

Strategi Perdagangan Internasional Sawit Indonesia Menghadapi Penerapan Renewable Energy Directive (RED) Oleh Uni Eropa (UE) Dengan Pendekatan Intelijen Kompetitif = The Strategy for Indonesian Palm Oil International Trade towards the Implementation of the Renewable Energy Directive (RED) issued by the European Union (EU). A Competitive Intelligence Approach

Ahmad Muzahid, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920524414&lokasi=lokal>

Abstrak

Uni Eropa memberlakukan kebijakan RED yang berkaitan dengan penerapan keberlanjutan terhadap sumber energi terbarukan dalam. Dalam kajian sebelum RED II menempatkan produk sawit sebagai salah satu penghasil emisi akibat penggunaan Indirect Land Use Change (ILUC). Hal ini tidak hanya menimbulkan permasalahan pada kuantitas ekspor minyak sawit Indonesia, akan tetapi preseden yang ditimbulkan dari Kebijakan oleh UE tersebut terhadap minyak sawit Indonesia di pasar global. Tujuan penelitian untuk mengetahui apa saja motivasi UE dalam menerapkan kebijakan RED dari sisi sosial, politik dan lingkungan, serta strategi perdagangan Indonesia dengan menggunakan pendekatan intelijen kompetitif. Penelitian dilakukan dengan pendekatan kualitatif dengan melakukan pengumpulan data melalui wawancara dan studi pustaka. Analisis menggunakan pendekatan intelijen kompetitif, Teori Berlian dari Porter, PESTLE dan selanjutnya dilakukan analisis SWOT. Hasil penelitian menunjukkan bahwa motif kebijakan RED tidak hanya akibat faktor lingkungan, namun juga terkait dengan politik dan ekonomi. Dalam menghadapi RED Strategi perdagangan Internasional sawit Indonesia dapat dilakukan dengan mengembangkan jalur hilirisasi sawit dalam negeri, mengembangkan SDM, meningkatkan pengawasan dalam implementasi regulasi terkait industri sawit, selanjutnya mengedepankan industri sawit berkelanjutan sebagai counter terhadap kampanye negatif dan kebijakan RED, dengan mengusung dampak sosial yang ditimbulkan dari kebijakan RED jika ekspor sawit ke UE dihentikan, sebagai bagian dari standarisasi berkelanjutan yang memenuhi unsur ekonomi, lingkungan dan sosial. Selain itu, juga dipertimbangkan untuk mengoptimalkan pasar baru, terutama negara-negara yang mengalami peningkatan kebutuhan minyak nabati khususnya sawit, seperti India, Pakistan dan China.

.....The European Union has implemented the Renewable Energy Directive (RED) policy, which relates to the application of sustainability towards renewable energy sources. In a study prior to RED II, palm oil products were identified as one of the contributors to emissions due to the use of Indirect Land Use Change (ILUC). This not only poses problems for the quantity of Indonesian palm oil exports but also sets a precedent for the Indonesian palm oil industry in the global market due to the policy imposed by the EU. This research aims to identify the motivations of the EU in implementing the RED policy from social, political, and environmental perspectives, as well as to explore Indonesia's trading strategy using a competitive intelligence approach. This research was conducted qualitatively through data collection via interviews and literature review. The analysis utilized the competitive intelligence approach, Porter's Diamond Theory, PESTLE analysis, and SWOT analysis. The research findings indicate that the RED policy is motivated not only by environmental factors but also by political and economic considerations. In facing the RED policy, Indonesia's international palm oil trading strategy can be carried out by advancing

the domestic palm oil industries, enhancing human resources, strengthening oversight in implementing regulations related to the palm oil industry, and promoting sustainable palm oil industry as a counter to negative campaigns and the RED policy. This includes highlighting the social impacts that would arise if palm oil exports to the EU were to be stopped as part of sustainable standards that fulfill economic, environmental, and social aspects. Additionally, optimizing new markets, particularly countries with increasing demand for vegetable oils, especially palm oil, such as India, Pakistan, and China need to be considered.