

ABSTRAK

IMPLEMENTASI *MEMORANDUM OF UNDERSTANDING (MOU) FOR COOPERATION IN HALAL ACCREDITATION BETWEEN ESMA AND KAN* DALAM HUBUNGAN PERDAGANGAN INDONESIA DENGAN UEA TAHUN 2018

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Ekspor memungkinkan peningkatan jumlah produksi negara dan devisa yang berkontribusi terhadap pertumbuhan ekonomi suatu negara. Maka, beberapa produk ekspor Indonesia yang terancam diblokade oleh UEA akibat ketidaksepahaman tentang standar halal produk merupakan hambatan perdagangan yang mengancam performa ekspor tanah air ke UEA. Pemerintah Indonesia melalui KAN melakukan pendekatan dan bernegosiasi ke ESMA (UEA) yang mana keduanya sepakat meneken MoU kerja sama di bidang akreditasi halal pada tahun 2018. Analisis skripsi ini dilakukan menggunakan teori implementasi, konsep kerja sama internasional, dan teori perdagangan internasional yang mencakup juga konsep standardisasi perdagangan. Jenis penelitian ini adalah deskriptif kualitatif menggunakan data sekunder. Teknik pengumpulan data menggunakan kajian dokumen, sementara teknis analisis data menggunakan analisis isi yang mengacu pada proses mengklasifikasikan, meringkas dan tabulasi data. Hasil penelitian ini adalah seluruh 6 mekanisme MoU di bidang kerja sama akreditasi halal telah diimplementasikan sesuai prosedur yang disepakati bersama dan mencapai kesepakatan akreditasi halal melalui LSH Indonesia yang diakui ESMA. Namun pelaksanaan MoU belum memberikan kontribusi secara maksimum dalam hubungan perdagangan Indonesia dengan UEA karena adanya faktor-faktor lain seperti kurangnya promosi dan informasi tentang kebutuhan atau tren pasar UEA sehingga ekspor Indonesia ke UEA terus mengalami penurunan setelah sempat satu kali naik di tahun 2019. Nilai ekspor untuk keseluruhan tahun pada periode 2018-2021 lebih kecil dari pada impornya sehingga neraca perdagangan Indonesia-UEA defisit.

Kata Kunci: Akreditasi, Halal, Implementasi, ESMA, KAN, Standardisasi

ABSTRACT

IMPLEMENTATION OF THE MEMORANDUM OF UNDERSTANDING (MOU) FOR COOPERATION IN HALAL ACCREDITATION BETWEEN ESMA AND KAN IN INDONESIA'S TRADE RELATIONSHIP WITH THE UAE YEAR 2018

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Exports enable an increase in the country's production and foreign exchange which contributes to a country's economic growth. Thus, several Indonesian export products that were threatened with a blockade by the UAE market due to disagreements about product halal standards as trade barriers were the reason for the initiation of the Indonesian Government through KAN to approach and negotiate the ESMA (UAE). ESMA and KAN then agreed to sign a MoU for cooperation in the field of halal accreditation year 2018. The analysis of this thesis used implementation theory, international cooperation concept, and international trade theory which also includes the concept of trade standardization. This type of research is descriptive qualitative using secondary data. The data collection technique used document analysis while the data analysis technique used content analysis which refers to the process of classifying, summarizing and tabulating data. The results of this study are all 6 MoU mechanisms in halal accreditation cooperation have been carried out according to mutually agreed procedures and an understanding of halal accreditation. It has been reached through LSH Indonesia which is recognized by ESMA. However, the implementation of the MoU has not contributed maximally to Indonesia's trade relations with the UAE due to other factors such as lack of promotion and information about the needs or trends of the UAE market so that Indonesian exports to the UAE continue to decline after having increased once in 2019. The value of exports throughout the year in the 2018-2021 period is smaller than imports so that Indonesia-UAE trade balance deficit.

Keywords: Accreditation, Halal, Implementation, ESMA, KAN, Standardization