ABSTRACT

Cocoa is one of the main commodities that become the leading plantation sector to be marketed in international trade. Cocoa is a potential trading commodity in Indonesia. The volume of cocoa's export is fluctuated since last five years. The main destination cocoa export are Malaysia, United States, Singapore, Tiongkok, Thailand, India and Canada. This study aims to determine the development of the Indonesian cocoa industry and the factors that influence Indonesian cocoa exports.The independent variables in this study were Gross Domestic Product (X1), International Cocoa Price (X2), Exchange Rate (X3), and Number of Population (X4) with the dependent variable namely Indonesian Cocoa Export Value (Y). The type of research used is explanatory research or explanatory research, with a quantitative approach.The data of this study is the value of cocoa exports in Indonesia in the 2003-2017 period.The analytical tool used in this study is the OLS (Ordinary Least Square) method with the Random Effect estimation model.

The coefficient of determination (R2) is 0.561, which means that the independent variable Gross Domestic Product, Exchange Rates, International Cocoa Prices, and Population Number affects 56.1% of the dependent variable Cocoa Export Value in Indonesia and the remaining 43.9% is explained by the variables Other variables not examined in this study.Simultaneous test results (F test), showed that Gross Domestic Product, International Cocoa Prices, Exchange Rates and Population simultaneously had a significant effect on Cocoa Export Value in Indonesia.While the partial test results (t test), showed that the variable Gross Domestic Product and the exchange rate significantly influence the value of cocoa exports in Indonesia. Conversely, the variable International Cocoa Prices and Population shows no significant effect on the Cocoa Export Value in Indonesia.

Keywords: GDP, Exchange Rates, International Cocoa Prices, Population Amounts, Indonesian Cocoa Export Value and Random Effect Model