

**KERJA SAMA KEMENTERIAN PARIWISATA DAN EKONOMI
KREATIF (KEMENPAREKRAF) DENGAN WORLD INTELLECTUAL
PROPERTY ORGANIZATION (WIPO) PERIODE 2022-2024 DALAM
UPAYA MENCAPAI SUSTAINABLE DEVELOPMENT GOALS 9
MELALUI SUBSEKTOR KRIYA**

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ABSTRAK

Penelitian ini mengkaji implementasi kerja sama antara Kementerian Pariwisata dan Ekonomi Kreatif (Kemenparekraf) dengan World Intellectual Property Organization (WIPO) periode 2022–2024 dalam mendukung pencapaian Sustainable Development Goals (SDGs) 9 melalui subsektor kriya di Indonesia. Meskipun subsektor kriya memiliki potensi besar dalam mendorong inovasi, penciptaan lapangan kerja, dan ekspor produk, subsektor ini masih menghadapi tantangan dalam hal dukungan teknis, perlindungan kekayaan intelektual (KI), serta akses terhadap infrastruktur pendukung industrialisasi. Penelitian ini menggunakan teori kerja sama internasional dan pendekatan kemitraan *multi-stakeholder* untuk menganalisis pola relasi antar substansi. Metode yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data melalui dokumentasi dan wawancara. Hasilnya menunjukkan bahwa kerja sama ini berperan dalam membangun ekosistem pendukung inovasi dan transformasi subsektor kriya, meskipun efektivitasnya masih dibatasi oleh waktu pelaksanaan yang relatif singkat dan perlunya kesinambungan program. Kerja sama Kemenparekraf dan WIPO terbukti mampu memperkuat aspek inovasi dan industrialisasi subsektor kriya melalui pendekatan berbasis KI, sejalan dengan ketiga pilar utama SDGs 9.

Kata kunci: Kerja Sama Internasional, Kemenparekraf, WIPO, Subsektor Kriya, Kekayaan Intelektual, SDGs

**COOPERATION BETWEEN THE MINISTRY OF TOURISM AND
CREATIVE ECONOMY (KEMENPAREKRAF) AND THE WORLD
INTELLECTUAL PROPERTY ORGANIZATION (WIPO) FOR THE
2022-2024 PERIOD IN AN EFFORT TO ACHIEVE SUSTAINABLE
DEVELOPMENT GOALS 9 THROUGH THE CRAFT SUB-SECTOR**

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ABSTRACT

This study examines the implementation of cooperation between the Ministry of Tourism and Creative Economy (Kemenparekraf) and the World Intellectual Property Organization (WIPO) for the 2022–2024 period in supporting the achievement of Sustainable Development Goals (SDGs) 9 through the craft subsector in Indonesia. Although the craft subsector has great potential in driving innovation, job creation, and product exports, this subsector still faces challenges in terms of technical support, intellectual property (IP) protection, and access to infrastructure supporting industrialization. This study uses the theory of international cooperation and a multi-stakeholder partnership approach to analyze the pattern of relations between substances. The method used is descriptive qualitative with data collection techniques through documentation and interviews. The results show that this cooperation plays a role in building an ecosystem supporting innovation and transformation of the craft subsector; although its effectiveness is still limited by the relatively short implementation time and the need for program continuity. The cooperation between Kemenparekraf and WIPO has proven to be able to strengthen the innovation and industrialization aspects of the craft subsector through an IP-based approach, in line with the three main pillars of SDGs 9.

Keywords: *International Cooperation, Ministry of Tourism and Creative Economy, WIPO, Craft Subsector, Intellectual Property, SDGs*