

**UPAYA INDONESIA DALAM MENINGKATKAN EKSPOR PRODUK
MAKANAN OLAHAN KE UNI EMIRAT ARAB PASCA IMPLEMENTASI
IUAE-CEPA TAHUN 2023–2025**

ABSTRAK

Penelitian ini bertujuan menganalisis upaya pemerintah Indonesia dalam meningkatkan ekspor produk makanan olahan ke Uni Emirat Arab (UEA) pasca implementasi Indonesia–UAE Comprehensive Economic Partnership Agreement (IUAE CEPA) pada periode 2023–2025. Penelitian menggunakan pendekatan kualitatif deskriptif-analitis dengan teori Competitive Advantage Porter (1990) sebagai kerangka analisis, dan data dikumpulkan melalui wawancara mendalam dengan narasumber dari Kementerian Perdagangan RI dan ITPC Dubai studi litelatur, serta data resmi.. Hasil penelitian menunjukkan bahwa IUAE CEPA memberikan dampak positif terhadap ekspor HS 19 (+45,69%) dan HS 20 (+58,69%), namun HS 18, 17, dan 21 mengalami penurunan akibat lonjakan harga kakao global, kebijakan excise tax UEA, dan persaingan ketat. Indonesia menjalankan upaya internal melalui penguatan daya saing, fasilitasi eksportir, digitalisasi SKA, dan harmonisasi MRA Halal, serta upaya eksternal melalui ITPC Dubai dalam bentuk business matching dan partisipasi pameran. Penelitian ini menyimpulkan bahwa hambatan utama telah bergeser dari tarif menuju dimensi non-tarif yakni rendahnya literasi SKA, inkonsistensi mutu UMKM, dan kelemahan branding sehingga IUAE CEPA merupakan syarat perlu namun bukan syarat cukup bagi peningkatan ekspor yang berkelanjutan.

Kata Kunci: IUAE CEPA, ekspor makanan olahan, Competitive Advantage, , Uni Emirat Arab, UMKM, hambatan non-tarif.

**INDONESIA'S EFFORTS TO INCREASE EXPORTS OF PROCESSED
FOOD PRODUCTS TO THE UNITED ARAB EMIRATES AFTER THE
IMPLEMENTATION OF THE IUAE-CEPA IN 2023–2025**

ABSTRACT

This study aims to analyze the Indonesian government's efforts to increase processed food exports to the United Arab Emirates (UAE) following the implementation of the Indonesia–UAE Comprehensive Economic Partnership Agreement (IUAE CEPA) for the period 2023–2025. Employing a qualitative descriptive-analytical approach, the study applies Porter's (1990) Competitive Advantage theory as its analytical framework, with data gathered through in-depth interviews with from the Ministry of Trade of the Republic of Indonesia and the Indonesian Trade Promotion Center (ITPC) Dubai, complemented by a literature review and the analysis of official documents and other relevant official data. The findings reveal that IUAE CEPA has yielded positive outcomes for HS 19 (+45.69%) and HS 20 (+58.69%), while HS 18, 17, and 21 declined due to surging global cocoa prices, the UAE's sugar excise tax policy, and intensifying competition. Indonesia has pursued internal efforts including competitiveness enhancement, exporter facilitation, SKA digitization, and Halal MRA harmonization as well as external efforts through ITPC Dubai via business matching and trade fair participation. The study concludes that the primary barriers have shifted from tariffs to non-tariff dimensions namely low SKA literacy among exporters, inconsistent SME product quality, and weak branding establishing that IUAE CEPA is a necessary but not sufficient condition for sustainable export growth.

Keywords: *IUAE CEPA, processed food exports, Competitive Advantage, United Arab Emirates, SMEs, non-tariff barriers.*