Margin among the other countries. In term of the value of RCA# during the year of observation 2001 up to 2008, China exceeded Indonesia and Brazil. The trend of Gum Rosin production of China and Brazil tends to increase, meanwhile the export tends to decrease. On the other hands, Indonesia’s production tends to decrease however the export tends to increase. The Granger causality test shows that the price of China’s Gum Rosin influence Indonesia’s. The competitiveness of Gum Rosin construction model used is the ANP.

Keywords: Gum Rosin, Competitive Advantage, RCA#, Profit Margin, Productivity, Cost, Forecasting, Granger Causality Test, and ANP.