

ABSTRAK

DIPLOMASI KORPORASI STARBUCKS DI INDONESIA PERIODE PERANG ISRAL-PALESTINA OKTOBER 2023-JANUARI 2025

Oleh

Anta Enggar Fadhila

Perang Israel–Palestina yang kembali memuncak pada Oktober 2023 memicu beragam respons global, termasuk pada sektor ekonomi. Sejumlah perusahaan multinasional menjadi sorotan karena dianggap memiliki posisi tertentu terkait dinamika konflik tersebut, dan Starbucks menjadi salah satu yang terdampak. Di Indonesia, muncul persepsi negatif akibat tuduhan keterkaitan Starbucks dengan dukungan terhadap Israel, sehingga memicu gerakan boikot yang diarahkan langsung kepada perusahaan. Situasi ini menimbulkan tantangan dalam menjaga reputasi dan mengelola opini publik yang sangat sensitif, sehingga diplomasi korporasi menjadi instrumen strategis bagi Starbucks Indonesia selama periode tersebut.

Penelitian ini menggunakan metode kualitatif deskriptif dengan studi literatur dan dokumentasi, serta analisis berdasarkan teori diplomasi korporasi untuk menelaah bagaimana Starbucks Indonesia membangun hubungan strategis dengan publik, pemerintah, dan komunitas lokal. Analisis difokuskan pada empat instrumen utama diplomasi korporasi beserta dampaknya, yaitu tanggung jawab sosial perusahaan (CSR), *lobbying*, hubungan dengan internal dan eksternal *stakeholder*, dan reputasi perusahaan.

Hasil penelitian menunjukkan bahwa Starbucks Indonesia berupaya menegaskan independensi operasionalnya dari kebijakan global perusahaan induk melalui penerapan empat instrumen diplomasi perusahaan, yaitu tanggung jawab sosial perusahaan (CSR), *lobbying*, pengelolaan hubungan dengan pemangku kepentingan internal dan eksternal, serta manajemen reputasi perusahaan. Melalui keempat instrumen tersebut, Starbucks Indonesia mengimplementasikan empat program utama, yaitu donasi kemanusiaan untuk Gaza, *Book for Future*, *Greener Stores*, dan *press release*. Dampak dari penerapan keempat instrumen diplomasi perusahaan tersebut terlihat pada adanya perbaikan kinerja perusahaan, khususnya peningkatan keuntungan, serta perubahan persepsi publik terhadap gerakan boikot yang sebelumnya berkembang. Meskipun demikian, efektivitas instrumen diplomasi perusahaan tersebut belum sepenuhnya optimal, sehingga diperlukan konsistensi dan keberlanjutan dalam pelaksanaan tanggung jawab sosial perusahaan

agar pemulihan reputasi dan kepercayaan publik dapat berlangsung secara lebih stabil dan berkelanjutan.

Kata kunci: Diplomasi korporasi, *CSR*, Starbucks, Israel–Palestina, Boikot, Perusahaan Multinasional.

ABSTRACT

THE CORPORATE DIPLOMACY OF STARBUCKS IN INDONESIA DURING THE ISRAEL–PALESTINE WAR PERIOD OCTOBER 2023– JANUARY 2025

By

Anta Enggar Fadhila

The escalation of the Israel–Palestine conflict in October 2023 generated diverse global responses, including implications for the economic sector. Several multinational corporations came under public scrutiny due to perceived associations with the dynamics of the conflict, with Starbucks being among the affected companies. In Indonesia, negative public perceptions emerged following allegations that linked Starbucks to support for Israel, which subsequently gave rise to a boycott movement targeting the company. This situation posed significant challenges for Starbucks Indonesia in maintaining its corporate reputation and managing highly sensitive public opinion, thereby rendering corporate diplomacy a strategic instrument during this period. This study employs a descriptive qualitative research method, utilizing literature review and document analysis. The analytical framework is grounded in corporate diplomacy theory to examine how Starbucks Indonesia sought to build and maintain strategic relationships with the public, government institutions, and local communities. The analysis focuses on four principal instruments of corporate diplomacy and their implications, namely corporate social responsibility (CSR), lobbying, engagement with internal and external stakeholders, and corporate reputation management. The findings suggest that Starbucks Indonesia endeavored to emphasize its operational autonomy from the global policies of its parent company through the application of four corporate diplomacy instruments: corporate social responsibility (CSR), lobbying, the management of relationships with internal and external stakeholders, and corporate reputation management. Through these instruments, Starbucks Indonesia implemented several key initiatives, including humanitarian donations for Gaza, the

Book for Future program, Greener Stores, and the issuance of press releases. The implementation of these corporate diplomacy efforts appears to have contributed to indications of improved corporate performance, particularly in terms of business recovery, as well as gradual shifts in public perceptions toward the previously prevalent boycott movement. Nevertheless, the effectiveness of these corporate diplomacy instruments has not been fully optimal, highlighting the need for greater consistency and sustainability in the implementation of corporate social responsibility in order to support a more stable and long-term restoration of corporate reputation and public trust

Keywords: corporate diplomacy, CSR, Starbucks, Israel–Palestine, boycott, multinational corporation.