

Strategi Diplomasi Ekonomi Vietnam dan Indonesia Dalam Menarik Investasi Asing Periode Tahun 2014-2019 = Vietnam and Indonesia's Economic Diplomacy Strategy in Attracting Foreign Direct Investment in 2014-2019 Period

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Abstrak

Tulisan ini mengkaji tahapan strategi diplomasi ekonomi Indonesia dan Vietnam dalam menarik investasi asing periode tahun 2014 - 2019. Dalam mengkaji fenomena tersebut, studi ini menggunakan konsep diplomasi ekonomi di negara berkembang (economic salesmanship, networking, image branding dan regulation management) yang ditawarkan oleh Kishan Rana (2006). Adapun metodologi yang digunakan adalah metode kualitatif melalui studi literatur dan pengumpulan data sekunder. Berdasarkan penelitian ditemukan bahwa masih terdapat kekurangan di dalam strategi diplomasi ekonomi Indonesia terutama dalam hal economic salesmanship, seperti penentuan fokus negara dari masing-masing aktor serta dalam hal regulation management terkait koordinasi antara pemangku kepentingan yang masih terhambat oleh adanya ego sektoral. Dari penelitian juga didapatkan rekomendasi bagi Indonesia untuk dapat mengambil pengalaman strategi Vietnam agar dapat bersaing dalam menarik investasi asing terutama di kawasan ASEAN.

.....This study analyses the stages of Indonesia and Vietnam's economic diplomacy strategy in attracting foreign investment in 2014 - 2019. In examining this phenomenon, this study uses the concept of developing country economic diplomacy (economic salesmanship, networking, image branding and regulatory management) offered by Kishan Rani (2006). The methodology used is a qualitative method through literature study and secondary data collection. Based on research, there are still shortcomings in Indonesia's economic diplomacy strategy, especially in the economic salesmanship, such as building the focus of each country and in terms of management regulation related to coordination between stakeholders which is still hampered by sectoral egos. From the research, we also recommend that Indonesia gain strategic experience from Vietnam so that it can compete in attracting foreign investment, especially in the ASEAN region.