

**DIPLOMASI EKONOMI INDONESIA DALAM PENINGKATAN
EKSPOR KOPI KE MESIR SELAMA PANDEMI COVID-19 PERIODE**

2020 – 2021

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ABSTRAK

Komoditas kopi merupakan salah satu produk unggulan ekspor Indonesia. Pada tahun 2018, Presiden Jokowi mendorong ekspansi pasar ekspor Indonesia ke pasar non tradisional. Mesir salah satu target untuk komoditas kelapa sawit dan kopi. Melalui upaya diplomasi ekonomi, Indonesia tak hanya ingin memperluas pangsa perdagangan di Mesir namun juga memperkuat relasi diplomatik dengan Mesir. Keberadaan pandemi COVID-19 menghambat aktivitas perekonomian internasional dengan berbagai kebijakannya. Namun aktivitas ekspor kopi Indonesia ke Mesir justru mengalami peningkatan pesat selama masa pandemi.

Dengan demikian, perlu adanya analisis lebih mendalam terkait kegiatan diplomasi ekonomi Indonesia terhadap Mesir yang dilakukan selama periode 2020 – 2021. Penelitian ini bertujuan untuk menganalisis dan memahami strategi diplomasi ekonomi dari pemerintah Indonesia terhadap peningkatan ekspor kopi Indonesia ke Mesir selama pandemi. Konsep dan teori yang digunakan adalah diplomasi ekonomi dan *competitive advantage*. Metode penelitian yang digunakan adalah wawancara dan studi literatur.

Hasil dari penelitian ini ditemukan bahwa bentuk diplomasi komersial dan perdagangan lebih sering digunakan oleh Indonesia. Berbagai aktivitas promosi dan edukasi dilakukan untuk menyebarkan pengetahuan tentang kopi Indonesia ke masyarakat Mesir. Efek domino yang dihasilkan dari diplomasi ekonomi pemerintah Indonesia ke Mesir adalah semakin banyaknya pengusaha Mesir yang memperkenalkan kopi Indonesia melalui berbagai festival kopi domestik. Peningkatan kinerja ekspor kopi sebagai salah satu kepentingan nasional Indonesia pun akhirnya tercapai.

Kata kunci: Diplomasi Ekonomi, Kopi, Indonesia, Mesir, COVID-19

**INDONESIA'S ECONOMIC DIPLOMACY IN INCREASING COFFEE EXPORTS
TO EGYPT DURING THE COVID-19 PANDEMIC IN THE PERIOD OF 2020 –
2021**

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ABSTRACT

Coffee is one of Indonesia's leading export products. In 2018, President Jokowi encouraged the expansion of Indonesia's export market to non-traditional markets. Egypt is one of the targets for palm oil and coffee commodities. Through economic diplomacy efforts, Indonesia wants to expand its share of trade in Egypt and strengthen diplomatic relations with Egypt. The existence of the COVID-19 pandemic has hampered international economic activity with its various policies. However, Indonesian coffee export activities to Egypt experienced a rapid increase during the pandemic.

Thus, a more in-depth analysis is needed regarding Indonesia's economic diplomacy activities toward Egypt which were carried out during the 2020 – 2021 period. This research aims to analyze and understand the Indonesian government's economic diplomacy strategy toward increasing Indonesian coffee exports to Egypt during the pandemic. The concepts and theories used are economic diplomacy and competitive advantage. The research method used is an interview along with a literature study.

This study found that Indonesia uses commercial and trade diplomacy more often. Various promotional and educational activities were carried out to spread knowledge about Indonesian coffee to the people of Egypt. The domino effect resulting from the economic diplomacy of the Indonesian government to Egypt is that more and more Egyptian business people are introducing Indonesian coffee through various domestic coffee festivals. Increasing the performance of coffee exports as one of Indonesia's national interests has finally been achieved.

Keywords: *Indonesia, Economic Diplomacy, Coffee, Egypt, COVID-19*