ABSTRACT

An Analysis Export Indonesia Tomatoes
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The purpose of this study are: (1) To analyze the tomatoes trading in the world; (2) To analyze potential export based on economic indicator to export country destination for Indonesia tomatoes; (3) To analyze factor that influenced trade flow of Indonesia tomatoes to export country destination. The study has been done by observed development of the Indonesia tomatoes export between 1996 – 2007 time frame, by using descriptive methods. Primary data and secondary data both are been used including time series data and cross section data. Time series data covered yearly data for 10 years (1986 – 2007), to see development of export market for Indonesia tomatoes, and cross section data within countries according from Central Bureau of Statistic, Department of Agriculture, IMF, World Bank, ADB, and also supporting data from internet. Analysis data use descriptive method and double linear regression. Result of Indonesia market export development analysis starting 1996 – 2007, experienced fluctuation but in generally experienced the increasing in the amount of country destination also in volume and export value. The biggest potential export for Indonesia tomatoes to different countries according to the market development and economical variable which are have been study is Singapore. Based on value import show that United State is the main country importer for tomatoes in the world. Result of the trade flow analysis of Indonesia tomatoes, which using gravity model with double linear regression, from seven dependent variable, dependent variable GDP per capita, variable price tomatoes in country destination export, mass population in the country destination export, USD currency rate to country destination, and growth price showed significant to demand tomatoes of Indonesia in country destination. While dependent distance between two country and population growth are non significant. Determine on elastic value, price tomatoes in country destination export and growth price that have non elastic, while other variable are elastic. Managerial implication for export tomatoes of Indonesia that are: (1) Indonesia government that is need more intensive in promoting tomatoes of Indonesia in international market like Singapore which have opportunity to can improve exporting of Indonesia tomatoes of pursuant to calculation of characteristics of economics which is there are in result of regression model of Indonesia tomatoes and also to other country target like United State, Hong Kong, Brunei Darussalam, and Malaysia; (2) entrepreneur of Indonesia tomatoes is priority export tomatoes to Singapore of pursuant to calculation of characteristics of economics which is there are in result of regression model of Indonesia tomatoes and efficiency needed in production in order to the production cost can be depressed so that its price can compete in international market.