

ABSTRAK

PEMETAAN STRATEGIS KERJA SAMA BILATERAL INDONESIA – KROASIA MELALUI METODE ANALISIS SWOT

Oleh

NAJEDIVA QAYZAHANNY

Pelaksanaan kerja sama bilateral Indonesia – Kroasia mencerminkan kebijakan diplomatik Indonesia dan Kroasia dalam menjangkau kawasan strategis di luar mitra konvensional. Meski kerja sama telah berlangsung lama dan terus mengalami penguatan, hubungan kedua negara bukanlah mitra prioritas diikuti dengan kelemahan dan ancaman kerja sama Indonesia dan Kroasia. Untuk itu, pemetaan strategis SWOT dilakukan guna mengidentifikasi kekuatan, kelemahan, peluang, dan ancaman dalam kerja sama bilateral Indonesia – Kroasia.

Penelitian ini menggunakan konsep kerja sama internasional yang digagas oleh Keohane serta metode analisis SWOT untuk mengukur faktor kekuatan, kelemahan, peluang, dan ancaman kerja sama Indonesia dan Kroasia. Pendekatan kualitatif deskriptif digunakan untuk mengeksplorasi fenomena penelitian ini. Data penelitian diperoleh melalui wawancara dengan Pelaksana Fungsi Penerangan Sosial dan Budaya KBRI Zagreb serta studi dokumentasi berupa analisis laporan kinerja, artikel berita, dan data statistik.

Hasil penelitian menunjukkan bahwa kerja sama bilateral Indonesia–Kroasia berkembang menuju hubungan yang lebih konkret, meski didominasi inisiatif Indonesia dan belum merata. Analisis SWOT menemukan faktor internal kekuatan pada dimensi ekonomi dan sosial budaya seperti perkembangan volume perdagangan, pariwisata, peluang pekerja migran Indonesia, kemiripan budaya, dan kolaborasi sektor pendidikan. Sementara kelemahan mencakup jarak, biaya logistik, kurangnya perluasan pasar, serta rendahnya intensitas politik. Faktor eksternal peluang hadir melalui keanggotaan Kroasia di Uni Eropa, stabilitas politik, pendanaan investasi, dan kemudahan mobilitas masyarakat melalui skema area Schengen. Ancaman meliputi regulasi perdagangan yang diatur Uni Eropa, dinamika kawasan Balkan, serta kesenjangan masyarakat Eropa dengan Asia. Pemetaan strategis menegaskan pentingnya strategi adaptif dan berkelanjutan untuk mengoptimalkan kekuatan dan peluang kerja sama Indonesia dengan Kroasia.

Kata kunci: Kerja sama bilateral, Indonesia, Kroasia, SWOT.

ABSTRACT

A STRATEGICAL MAPPING OF INDONESIA – CROATIA BILATERAL COOPERATION THROUGH SWOT ANALYSIS

By

NAJEDIVA QAYZAHANNY

The implementation of Indonesia and Croatia bilateral cooperation reflects the diplomatic policies of both countries in addressing their strategic interests. Although the partnership has been established for many years and continuously strengthened, both of states is not a priority partnership, accompanied by weaknesses and threats of bilateral cooperation. Therefore, a SWOT mapping was conducted to identify the strengths, weaknesses, opportunities, and threats in bilateral cooperation. This research uses a concept of international cooperation and the SWOT analysis to measure the strengths, weaknesses, opportunities, and threats factors of Indonesia and Croatia bilateral cooperation. A qualitative descriptive approach used to explore research phenomenon. Research data were collected through interviews with Head of Media and Socio-Cultural Affairs Embassy of Republic of Indonesia in Zagreb along the documents such as reports, news articles, and statistical data. The findings show bilateral cooperation is expanding into a more concrete relationship, although mainly driven by Indonesia and not equally balanced. The SWOT analysis found internal strengths in the economic and socio-cultural dimensions, such as the growth of trade volume, the potential for Indonesian migrant workers, cultural similarities, and collaboration in the education sector while weaknesses include distance, logistics costs, a small market, and low political intensity. External opportunities arise through European Union, political stability, investment funding, and access to the Schengen area. Threats consist of EU trade regulations, dynamics in the Balkan region, and European perceptions into Asian. This strategy emphasizes the importance of adaptive and sustainable strategies to optimize the strengths and opportunities of bilateral cooperation.

Keywords: Bilateral cooperation, Indonesia, Croatia, SWOT.