

ABSTRAK

Putri Rayani, NPM :71180712001. Analisis Kinerja Ekspor Komoditas Sayuran Sumatera Utara. Dibawah bimbingan Bapak Dian Hendrawan, S.P, M.M., sebagai ketua komisi pembimbing dan Ibu Desi Novita, S.P. M.Si., sebagai anggota komisi pembimbing.

Penelitian ini memiliki tujuan yaitu untuk Menganalisis kinerja ekspor di Sumatera Utara. Menganalisis faktor-faktor yang mempengaruhi ekspor sayuran di Sumatera Utara. Menganalisis daya saing ekspor di Sumatera Utara.

Berdasarkan hasil penelitian daya saing komoditi ekspor sayuran Provinsi Sumatera Utara masih belum memiliki daya saing atau belum bisa digunakan sebagai komoditi unggulan Provinsi Sumatera Utara. Ini disebabkan karena rata-rata Indeks RCA sayuran Provinsi Sumatera Utara masih dibawah angka 1 yaitu nilai rata-rata RCA sayuran 0,971. bahwa nilai ekspor sayuran, kurs, inflasi dan PDRB (variabel bebas) secara simultan atau bersama-sama mempunyai pengaruh secara signifikan terhadap volume ekspor sayuran Sumatera Utara. Faktor-faktor yang mempengaruhi kinerja ekspor sayuran di Sumatera Utara adalah nilai ekspor sayuran, kurs, Inflasi, PDRB. Yang berpengaruh nyata ialah nilai ekspor dan PDRB. Kinerja ekspor sayuran Sumatera Utara tahun 1990-2021 berfluktuatif dari nilai ekspor sayuran, volume sayuran dan PDRB. Sehingga kinerja ekspor sayuran di Sumatera Utara dapat di ketahui dari analisis RCA, rata-rata Indeks RCA sayuran Provinsi Sumatera Utara masih dibawah angka 1 yaitu nilai rata-rata RCA sayuran 0,971.

Kata Kunci : Kinerja Ekspor, Daya Saing, Nilai Ekspor Sayuran, Kurs, Inflasi, PDRB.

ABSTRACT

Putri Rayani, NPM : 71180712001. Analysis of Export Performance of North Sumatra Vegetable Commodities. Under the guidance of Mr. Dian Hendrawan, S.P, M.M., as chairman of the supervising commission and Mrs. Desi Novita, S.P. M.Sc., as a member of the supervising commission.

This study has the objective of analyzing export performance in North Sumatra. Analyze the factors affecting vegetable exports in North Sumatra. Analyzing export competitiveness in North Sumatra.

Based on the results of research on the competitiveness of vegetable export commodities in North Sumatra Province, they still do not have competitiveness or cannot be used as superior commodities in North Sumatra Province. This is because the average RCA index for vegetables in North Sumatra Province is still below 1, namely the average RCA value for vegetables is 0.971. that the export value of vegetables, exchange rate, inflation and GRDP (independent variable) simultaneously or jointly have a significant influence on the export volume of North Sumatra vegetables. The factors that affect the performance of vegetable exports in North Sumatra are the value of vegetable exports, exchange rates, inflation, GRDP. The real effect is the value of exports and GRDP. The performance of North Sumatra's vegetable exports from 1990-2021 fluctuated from the value of vegetable exports, volume of vegetables and GRDP. So that the performance of vegetable exports in North Sumatra can be known from RCA analysis, the average RCA index for vegetables in North Sumatra Province is still below number 1, namely the average RCA value for vegetables is 0.971.

Keywords: Export Performance, Competitiveness, Export Value of Vegetables, Exchange Rate, Inflation, GRDP.