

ABSTRAK

Penelitian ini bertujuan untuk menganalisis diplomasi ekonomi Indonesia dalam meningkatkan ekspor kopi ke Polandia selama periode 2020-2023. Latar belakang penelitian ini didasari oleh potensi pasar kopi yang besar di Polandia dan kebutuhan untuk memperkuat hubungan ekonomi antara kedua negara. Teori yang digunakan dalam penelitian ini adalah teori diplomasi ekonomi, diplomasi ekonomi Indonesia dilakukan melalui pertemuan-pertemuan bilateral yang berfungsi sebagai platform untuk membangun hubungan perdagangan yang saling menguntungkan. Selain itu, promosi produk kopi Indonesia juga dilakukan melalui berbagai kegiatan seperti pameran, festival kopi, dan acara kuliner, yang bertujuan untuk memperkenalkan kopi Indonesia kepada pasar Polandia, menarik minat konsumen, serta membangun citra positif di pasar internasional. Penelitian ini menggunakan metode deskriptif kualitatif dengan pengumpulan data melalui studi pustaka dan analisis dokumen terkait. Hasil penelitian menunjukkan bahwa promosi produk kopi Indonesia melalui berbagai kegiatan dan kerja sama dengan pelaku industri lokal berhasil meningkatkan kesadaran dan minat konsumen Polandia terhadap kopi Indonesia. Selain itu, pelatihan bagi petani kopi dan riset pasar juga menjadi faktor penting dalam meningkatkan kualitas dan daya saing produk. Simpulan dari penelitian ini menegaskan bahwa diplomasi ekonomi yang terintegrasi dan berkelanjutan dapat memberikan manfaat signifikan bagi peningkatan ekspor kopi Indonesia ke pasar non-tradisional seperti Polandia.

Kata Kunci: Diplomasi Ekonomi, Ekspor Kopi, Indonesia, Polandia, Promosi Kopi, Hubungan Ekonomi.

**INDONESIAN ECONOMIC DIPLOMACY IN AN EFFORT TO INCREASE
COFFEE EXPORTS TO POLAND IN 2020-2023**

ABSTRACT

This study aims to analyze Indonesia's economic diplomacy in boosting coffee exports to Poland during the period of 2020-2023. The background of this research is based on the significant potential of the coffee market in Poland and the need to strengthen economic relations between the two countries. The theory used in this study is the theory of economic diplomacy, where Indonesia's economic diplomacy is conducted through bilateral meetings that serve as a platform for building mutually beneficial trade relations. Moreover, the promotion of Indonesian coffee products is carried out through various activities such as exhibitions, coffee festivals, and culinary events, which aim to introduce Indonesian coffee to the Polish market, attract consumer interest, and build a positive image in the international market. This research employs a qualitative descriptive method with data collection through literature review and analysis of relevant documents. The results show that the promotion of Indonesian coffee products through various activities and collaboration with local industry players has successfully increased Polish consumer awareness and interest in Indonesian coffee. Additionally, training for coffee farmers and market research have also been important factors in improving the quality and competitiveness of the products. The conclusion of this study emphasizes that integrated and sustainable economic diplomacy can provide significant benefits in increasing Indonesia's coffee exports to non-traditional markets such as Poland.

Keywords: Economic Diplomacy, Coffee Exports, Indonesia, Poland, Coffee Promotion, Economic Relations.