

ABSTRAK

Penelitian ini menjelaskan tentang diplomasi ekonomi yang dilakukan Indonesia terhadap Korea Selatan dalam upaya meningkatkan ekspor udang di tahun 2014-2019. Korea selatan adalah negara maju di kawasan asia timur yang memiliki tingkat konsumsi *seafood* yang tinggi terutama konsumsi makanan laut berbahan dasar udang. Tetapi produksi perikanan korea selatan tidak mencukupi kebutuhan konsumsi makanan laut warga domestiknya, sehingga 70% makanan laut harus mengimpor dari luar negeri. Kondisi ini menjadi peluang bagi Indonesia sebagai negara eksportir udang nomor empat di dunia untuk meningkatkan ekspor udang ke korea selatan melalui diplomasi ekonomi seperti Trade Expo Indonesia yang digelar setiap tahunnya.

Penelitian ini menggunakan dasar kerangka teori Keunggulan Komparatif (*Comparative Advantage Theory*) dan teori diplomasi ekonomi. Penelitian ini menggunakan metode penelitian kualitatif serta referensi yang diambil dari website berita, laman kementerian, jurnal, dan buku.

Melalui serangkaian diplomasi ekonomi seperti Trade Expo Indonesia dapat mempromosikan produk-produk unggulan yang dimiliki Indonesia terutama komoditas unggulan Indonesia seperti Udang ke para importir korea selatan. Selain itu, melalui lembaga perwakilan dagang di korea selatan yakni ITPC Busan, Indonesia secara aktif mengikuti pameran perdagangan seperti *Busan International Seafood & Fisheries Expo* (BISFE) dan *Seoul International Seafood Show*. Mengikuti pameran perdagangan di Korea Selatan tersebut sebagai upaya Indonesia menjalankan fungsi diplomasi ekonomi melalui promosi dan negosiasi. Udang indonesia sudah terbukti sebagai komoditas yang bebas akan penyakit EMS serta dapat memenuhi standar impor negara-negara maju.

Kata kunci: Indonesia-korea selatan, udang, diplomasi ekonomi, ekspor

ABSTRACT

This study describes the economic diplomacy conducted by Indonesia towards South Korea in an effort to increase shrimp exports in 2014-2019. South Korea is a developed country in East Asia that has a high level of seafood consumption, especially consumption of shrimp-based seafood. But South Korea's fisheries production is not sufficient to meet the needs of domestic seafood consumption of its citizens, so 70% of seafood must be imported from abroad. This condition is an opportunity for Indonesia as the number four shrimp exporter in the world to increase shrimp exports to South Korea through economic diplomacy such as the Indonesian Trade Expo which is held annually.

This study uses the basic theoretical framework of Comparative Advantage (Comparative Advantage Theory) and economic diplomacy theory. This study uses qualitative research methods as well as references taken from news websites, ministry pages, journals, and books.

Through a series of economic diplomacy such as the Trade Expo Indonesia can promote superior products owned by Indonesia, especially Indonesia's leading commodities such as shrimp to South Korean importers. In addition, through trade representative institutions in South Korea namely ITPC Busan, Indonesia actively participates in trade exhibitions such as the Busan International Seafood & Fisheries Expo (BISFE) and the Seoul International Seafood Show. Following the trade exhibition in South Korea is Indonesia's effort to carry out the function of economic diplomacy through promotion and negotiation. Indonesian shrimp has been proven as a commodity that is free of EMS disease and can meet the import standards of developed countries.

Keywords: Indonesia-South Korea, shrimp, economic diplomacy, exports