

DIPLOMASI INDONESIA DALAM MENYIKAPI KEBIJAKAN TOBACCO PLAIN PACKAGING ACT 2011 AUSTRALIA TERHADAP PRODUK TEMBAKAU INDONESIA

PERIDOE 2011-2014

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Abstrak

Skripsi ini membahas mengenai diplomasi Indonesia dalam menyikapi kebijakan *Tobacco Plain Packaging Act 2011* Australia terhadap produk tembakau Indonesia pada periode 2011-2014. Australia telah menghadirkan sebuah kebijakan baru di dalam sistem perdagangan internasional dengan mengesahkan Undang-Undang *Tobacco Plain Packaging 2011* dimana UU tersebut memberikan dampak negatif bagi kegiatan ekspor produsen produk tembakau Indonesia. Kebijakan *Tobacco Plain Packaging* yang bertujuan untuk melindungi kesehatan masyarakat Australia dianggap tidak memiliki bukti ilmiah oleh pemerintah Indonesia dan telah melanggar beberapa perjanjian yang ada di *World Trade Organization* (WTO), yaitu *Trade Related Intellectual Property Rights* (TRIPs) dan *Technical Barrier to Trade* (TBT) karena kebijakan tersebut melarang adanya merek dagang atau logo pada kemasan produk tembakau atau rokok yang akan dipasarkan di Australia. Maka dari itu pemerintah Indonesia mengambil langkah diplomasi baik secara bilateral dan juga multilateral. Penelitian ini menggunakan metode deskriptif dengan mencoba menjelaskan bagaimana pemerintah Indonesia menangani kasus kebijakan *Tobacco Plain Packaging Act 2011* Australia. Pengumpulan data primer didapatkan melalui cara wawancara dengan pemerintah Indonesia, yaitu Kasubdit Fasilitasi dan Aturan Perdagangan Kementerian Perdagangan Republik Indonesia dan Kasubdit Industri Hasil Tembakau Kementerian Perindustrian Republik Indonesia. Sedangkan data sekunder diperoleh dari buku, jurnal dan situs internet. Diplomasi bilateral sudah dilakukan namun gagal, membuat pemerintah Indonesia mengambil langkah diplomasi secara multilateral. Hingga saat ini posisi kasus *Tobacco Plain Packaging* masih pada tahap panel di *Dispute Settlement Body* (DSB) dengan nomer gugatan DS 467 di WTO.

Kata Kunci : Indonesia, *Tobacco Plain Packaging* Australia, Diplomasi.

INDONESIA DIPLOMACY IN ADDRESSING TOBACCO PLAIN PACKAGING ACT 2011 AUSTRALIA POLICY AGAINST TOBACCO PRODUCTS OF INDONESIA IN PERIOD 2011-2014

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Abstract

This thesis examines the Indonesian diplomacy in addressing Tobacco Plain Packaging Act 2011 Australia policy against Indonesian tobacco products in the period 2011-2014. Australia has presented a new policy in the international trading system by enacting Act Tobacco Plain Packaging Act 2011 which adversely affected the export of Indonesian tobacco product manufacturers. Tobacco Plain Packaging policies that aim to protect the health of the Australian community is considered not to have scientific evidence by the Indonesian government and had violated several existing agreements in the World Trade Organization (WTO), the Trade Related Intellectual Property Rights (TRIPS) and the Technical Barrier to Trade (TBT) because the policy prohibits any trademark or logo on the packaging of tobacco or tobacco products to be marketed in Australia. Thus the Indonesian government to take steps both bilateral diplomacy and multilateral. This study used a descriptive method to try to explain how the Indonesian government policy case Tobacco Plain Packaging Act 2011 Australia. The collection of primary data obtained through interviews with the Indonesian government, which Head of Sub-Directorate Trade Facilitation and Rules of the Ministry of Commerce of the Republic of Indonesia and Head of Sub-Directorate Tobacco Industry of the Ministry of Industry of the Republic of Indonesia. Secondary data was collected from books, journals and internet sites. Bilateral diplomacy has been done but failed, the Indonesian government to take steps in multilateral diplomacy. Until now the Tobacco Plain Packaging position case is still at the stage of the panel at the Dispute Settlement Body (DSB) by the number of lawsuit DS 467 in WTO.

Keywords: Indonesia, Australia's Tobacco Plain Packaging, Diplomacy.