

ABSTRAK

Penelitian ini bertujuan untuk menganalisis bentuk diplomasi ekonomi Indonesia dalam meningkatkan ekspor kopi ke India selama periode 2018–2022, seiring meningkatnya volume dan nilai ekspor kopi ke negara tersebut secara signifikan. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan pengumpulan data melalui studi pustaka dan wawancara mendalam. Teknik pengambilan data dilakukan secara wawancara terhadap narasumber dari Direktorat Jenderal Pengembangan Ekspor Nasional Kementerian Perdagangan dan perwakilan Indonesian Trade Promotion Center (ITPC) di India dan studi literatur. Analisis data dilakukan melalui tahapan kondensasi data, penyajian data, dan penarikan/verifikasi kesimpulan. Hasil penelitian menunjukkan bahwa diplomasi ekonomi Indonesia dalam peningkatan ekspor kopi ke India diwujudkan melalui empat tahapan strategi sesuai teori diplomasi ekonomi Kishan S. Rana, yaitu: *economic salesmanship*, *networking and advocacy*, *image building*, dan *regulation management*. Diplomasi ini berhasil menempatkan Indonesia sebagai eksportir kopi terbesar ke India pada 2022, mengungguli Vietnam dan Uganda. Namun, tantangan berupa hambatan tarif, kebijakan proteksionis India, dan standar non-tarif yang ketat tetap menjadi perhatian dalam menjaga keberlanjutan perdagangan kopi ke India.

Kata Kunci: Diplomasi Ekonomi, Misi Dagang, Ekspor Kopi

ABSTRACT

This study aims to analyze Indonesia's economic diplomacy strategies in boosting coffee exports to India during the period 2018–2022, amid a significant increase in both export volume and value. Employing a descriptive qualitative approach, data was gathered through literature reviews and in-depth interviews. Primary data was obtained via interviews with representatives from the Directorate General of National Export Development of the Ministry of Trade and the Indonesian Trade Promotion Center (ITPC) in India, complemented by secondary data from relevant literature. Data analysis was conducted through the stages of data condensation, presentation, and conclusion drawing/verification using triangulation. Findings reveal that Indonesia's economic diplomacy toward enhancing coffee exports to India was implemented through four strategic phases based on Kishan S. Rana's theory: economic salesmanship, networking and advocacy, image building, and regulation management. These diplomatic efforts positioned Indonesia as the leading coffee exporter to India in 2022, surpassing competitors such as Vietnam and Uganda. Nevertheless, challenges remain in the form of tariff barriers, India's protectionist policies, and stringent non-tariff standards, all of which demand sustained diplomatic engagement to ensure long-term trade continuity.

Keywords: *Economic Diplomacy, Trade Mission, Coffee Export*