ABSTRACT

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The government's import policy recently has become a headlines of the news media and the electronic media for its' tight restriction on beef imports. The restrictions is due to government's strong commitment to achieve the target in beef and buffalo self-sufficency in 2014. Basically the purpose of beef imports is to manage domestic supply shortage. Therefore, the government continues to strive to achieve self-sufficiency target by accelerating beef and buffalo aelf-sufficiency program and gradually reducing the imports volume.

In the end of 2013, despite of the policy, the government through the Ministry of Trade importes beefs without limit until the end of the year since the price of beef was rocketing. The local beef trade in the market has no competitors and emerges new problems because the government needs to stabilize the beef price.

This study aims to: 1) determine the role of government in balancing business competition. 2) Analyze government's policies on beef imports. It is ;ibrary research which uses a juridical noramtive method. It employs a normative analytical approach using legislation approach. In this study, the data is processed using qualitative analysis.

The result of this research is shows that the government has been implementating its role in the beef business competition. In improving local beef production, the government conducts an the accelerated self-sufficiency beef program. To minimize beef imports, the government implements policies such as import duties, quota restrictions and import licensing technical regulations. Even though the government has tried to balance beef local market and beefs imports, the effort should be optimalized.