MAULINA SENDY OKTAVIANI. The Effect of Application of Indonesia National Standard on Competitiveness Cocoa Powder Industry and Strategy to Face the ASEAN Economic Community in 2015. Supervised by RIZAL SYARIEF and MUKHAMAD NAJIB

ASEAN Economic Community (AEC) is one form of the Free Trade Area (FTA) and is located in Southeast Asia. Indonesia becomes the major cocoa producing country of the world. However, Indonesia's competitiveness against the ASEAN countries in the world market is only superior to cocoa beans. This study used Diamond Porter analysis, internal-external analysis, SWOT analysis, and QSPM. The results showed that the position of the competitiveness of Indonesian powdered cocoa industry in the ASEAN region is a growing position and establish appropriate strategies to grow and establish the position consists of several strategies, namely, backward integration, forward integration, or horizontal integration, market penetration, market development, and product development.

Conditions of factors that determine the competitive advantage of the cocoa industry in Indonesia, among others; availability of manpower to support the development of industrial enterprises, the availability of cocoa beans (raw materials) are abundant, the existence of the association to improve and develop the cocoa industry in Indonesia and the role of research institutions in developing excellence cocoa. Demand conditions that determine the competitive advantage of the cocoa industry in Indonesia is the level of domestic consumption and Enhancements to meet the needs of industry. On the condition of the related industries and supporting the most decisive factor competitive advantage powdered cocoa industry in Indonesia is a cooperative research and industry suppliers and the availability of the necessary machinery industry. Conditions of strategy, structure, and rivalry of the most decisive competitive advantage powdered cocoa industry in Indonesia is Indonesia's position as the country's second-largest exporter of cocoa powder in ASEAN, human resource development through participation in training and seminars on cocoa and industry, and increased awareness of the quality function control. Condition of the government's most decisive role competitive advantage powdered cocoa industry in Indonesia, government policies in taxation of goods exports and imports, government policies in education and government policy in determining product quality standards. Condition of the opportunity/chance that there are three factors that most determine a competitive advantage powdered cocoa industry in Indonesia, namely changes in world demand, and policy trade cooperation with ASEAN countries, especially in the harmonization of standards.

Priority strategy based matrix QSPM in building industry Indonesian cocoa powder that is relevant government cooperate in lowering the cost of capital, cost of energy and logistics costs that can be streamlined production costs, promoting love domestic products to investors that use raw materials from within the country, providing subsidies to small industries in the ISO certification process,
cooperating with organizations and new investors engaged in cocoa that are outside Indonesia, especially in the ASEAN region, and build infrastructure and laboratories in order to build the infrastructure to ease the application of SNI

Keywords: Diamond Porter, Cocoa, Asean Economic Community, Indonesian National Standard, SWOT-QSPM.