ABSTRACT

The Analysis of the Competitiveness of Indonesian Cocoa in the International Market

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The aim of this research is to identify the competitiveness position of Indonesian Cocoa in the international market, to identify the factors influence the competitiveness advantage in the international market, to determine the main strategy to improve the competitiveness of Indonesian cocoa in the international market. This research used primary and secondary data and the analysis used RCAI, scoring and AHP.

The result of this research was that the competitiveness position of Indonesian Cocoa was still under the position this three countries, Pantai Gading, Ghana and Nigeria. The factors that determined the competitiveness advantage of Indonesian cocoa were the availability, easy access toward the capital resources, domestic consumption rate, seed industry or cacao nursery, the competitiveness intensity between domestic/local cocoa, quality standardization and consumer trends of the world cocoa industry were increasing significantly. The first priority of the strategy in increasing the competitiveness of Indonesian cocoa on the international market was to improve the quality of cocoa.

Key words: Cocoa, Competitiveness, International Market, Strategy, RCAI, and AHP