

RINGKASAN

SEPTIAN HARVIANTO PUTRA. 0910440313. Faktor-Faktor yang Mempengaruhi Ekspor *Crude Palm Oil* (CPO) Indonesia di Pasar Internasional, di bawah bimbingan Dr. Ir Suhartini, MP sebagai Pembimbing Utama dan Wisynu Ari Gutama, SP, MMA sebagai Pembimbing Pendamping

Perdagangan internasional dilakukan dengan cara ekspor dan impor. Aktivitas ekspor Indonesia dibagi kedalam ekspor migas dan non migas. Ekspor andalan nonmigas Indonesia ialah kelapa sawit. Berdasarkan data FAOSTAT (*Food and Agriculture Organization of the United Nations*) tahun 2013, tiga ekspor utama Indonesia ialah minyak kelapa sawit, kemudian karet dan yang terakhir kernel kelapa sawit. Ekspor *Crude Palm Oil* (CPO) Indonesia selama 10 tahun terakhir mengalami fluktuasi dengan trend terus meningkat. Ekspor *Crude Palm Oil* (CPO) Indonesia pada tahun 2010 sebesar 16.291.856 ton. Menurut Badan Pusat Statistik 3 besar negara-negara produsen utama *Crude Palm Oil* (CPO) dunia pada tahun 2010 ialah Indonesia (22.100.000 ton), Malaysia (16.993.000 ton) dan Thailand (1.380.000 ton).

Di pasar dunia, dalam 10 tahun terakhir penggunaan atau konsumsi minyak sawit tumbuh sekitar rata-rata 8%-9% per tahun. Ke depan, laju pertumbuhan ini diperkirakan akan terus bertahan, bahkan tidak tertutup kemungkinan meningkat sejalan dengan trend penggunaan bahan bakar alternatif berbasis minyak nabati atau BBN seperti biodiesel, namun permintaan yang meningkat harus diimbangi dengan kualitas, kuantitas, dan kontinuitas dari produk CPO yang dihasilkan Indonesia. Berdasarkan data dari *Oil World*, tren penggunaan komoditi berbasis minyak kelapa sawit di pasar global terus meningkat dari waktu ke waktu mengalahkan industri berbasis komoditas *vegetable oil* lainnya seperti minyak gandum, minyak jagung, minyak kelapa.

Permasalahan utama perdagangan CPO terletak pada fluktuasi harga yang tidak stabil. Fluktuasi harga CPO ini cenderung dipengaruhi oleh isu-isu yang dibuat oleh negara penghasil produk substitusi CPO. Bila dijabarkan, permasalahan umum tersebut dapat menjadi 3 bagian yaitu: pertama bagaimana perkembangan luas areal perkebunan kelapa sawit di Indonesia? kedua bagaimana perkembangan produksi *Crude Palm Oil* (CPO) Indonesia? dan yang terakhir apa saja faktor-faktor yang mempengaruhi ekspor *Crude Palm Oil*(CPO) Indonesia di pasar internasional?. Tujuan dilakukannya penelitian ini adalah untuk menganalisis perkembangan luas areal perkebunan kelapa sawit di Indonesia, Menganalisis perkembangan produksi *Crude Palm Oil* (CPO) di Indonesia, dan Menganalisis faktor-faktor yang mempengaruhi penawaran ekspor *Crude Palm Oil* (CPO) Indonesia di pasar internasional.

Data yang digunakan dalam penelitian ini ialah data sekunder dalam bentuk deret waktu (*time series*). Data-data tersebut diantaranya data luas lahan kelapa sawit tahun 1990-2010, data produksi CPO tahun 1990-2010, dan data-data sekunder lain yang berhubungan dengan ekspor CPO Indonesia tahun 1980-2010 yang digunakan untuk mengetahui *trend* perkembangan luas perkebunan kelapa sawit dan *trend* perkembangan produksi CPO Indonesiadengan menggunakan analisis *trend*, serta untuk mengetahui faktor-faktor yang mempengaruhi ekspor *Crude Palm Oil* (CPO) Indonesia di pasar internasional.

Pada tujuan pertama dan kedua dapat diketahui hasil analisis *trend* perkembangan luas perkebunan kelapa sawit dan *trend* perkembangan produksi CPO 2010 menunjukkan gejala kenaikan (*Upward Trend*). Peningkatan luas lahan secara signifikan terjadi pada tahun 1997 yang meningkat dari 2.249.514 ha menjadi 2.922.296 ha. Produksi CPO meningkat secara signifikan terjadi pada tahun 2006, yaitu sebesar 17.350.848 ton sebelumnya pada tahun 2006 hanya sebesar 11.861.615 ton. Terdapat pengaruh positif antara luas areal perkebunan kelapa sawit dan juga produksi CPO. Tujuan selanjutnya diketahui bahwa faktor-faktor yang mempengaruhi penawaran ekspor *Crude Palm Oil* (CPO) Indonesia di pasar internasional adalah Produksi CPO Indonesia, Harga CPO Internasional, dan harga CPO Domestik dengan nilai koefisien 0,141; 0,350; dan -0,326. Produksi CPO Indonesia dan Harga CPO Internasional memiliki pengaruh positif terhadap ekspor CPO Indonesia, sedangkan harga CPO Domestik memiliki pengaruh negatif terhadap Ekspor CPO Indonesia.

Berdasarkan penelitian tersebut direkomendasikan dalam perluasan lahan kelapa sawit hendaknya memperhatikan aspek lingkungan. Peningkatan produksi CPO dapat dilakukan dengan mengembangkan riset dibidang kelapa sawit dan penambahan pabrik kelapa sawit agar kualitas CPO tetap terjaga serta diversifikasi produk kelapa sawit. Faktor yang paling berpengaruh dalam ekspor CPO Indonesia ialah harga CPO internasional. Agar ekspor CPO Indonesia terus meningkat, beberapa saran yang perlu dilakukan ialah: kerja sama dengan negara produsen CPO lain untuk menangkal kampanye negatif terhadap CPO, sertifikasi ISPO untuk kebun kelapa sawit dan membentuk harga referensi CPO dunia di Indonesia.

Kata kunci: CPO Indonesia, luas lahan kelapa sawit, produksi kelapa sawit



SUMMARY

SEPTIAN HARVIANTO PUTRA. 0910440313. The Factors Which Affecting Export of Indonesia Crude Palm Oil (CPO) In International Market, supervised by Dr. Ir Suhartini, MP and Wisnu Ari Gutama, SP, MMA.

The International Trade was done by means of export and import. The export activities in Indonesia divided into oil gas and non-oil gas export. The leading export of non-oil gas in Indonesia is palm oil. According to FAOSTAT (*Food and Agriculture Organization of the United Nations*) data in 2013, three major export in Indonesia are oil from palm then rubberies and the last is palm kernels. The export of Indonesian Crude Palm Oil (CPO) during last 10 years experiencing fluctuation with increasing trend. The export of Indonesian Crude Palm Oil (CPO) amounted to 16.291.856 tons in 2010. According to the Central bureau of statistics, 3 large countries as the main producers of Crude Palm Oil (CPO) of the world in 2010 were Indonesia (22.100.000 tons), Malaysia (16.993.000 tons) and Thailand (1.380.000 tons).

In the world market, palm oil consumption grows on average 8 % -9 % per year in the last 10 years. Next, this growth rate was expected continue to survive, even it would probable rise simultaneously with trend of the alternative fuel utilization based on vegetable oils or BBN such as biodiesel, but the demand which increased must be balanced with the quality, quantity, and continuity of CPO which were produced in Indonesia. Based on the data from the Oil World, the utilization trend of commodities based on the oil in the global market continue to increase defeated the industry which based on the vegetable oil commodities such as wheat oil, corn oil, coconut oil.

The main problem in the CPO trade was the price fluctuation which does not stable. This CPO price fluctuation was affected by the issues which has been created by the countries that produce the substitution products of CPO. If it was elaborated, the general problems could be divide into three parts those are: the first how the development of the extensive of palm oil plantations in Indonesia? Secondly how does the advances of the Crude Palm Oil (CPO) production in Indonesia? and what are the factors that affecting the export supply of the Indonesia Crude Palm Oil (CPO) in the international markets? The purposes of this research are to analyzing the extensive development of palm plantations in Indonesia, to analyze the development of the Crude Palm Oil (CPO) production in Indonesia, and analyze the factors which affecting the export supply of Indonesian Crude Palm Oil (CPO) especially in the International Markets.

The data which is used in this research was secondary data in the form of time series. These data are palm oil plantation data in 1990-2010, production of CPO Indonesia in 1990-2010, and others data which linked with Indonesia CPO export in 1980-2010 to know the trend of extensive of palm oil plantation development and trend of cpo production development in Indonesia with trend analysis utilization, and to know factors which affecting the export supply of Indonesia crude palm oil (CPO) in international market which were analyzed by multiple regression analysis.

In the first and second purposes could be known the results of the development trend analysis extensive of palm oil plantation and development

trend of CPO production in 2010 showed symptom improvement (Upward Trend). The extensive of land increased significantly in 1997, which increased from 2.249.514 ha to 2.922.296 ha. CPO production significantly increased occurred in 2006, in the amount of 17,350,848 tons, it was increase from the amount of 11,861,615 tons in the same year. There was positive influence between the extensive of palm oil plantation acreage with CPO production. The next purpose was known that the factors which affect the export supply of Indonesian Crude Palm Oil (CPO) in the international market was CPO production in Indonesia, CPO International prices, and CPO Domestic prices with coefficient 0.141; 0.350, and -0.326. CPO production in Indonesia and CPO International Prices has a positive influence on Indonesian CPO exports, while CPO domestic prices has a negative effect on Indonesian CPO export.

Based on this research, it recommended to notice environmental aspects during the expansion of palm oil land. The increase in CPO production could be done by developing research in the field of palm oil and enhancement of palm oil mill in order to keep the quality and also diversification of CPO products. The most influential factors in Indonesian CPO export was the international price of CPO. In order for Indonesian CPO export was continue to rise, some suggestions that need to be done are: cooperation with other CPO producer countries to counteract negative campaign against palm oil, ISPO certification for palm oil plantations and form a world reference price of CPO in Indonesia.

Keywords: Indonesian CPO, extensive of CPO land, CPO production

