

ABSTRACT

This study analyzes the dynamics of nickel supply and demand and its relationship with downstreaming policies in Indonesia, using PT. Greenstone Geothite as a case study. The background of this study is based on Indonesia's position as one of the world's largest nickel producers and the downstreaming policies implemented by the government to increase the added value of domestic nickel products. The objective of this research is to understand the relationship between supply, demand, and downstreaming, as well as their impact on the domestic and global markets.

The research method used is descriptive quantitative with data collection through questionnaires distributed to 100 respondents. Data analysis includes validity, reliability, normality, and correlation tests to measure the relationship between variables. The research results show that nickel supply and demand have a significant relationship with the downstreaming process using IBM SPSS 21 software. The research results indicate that nickel supply and demand have a significant relationship with the downstreaming process, with values of 0.770 and 0.644, respectively. Additionally, downstreaming policies have proven effective in driving the growth of the nickel processing industry, increasing product value, and strengthening Indonesia's position in the global market.

The balance between nickel supply and demand is a key factor in supporting the success of downstreaming. Therefore, companies need to optimize their production and marketing strategies to align with market needs and government policies. Recommendations include strengthening collaboration across industrial sectors, increasing processing capacity, and regularly monitoring market dynamics to ensure the smooth progression of downstream processing.

Keywords: Nickel, Supply, Demand, Downstream Processing, Government Policy