

ABSTRACT

COMPARATIVE AND COMPETITIVE ADVANTAGES OF INDONESIAN COCONUT SHELL CHARCOAL BRIQUETTES (HS 440290) IN THE INTERNATIONAL MARKET

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Coconut is included in the leading commodities of Indonesian plantations subsector in contributing foreign exchange and national income through export activities in international trade. One of the Indonesia's coconut derivative products in the form of coconut shell charcoal briquettes with HS code 440290 has the potential to be a renewable alternative fuel. Through research datas in the form of secondary time series data for ten years from 2011 to 2021, this study aims to analyze the export performance of Indonesian coconut shell charcoal briquettes in the international market through a comparative advantage and competitive advantage approach. The research was conducted from March to October 2023 and used the literature study method. The results showed that Indonesian coconut shell charcoal briquettes have a comparative advantage in the international market. Through a competitive advantage approach, Indonesian coconut shell charcoal briquette export performance is in the falling star quadrant which means the export performance of coconut shell charcoal briquettes grows rapidly on declining demand from the international market.

Keywords: HS 440290, Comparative Advantages, Competitive Advantages