

PENGEMBANGAN DAYA SAING DAN KEUNGGULAN KOMPETITIF PRODUK PANGAN HALAL INDONESIA DI PASAR INTERNASIONAL

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Abstract

Indonesia as the largest halal food market, but not in the top ten market share should be the concern of every stakeholders to halal Indonesian food market share becomes the 10th largest market share in the future. The challenges of competition are increasingly competitive in global markets, so Indonesia needs to emphasize the competitive development on the basis of natural resources. So it is important to know and develop the competitiveness of Indonesian halal food. The purpose of this research is to know the market structure and halal food competition in the international market, to know the comparative and competitive advantage of Indonesian halal food in the international market and to develop the competitiveness and competitive advantage of Indonesian halal food in the international market. Data used in this research is secondary data which is panel data that is combination of time series data and cross section. The main sources of data are from the Food and Agriculture Organization Statistics (FAOSTAT) and United Nation Commodity Trade (UN Comtrade). Data analysis uses Herfindahl Index (HI), Concentration Ratio (CR), Revealed Comparative Advantage (RCA), Export Product Dynamic, X Export Product Model Potensia and Trade Specialization Index (ISP). The market structure is generally oligopoly with halal plantation products having a large market share. This product also has comparative advantage and competitiveness. The development of Indonesian halal products through improved governance, value chain innovation, creating and implementing a grand design of self-sufficiency in halal products, safeguarding exports to countries with optimistic and potential markets and avoiding exports to potential countries

Keywords: Competitiveness, competitive advantage, halal food, international market

I. PENDAHULUAN

Berdasarkan laporan Thomson Reuters dan Dinar Standard (2016), pangsa pasar pangan halal dunia mencapai 1,17 triliun dolar amerika serikat pada tahun 2015. Ekuivalen 17% dari pangsa pasar pangan dunia yang sebesar 7 triliun dolar amerika serikat. Kondisi ini juga mencerminkan pertumbuhan pangsa pasar pangan halal dunia sebesar 3,4%. Lebih besar dari pertumbuhan pangsa pasar pangan dunia yang hanya 3,3%. Adapun negara yang mendominasi pangsa pasar secara berurutan adalah Uni Emirat Arab, Australia, Pakistan, Brazil,