

ABSTRAK

Penelitian ini bertujuan mengungkap strategi diplomasi ekonomi hijau Jepang terhadap Indonesia dalam rangka mewujudkan pencapaian netralitas karbon 2050 di negeri sakura tersebut. Penelitian ini menggunakan metode deskriptif-kualitatif. Pengumpulan data dilakukan melalui tinjauan pustaka dari beragam sumber yang kredibel. Setelah data primer dan sekunder dikumpulkan, lalu dianalisa secara kritis dengan menggunakan kerangka konseptual yang dibangun sebelumnya. Hasil penelitian menunjukkan bahwa Jepang menggunakan dua strategi diplomasi: Perjanjian Kemitraan (*partnership agreement*) dan berbagai upaya meneguhkan persahabatan Jepang-Indonesia sebagai wujud *soft diplomacy*. Membangun kemitraan strategis dengan Indonesia dilakukan dengan berbagai skema Perjanjian Kemitraan; dan menerapkan sejumlah strategi *soft diplomacy* sebagai medium memperkokoh persahabatan antara kedua negara. *Soft diplomacy* dilakukan berupa *Indonesia Japan Business Network (IJB)*, *Japan-Indonesia Economic Partnership Agreement (JIEPA)*, *Indonesia-Japan Strategic Partnership*, *Indonesia-Japan Virtual Business Dialogue on Wood Product*, dan *Indonesia-Japan 20/21 Market Access Workshop: Renewable Energy*, dan *Public Private Track 1.5: Japan Indonesia Co-Creation Partnership for Innovative and Sustainable Economic Society*. Sementara *soft diplomacy* dilakukan melalui jalur investasi, bantuan hibah, kelonggaran visa turis Indonesia, penyediaan beasiswa bagi mahasiswa, guru dan dosen Indonesia dan pemberian gelar kehormatan pada tokoh Indonesia. Dari hasil penelitian disimpulkan bahwa dalam rangka mewujudkan kepentingannya di Indonesia, Jepang dengan gigih melakukan berbagai upaya.

Kata-kata kunci: ekonomi hijau; netralitas karbon; energi baru terbarukan; *soft diplomacy*, *partnership agreement*; kemitraan strategis;

ABSTRACT

This study aims to reveal Japan's green economic diplomacy strategy towards Indonesia in order to realize the achievement of 2050 carbon neutrality in the cherry country. This study used descriptive qualitative method. Data was collected through a literature review from various credible sources. After the primary and secondary data were collected, they were analyzed critically using the conceptual framework that was built previously. The results showed that Japan used two diplomatic strategies: a partnership agreement and various efforts to strengthen Japan-Indonesia friendship as a form of soft diplomacy. Building strategic partnerships with Indonesia is carried out through various Partnership Agreement schemes; and implementing a number of soft diplomacy strategies as a medium to strengthen friendship between the two countries. Soft diplomacy is carried out in the form of Indonesia Japan Business Network (IJBN), Japan-Indonesia Economic Partnership Agreement (JIEPA), Indonesia-Japan Strategic Partnership, Indonesia-Japan Virtual Business Dialogue on Wood Products, and Indonesia-Japan 20/21 Market Access Workshop: Renewable Energy, and Public Private Track 1.5: Japan Indonesia Co-Creation Partnership for Innovative and Sustainable Economic Society. While soft diplomacy is carried out through investment channels, grant assistance, concessions on Indonesian tourist visas, provision of scholarships for Indonesian students, teachers and lecturers and awarding honorary degrees to Indonesian figures. From the results of the study it was concluded that in order to realize its interests in Indonesia, Japan persistently made various efforts.

Keywords: green economy; carbon neutrality; new renewable energy; soft diplomacy, partnership agreement; strategic partnerships;