

ABSTRAK

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Program Studi : Ilmu Hubungan Internasional
Judul Skripsi : Upaya Pemerintah Indonesia dalam Meningkatkan Nilai Ekspor Komoditas Kopi ke Jepang Pada Tahun 2016-2020
Pembimbing :

Perdagangan internasional telah mendorong banyak negara dalam melakukan hubungan bilateral untuk mencapai pertumbuhan ekonomi. Dalam hal ini, seperti halnya hubungan bilateral Indonesia dan Jepang dalam melakukan kegiatan ekspor kopi. Pada rentan tahun 2016-2020, volume ekspor kopi Indonesia ke Jepang mengalami tren penurunan yang disebabkan oleh beberapa faktor penghambat. Maka dari itu, perlu dilihat bagaimana strategi-strategi yang perlu dilakukan oleh Pemerintah Indonesia dalam meningkatkan nilai ekspor kopi ke Jepang di periode tersebut. Dalam penelitian ini, peneliti menggunakan kerangka teori perdagangan bebas, *export promotion*, dan hambatan non-tarif. Penggunaan kerangka teori tersebut digunakan sebagai acuan peneliti dalam mengeksplor dan menganalisis fakta dari topik yang dibahas. Hasil dari penelitian ini memperlihatkan bahwa dari strategi internal, Pemerintah Indonesia menerapkan beberapa kebijakan, diantaranya adalah: Kebijakan Peraturan Menteri Pertanian Nomor 88/KPTS/KB.020/11/2017; Kebijakan Standarisasi Melalui *Indonesian Sustainable Coffee* (ISCOffee); Kebijakan Perizinan Ekspor. Sementara itu, dalam strategi eksternal, Pemerintah Indonesia melakukan kegiatan promosi ekspor di beberapa *event*, seperti *World Specialty Coffee Conference and Exhibition* di *Big Sight* Tokyo dan Kegiatan *Indonesian Product Expo* (INAPRO) 2020. Terakhir, Pemerintah Indonesia juga melakukan pertemuan diplomatik dengan Pemerintah Jepang, seperti Forum Bisnis Kopi Indonesia di Namba Midotsuji Hall, Chuo-ku; Forum Bisnis Promosi Kopi dan Promosi Investasi *Waste to Energy*; dan Forum Bisnis *ASEAN-Japan Centre*.

Kata Kunci: Perdagangan Internasional; Ekspor Kopi; Strategi Pemerintah Indonesia

ABSTRACT

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International trade has encouraged many countries to enter into bilateral relations to achieve economic growth. In this case, such as the bilateral relationship between Indonesia and Japan in carrying out coffee export activities. In the vulnerable period of 2016-2020, the volume of Indonesian coffee exports to Japan experienced a downward trend caused by several inhibiting factors. Therefore, it is necessary to see the strategies that need to be carried out by the Government of Indonesia in increasing the value of coffee exports to Japan in that period. In this study, the researcher uses the theoretical framework of free trade, *export promotion*, and non-tariff barriers. The use of the theoretical framework is used as a reference for researchers in exploring and analyzing the facts of the topics discussed. The results of this study show that from an internal strategy, the Government of Indonesia implements several policies, including: Minister of Agriculture Regulation No. 88/KPTS/KB.020/11/2017; Standardization Policy Through *Indonesian Sustainable Coffee (ISCOffee)*; Export Licensing Policy. Meanwhile, in the external strategy, the Government of Indonesia carried out export promotion activities at several *events*, such as *World Specialty Coffee Conference and Exhibition at Big Sight Tokyo* and *the Indonesian Product Expo (INAPRO) 2020*. Finally, the Indonesian Government also held diplomatic meetings with the Japan Government, such as the Indonesian Coffee Business Forum at Namba Midosuji Hall, Chuo-ku; Coffee Promotion Business Forum and *Waste to Energy*; and the *ASEAN-Japan Center Business Forum*.

Keywords: International Trade; Coffee Exports; Indonesian Government Strategy