

INTRODUCTION

According to the Tambunan, the process of globalization is a change in the world that is fundamental and structural, which takes place continuously at a rate that is getting faster over time following technological changes so that later it will accelerate changes in the pattern of needs of the world community¹.

The concept of a blue economy is very easy to apply in a country that has a large water area. Indonesia is a country that has extensive marine resources supported by a large population to manage these sources. Shrimp is one of Indonesia's mainstay export commodities that contribute to earning foreign exchange, so the development of Indonesian shrimp exports needs to be studied more deeply so that in the future it can dominate world market demand, especially in the United States, which is the world's largest shrimp market.

Indonesia is one of the top ten shrimp producing countries in the world. This can be seen based on data obtained from the Food and Agriculture Organization of the United Nations (FAOSTAT) in 2016. The volume and value of Indonesian shrimp exports from 2000 to 2020 fluctuated and tended to increase. Data on the volume of fishery commodities show that shrimp is an Indonesian export commodity that continues to increase from year to year. The export value according to the main destination country shows that the highest export value occurs in the United States.

The volume and value movements of Indonesian shrimp exports in the international market are influenced by the amount of production and quality of shrimp which have an impact on the price of shrimp in the world market. In addition, there is a level of competition with other shrimp exporting countries and the establishment of quality standards for shrimp from importing countries.

From the data, it can be seen from the factors that influence Indonesia's exports to USA. Seeing the large potential of Indonesian fishery exports Indonesian shrimp commodity in the United States gives great hope for Indonesia to be more able to dominate the shrimp commodity market in the United States. With the above problems, the authors would like to make research on "ANALYSIS OF FACTORS AFFECTING VOLUME OF INDONESIAN SHRIMP EXPORT IN THE USA DURING 1989-2020".

¹ Erin, 'Perdagangan Internasional, Globalisasi Ekonomi Dan Permasalahannya', 2014