

ABSTRAK

DIPLOMASI EKONOMI INDONESIA MELALUI INDONESIAN TRADE PROMOTION CENTER (ITPC) PADA KOMODITAS FURNITUR DI AMERIKA SERIKAT PERIODE TAHUN 2019-2023

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Perdagangan Internasional mengalami penurunan pada masa Pandemi Covid19, namun jumlah ekspor furnitur Indonesia ke Amerika cenderung mengalami kenaikan pada masa Pandemi Covid19 yaitu pada tahun 2019-2023. Hal ini didukung oleh adanya peran *Indonesian Trade Promotion Center* (ITPC) dalam memperkenalkan furnitur Indonesia. Penelitian ini bertujuan untuk mendeskripsikan diplomasi ekonomi Indonesia melalui ITPC ke Amerika Serikat dan upayanya dalam memperkenalkan furnitur Indonesia di Amerika Serikat.

Teori yang digunakan yaitu Teori Diplomasi Ekonomi terkhususnya Teori Diplomasi Komersial dalam mendeskripsikan upaya ITPC dalam memperkenalkan furnitur Indonesia. Penelitian ini menggunakan metode kualitatif dengan sumber data sekunder yang berasal dari buku, website resmi, jurnal, dan internet. Hasil penelitian menunjukkan bahwa dalam upayanya memperkenalkan furnitur Indonesia, ITPC telah melaksanakan seluruh kerangka kegiatan diplomasi komersial menurut Reuvers dan Ruel dengan menekankan pada kegiatan pameran perdagangan, *business matching* atau *match making*, dan penguatan jaringan.

Kata kunci : Amerika Serikat, Diplomasi Komersial, Furnitur, ITPC

ABSTRACT

INDONESIAN ECONOMIC DIPLOMACY THROUGH INDONESIAN TRADE PROMOTION CENTER (ITPC) ON FURNITURE COMMODITIES IN THE UNITED STATES 2019-2023

By

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International trade had declined during the Covid19 pandemic, but the number of Indonesian furniture exports to The United States had increased during the Covid19 pandemic, in 2019-2023. This is supported by the role of the Indonesian Trade Promotion Center (ITPC) in introducing Indonesian furniture. This research aims to describe Indonesia's economic diplomacy through ITPC to the United States and its efforts to introduce Indonesian furniture to the United States.

The theory used is Economic Diplomacy Theory, especially Commercial Diplomacy Theory in describing ITPC's efforts to introduce Indonesian furniture. This research used qualitative methods with secondary data sources originating from books, official websites, journals and the internet. The research results showed that in its efforts to introduce Indonesian furniture, ITPC has implemented the entire framework of commercial diplomacy activities according to Reuvers and Ruel by emphasizing trade exhibition activities, business matching or match making, and strengthening networks.

Key words: Commercial Diplomacy, Furniture, ITPC, United States