

ABSTRACT

INDONESIAN CLOVE COMPETITIVENESS IN THE INTERNATIONAL MARKET

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Indonesia's potential to dominate in the international market is still wide open to increase significantly from year to year. In addition to these two things, Indonesia must also have the advantage of good comparative and competitive. The purpose of this research is to know the competitiveness of Indonesia's cloves in the international market, both comperatively and competitively during the periode of 2008 to 2017. This research was done from January to June 2020. The research method used was a case study on international clove trade. Revealed Comparative Advntge (RCA) is used to determinate comparative advantage, the Trade Specialization Index is used to determine competitive advantage. The result of the research showed that Indonesian cloves have a competitive advantage by the value avarage of RCA 6,97. This value smaller than the RCA acquisition value of Madagascar and Tanzania as a comparison country, which got RCA values of 3.038 and 238,60 respectively, that is because 80-90 percent of Indonesia's clove are used for the comsumtion of the cigarette industry In terms of competitive advantage, Indonesia's cloves in the internasional trade is an exporting country in a growth position by average of Trade Specialization Index is 0,32. However, this value is smaller than Madagascar and Tanzania which got 1.

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