

**ANALYSIS OF COMPETITIVENESS AND FACTORS
AFFECTING INDONESIA'S CPO (CRUDE PALM OIL)
EXPORTS IN THE INTERNATIONAL MARKET**

THESIS



By:

OL CHRISTIN OUR HEART SINAGA

NPM: 22024010196

**AGRIBUSINESS STUDY PROGRAM
FACULTY OF AGRICULTURE
NATIONAL DEVELOPMENT UNIVERSITY "VETERAN" EAST JAVA
SURABAYA
2026**

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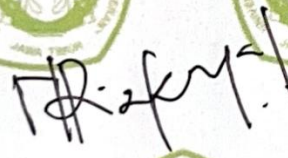
Received on the date


22 May 2026

Approved by:

Main Supervisor

Co-Supervisor


Dr. Noor Rizkiyah, S.P., M.P
NPT. 21219740720283


Dr. Gyska Indah Harya, S.P., M.Agr
NPT. 17219910704008

Acknowledged by,

Agribusiness Study Program Coordinator


Dr. Ir. Nuriah Yulianti, MP
NIP. 196207121991032001

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NPM : 22024010196


Has been defended before and approved by the Thesis Examination Committee
of the Agribusiness Study Program, Faculty of Agriculture
Universitas Pembangunan Nasional "Veteran" Jawa Timur
22 May 2026

Approved by:

Main Supervisor

Co-Supervisor



Dr. Noor Rizkiyah, S.P., M.P.
NPT. 21219740720283



Dr. Gyska Indah Harya, S.P., M.Agr
NPT. 17219910704008

Acknowledged by:

Dean of the Faculty of Agriculture

Agribusiness Study Program
Coordinator


Prof. Dr. Ir. Wanti Mindari, M.P.
NIP. 196207121991032001


Dr. Ir. Nuriah Yuliati, M.P.
NIP. 196207121991032001

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Name : Ol Christin Our Heart Sinaga
Student ID Number : 22024010196
Program Level : Bachelor (S1)
Study Program : Agribusiness
Faculty : Agriculture

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Surabaya, 22 May 2026



Ol Christin Our Heart Sinaga
NPM. 22024010196

FOREWORD

Praise and Thanksgiving, I pray to God Almighty for His love and grace, I was able to complete this thesis entitled “Analysis of Competitiveness and Factors Affecting Indonesia’s Crude Palm Oil (CPO) Export in the International Market” well. This thesis was made as a requirement for the author’s college graduation. The author realizes that this thesis cannot be completed without the help and support of several parties. The author therefore expresses his gratitude to:

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This thesis is far from perfect, therefore the author asks for constructive criticism and suggestions from readers so that my thesis will be better in the future. Thank you very much, God bless.

Surabaya, May 2026

Author

COMPETITIVENESS OF INDONESIAN CRUDE PALM OIL EXPORTS IN THE ASEAN MARKET

Ol Christin Our Heart Sinaga, Noor Rizkiyah, Gyska Indah Harya

ABSTRACT

Crude Palm Oil (CPO) is one of Indonesia's leading export commodities and plays an important role in international trade, particularly in the ASEAN region. However, intense competition among major exporting countries and fluctuations in global market conditions require Indonesia to continuously maintain and strengthen the competitiveness of its CPO exports. This study aims to analyze the competitiveness of Indonesia's crude palm oil (CPO) exports using comparative and competitiveness approaches. The data used is secondary data for the period 2014-2024 taken from UN Comtrade and BPS with the HS code 151110. The research methods used are Revealed Comparative Advantage (RCA) and Export Competitiveness Index (ECI). The results of the analysis show that Indonesia's RCA CPO values consistently well above one, which means that Indonesia has a very strong comparative advantage over major competitors such as Malaysia and Thailand. However, the results of the ECI analysis show fluctuations, where some periods have increased and others have decreased, especially in 2021 which showed a dip in the ASEAN region despite changes in the market in certain years. Therefore, increasing productivity, production efficiency, and strengthening export strategies are important steps to maintain and enhance the competitiveness of Indonesian CPO in the ASEAN market.

Keywords: ASEAN market, competitiveness, CPO, ECI, RCA

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