ABSTRACT

Indonesia has potential to become fruits exporter country. One of the fruits in Indonesia which has a good prospect is citrus. However, the export of citrus in Indonesia still very few and even Indonesia still imports. Garut Regency as one production center of citrus in Indonesia has chance to compete with citrus imports and to expand the market by exports. There is different kind of technology about citrus cultivation in Garut Regency. The objective of this study are to analyze the effect of technology in competitiveness of citrus in Garut Regency, to analyze government policy effect in competitiveness of citrus in Garut Regency, and to analyze the change effect of exchange rate rupiah, citrus price, and fertilizer price in competitiveness of citrus in Garut Regency. Data were analyzes using Policy Analysis Matrix (PAM). The results suggest that modern technology have more comparative advantage than traditional technology. But, the traditional technology have more competitive advantage than modern technology. The government is expected to support for increasing the comparative and competitive advantage in citrus cultivation in Garut Regency, such as provide the credit facilities.

Keyword : Citrus, Policy Analysis Matrix (PAM), and Competitiveness