ABSTRACT

Pineapple is a leading commodity that grows well in Indonesia, making the country one of the largest pineapple producers in the world. Pineapple, which is rich in benefits, is highly sought after by people worldwide due to its excellent nutritional value and unique taste. This study aims to analyze the comparative advantage, competitive advantage, and export performance of Indonesian pineapples at a micro level. The study employs a mixed-method approach, utilizing secondary data analysis and the Miles and Huberman analysis framework. The data used includes secondary data from 2016–2023 as well as primary data collected for the purposes of this research. The data analysis method incorporates the Revealed Comparative Advantage (RCA) index to measure comparative advantage, and the Export Product Dynamic (EPD) method to evaluate competitive advantage and the performance of a commodity. The results of the study indicate that the RCA values for fresh Indonesian pineapples in export destinations such as Japan, South Korea, Saudi Arabia, and the United Arab Emirates vary. It is concluded that the competitiveness in Japan and South Korea remains relatively low. The EPD performance in export destinations also varies, with the United Arab Emirates showing the best performance. Based on the microeconomic conditions of pineapple export businesses, the export competitiveness of fresh Indonesian pineapples holds significant potential with promising growth prospects in the coming years.

Keywords: *competitiveness, export, international trade, RCA, fresh pineapple.*