

ABSTRAK

Industri furnitur Indonesia memiliki potensi ekspor yang besar berkat ketersediaan bahan baku dan tenaga kerja, khususnya di Jawa Tengah dan Yogyakarta. Sebagian besar ekspor furniture Indonesia ditujukan kepada Amerika Serikat. Pada periode 2019–2022, ekspor furnitur kayu Indonesia meningkat signifikan pada 2021 sebesar 31,6%. Meskipun nilai tersebut masih kalah dibandingkan ekspor furniture Vietnam dan Tiongkok, akan tetapi angka ekspor tersebut merupakan indikator positif terhadap daya saing produk furnitur Indonesia di pasar global, khususnya di pasar Amerika Serikat yang sangat kompetitif. Penelitian ini akan menganalisis strategi diplomasi komersial Indonesia dalam meningkatkan ekspor furnitur ke Amerika Serikat pada periode 2019–2022. Penelitian ini menggunakan metode deskriptif kualitatif dengan pengumpulan data melalui wawancara semi terstruktur dan studi pustaka. Berdasarkan konsep diplomasi komersial dari Kostecki dan Naray, hasil analisis menunjukkan bahwa terdapat tiga dari sembilan aspek nilai yang berpengaruh terhadap diplomasi komersial Indonesia, yaitu *intelligence*, *networking & public relations*, dan *trade promotion*. Ketiga aspek tersebut menjadi pendorong utama dalam mendukung peningkatan ekspor furniture kayu Indonesia melalui pendekatan yang strategis dan terkoordinasi antara pemerintah dan pelaku usaha.

Kata Kunci: Amerika Serikat, furnitur kayu, diplomasi komersial

ABSTRACT

The Indonesian furniture industry has great export potential due to the availability of raw materials and labor, especially in Central Java and Yogyakarta. Most of Indonesia's furniture exports are destined for the United States. In the 2019–2022 period, Indonesia's wooden furniture exports increased significantly in 2021 by 31.6%. Although this value is still lower than Vietnam and China's furniture exports, this export figure is a positive indicator of the competitiveness of Indonesian furniture products in the global market, especially in the highly competitive United States market. This study will analyze Indonesia's commercial diplomacy strategy in increasing furniture exports to the United States in the 2019–2022 period. This study uses a qualitative descriptive method with data collection through semi-structured interviews and literature studies. Based on the concept of commercial diplomacy from Kostecki and Naray (2007), the results of the analysis show that there are three of the nine aspects of value that influence Indonesia's commercial diplomacy, namely intelligence, networking & public relations, and trade promotion. These three aspects are the main drivers in supporting the increase in Indonesian wooden furniture exports through a strategic and coordinated approach between the government and business actors.

Keywords: *United States of America, wooden furniture, commercial diplomacy.*