

ABSTRAK

DIPLOMASI EKONOMI INDONESIA DALAM MEMPERTAHANKAN EKSPOR MINYAK KELAPA SAWIT PASCA INISIASI *EU DEFORESTATION – FREE REGULATION (EUDR) PERIODE 2021-2023*

Uni Eropa menargetkan pengurangan gas rumah kaca sebesar 55% pada tahun 2030 melalui berbagai strategi, termasuk European Union Deforestation-Free Regulation (EUDR). EUDR menerapkan uji tuntas ketat dan sistem benchmarking untuk beberapa komoditas, termasuk minyak kelapa sawit. Peraturan ini menilai kontribusi negara terhadap deforestasi dan dapat mempengaruhi harga serta daya saing komoditas di pasar internasional, terutama di Uni Eropa. Penelitian ini menganalisis upaya diplomasi ekonomi Indonesia dalam mempertahankan ekspor minyak kelapa sawit setelah pengadopsian EUDR sejak awal 2023. Metode penelitian kualitatif digunakan, dengan teknik analisis meliputi pengumpulan data, kondensasi, penyajian, penarikan kesimpulan, dan verifikasi. Hasil temuan menunjukkan bahwa Indonesia lebih memilih dialog terbuka dan lobi dalam wadah Joint Task Force (JTF) untuk menyuarakan kepentingan nasional, yaitu mempertahankan ekspor ke pasar Uni Eropa, daripada melaporkan dugaan hambatan non-tarif. Diplomasi yang diterapkan termasuk negosiasi dengan pemangku kepentingan, pelaku usaha, negara mitra, negara produsen lain, dan WTO. Penelitian ini memberikan gambaran terperinci tentang bagaimana diplomasi ekonomi Indonesia mengoptimalkan potensi minyak kelapa sawit di pasar Uni Eropa meskipun menghadapi tantangan dari kebijakan EUDR.

Kata Kunci: EUDR, Diplomasi Ekonomi, Hambatan non-Tarif, Indonesia, Uni Eropa (UE)

ABSTRACT

INDONESIAN ECONOMIC DIPLOMACY IN MAINTAINING PALM OIL EXPORTS POST THE INITIATION OF EU DEFORESTATION – FREE REGULATION (EUDR) PERIOD 2021-2023

The European Union aims to reduce greenhouse gas emissions by 55% by 2030 through various strategies, including the European Union Deforestation-Free Regulation (EUDR). EUDR implements stringent due diligence and benchmarking systems for several commodities, including palm oil. This regulation assesses a country's contribution to deforestation and may impact the prices and competitiveness of commodities in the international market, particularly in the European Union. This study analyzes Indonesia's economic diplomacy efforts to maintain palm oil exports following the adoption of EUDR since early 2023. A qualitative research method is employed, with data analysis techniques including data collection, condensation, presentation, conclusion drawing, and verification. Findings indicate that Indonesia prefers open dialogue and lobbying within the Joint Task Force (JTF) to voice national interests, such as maintaining exports to the EU market, rather than reporting alleged non-tariff barriers. The diplomacy involves negotiations with stakeholders, domestic and international businesses, trading partners, other producing countries, and the WTO. This study provides a detailed overview of how Indonesia's economic diplomacy optimizes the potential of palm oil in the EU market despite challenges posed by EUDR policies.

Keyword: EUDR, Economic Diplomacy, Non-Tariff Barriers, Indonesia, European Union (EU)