

## ABSTRAK

Penelitian ini mengkaji diplomasi ekonomi Pakistan terhadap Indonesia dalam meningkatkan ekspor produk beras pada periode 2020–2023. Permasalahan utama dalam penelitian ini adalah Bagaimana Upaya Diplomasi Ekonomi Pakistan Dalam Meningkatkan Ekspor produk Beras ke Indonesia tahun 2020-2023. Tujuan penelitian ini adalah untuk menganalisis peran dan mekanisme diplomasi ekonomi Pakistan terhadap Indonesia dalam meningkatkan ekspor beras selama periode penelitian. Penelitian ini menggunakan konsep diplomasi ekonomi Kishan S. Rana, yang meliputi tiga tahapan utama, yaitu *economic salesmanship*, *economic networking and advocacy*, serta *regulatory management and resource mobilization*, sebagai kerangka analisis. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif-analitis. Data diperoleh dari sumber data primer melalui wawancara dengan Atase Perdagangan Pakistan untuk Indonesia, serta data sekunder yang berasal dari laporan lembaga resmi, publikasi pemerintah, dan data perdagangan internasional. Hasil penelitian menunjukkan bahwa diplomasi ekonomi Pakistan dilaksanakan melalui promosi perdagangan beras, penguatan jejaring bisnis, serta upaya penguatan kerangka kerja sama perdagangan bilateral. Pada tahap *economic salesmanship*, Pakistan aktif mempromosikan beras melalui pameran dagang internasional di Indonesia. Pada tahap *economic networking and advocacy*, Pakistan membangun kemitraan dengan pelaku usaha dan institusi perdagangan Indonesia. Sementara itu, pada tahap *regulatory management and resource mobilization*, Pakistan mendorong penguatan kerangka perjanjian perdagangan bilateral guna memperlancar arus ekspor beras. Upaya tersebut berkontribusi terhadap peningkatan nilai ekspor beras Pakistan ke Indonesia yang mencapai 182 juta dolar Amerika Serikat pada tahun 2023.

**Kata kunci:** Diplomasi ekonomi, Pakistan, Indonesia, Ekspor beras, Kerja sama perdagangan.

## ABSTRACT

This study examines Pakistan's economic diplomacy toward Indonesia in enhancing rice exports during the period 2020–2023. The main problem addressed in this research is How Pakistan's Economic Diplomacy Efforts Enhanced Rice Exports to Indonesia during the Period 2020–2023. The objective of this study is to analyze the role and mechanisms of Pakistan's economic diplomacy toward Indonesia in increasing rice exports during the period under review. This research employs Kishan S. Rana's economic diplomacy framework, which consists of three main stages: economic salesmanship, economic networking and advocacy, and regulatory management and resource mobilization. This study adopts a qualitative research method with a descriptive-analytical approach. Primary data were obtained through an interview with the Trade Attaché of Pakistan to Indonesia, while secondary data were collected from official government reports, publications, and international trade statistics. The findings indicate that Pakistan's economic diplomacy was carried out through trade promotion activities, the strengthening of business networks, and efforts to reinforce bilateral trade cooperation frameworks. At the economic salesmanship stage, Pakistan actively promoted rice products through international trade exhibitions in Indonesia. At the economic networking and advocacy stage, partnerships were developed with Indonesian business actors and trade institutions. Meanwhile, at the regulatory management and resource mobilization stage, Pakistan encouraged the strengthening of bilateral trade agreements to facilitate rice export flows. These efforts contributed to a significant increase in Pakistan's rice export value to Indonesia, reaching USD 182 million in 2023.

**Keywords:** Economic diplomacy, Pakistan, Indonesia, Rice exports, Trade cooperation.