

ABSTRAK

Penelitian ini bertujuan untuk menganalisis implementasi kebijakan luar negeri Indonesia dalam merespons peluang Visi 2030 Arab Saudi di sektor haji dan umrah pada periode 2016 sampai dengan 2024, dengan fokus pada instrumen kebijakan luar negeri yang digunakan Indonesia dan efektivitas implementasinya dalam kerangka kerja sama bilateral. Menggunakan pendekatan kualitatif studi kasus eksploratoris, data dikumpulkan melalui wawancara mendalam dengan tiga informan kunci, yaitu pejabat Kementerian Haji dan Umrah RI, Konsulat Jenderal RI di Jeddah, dan Wakil Dekan Bidang Akademik FEB UPNVJ. Analisis mengacu pada teori kebijakan luar negeri Rosenau (1971) melalui kerangka linkage politics dan konsep soft power Nye (2004) dengan pendekatan paradigma Liberal-Konstruktivis. Hasil penelitian menunjukkan bahwa Indonesia mengimplementasikan kebijakan luar negerinya terutama melalui diplomasi ekonomi Kementerian Luar Negeri yang didukung koordinasi teknis Kementerian Perdagangan, Badan Koordinasi Penanaman Modal, serta Kementerian Haji dan Umrah, dengan tiga pola respons yang teridentifikasi berupa diplomasi tingkat tinggi, kerja sama institusional lintas kementerian, dan diplomasi ekonomi berbasis soft power keagamaan. Evaluasi berbasis Linkage Politics memperlihatkan bahwa Indonesia memiliki kemampuan reactive linkage yang memadai, namun penetrative linkage masih sangat lemah, yang ditandai oleh belum terealisasinya Kampung Haji Indonesia dan minimnya ekspor produk halal ke Arab Saudi. Faktor penghambat utama adalah institutional bottleneck berupa absennya lembaga koordinasi khusus dan roadmap kebijakan nasional yang secara eksplisit merespons Visi 2030. Capaian konkret meliputi penyederhanaan imigrasi jamaah, peningkatan kuota haji menjadi 221.000 sampai 241.000 jamaah per tahun, dan pertumbuhan jamaah umrah hingga hampir 2 juta per tahun.

Kata Kunci: Visi 2030, Kebijakan Luar Negeri Indonesia, Haji dan Umrah, Diplomasi Ekonomi, Soft Power, Linkage Politics, Institutional Bottleneck.

ABSTRACT

This study aims to analyze Indonesia's foreign policy implementation in responding to opportunities created by Saudi Arabia's Vision 2030 in the Hajj and Umrah sector during the 2016 to 2024 period, with a focus on the foreign policy instruments employed by Indonesia and the effectiveness of their implementation within the bilateral cooperation framework. Employing a qualitative exploratory case study approach, data were collected through in depth interviews with three key informants, namely an official from the Ministry of Hajj and Umrah of the Republic of Indonesia, the Consul General of Indonesia in Jeddah, and the Vice Dean for Academic Affairs of the Faculty of Economics and Business at UPN Veteran Jakarta. The analysis draws on Rosenau's (1971) foreign policy theory through a linkage politics framework and Nye's (2004) soft power concept, situated within a Liberal Constructivist paradigm. The findings reveal that Indonesia implements its foreign policy mainly through the economic diplomacy of the Ministry of Foreign Affairs, supported by the technical coordination of the Ministry of Trade, the Investment Coordinating Board, and the Ministry of Hajj and Umrah, with three response patterns identified as high level bilateral diplomacy, cross ministerial institutional cooperation, and religion based soft power economic diplomacy. A Linkage Politics based evaluation demonstrates that Indonesia exhibits adequate reactive linkage capability. Penetrative linkage, however, remains critically weak, as evidenced by the unrealized Kampung Haji Indonesia program and the minimal export of halal products to Saudi Arabia. The primary structural obstacle is an institutional bottleneck stemming from the absence of a dedicated coordination body and a national policy roadmap that explicitly responds to Vision 2030. Concrete achievements include streamlined pilgrim immigration procedures, an increased Hajj quota of 221,000 to 241,000 pilgrims per year, and Umrah pilgrim growth to nearly 2 million annually.

Keywords: Vision 2030, Indonesian Foreign Policy, Hajj and Umrah, Economic Diplomacy, Soft Power, Linkage Politics, Institutional Bottleneck.