

Diplomasi Perdagangan Indonesia dalam Ekspor Kopi ke Mesir Pasca Inisiasi Kerja Sama Preferential Trade Agreement (PTA) Periode 2010 ? 2013 = Indonesian Trade Diplomacy in Coffee Exports to Egypt Post Initiation of the Preferential Trade Agreement (PTA) Cooperation for the 2010 â 2013 Period

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Abstrak

Kopi merupakan salah satu komoditas ekspor Indonesia yang cukup penting sebagai penghasil devisa negara selain minyak dan gas. Penurunan jumlah ekspor kopi ke Mesir pasca inisiasi pembentukan PTA merupakan sebuah anomali dalam konteks aktivitas kerja sama internasional. Dalam kurun waktu 2010 ke 2011 terdapat penurunan jumlah ekspor kopi ke Mesir pasca inisiasi pembentukan PTA. Penelitian ini bertujuan menganalisis strategi Pemerintah Indonesia dalam mengimplementasikan diplomasi perdagangan melalui ekspor kopi, baik melalui variabel aktor negara maupun variabel peran negosiasi para stakeholders, dengan menggunakan metode analisis deskriptif kualitatif. Data diperoleh dari wawancara konfirmasi secara non-tertulis dengan pihak KADIN yang diarahkan ke pihak GAEKI dan studi pustaka yang dikumpulkan dari buku, artikel, laman berita dan laman resmi sejumlah lembaga yang relevan dengan penelitian. Hasil penelitian menunjukkan bahwa peran aktor negara dan peran negosiasi para stakeholders saling berkaitan untuk implementasi diplomasi perdagangan oleh suatu negara.

.....Coffee is one of Indonesia's export commodities which is quite important as a foreign exchange earner in addition to oil and gas. The decline in the number of coffee exports to Egypt after the initiation of the establishment of PTA is an anomaly in the context of international cooperation activities. In the period 2010 to 2011 there was a decline in the number of coffee exports to Egypt after the initiation of the establishment of the PTA. This study aims to analyze the strategy of the Government of Indonesia in implementing trade diplomacy through coffee exports, both through state actor variables and the negotiation role of stakeholders, using qualitative descriptive analysis methods. Data were obtained from non-written confirmation interviews with KADIN which were directed to GAEKI and literature studies collected from books, articles, news pages and official websites of a number of institutions relevant to the research. The results show that the role of state actors and the negotiating role of stakeholders are interrelated for the implementation of trade diplomacy by a country.