

Analisis Perbandingan Diplomasi Ekonomi Kreatif Dalam Mendukung Peningkatan Ekspor Ekonomi Kreatif Indonesia Periode 2017-2021 Dan 2022-2025

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Abstrak

Penelitian ini bertujuan untuk menganalisis perbedaan strategi diplomasi ekonomi kreatif Indonesia dalam mendukung penguatan ekspor ekonomi kreatif melalui perbandingan periode 2017–2021 dan 2022–2025. Menggunakan pendekatan metode campuran (*mixed methods*) dengan desain eksploratori sekuensial, penelitian ini memadukan analisis kualitatif terhadap enam dimensi diplomasi (*context, tools, process, theater, soft power*, dan identitas nasional) dengan analisis kuantitatif deskriptif data nilai ekspor berbasis HS Code subsektor fesyen, kriya, dan kuliner. Hasil penelitian menunjukkan perbedaan signifikan pada pola diplomasi antarperiode. Pada periode 2017–2021, diplomasi berfokus pada pembentukan kesadaran (*awareness building*), diplomasi representatif (*showcasing culture*), dan penetapan norma global melalui WCCE dan Resolusi PBB. Sebaliknya, pada periode 2022–2025, strategi bertransformasi menjadi diplomasi berbasis kinerja (*performance-based*) dan komersialisasi identitas. Perbedaan tersebut ditandai oleh penguatan kelembagaan melalui pembentukan Direktorat Investasi dan Ekonomi Kreatif Kementerian Luar Negeri, integrasi platform digital (InaExport, INA-Access), serta akselerasi gastrodipomasi dan *nation branding Wonderful Indonesia*. Secara kuantitatif, pergeseran strategi pada periode 2022–2025 terbukti mendorong penguatan kinerja ekspor, ditunjukkan oleh peningkatan rata-rata ekspor dari US\$ 4,97 miliar menjadi US\$ 6,85 miliar serta rekor ekspor sebesar US\$ 7,64 miliar pada tahun 2025.

Kata Kunci: *Diplomasi Ekonomi Kreatif, Ekspor Ekonomi Kreatif, Perbandingan Periode, Soft Power, Identitas Nasional.*

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Abstract

This study aims to analyze the differences in Indonesia's creative economy diplomacy strategies regarding the strengthening of creative economy exports by comparing the 2017–2021 and 2022–2025 periods. Employing a mixed-methods approach with a sequential exploratory design, the study combines a qualitative analysis of six diplomatic dimensions—context, tools, process, theater, soft power, and national identity—with a descriptive quantitative analysis of HS Code-based export value data for the fashion, craft, and culinary subsectors. The results reveal significant differences in diplomatic patterns between the two periods. During the 2017–2021 period, diplomacy focused on awareness building, representative diplomacy (showcasing culture), and establishing global norms through the WCCE and UN resolutions. Conversely, the 2022–2025 period saw a strategic shift toward performance-based diplomacy and the commercialization of identity. These differences are characterized by institutional strengthening—specifically the establishment of the Directorate of Investment and Creative Economy within the Ministry of Foreign Affairs—the integration of digital platforms (InaExport, INA-Access), and the acceleration of gastro-diplomacy and "Wonderful Indonesia" nation branding. Quantitatively, the strategic shift in the 2022–2025 period is shown to have boosted export performance, evidenced by an increase in average exports from US\$ 4.97 billion to US\$ 6.85 billion, alongside a record export figure of US\$ 7.64 billion in 2025. Keywords: Creative Economy Diplomacy, Creative Economy Exports, Period Comparison, Soft Power, National Identity

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