

ABSTRAK

Penelitian ini menganalisis peran *agritech* dalam transformasi sektor kelapa sawit Indonesia sebagai instrumen diplomasi ekonomi untuk menghadapi *European Union Deforestation Regulation* (EUDR). Industri kelapa sawit merupakan pilar ekonomi Indonesia, akan tetapi menghadapi tantangan signifikan dari regulasi Uni Eropa yang membatasi impor produk terkait deforestasi. Penelitian menggunakan metode kualitatif dengan analisis data primer dan sekunder untuk mengeksplorasi strategi Indonesia dalam memanfaatkan teknologi pertanian guna memenuhi standar keberlanjutan EUDR.

Hasil penelitian menunjukkan bahwa *agritech* berperan krusial dalam meningkatkan transparansi rantai pasok melalui teknologi *blockchain*, *AI-Remote Sensing*, dan sistem pelacakan geografis. Inovasi ini membantu petani kecil mengoptimalkan produktivitas, mengurangi deforestasi, serta memenuhi kriteria ketertelusuran EUDR. Diplomasi ekonomi Indonesia diformulasikan melalui kolaborasi *multistakeholder* (pemerintah, swasta, petani), negosiasi dalam *Joint Task Force* UE-Indonesia-Malaysia, dan upaya pengakuan sertifikasi ISPO di tingkat global. Namun, fragmentasi kebijakan domestik, rendahnya kapasitas petani, dan ketidakseimbangan kriteria deforestasi antara ISPO-EUDR menjadi tantangan utama.

Kesimpulan penelitian menekankan pentingnya integrasi *agritech* dalam kebijakan nasional untuk memperkuat daya saing ekspor sekaligus keberlanjutan lingkungan. Rekomendasi mencakup pembentukan lembaga koordinasi khusus, penguatan basis data petani kecil berbasis digital, serta diplomasi proaktif melalui koalisi global produsen sawit. Penelitian ini berkontribusi pada literasi strategi diplomasi ekonomi berbasis teknologi dalam merespons dinamika regulasi perdagangan hijau global.

Kata Kunci: Diplomasi Ekonomi, *Agritech*, EUDR, Kelapa Sawit, Keberlanjutan.

ABSTRACT

This study examines the role of agritech in transforming Indonesia's palm oil sector as an instrument of economic diplomacy to address the European Union Deforestation Regulation (EUDR). As a cornerstone of Indonesia's economy, the palm oil industry faces significant challenges from EU regulations restricting imports of deforestation-linked products. Using qualitative methods, the research analyzes primary data and secondary sources to explore Indonesia's strategies in leveraging agricultural technology to comply with EUDR sustainability standards.

The findings reveal that agritech plays a critical role in enhancing supply chain transparency through blockchain, AI-remote sensing, and geographic tracking systems. These innovations help smallholder farmers optimize productivity, reduce deforestation, and meet EUDR traceability criteria. Indonesia's economic diplomacy is shaped by multistakeholder collaboration (government, private sector, farmers), negotiations within the EU-Indonesia-Malaysia Joint Task Force, and efforts to gain global recognition for the Indonesian Sustainable Palm Oil (ISPO) certification. However, challenges persist, including domestic policy fragmentation, limited farmer capacity, and discrepancies between ISPO and EUDR deforestation criteria.

The study concludes that integrating agritech into national policies is vital to strengthen export competitiveness and environmental sustainability. Recommendations include establishing a dedicated coordination body, developing digital databases for smallholders, and proactive diplomacy through a global coalition of palm oil producers. This research contributes to understanding technology-driven economic diplomacy strategies in responding to global green trade regulations.

Keywords: Economic Diplomacy, Agritech, EUDR, Palm Oil, Sustainability.