Summary

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In the middle of 2008 is the beginning of change in the world economy. This crisis occurred at the time of the U.S. subprime mortgage which is the onset of the global financial crisis or the Global Financial Crisis (GFC). Global crisis facing heavy pressure from the European financial crisis after the U.S. financial crisis in mid-2008. The financial crisis originated from the government budget deficit in the country's growing European region countries especially the first layer that is Greece, Ireland, and Portugal. While the width of the government's budget deficit coupled with debt per GDP ratio leading to limited ability to obtain the financing deficit. Non-functioning of monetary policy in the Euro area, the limited fiscal space, as well as the apparent absence of recovery efforts, encourage economic slowdown even decline in some euro area countries.

Depth of a European financial crisis global crisis feared to be a big negative impact on the Indonesian economy. Until now, Indonesia's economy is stable despite having a bit of turmoil in the sector financially. The depth of the crisis in the short term is expected to encourage capital outflows associated with massive distrust in the world financial system. Crisis that led to the continent's economic slowdown will lead to some exporters allow Indonesia to experience shocks to their finances as demand for commodities Shrimp or Tuna declined. Therefore, the crisis in Europe prolonged feared could affect the economic situation in Indonesia. Based on this background, formulated the issue of whether the European crisis affecting Shrimp and Tuna exports from Indonesia to Europe? What factors are affecting the export value of shrimp and tuna from Indonesia to Europe? What are the implications of the resulting information for producers (exporters)?

This study aimed to compare Exports to Europe before and after the crisis, describing the factors associated with the export value of shrimp and tuna and formulate a strategy to enter the manufacturer (exporter) in anticipation of a crisis. This study will focus on the value of exports to the European export of non-oil commodities in the commodity sector with shrimp fisheries and fish is the goal Indonesian exports to several countries in Europe and several companies engaged in export of frozen shrimp and frozen fish. This study is limited to the flow of trade (exports), and then examines the development of Indonesian exports to some European countries that consistently, then examine the factors affecting trade flows affected Indonesia that are indicated to the European crisis happened and implies that the policy will be applied general.

In the face of this financial crisis, European governments provide fiscal supply to stimulate the economy and tackle the banks that collapsed. Even so, until now the financial crisis in Europe is still not able to overcome it got worse. The cause is mainly due to difficulties in coordination between its members. On the one hand, Europe has adopted a common currency, but on the other hand, each member has a financial interest and not manage with the spirit of togetherness. (Tambunan, 2011). Though Europe is one of the continent of Indonesian exports have a market share of 9.3% but decreased...
growth of 7.2% per year. Decline in exports as a result of the economic slowdown in some countries on the European continent thus affecting the value of Indonesia's exports. Indonesian exports are divided into two, namely oil and non-oil exports. Indonesian exports to Europe or some other continent is dominated by non-oil exports due to the contribution of non-oil exports amounted to 6.73%

Location of the study is a study of data on trade ministries and central agencies conducted statistical in Jakarta. This study was conducted November 2012-January 2013. Jenis necessary data in this study is secondary data time series (time series) are annual data starting in 2000 until this 2011. Penelitian shrimp commodities covering 12 European countries in a consistent and cover for fish commodities 10 countries in Europe are consistent. Primary data obtained through interviews with the head of Marketing Explore PT. CP Prima and PT S & D Food Indonesia. Secondary data is obtained through the Ministry of Trade, Ministry of Industry, Ministry of Maritime Affairs and Fisheries, Indonesia Bank, OECD, UN Comtrade, World Bank dan Central Bureau of Statistics.

The crisis has an influence on the value of frozen shrimp and fish exports to Europe, so that the value of exports to be lower than before the crisis. However, this impairment is not too significant, because of the demand from the countries in Europe still tend to be stable. Factors significantly to the value of Indonesian exports of frozen shrimp is the distance, the exchange rate, the number of people (population), and price. The factors that significantly influence the exchange rate of the frozen fish is another country's GDP, exchange rate, crisis, prices and European policy. Strategy is necessary for the manufacturer of the circumstances such as the exchange rate and macroeconomic events (crises) that occurred in the importing country so that producers (companies) can determine the price to be offered and minimize the volume of demand for the company's losses. Producers (firms) can also diversify markets (export destinations) which will be an advanced export companies like to state that is more stable to shocks or crises to other continents like Africa whose economies are growing and the company is also able to create new trade relations to some countries whose economies are growing.

Keywords: Value Exports, Frozen Shrimp, Frozen Fish, Europe, Gravity Model, Panel Data Methods