

**PENGARUH *NON TARIFF MEASURES* PADA *EXTENSIVE*
DAN INTENSIVE MARGIN EKSPOR CPO: PENDEKATAN
*HECKMAN TWO STAGE GRAVITY MODEL***

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kebijakan *Non Tariff Measures* (NTM), dalam bentuk *Sanitary and Phytosanitary* (SPS) dan *Technical Barrier To Trade* (TBT), pada *extensive margin* dan *intensive margin* ekspor CPO Indonesia ke negara tujuan ekspor utama yaitu India, China, Pakistan, Amerika Serikat, Uni Eropa (Belanda, Italia, Spanyol, Jerman, Perancis) periode tahun 2004-2018. Metode *Heckman Two Stage Gravity Model* diterapkan dalam model *fixed effect* untuk memperkirakan dampak penerapan NTM pada probabilitas ekspor suatu negara (*extensive margin*) melalui perubahan nilai ekspor (*intensive margin*). Hasil estimasi memperlihatkan bahwa SPS dan TBT berpengaruh positif tidak signifikan terhadap *extensive margin* untuk semua produk terkait CPO, CPO, dan produk turunan CPO. Dalam konteks *intensive margin*, SPS dan TBT menunjukkan adanya pengaruh positif tidak signifikan untuk semua produk CPO dan turunan CPO. Namun demikian, penelitian ini juga menemukan bahwa penerapan SPS berpengaruh negatif signifikan terhadap *intensive margin* produk CPO. Sebaliknya penerapan TBT berpengaruh positif signifikan terhadap *intensive margin* produk CPO.

Kata Kunci: *Extensive margin*, *Intensive margin*, *Crude Palm Oil* (CPO), *Sanitary and Phytosanitary* (SPS), *Technical Barrier To Trade* (TBT), *Heckman Two Stage Gravity Model*.

**THE IMPACT OF NON TARIFF MEASURES ON EXTENSIVE
AND INTENSIVE MARGIN OF EXPORT CPO: A HECKMAN
TWO STAGE GRAVITY MODEL**

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ABSTRACT

This study aims to analyze the effects of Non Tariff Measures (NTM) policy, in the form of Sanitary and Phytosanitary (SPS) and Technical Barrier To Trade (TBT), on extensive and intensive margin of export of Indonesia's CPO to main export countries such as, India, China, Pakistan, United States of America, European Union (Netherlands, Italy, Spain, Germany, France) in 2004-2018. The method Heckman Two Stage Gravity Model is applied in fixed effect model to estimate the impact of NTM to the country export probability (extensive margin) through the export value changing (intensive margin). The estimation result shows that SPS and TBT have non-significant positive effects on extensive margin for all products related to CPO, CPO, and CPO derivative products. In intensive margin context, SPS and TBT show not significantly positive effects for all CPO products and CPO derivatives. However, this study also found that the application of SPS gives the significantly negative effect on intensive margin of CPO products. On the other hand, the application of TBT gives the significantly positive effect on intensive margins of CPO products.

Keywords: Extensive margin, Intensive margin, Crude Palm Oil (CPO),
Sanitary and Phytosanitary (SPS), Technical Barrier To Trade (TBT),
Heckman's Two-Stage Gravity Model.