

Strategi adaptasi produk ekspor exotic fruit manggis ke Uni Eropa = Adaptation strategy of export product exotic fruit Mangosleen to Eropean Union

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Abstrak

Krisis keuangan global Oktober 2008 berdampak melemahnya permintaan ekspor dari negara-negara maju. Peluang ekspor exotic fruit manggis memiliki permasalahan dalam persyaratan kualitas produk yang sulit dipenuhi oleh eksportir Indonesia. Analisis kekuatan bersaing terbesar adalah kekuatan tawar pemasok petani manggis, kekuatan tawar pembeli Uni Eropa, tingginya ancaman produk pengganti seperti mangga dan salak, serta banyaknya pendatang baru. Strategi adaptasi di sektor hulu melalui peningkatan produktivitas, perbaikan teknologi budidaya dan pasca panen, pengoptimalan pemanfaatan lahan terlantar. Strategi adaptasi di sektor hilir melalui penanganan pascapanen, peningkatan SDM, kemitraan positif, serta penguasaan manajemen ekspor/impor. Dukungan pemerintah melalui PUAP dan LKM serta LPEI.

.....Global financial crisis October 2008 affecting to decrease the request export from developed country. Problems export exotic fruit mangosleen is bad quality of product conditions fulfilled by Indonesia exporter. Stronger competitive forces are bargaining power of supplier from mangosleen farmer, bargaining power of supplier from Europe Union, the threat of substitute like mango and bark, and also treath of new entrant. Adaptation strategy in cultivation sedor through productivity improvement, technological repair cultivation and posi harvest, farm exploiting optimise unemployed. Adaptation strategy in industry sedor through handling post harvest, improvement human resources, and also the management exports/imports domination. Governmental support through (Post Harvest Enterprise) PUAP and (microfinance institution) LKM and also (Indonesia Export Finance Institution) LPEI.