

ABSTRAK

Skripsi ini membahas tentang kebijakan diplomasi ekonomi Indonesia melalui sektor pariwisata era pemerintahan presiden Joko Widodo di kawasan Asia Tenggara. Diplomasi ekonomi Indonesia pada era Presiden Joko Widodo telah memberikan peningkatan ekonomi, khususnya pada sektor Pariwisata. Diplomasi ekonomi Indonesia melalui sarana branding Wonderful Indonesia dan peningkatan pariwisata MICE dilakukan dengan kerangka Multilateral dan Bilateral.

Pelaku kebijakan Diplomasi ekonomi di Indonesia tidak hanya di titik beratkan kepada pemerintah melainkan dengan multi track diplomacy. Aktor diplomasi dilakukan melalui kerjasama antara pemerintah, businessman dan media. Dalam hal ini pemerintah sebagai fasilitator bagi kelancaran upaya pelaku pariwisata dengan dibantu pemasaran melalui media di Kawasan Asia Tenggara.

Kata kunci: Diplomasi Ekonomi, Pariwisata Indonesia, Pemerintah Presiden Joko Widodo, Asia Tenggara.

**INDONESIAN ECONOMIC DIPLOMATION THROUGH THE JOKO WIDODO
GOVERNMENT ERA WITH TOURISM SECTOR IN THE SOUTHEAST ASIA**

REGION

ABSTRACT

This thesis discusses Indonesia's economic diplomacy policy through the tourism sector of President Joko Widodo's administration in the Southeast Asia region. Indonesia's economic diplomacy in the era of President Joko Widodo has given an increase in the economy, especially in the Tourism sector. Indonesian economic diplomacy through Wonderful Indonesia branding facilities and increased MICE tourism are carried out with a Multilateral and Bilateral framework.

Economic Diplomacy policy makers in Indonesia are not only focused on the government but with multi track diplomacy. Diplomatic actors are carried out through collaboration between government, businessmen and the media. In this case the government is a facilitator for the smooth efforts of tourism actors with the help of marketing through the media in the Southeast Asia Region.

Keywords: Economic Diplomacy, Indonesian Tourism, Government of President Joko Widodo, Southeast Asia.