

## **ABSTRAK**

### **KERJA SAMA INDUSTRI KREATIF INDONESIA DENGAN KOREA SELATAN DALAM *INDONESIA-KOREA COMPREHENSIVE ECONOMIC PARTNERSHIP AGREEMENT (IK-CEPA)***

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Potensi besar industri kreatif Indonesia dan Korea Selatan tercermin dari kontribusi ekspor Korea Selatan sebesar USD 12,4 miliar dan PDB Indonesia sebesar Rp 1.211 triliun, serta kesenjangan teknologi Indonesia menjadi landasan penelitian. Walaupun IK-CEPA berlaku sejak 2023, kerja sama masih didominasi sektor konvensional, sementara sub-sektor industri kreatif belum termanfaatkan secara optimal.

Secara konseptual, penelitian menggunakan konsep kerja sama bilateral dan industri kreatif. Metode kualitatif deskriptif diterapkan dengan mengumpulkan data sekunder dari dokumen resmi pemerintah, jurnal, akademik, dan laporan Kemenekraf. Analisis data dilakukan melalui reduksi data, penyajian naratif, serta penarikan kesimpulan deduktif.

Hasil penelitian menunjukkan bahwa kerja sama sub-sektor musik seperti sistem royalty KCI dan KOSCAP serta film melalui festival KIFF menjadi contoh keberhasilan, namun sub-sektor unggulan Indonesia menghadapi kendala fragmentasi industri, hambatan non-tarif berupa sertifikasi dan standar bahan, serta rantai pasok. Oleh karena itu, terdapat asimetri posisi tawar dimana Korea Selatan memiliki keunggulan dalam teknologi dan distribusi global, sedangkan Indonesia mengandalkan kekuatan budaya. Rekomendasi strategis mencakup konsolidasi industri, harmonisasi standar, serta pemanfaatan digitalisasi rantai pasok.

**Kata Kunci :** IK-CEPA, industri kreatif, Indonesia, kerja sama bilateral, Korea Selatan

## **ABSTRACT**

### ***INDONESIA'S CREATIVE INDUSTRY COOPERATION WITH SOUTH KOREA IN THE INDONESIA-KOREA COMPREHENSIVE ECONOMIC PARTNERSHIP AGREEMENT (IK-CEPA)***

***By***

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The great potential of Indonesia and South Korea's creative industries is reflected in South Korea's export contribution of USD 12.4 billion and Indonesia's GDP of IDR 1,211 trillion, as well as Indonesia's technology gap being the cornerstone of research. Although IK-CEPA has been in effect since 2023, cooperation is still dominated by conventional sectors, while the creative industry sub-sector has not been optimally utilized. Conceptually, the research uses the concepts of bilateral cooperation and creative industry. Descriptive qualitative method was applied by collecting secondary data from official government documents, journals, academics, and Kemenekraf reports. Data analysis was conducted through data reduction, narrative presentation, and deductive inference. The results show that while music sub-sector cooperation such as the KCI and KOSCAP royalty systems and film through the KIFF festival are examples of success, Indonesia's leading sub-sectors face constraints of industry fragmentation, non-tariff barriers in the form of certification and material standards, and supply chains. Hence, there is a bargaining asymmetry where South Korea has an advantage in technology and global distribution, while Indonesia relies on cultural strength. Strategic recommendations include industry consolidation, harmonization of standards, and utilization of supply chain digitization.

***Keywords :*** *bilateral cooperation, creative industry, IK-CEPA, Indonesia, South Korea*