

## **ABSTRACT**

*Export is an activity that can support the increasing economy of a country. The number of countries importing products from Indonesia indicates that Indonesian products are not inferior to products from other countries. In the automotive industry the most increase in production and sales every year is a motorcycle product. But on the contrary, many motorcycle products from Thailand have been imported into Indonesia. Competitiveness analysis is a benchmark used to measure the level of competitiveness of a country against rival countries. The purpose of this study is to determine the competitiveness of Indonesian motorcycle products incorporated in the Association of Indonesian Motorcycle Industry against Thailand. The analytical methods used in this study are the Revealed Comparative Advantage Index (RCA), the Trade Specialization Index (ISP) and the Market Concentration Index (IKP). Where RCA is used to determine the level of competitiveness in a state commodity against competitiveness, IKP to know the dependence of a commodity, and ISPs are used for competitive advantage of a state commodity. The results of this research from RCA in general the competitiveness of Thailand is still better than Indonesia, but Indonesia's competitiveness began to increase during the period 2015 - 2016 and Indonesia is able to compete with Thai motorcycle products. The results of ISP Indonesia are still at the stage of import substitution and Thailand is already in the maturation stage. The results of IKP can be seen that the reliance or concentration of the Thai market is relatively large on Indonesia.*

*Keywords: Competitiveness, Revealed Comparative Advantage (RCA), Index of Trade Specializations (ISP) and Market Concentration Index (IKP).*