

ABSTRAK

Hadirnya fashion brand Indonesia yang dilirik oleh banyak masyarakat dari berbagai negara di seluruh dunia menjadi sebuah isu yang penting untuk Indonesia dan menimbulkan adanya kebutuhan internasionalisasi untuk fashion brand Indonesia. Isu tersebut diangkat menjadi isu yang serius sehingga mengakibatkan Pemerintah Indonesia melalui KBRI di Paris, Kementerian Perdagangan dan Kemenparekraf/Baparekraf melakukan kegiatan Diplomasi Ekonomi Indonesia di subsektor fashion, pemerintah Indonesia mendukung dan memaksimalkan dukungannya kepada Fashion Brand lokal agar dapat go internasional atau dengan kata lain yaitu dikenal di kalangan dunia dan meningkatkan target pasar lebih pesat. Metode yang digunakan dalam penelitian ini adalah kualitatif deskriptif. Peneliti menggunakan teknik pengambilan sampel yang melibatkan tiga tahapan analisis: reduksi data, penyajian data, dan verifikasi data. Hasil penelitian menunjukkan bahwa diplomasi ekonomi di sektor fashion oleh pemerintah Indonesia memerlukan berbagai strategi dan kerjasama dengan pihak eksternal. Aktor-aktor yang terlibat dalam diplomasi ekonomi ini mencakup KBRI di Paris, Kementerian Perdagangan, Kemenparekraf/Baparekraf, serta stakeholder swasta. Strategi diplomasi ekonomi pemerintah Indonesia di Paris Fashion Week melibatkan kolaborasi dengan pihak dari Paris, yaitu L'Adresse Paris Agency, yang berperan sebagai perantara antara Indonesia dan Fédération de la Haute Couture et de la Mode (FHCM), penyelenggara Paris Fashion Week. Kolaborasi ini memungkinkan fashion brand Indonesia mendapatkan tempat di panggung fashion internasional yang prestisius.

Kata kunci: Diplomasi ekonomi, Paris Fashion Week, KBRI di Paris, Kementerian Perdagangan, Kemenparekraf/Baparekraf.

ABSTRACT

The presence of Indonesian fashion brands which are played by many people from various countries around the world has become an important issue for Indonesia and has created a need for internationalization for Indonesian fashion brands. This issue was raised as a serious issue, resulting in the Indonesian Government through the Indonesian Embassy in Paris, the Ministry of Trade and the Ministry of Tourism and Creative Economy (Kemenparekraf/Baparekraf) carrying out Indonesian Economic Diplomacy activities in the fashion subsector, the Indonesian government supports and maximizes its support for local Fashion Brands so that they can go international or in other words, namely known worldwide and increasing the target market more rapidly. The method used in this research is descriptive qualitative. Researchers used a sampling technique that involved three stages of analysis: data reduction, data presentation, and data verification. The research results show that economic diplomacy in the fashion sector carried out by the Indonesian government requires various strategies and collaboration with external parties. The actors involved in this economic diplomacy include the Indonesian Embassy in Paris, the Ministry of Trade, the Ministry of Tourism and Creative Economy/Baparekraf, as well as private stakeholders. The Indonesian government's economic diplomacy strategy at Paris Fashion Week involves collaboration with parties from Paris, namely L'Adresse Paris Agency, which acts as an intermediary between Indonesia and the Fédération de la Haute Couture et de la Mode (FHCM), the organizer of Paris Fashion Week. This collaboration allows Indonesian fashion brands to gain a place on the prestigious international fashion stage.

Keywords: Economic diplomacy, Paris Fashion Week, Indonesian Embassy in Paris, Ministry of Trade, Kemenparekraf/Baparekraf.