

## Commercial diplomacy on export performance case study of Indonesian trade promotion centre (ITPC)

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### Abstrak

[<b>ABSTRAK</b><br>

Efektifitas dari instrumen commercial diplomacy (CDC) terhadap kinerja perdagangan luar negeri kerap menjadi perdebatan. Paper ini menganalisa pengaruh dari salah satu instrumen CDC yaitu Indonesian Trade Promotion Center (ITPC) terhadap peningkatan ekspor Indonesia dengan menggunakan gravity model of international trade pada data panel di 62 negara tujuan ekspor Indonesia selama 19 tahun. Hasilnya, terdapat pengaruh yang positif dan signifikan antara keberadaan ITPC terhadap kinerja ekspor Indonesia di negara akreditasi. Selanjutnya, melalui wawancara kualitatif dapat disimpulkan bahwa tantangan CDC Indonesia berasal dari faktor internal maupun eksternal. Masalah-masalah internal seperti terbatasnya anggaran, kurangnya staf, dan lemahnya koordinasi terbukti menghambat aktivitas CDC. Sedangkan dalam aspek eksternal, seperti ketidaksiapan industri dan jalur distribusi juga berpengaruh signifikan terhadap kinerja ekspor Indonesia. Penelitian ini merupakan bahan rekomendasi kebijakan mendukung strategi ekspor dengan memperkuat instrumen commercial diplomacy.

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<b>ABSTRACT</b><b>

There are Pro's and Contra's on efficacy of CDC instruments to boost exports. This paper attempts to investigate the impact of one of Indonesian CDC instruments, Indonesian Trade Promotion Center (ITPC) on export performance using the gravity model of international trade and employ panel data for 19 years observations over 62 countries of Indonesian export destinations and yields a positive correlation between the existences of ITPC to Indonesian export performance. A further discussion is conducted to explore the challenges of CDC instruments of Indonesia using qualitative interviews. The interferences comes from internal as well as external factors. The internal issue such as limited budget, lack of staff, and coordination problem. Whereas, in the external aspects, the preparedness of Indonesian industry and the channel of export distribution bring tremendous deterrents in boosting Indonesian exports. Hence, this research serves as a policy recommendation for the government in supporting export strategy by strengthening the commercial diplomacy instruments.

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