

**KERJA SAMA KADIN INDONESIA DENGAN JETRO UNTUK
MENINGKATKAN EKSPOR KAKAO OLAHAN KE PASAR JEPANG:
STUDI KASUS UMKM PIPILTIN COCOA (TAHUN 2022-2024)**

RADINKHA PUTRI ARBI

ABSTRAK

Penelitian ini bertujuan untuk menganalisis bagaimana bentuk kerja sama antara Kamar Dagang dan Industri (KADIN) Indonesia dan Japan External Trade Organization (JETRO) berkontribusi dalam mendorong ekspor produk kakao olahan oleh Usaha Mikro, Kecil, dan Menengah (UMKM) Indonesia ke pasar Jepang. Studi ini menggunakan pendekatan studi kasus terhadap Pipiltin Cocoa, yang mewakili UMKM di sektor kakao olahan yang berhasil menembus pasar Jepang melalui fasilitasi kerja sama kedua institusi. Fokus utama penelitian terletak pada bagaimana kolaborasi antarlembaga non-negara ini menjembatani hambatan regulatif, teknis, logistik, serta preferensi pasar yang kompleks. Teori yang digunakan mencakup teori kerja sama internasional dari Robert Keohane (1984), konsep *epistemic communities* dari Peter M. Haas (1992), serta konsep *institutional balancing* dari Andruschak & Hertug (2015). Metode yang digunakan adalah kualitatif deskriptif, dengan teknik pengumpulan data melalui wawancara mendalam dengan perwakilan KADIN Indonesia, JETRO, dan Pipiltin Cocoa, serta studi literatur. Hasil penelitian menunjukkan bahwa kerja sama ini memberikan kontribusi nyata dalam membuka akses ekspor melalui tiga bentuk utama: koordinasi kebijakan, pertukaran pengetahuan dan keahlian, serta pembangunan jejaring kelembagaan. Meskipun menghadapi tantangan seperti keterbatasan logistik dan kurangnya sistem pendampingan berkelanjutan, kerja sama ini mencerminkan pentingnya peran aktor non-negara dalam mendukung ekspor UMKM secara inklusif dan berkelanjutan melalui pendekatan kolaboratif dan berbasis kebutuhan.

Kata kunci: kerja sama internasional, UMKM, ekspor, KADIN Indonesia, JETRO, kakao olahan, Jepang.

**THE COOPERATION BETWEEN KADIN INDONESIA AND JETRO IN
PROMOTING PROCESSED COCOA EXPORTS TO THE JAPANESE
MARKET: A CASE STUDY OF THE INDONESIAN MSME PIPILTIN
COCOA (2022–2024)**

RADINKHA PUTRI ARBI

ABSTRACT

This study aims to analyze how the collaboration between the Indonesian Chamber of Commerce and Industry (KADIN) and the Japan External Trade Organization (JETRO) contributes to promoting the export of processed cocoa products by Indonesian Micro, Small, and Medium Enterprises (MSMEs) to the Japanese market. This research adopts a case study approach focusing on Pipiltin Cocoa, an MSME in the processed cocoa sector that successfully entered the Japanese market through the facilitation of this inter-institutional partnership. The main focus of the study lies in how this cooperation between non-state institutions helps to bridge regulatory, technical, logistical, and market preference barriers. The theoretical framework includes the theory of international cooperation by Robert Keohane (1984), the concept of epistemic communities by Peter M. Haas (1992), and the concept of institutional balancing by Andruschak & Hertug (2015). This study employs a qualitative descriptive method, using data collected through in-depth interviews with representatives from KADIN Indonesia, JETRO, and Pipiltin Cocoa, as well as literature review. The findings indicate that this cooperation has made tangible contributions to opening export access through three main forms: policy coordination, knowledge and expertise sharing, and institutional networking. Despite facing challenges such as logistical limitations and the absence of a sustainable mentoring system, this collaboration highlights the importance of non-state actors in supporting inclusive and sustainable MSME exports through a collaborative, needs-based approach.

Keywords: international cooperation, MSMEs, export, KADIN Indonesia, JETRO, processed cocoa, Japan.