

ABSTRAK

Penelitian ini dilatarbelakangi oleh berbagai upaya diplomasi Indonesia pada masa pemerintahan Presiden Joko Widodo dalam mengatasi dampak dari implementasi *Renewable Energy Directive* (RED) Uni Eropa terhadap ekspor *Crude Palm Oil* (CPO) Indonesia. Berbagai dampak yang muncul akibat implementasi kebijakan RED mendorong pemerintah Indonesia untuk merespon demi mempertahankan kepentingan nasionalnya dalam hal ekspor CPO ke Uni Eropa. Upaya-upaya diplomasi Indonesia dalam penelitian ini dianalisis melalui konsep diplomasi ekonomi dan diplomasi publik. Berdasarkan dampak yang ditimbulkan terhadap ekspor CPO Indonesia, diplomasi ekonomi Indonesia ditujukan untuk dapat memperkuat akses pasar, mendorong perdagangan yang adil, dan meningkatkan daya saing komoditas CPO Indonesia. Sedangkan diplomasi publik Indonesia bertujuan untuk mengatasi masalah kampanye negatif dan merubah persepsi negatif publik terhadap komoditas CPO Indonesia.

Kata Kunci: Indonesia, *Crude Palm Oil*, Ekspor, Uni Eropa, *Renewable Energy Directive*, Diplomasi Ekonomi, Diplomasi Publik.



ABSTRACT

This research is motivated by various Indonesian diplomacy efforts during the administration of President Joko Widodo in overcoming the impact of the implementation of the European Union's Renewable Energy Directive (RED) on Indonesia's Crude Palm Oil (CPO) exports. Various effects arising from the implementation of the RED policy have encouraged the Indonesian government to respond to defend its national interests in regard on CPO exports to the European Union. Indonesia's diplomatic efforts in this study are analyzed through economic and public diplomacy concepts. Based on the impact on Indonesia's CPO exports, Indonesia's economic diplomacy is aimed at strengthening market access, encouraging fair trade, and increasing the competitiveness of Indonesia's CPO commodity. Meanwhile, Indonesia's public diplomacy aims to overcome the

problem of negative campaigns and change negative public perceptions about Indonesian CPO commodities.

Keywords: *Indonesia, Crude Palm Oil, Export, European Union, Renewable Energy Directive, Economic Diplomacy, Public Diplomacy.*

