

DIPLOMASI EKONOMI INDONESIA TERHADAP PRANCIS DALAM MENINGKATKAN EKSPOR KOPI (2021-2024)

ABSTRAK

Kopi merupakan salah satu komoditas ekspor unggulan Indonesia yang memiliki peran penting dalam perekonomian nasional. Prancis menjadi pasar yang strategis karena merupakan salah satu negara pengimpor kopi terbesar di Uni Eropa. Namun, meningkatnya tuntutan keberlanjutan serta munculnya *European Union Deforestation Regulation* (EUDR) menghadirkan tantangan baru bagi ekspor kopi Indonesia. Penelitian ini bertujuan menganalisis diplomasi ekonomi Indonesia terhadap Prancis dalam meningkatkan ekspor kopi Indonesia periode 2021–2024. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif-analisis. Data diperoleh melalui studi kepustakaan, dokumentasi, dan wawancara dengan perwakilan KBRI Paris. Analisis dilakukan menggunakan konsep diplomasi ekonomi Bayne dan Woolcock yang meliputi negosiasi perdagangan, promosi dan pembangunan citra produk, *business matching*, serta fasilitasi kebijakan perdagangan. Hasil penelitian menunjukkan bahwa Indonesia memanfaatkan berbagai instrumen diplomasi ekonomi untuk mempertahankan akses pasar kopi di Prancis, antara lain melalui perundingan IEU-CEPA, pengiriman *joint letter* terkait EUDR, partisipasi dalam pameran internasional, fasilitasi pertemuan bisnis, serta pengembangan sistem *traceability* nasional. Upaya tersebut berkontribusi dalam menjaga kepercayaan pasar dan mendukung peningkatan ekspor kopi Indonesia ke Prancis di tengah perubahan regulasi perdagangan Uni Eropa. Penelitian ini menyimpulkan bahwa diplomasi ekonomi berperan penting dalam membantu Indonesia beradaptasi terhadap tuntutan keberlanjutan sekaligus mempertahankan daya saing kopi Indonesia di pasar Prancis.

Kata Kunci: Diplomasi Ekonomi, Ekspor Kopi, Indonesia, Prancis, EUDR.

**INDONESIA'S ECONOMIC DIPLOMACY TOWARDS FRANCE IN
INCREASING COFFEE EXPORTS (2021-2024)**

ABSTRACT

Coffee is one of Indonesia's leading export commodities and plays a vital role in the national economy. France is a strategic market as it is one of the largest coffee importers in the European Union. However, increasing demands for sustainability and the emergence of the European Union Deforestation Regulation (EUDR) present new challenges for Indonesian coffee exports. This study aims to analyze Indonesia's economic diplomacy towards France in increasing Indonesian coffee exports for the 2021–2024 period. This study uses a qualitative method with a descriptive-analytical approach. Data were obtained through literature review, documentation, and interviews with representatives of the Indonesian Embassy in Paris. The analysis was conducted using the concepts of economic diplomacy by Bayne and Woolcock, which include trade negotiations, product promotion and image building, business matching, and trade policy facilitation. The results show that Indonesia utilizes various economic diplomacy instruments to maintain market access for coffee in France, including through IEU-CEPA negotiations, sending joint letters related to the EUDR, participating in international exhibitions, facilitating business meetings, and developing a national traceability system. These efforts contribute to maintaining market confidence and supporting the increase in Indonesian coffee exports to France amidst changing EU trade regulations. This study concludes that economic diplomacy plays an important role in helping Indonesia adapt to sustainability demands while maintaining the competitiveness of Indonesian coffee in the French market.

Keywords: *Economic Diplomacy, Coffee Exports, Indonesia, France, EUDR.*