

ABSTRAK

DIPLOMASI EKONOMI INDONESIA DALAM PERDAGANGAN KOPI DI JERMAN TAHUN 2020-2022

Oleh

Okky Purnama Putri

Hambatan non-tarif seperti standar kualitas, sertifikasi keberlanjutan, dan regulasi teknis menjadi tantangan utama dalam perdagangan kopi Indonesia ke Jerman, negara dengan aturan impor yang sangat ketat. Permasalahan ini penting dikaji karena berdampak terhadap daya saing kopi Indonesia di pasar global. Sebagai salah satu produsen kopi terbesar di dunia, Indonesia perlu menyesuaikan diri dengan kebijakan lingkungan dan standar keamanan pangan Uni Eropa agar ekspor kopi tetap kompetitif. Penelitian ini bertujuan untuk memahami peran diplomasi ekonomi Indonesia dalam mengatasi hambatan non-tarif dalam perdagangan kopi ke Jerman.

Penelitian ini menggunakan teori diplomasi ekonomi dengan indikator *economic salesmanship*, *economic networking*, *image building*, dan *regulatory management*. Metode yang digunakan adalah kualitatif deskriptif dengan pendekatan studi literatur dan analisis data sekunder dari laporan pemerintah, jurnal ilmiah, serta data perdagangan internasional.

Hasil penelitian menunjukkan bahwa strategi diplomasi ekonomi melalui promosi perdagangan, pembangunan jejaring ekonomi, dan pencitraan produk mampu mengurangi dampak hambatan non-tarif terhadap ekspor kopi Indonesia ke Jerman. Selain itu, penerapan *regulatory management* melalui penyesuaian standar mutu dan keamanan pangan berperan penting dalam meningkatkan akses pasar, memperkuat posisi kopi Indonesia, serta mendukung keberlanjutan ekspor di pasar Jerman.

Kata Kunci: Diplomasi ekonomi, hambatan non-tarif, perdagangan kopi.

ABSTRACT

INDONESIA'S ECONOMIC DIPLOMACY IN COFFEE TRADE IN GERMANY 2020-2022

By

Okky Purnama Putri

Non-tariff barriers such as quality standards, sustainability certification, and technical regulations are major challenges in Indonesian coffee trade with Germany, a country with very strict import regulations. This issue is important to examine because it impacts the competitiveness of Indonesian coffee in the global market. As one of the world's largest coffee producers, Indonesia needs to adapt to the European Union's environmental policies and food safety standards to maintain competitive coffee exports. This study aims to understand the role of Indonesian economic diplomacy in overcoming non-tariff barriers in coffee trade with Germany.

This study uses economic diplomacy theory with indicators of economic salesmanship, economic networking, image building, and regulatory management. The method used is descriptive qualitative, using a literature study approach and secondary data analysis from government reports, scientific journals, and international trade data.

The results show that economic diplomacy strategies through trade promotion, economic network building, and product branding can mitigate the impact of non-tariff barriers on Indonesian coffee exports to Germany. Furthermore, the implementation of regulatory management through adjustments to quality and food safety standards plays a crucial role in increasing market access, strengthening the position of Indonesian coffee, and supporting the sustainability of exports in the German market.

Keywords : Economic diplomacy, non-tariff barriers, coffee trade.