

ABSTRACT

The plantation subsector is a subsector of the agricultural sector that is the largest source of exports. One of Indonesia's leading export commodities from the plantation subsector is coffee. Indonesia faces various problems in improving coffee competitiveness in the international market. This study aims to analyze the competitiveness of Indonesian coffee commodities against competitor countries namely Brazil, Vietnam and Colombia in the international market in the last twenty years. The method used is Revealed Comparative Advantage (RCA) to analyze the competitiveness of Indonesian coffee exports against competitor countries in the international market. The data used in this study are secondary time series data from 2003 to 2022. Based on the results of the RCA value, Indonesia has an average RCA value during 2003-2022 of 5.5 or >1 . This indicates that Indonesian coffee has a strong comparative advantage or competitiveness. However, Indonesia's RCA value still has a considerable difference compared to its competitor countries, namely Brazil with an average RCA value of 22.5 or >1 , which means that Brazilian coffee has a strong comparative advantage or competitiveness. Vietnam with an average RCA value of 21 or >1 which means Vietnamese coffee has a comparative advantage or strong competitiveness, and Colombia with an average RCA value of 57.5 or >1 which means Colombian coffee has a comparative advantage or strong competitiveness.

Keywords: coffee, competitiveness, revealed comparative advantage (RCA)