

ABSTRAK

Skripsi ini membahas tentang diplomasi perdagangan Indonesia dalam optimalisasi kerja sama perdagangan Indonesia-Arab Saudi tahun 2017. Diplomasi perdagangan Indonesia diterjemahkan kedalam lima jalur multitrack diplomasi. Lima jalur multitrack diplomasi tersebut adalah jalur pemerintah, jalur bisnis, jalur warga negara privat, jalur agama dan jalur media massa. Momen kunjungan Raja Salman ke Indonesia pada Maret tahun 2017 lalu menjadi momentum perbaikan kerja sama Indonesia-Arab Saudi, khususnya dalam lingkup kerja sama perdagangan. Tercapainya sebelas *Memorandum of Understanding* (MoU) antara Indonesia dan Arab Saudi memunculkan peluang dan tantangan bagi masa depan hubungan kedua negara. Gagalnya realisasi dari salah satu kerja sama Indonesia-Arab Saudi pada proyek migas membuat Indonesia harus lebih menjaga dan mengamankan realisasi kesepakatan lain khususnya kesepakatan perdagangan kedua negara.

Skripsi ini bertujuan untuk membahas langkah-langkah diplomasi perdagangan Indonesia dalam multitrack diplomasi untuk mengoptimalkan kerja sama perdagangan antara Indonesia dan Arab Saudi tahun 2017. Menjelaskan praktek-praktek diplomasi perdagangan yang dilakukan aktor-aktor dari Indonesia yang terlibat dalam momen kunjungan Raja Salman ke Indonesia maupun setelahnya. Kemudian menganalisa apakah lima jalur multitrack diplomasi yang diterapkan Indonesia dapat berperan maksimal dalam mengoptimalkan peluang kerja sama perdagangan Indonesia-Arab Saudi.

Kata kunci: Diplomasi perdagangan, kerja sama dan Indonesia-Arab Saudi

INDONESIA TRADE DIPLOMACY TO OPTIMIZATION OF INDONESIA-ARAB SAUDI COOPERATION IN 2017

ABSTRACT

This thesis discusses about Indonesian trade diplomacy in optimizing trade cooperation between Indonesia and Saudi Arabia in 2017. Indonesian trade diplomacy is translated into five multitrack diplomatic channels. The five multitrack diplomacy lines are government channels, business lines, private citizen channels, religious channels and mass media channels. The moment of King Salman's visit to Indonesia in March 2017 became a momentum for improvement in cooperation between Indonesia and Saudi Arabia, especially in the scope of trade cooperation. The achievement of eleven Memorandums of Understanding (MoU) between Indonesia and Saudi Arabia raises opportunities and challenges for the future of relations between the two countries. The failure of the realization of one of the cooperation between Indonesia and Saudi Arabia on oil and gas projects has made Indonesia have to safeguard and secure the realization of other agreements, especially the trade agreements between the two countries.

This thesis aims to discuss the steps of Indonesian trade diplomacy in multitrack diplomacy to optimize trade cooperation between Indonesia and Saudi Arabia in 2017. Explain the practices of trade diplomacy carried out by Indonesian actors involved in the moment of King Salman's visit to Indonesia and after that. Then analyze whether the five multitrack diplomatic paths that are implemented in Indonesia can play a maximum role in optimizing opportunities for trade cooperation between Indonesia and Saudi Arabia.

Keywords: Trade Diplomacy, cooperation and Indonesia-Arab Saudi