

ABSTRAK

Indonesia menghadapi tantangan dalam memperkuat daya saing pariwisata halal di pasar Timur Tengah, khususnya Arab Saudi yang merupakan negara dengan daya beli tinggi dan kebutuhan wisata berbasis syariah. Ketidakseimbangan antara potensi destinasi halal Indonesia dan keterbatasan penetrasi pasar yang belum maksimal merupakan kompleksitas masalah dalam penelitian ini. Berdasarkan hal ini, penelitian mengajukan pertanyaan: bagaimana upaya Indonesia dalam menguatkan diplomasi komersial untuk meningkatkan kunjungan wisatawan Arab Saudi melalui program pariwisata halal periode 2019-2023? Penelitian ini menggunakan teori *Value Chain of Commercial Diplomacy* oleh Oliver Naray, yang menyoroti empat komponen yang paling relevan dengan penelitian ini, yaitu: *networking*, *problem-solving*, *promotion of tourism*, dan *advocacy for national business community*. Metode penelitian bersifat deskriptif-kualitatif dengan teknik studi pustaka, memanfaatkan data sekunder dari dokumen resmi, laporan kementerian, serta literatur akademik. Hasil penelitian menunjukkan bahwa strategi *networking* merupakan faktor paling signifikan dalam meningkatkan jumlah wisatawan, melalui kerja sama *co-branding* digital, kemitraan dengan travel agent Saudi, dan diplomasi publik oleh KBRI dan ITPC Jeddah. Penelitian ini menegaskan bahwa kekuatan relasi lintas aktor menjadi fondasi utama dalam menciptakan keberhasilan promosi pariwisata halal Indonesia secara berkelanjutan.

Kata kunci : Diplomasi Komersial, Pariwisata Halal, Indonesia, Arab Saudi

ABSTRACT

Indonesia faces challenges in strengthening the competitiveness of halal tourism in the Middle Eastern market, particularly Saudi Arabia, which is a country with high purchasing power and strong demand for Sharia-based travel. The imbalance between Indonesia's halal tourism potential and its limited market penetration represents the complexity of the problem in this study. Based on this, the research raises the question: how has Indonesia strengthened its commercial diplomacy to increase the number of Saudi Arabian tourists through the halal tourism program during the 2019-2023? This study employs the Value Chain of Commercial Diplomacy theory by Oliver Naray, which highlights four components most relevant to this research: networking, problem-solving, promotion of tourism, and advocacy for the national business community. The research method is descriptive-qualitative, utilizing a literature review approach and secondary data from official documents, ministry reports, and academic literature. The findings show that networking strategies are the most significant factor in increasing tourist arrivals, particularly through digital co-branding collaborations, partnerships with Saudi travel agents, and public diplomacy conducted by the Indonesian Embassy and ITPC Jeddah. This study emphasizes that the strength of cross-actor relationships serves as the main foundation for the sustainable success of Indonesia's halal tourism promotion.

Keywords: *Commercial Diplomacy, Halal Tourism, Indonesia, Saudi Arabia*