Analysis the Competitiveness of Indonesian Tobacco Exports to International Markets 2003-2022

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Abstract:

Indonesia as an open economy country establishes trade relations with other countries in the world to sell excess and buy shortages of products needed by a country. International trade has two important activities, there are exports and imports. Both of these are the main activities that play a major role in a country's economy. One way that a country can increase and improve its economic conditions is by increasing competitiveness through comparative and competitive advantage. One of the commodities from Indonesia that is demand in international market is tobacco. Tobacco is product from the leaves of *Nicotiana* genus that can be used as pesticides, medicines, and cigarettes. Therefore, this research aims to determine competitiveness of Indonesian tobacco exports comparatively and competitively through RCA and TSI analysis. This study also aims to find out whether Indonesian tobacco can win the market or not through AR analysis. The results obtained are the average value of RCA 2.12 indicates that Indonesian tobacco has a comparative advantage. The average value of TSI 0.21 indicates that Indonesian tobacco has a strong competitive advantage, tends to be an exporter country and Indonesia in export expansion period. The average value of AR 1.57 indicates that Indonesia is able to capture the tobacco market and Indonesia's position is getting stronger in the export and domestic market. It can be concluded that Indonesian tobacco has comparative and competitive advantage and Indonesian tobacco is able to capture the tobacco market to international market.

Keywords: Competitiveness, International Trade, Tobacco

1. Introduction

Each country must have its own excess productions which in turn will establish trade relations with other countries to sell these products and aim to increase the country's economic growth. Indonesia is one of the countries that adheres to an open economy that conducts trade relations with other countries to sell excess and buy shortages of products and services needed by a country. Economic relations between countries are factors that have an influence on the development of the economy in a country. These conditions cause competitiveness which determines competition between countries to benefit and carry out international trade (Nainggolan et al., 2021). The advantages of international trade itself are countries can specialize in producing cheap goods and services. In addition, the benefits that can be seen from international trade are it can increase state income, foreign exchange reserves and job opportunities (Rinaldi et al., 2017). International trade provides access for countries to expand market share (Sabaruddin, 2014).

International trade consists of export and import activities. Both of these are the main activities that play a major role in a country's economy. Exports are one of the main components in a country's economic growth (Santoso & Artha, 2021). Export is the activity of sending goods and services from inside to outside the country (Adnan et al., 2022). Export activity is a trading activity by sending goods from inside to outside the country and payment using foreign currency, as well as communicating in a foreign language based on government regulations and fulfilling applicate regulations (Natassia & Utami, 2016). Exports are a sources of foreign exchange needed by countries that have an open economy (Hanifah, 2022). Export activities are able to increase people's per capita income, therefore exports are an engine of growth for the Indonesian

state (Salsabila, 2021). Meanwhile, import is the activity of entering goods from outside to inside the country (Astuti & Ayuningtyas, 2018). Import is the delivery of goods and services from one country to another and legal. The sale and purchase involve customs duties in the sending and receiving countries. Imports are an important part of international trade (Sugiyah & Nurhidayati, 2019). Countries that have advantages in producing goods and services more efficiently will export the goods and services produced. Imports are made when a country receives goods from abroad into the country to fulfill the country's needs. This makes international trade activities very important in the world (Iswara & Meydianawathi, 2017). In export and import activities, market competition can occur. In order for a product to compete, it must have comparative and competitive advantage (Saputra et al., 2021).

One way for a country to increase and improve its economic conditions is by increasing competitiveness through comparative and competitive advantage. Comparative and competitive advantage can be used as a measure the competitiveness of commodity (Narulita et al., 2014). Comparative advantage can be achieved if the country can produce more goods and services, cheaper productions costs compared to other countries (Iswara & Meydianawathi, 2017). Comparative advantage is the ability to maintain market share, comparative advantage has a significant effect on increasing productivity and expanding market access (Megasari, 2014). Comparative advantage that continues to increase in producing a commodity will increase income (Sabaruddin, 2014). In addition to comparative advantage, there is a competitive advantage or uniqueness. Products that are not easily copied by competing countries. Competitive advantage is a strategy in producing goods and services that are more profitable that competing countries (Tobing et al., 2023).

In Indonesia, there are two types of exported goods, there are oil and natural gas and non-oil and natural gas. Goods categorized in the type of oil and natural gas are such as kerosene, LPG, diesel and gasoline. Goods categorized in type of non-oil and natural gas are such as shellfish, fish, industrial sector products, non-oil and natural gas mining products, agricultural and plantation sector products such as tobacco (Abbas & Irayani, 2018). Based on (RI, 2018), Indonesia is the sixth largest tobacco producing country after China, Brazil, India, USA and Malawi. With total tobacco production in Indonesian amounting to 136.000 tons or around 1.91% of total tobacco production in the world.

Tobacco is a strategic commodity for Indonesia (Tambunan et al., 2013). Tobacco is a plantation product from the leaves of *Nicotiana* genus plants. Tobacco can be used as a pesticide, consumed and in the form of *Nicotine tartrate* which can be used as a medicine. Generally, tobacco is produced as cigarettes. Tobacco is quite popular in the world and can generate quite a lot of foreign exchange for income in Indonesia. As well as being able to provide new jobs where currently jobs are needed to reduce the problem of economic crisis and unemployment in Indonesia (Dana & Hasan, 2016). Tobacco is one of the leading export products for Indonesia. In industrial world, tobacco has made a significant contribution to Indonesian economy. Over the years, Indonesia's tobacco exports have countinued to icrease and growth can be expected to continue (Permana et al., 2023).

This research aims to determine the competitiveness of Indonesian tobacco exports to international market in 2003-2022 through the anlysis of comparative and competitive advantage. Analysis comparative advantage of Indonesian tobacco exports is compared with tobacco exporting countries such as Germany, South Africa, USA and Brazil. Germany is importer of leaf tobacco and exporter of tobacco products. In South Africa, tobacco is cultivated and becomes an exported crop (Prowse & Niño, 2022). Brazil and USA are the second and fourth largest tobacco producing and they are as a tobacco exporting countries (RI, 2018). If a country has abundant production of a commodity, then that country will export the commodity (Suryanto, 2022). This study also aims to find out whether Indonesian tobacco can win the market or not. Benefits of the research are it can add references for writers and students regarding competitiveness analysis which can be used to determine the comparative and competitive advantage of exports and can provide knowledge for the public regarding exports.

2. Materials and Methods

The research focuses on the Indonesian tobacco commodity. The research uses the secondary data analysis method. Secondary data analysis is a method of using secondary data to serve as the main data source. The secondary data used is mature data and obtained from agencies or institutions such as BPS, departments or certain institutions. The data is processed systematically and objectively. Research writing is organized in descriptive form based on the topic of discussion using various sources through articles, books, journals and other sources relevant to the theme written, provides conclusions and evaluations. The data processed is data on the value of exports and imports of Indonesian tobacco to international market in 2003-2022, taken from Trade Map. Data is processed using Microsoft Excel. The analysis used is Revealed Comparative Advantage (RCA), Trade Specialization Index (TSI) and Acceleration Ratio (AR).

Revealed Comparative Advantage (RCA)

RCA is used to measure the level of competitiveness of a product type in the export market. RCA can show the level comparative advantage of country in a commodity against the world (Maulisza, 2023). RCA value calculation method is as follows:

$$\text{RCA} = (\frac{XiK}{XiM})/ (\frac{XwK}{XwM}) \qquad (1)$$

Description:
XiK   = Indonesian tobacco export value
XiM   = Total export value of all Indonesian commodities
XwK = World tobacco export value
XwM = Total export value of all world commodities

The decision-making criteria in RCA are if RCA $\geq$ 1, the Indonesian tobacco has a comparative advantage above the world average. If RCA $\leq$ 1, the Indonesian tobacco does not have a comparative advantage below the world average (Murdayanti et al., 2021).

Trade Specialization Index (TSI)

TSI is used to get a picture of the future prospect of commodity in international trade. TSI can describe Indonesia tending to be an exporter or importer of its commodities. The way to calculate TSI value is as follows:

$$\text{TSI}= \frac{Xi-Mi}{Xi+Mi} \qquad (2)$$

Description:
Xi = Indonesian tobacco export value
Mi = Indonesian tobacco import value

The decision-making criteria are in the range from -1 to +1. If the value is above 0 to +1, then Indonesian tobacco has a strong competitive advantage and Indonesia tends to be an exporter. If the value is below 0 to -1, then Indonesian tobacco has a low competitive advantage and Indonesia tends to become an importer (Murdayanti et al., 2021). The growth rate of a commodity can be identified through the TSI value as follows (Iswara & Meydianawathi, 2017):

- -1.0 to -0.5   = Introduction period
- -0.51 to 0.0   = Import substitution period
- 0.01 to 0.8   = Export expansion period
- 0.81 to 1.0   = Maturation period

Acceleration Ratio (AR)

AR is used to find out whether a country's products can capture the market or not. AR can show a country to defeat a competitor country or a country's position is getting weaker in the export or domestic market. The way to calculate AR is as follows:

$$AR = \frac{[(trend\ Xi) + 100]}{[(trend\ Mi) + 100]} \qquad (3)$$

Description:
Xi = Indonesian tobacco export value
Mi = Indonesian tobacco export value

The decision-making criteria in AR are if AR > 1, then Indonesia is able to capture the tobacco market and Indonesia's position is getting stronger in the export and domestic market. If AR value ≤ 1, then Indonesia is not able to capture the tobacco market and Indonesia's position is getting weaker in the export and domestic market (Hamzah et al., 2020).

3. Results and Discussion
Revealed Comparative Advantage (RCA)
RCA calculations are able to show the comparative advantage of Indonesian tobacco against world tobacco can be seen in the following Table 1 and Figure 1:

Tabel 1: RCA Value of Tobacco Exports from Indonesia and Competing Countries 2003-2022

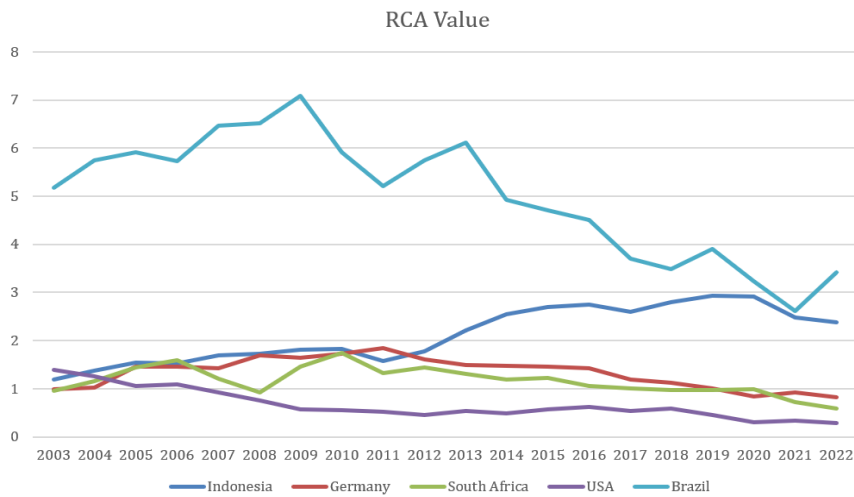| Years	Indonesia	Germany	South Africa	USA	Brazil
2003	1.19	0.99	0.96	1.39	5.17
2004	1.38	1.03	1.15	1.25	5.75
2005	1.55	1.46	1.45	1.06	5.92
2006	1.52	1.46	1.60	1.09	5.73
2007	1.70	1.42	1.20	0.93	6.47
2008	1.72	1.69	0.92	0.75	6.51
2009	1.81	1.64	1.46	0.57	7.09
2010	1.83	1.73	1.75	0.56	5.91
2011	1.57	1.84	1.32	0.52	5.21
2012	1.77	1.61	1.45	0.45	5.74
2013	2.22	1.49	1.31	0.53	6.12
2014	2.54	1.48	1.19	0.49	4.93
2015	2.69	1.46	1.23	0.57	4.71
2016	2.75	1.43	1.05	0.62	4.51
2017	2.60	1.19	1.00	0.54	3.71
2018	2.79	1.13	0.97	0.59	3.48
2019	2.94	1.01	0.98	0.45	3.90
2020	2.92	0.84	0.99	0.30	3.24
2021	2.48	0.93	0.73	0.33	2.61
2022	2.38	0.83	0.58	0.28	3.41
Average	**2.12**	**1.33**	**1.16**	**0.66**	**5.01**

Source: Secondary Data Processed, 2023

Figure 1: Graphic of RCA Value of Tobacco Exports from
Indonesia and Competing Countries 2003-2022

Based on Table 1, RCA value of tobacco exports from the four coutries, there are Indonesia, Germany, South Africa and Brazil has a comparative advantage in tobacco exports during 2003-2022. There are has an RCA value ≥ 1. However, USA does not have a comparative advantage in tobacco exports because it has an RCA ≤ 1. Based on Figure 1, during 2003-2022 RCA values for the five countries experienced fluctuations. However, Germany, South Africa, USA and Brazil tend to decrease and Indonesia tends to increase. The lowest RCA value was in 2003 which amounted to 1.19 and the highest RCA value was in 2019 which amounted to 2.94.

RCA value of Indonesian tobacco when compared to competitor countries to international market is lower than Brazil. However, it is able to compete better than Germany, South Africa and USA. Brazil has the highest comparative advantage with an average value RCA value of 5.01, Indonesia with an average value of 2.12, Germany with an average RCA value of 1.33, South Africa with an average RCA value of 1.16 and USA with an average RCA value of 0.66.

USA has a comparative advantage below the world average and USA has low competitiveness. The weak competitiveness of USA tobacco to international market can be caused by USA itself as a tobacco consuming country (Maulisza, 2023). In addition, USA is the largest cigarette consumer country (Ginting & Maulana, 2020). Comparative advantage has to do with geographical factors and natural resources in an area that will affect the production carried out (Irfanda & Yuliawati, 2019). Brazilian tobacco is cultivated in the coastal plain area in the souther region of Salvador which has subtropical climate with a clear season, fertile land with good agricultureal, forestry and livestock production potential (Sari, 2018). The strong competitiveness of Brazilian tobacco can be caused by the better quality of Brazilian tobacco production compared to Indonesia (Iswara & Meydianawathi, 2017). Indonesia in the geographical location of the tropical equator. This makes Indonesia have a cultivation of various types of plants that are very abundant such as tobacco. The largest tobacco producing areas in Indoensia are East Java, Central Java, West Java and NTB (Nainggolan et al., 2021). Therefore, Indonesia needs to pay attention to tobacco needs both domestically and abroad. Also, Indonesia needs to pay attention to quality of tobacco in order to increase the competitiveness of Indonesian tobacco export to international market.

Trade Specialization Index (TSI)
TSI calculations are able to show that Indonesia tends to be an exporter or importer of tobacco commodities. It can be seen in Table 2 as follows:

Table 2: TSI Value of Indonesian Tobacco 2003-2022

No.	Years	TSI Value
1	2003	0.15
2	2004	0.20

No.	Years	TSI Value
3	2005	0.28
4	2006	0.28
5	2007	0.23
6	2008	0.12
7	2009	0.24
8	2010	0.18
9	2011	0.09
10	2012	0.02
11	2013	0.13
12	2014	0.21
13	2015	0.36
14	2016	0.30
15	2017	0.24
16	2018	0.20
17	2019	0.27
18	2020	0.27
19	2021	0.23
20	2022	0.29
Average	**0.21**	

Source: Secondary Data Processed, 2023

Based on Table 2, TSI value of Indonesian tobacco has a positive value that is above 0. The lowest value was in 2012 which amounted to 0.02 and the highest TSI of Indonesian tobacco was in 2015 which amounted to 0.36 and TSI value of Indonesian tobacco which ranges from 0 to +1, Indonesia has a strong competitive advantage and tends to be an exporter country.

Competitive advantage will be achieved if there is a conductive atmosphere (Ermawati, 2016). The fluctuation of Indonesian tobacco value can be caused by the conversion of tobacco land. It sees a more profitable and promising prospect for tobacco. It is not apart from the role of the government which aims to make Indonesia the largest tobacco exporter in 2015. In effort to maintain Indonesia's tobacco exports to international market, the government uses superior seed to increase the productivity of Indonesian tobacco. Along with the increase in Indonesian tobacco productivity, the economies of tobacco exporting and importing countries are experiencing developments, thereby indirectly pushing up the price of Indonesian tobacco commodities (Putra, 2013).

Indonesia's position in the world tobacco is a net exporter, which means that Indonesia's tobacco exports are greater than the value of imports (Permana et al., 2023). The average TSI results is 0.21, this shows that the development of Indonesian tobacco exports to international market is in export expansion period. During the export expansion period, Indonesia needs to increase tobacco production on a large scale and start expanding tobacco exports to various countries, so Indonesia's tobacco market opportunities can increase.

Acceleration Ratio (AR)
AR calculations is able to show the ability of Indonesian tobacco to capture the international market. Table 3 contains the results of AR calculation of Indonesian tobacco to international market.

Table 3: AR Value of Indonesian Tobacco 2003-2022

No.	Years	AR Value
1	2003	1.36
2	2004	1.50
3	2005	1.79
4	2006	1.78
5	2007	1.59

6	2008	1.27
7	2009	1.63
8	2010	1.43
9	2011	1.20
10	2012	1.04
11	2013	1.29
12	2014	1.53
13	2015	2.14
14	2016	1.86
15	2017	1.62
16	2018	1.51
17	2019	1.75
18	2020	1.73
19	2021	1.59
20	2022	1.80
Average	**1.57**	

Source: Secondary Data Processed, 2023

Based on Table 3, AR value of Indonesian tobacco has an AR value > 1. The lowest AR value of Indonesian tobacco was in 2012 at 1.04, the highest AR value of Indonesian tobacco was in 2015 at 2.14 and the average AR value of Indonesian tobacco was 1.57. This shows that Indonesia is able to capture the tobacco market and Indonesia's position is getting stronger in the export and domestic market. By paying attention to the quality, production and export procedures of tobacco from Indonesia will improve the performance of Indonesian tobacco exports to international market.

4. Conclusion

Conclusion that be drawn after carrying out the analysis RCA value of Indonesian tobacco in 2003-2022 has a value of more than one. The average value of RCA 2.12, the positive RCA value indicates that Indonesian tobacco has a comparative advantage above the world average. Indonesia needs to pay attention to tobacco needs both domestically and abroad. Also, Indonesia needs to pay attention to quality of tobacco in order to increase the competitiveness of Indonesian tobacco export to international market. The average value of TSI 0.21, the positive TSI value that is above 0 indicating that Indonesia has a strong competitive advantage, tends to be an exporter country and Indonesia is in export expansion period. Indonesia needs to increase tobacco production on alarge scale and start expanding tobacco to other countries, so Indonesia's tobacco market opportunities can increase. AR value of Indonesian tobacco is more than one. The average value of AR 1.57, the positive AR value indicates that Indonesia is able to capture the tobacco market and Indonesia's position is getting stronger in the export and domestic matket. By paying attention to quality, production and export procedures, Indonesian tobacco is able to improve the perfomance of Indonesian tobacco export. It can be concluded that Indonesian tobacco has comparative and competitive advantage and Indonesian tobacco is able to seize the tobacco market to international market.

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