

The Competitiveness of the Edible Bird's Nest Trade: Indonesia's Export to China

Thesis

**Presented as Partial Fulfilment of the Requirements of the Degree of Sarjana
Manajemen (S1) in International Business Management Program Faculty of
Business
and Economics Universitas Atma Jaya Yogyakarta**

Written By:



**Steven Gidion Ganda
Student Number: 21 12 26365**

**FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ATMA JAYA YOGYAKARTA
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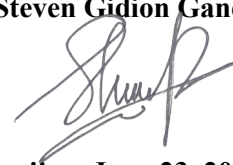
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Steven Gidion Ganda

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Nanjing, June 23, 2025

**Faculty of Business and Economy
Universitas Atma Jaya Yogyakarta**

Recommendation for Undergraduate Thesis Acceptance

I hereby certify that the undergraduate thesis supervised by me, submitted by:

Steven Gidion Ganda
Student ID Number: 211226365

entitled:

**THE COMPETITIVENESS OF THE EDIBLE BIRD'S NEST TRADE: INDONESIA'S
EXPORT TO CHINA**

has fulfilled the requirements and is hereby recommended for acceptance in partial fulfillment
of the requirements for the degree of Sarjana Manajemen (S1) in the International Business
Management Program,
Faculty of Business and Economy,
Universitas Atma Jaya Yogyakarta.

Advisor



蒋敏 (Jiang Min)

June 24, 2025

This is to certify that the thesis entitled

**THE COMPETITIVENESS OF THE EDIBLE BIRD'S NEST TRADE: INDONESIA'S
EXPORT TO CHINA**

Presented by:

Steven Gidion Ganda

Student ID Number: 211226365

has been successfully defended and accepted on June 2025 in partial fulfillment of the
requirements for the degree of Sarjana Manajemen (S1) in the International Business

Management Program,
Faculty of Business and Economics,
Universitas Atma Jaya Yogyakarta.

Examination Committee

Chairman

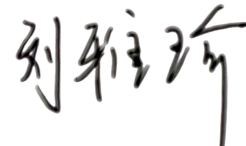


梅锦萍 (Mei Jin Ping)

Member



梁晶 (Liang Jing)



刘雅珍 (Liu Ya Chen)

Yogyakarta, 22 July 2025



Dean

FAKULTAS BISNIS
DAN EKONOMIKA
UNIVERSITAS ATMA JAYA YOGYAKARTA

Wenefrida Mahestu Noviandra Krisjanti, S.E., M.Sc., Ph.D

Abstract

This study examines the economic impact and trade competitiveness of Indonesia's edible bird's nest (EBN) exports to China from 2012 to 2023. Using trade data and indicators such as Revealed Comparative Advantage (RCA), Trade Competitiveness Index (TC), and Export Market Share (MS), the analysis confirms Indonesia's leading position in the global EBN market. Porter's Diamond Model further highlights factors driving Chinese demand, including cultural traditions, rising incomes, and health awareness.

Despite strong growth, the industry faces challenges such as regulatory barriers, limited domestic processing, and reliance on a single export destination. The study offers recommendations to enhance competitiveness through improved traceability, value-added production, and market diversification, contributing to sustainable trade and stronger Indonesia–China economic ties.

Keywords: *Edible Bird's Nest, Indonesia, China, International Trade, Porter's Diamond Model*

The Competitiveness of the Edible Bird's Nest Trade: Indonesia's Export to China.....	1
Abstract.....	5
Chapter 1 : Introduction.....	7
1.1 Background.....	7
1.2 Economic Relevance.....	7
Chapter 2: Literature Review.....	9
2.1 Overview of the Edible Bird's Nest Market.....	9
2.2 Economic Theories on Trade and Niche Markets.....	9
2.3 China's Demand for Edible Bird's Nests.....	10
2.4 Indonesia-China Trade Relations.....	11
Chapter 3: Current Situation.....	13
Chapter 4 : Methodology.....	15
4.1 Research Design.....	15
Data Collection.....	15
Time Period for Data Collection.....	15
4.2 Competitiveness Evaluation.....	16
4.2.1 Revealed Comparative Advantage (RCA).....	16
4.2.2 Trade Competitiveness Index (TC).....	17
4.4.3 Export Market Share (MS).....	17
4.3 Use of Porter's Diamond Model.....	18
Chapter 5 : Discussion.....	19
5.1 Analysis of the Current Trade Situation.....	19
5.1.1 Export Volumes.....	19
5.1.2 Export Trends.....	22
5.1.3 Price Analysis.....	22
5.2 Export Competitiveness.....	23
5.2.1. Revealed Comparative Advantage (RCA).....	24
5.2.2. Market Share in Global Exports.....	25
5.2.3. Trade Competitiveness Index (TC).....	26
5.2.4. Structural and Institutional Drivers of Competitiveness.....	27
5.3 Porter's Diamond Model Analysis.....	27
5.3.1 Factor Conditions.....	28
5.3.2 Demand Conditions.....	29
5.3.3 Related and Supporting Industries.....	30
5.3.4 Firm Strategy, Structure, and Rivalry.....	30
5.3.5 Government Role.....	31
5.3.6 Chance Events.....	31
Chapter 6 : Conclusion.....	33
Reference.....	34