

## ABSTRAK

### CORPORATE DIPLOMACY PERUSAHAAN MULTINASIONAL DALAM MEMASUKI PASAR INDONESIA: STUDI KASUS APPLE INC.

Oleh

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Penelitian ini membahas praktik *corporate diplomacy* yang dilakukan oleh Apple Inc. dalam mempertahankan akses pasar dan keberlanjutan bisnisnya di Indonesia di tengah tekanan regulasi pemerintah, khususnya kebijakan Tingkat Komponen Dalam Negeri (TKDN). Indonesia menjadi salah satu pasar digital terbesar di Asia Tenggara yang memiliki potensi besar bagi Apple, namun perusahaan menghadapi berbagai tantangan seperti kewajiban investasi, hambatan sertifikasi TKDN, serta pembatasan pemasaran produk iPhone di Indonesia.

Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data dilakukan melalui studi dokumen dengan menggunakan laporan resmi perusahaan, kebijakan pemerintah, media nasional maupun internasional, serta berbagai sumber sekunder lainnya yang relevan. Penelitian ini menggunakan triangulasi teori dengan menggabungkan perspektif *International Political Economy* (IPE), *Strategic Nonmarket Participation* dari David Baron, serta konsep *Corporate Diplomacy* dan kerangka DIPLOM dari Witold J. Henisz untuk menganalisis hubungan antara Apple dan pemerintah Indonesia.

Hasil penelitian menunjukkan bahwa Apple tidak hanya mengandalkan kekuatan merek global dan strategi pasar dalam mempertahankan posisinya di Indonesia, tetapi juga melakukan berbagai aktivitas *corporate diplomacy* melalui penyesuaian investasi, pembangunan hubungan politik dengan pemerintah, pendekatan sosial melalui *Apple Developer Academy*, serta penguatan legitimasi sosial perusahaan. Aktivitas tersebut dilakukan untuk mempertahankan akses pasar, membangun hubungan jangka panjang dengan pemerintah Indonesia, dan menyesuaikan kepentingan bisnis global perusahaan dengan kebijakan domestik Indonesia. Penelitian ini menunjukkan bahwa *corporate diplomacy* menjadi strategi penting bagi perusahaan multinasional dalam menghadapi regulasi negara berkembang dan menjaga keberlanjutan bisnisnya di pasar global.

**Kata kunci:** *Corporate Diplomacy*, Apple Inc., *International Political Economy*, TKDN, Indonesia.

## ABSTRACT

### **CORPORATE DIPLOMACY OF MULTINATIONAL COMPANIES IN ENTERING THE INDONESIAN MARKET: A CASE STUDY OF APPLE INC.**

By

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This study examines the practice of corporate diplomacy carried out by Apple Inc. in maintaining market access and business sustainability in Indonesia amid government regulatory pressures, particularly the Domestic Component Level (TKDN) policy. Indonesia has become one of the largest digital markets in Southeast Asia with significant potential for Apple; however, the company faces several challenges, including investment obligations, TKDN certification barriers, and restrictions on iPhone product marketing in Indonesia. research employs a qualitative method with a case study approach. Data collection was conducted through document studies using official company reports, government regulations, national and international media reports, and other relevant secondary sources. The study applies theoretical triangulation by combining the perspectives of International Political Economy (IPE), David Baron's Strategic Nonmarket Participation, as well as Corporate Diplomacy and the DIPLOM framework proposed by Witold J. Henisz to analyze the relationship between Apple and the Indonesian government. The findings indicate that Apple does not merely rely on its global brand power and market strategies to maintain its position in Indonesia. Instead, the company carries out various corporate diplomacy activities through investment adjustments, political engagement with the government, social approaches through the Apple Developer Academy, and the strengthening of corporate social legitimacy. These activities are conducted to maintain market access, build long-term relations with the Indonesian government, and adjust the company's global business interests to Indonesia's domestic policies. This study demonstrates that corporate diplomacy has become an important strategy for multinational corporations in dealing with regulations in developing countries and maintaining business sustainability in global markets.

**Keywords:** Corporate Diplomacy, Apple Inc., International Political Economy, Domestic Component Level (TKDN), Indonesia.