

CONTENTS

CONTENTS	2
LIST OF TABLES	3
LIST OF ABBREVIATIONS	4
ABSTRACT	5
CHAPTER I	1
Introduction	1
1.1 Background.....	1
1.2 Research Question	4
1.3 Conceptual/Theoretical Framework.....	4
1.3.1 Economic diplomacy	4
a. Intelligence.....	6
b. Communication.....	6
c. Referral.....	6
d. Advocacy	6
e. Coordination.....	6
f. Logistics.....	6
1.4 Main Argument.....	9
1.5 Research Method	9
1.5.1 Research Model	9
1.5.2 Subject and Object of Research	9
1.5.3 Data Gathering Method.....	10
1.5.4 Research Process.....	10
1.6 Writing Scheme	10
CHAPTER II	11
Overview of Indofood's Business in Nigeria and Indonesia's Economic Diplomacy Toward Nigeria	11
2.1 Indofood's Business in Nigeria.....	11
2.2 Indonesia's Economic Diplomacy Toward Nigeria.....	15
2.2.1 Indonesia's Economic Diplomacy Toward Nigeria Before Jokowi's Presidency	15
2.2.2 Indonesia's Economic Diplomacy Toward Nigeria in Jokowi's Presidency.....	17
CHAPTER III	21
Analysis of Indofood's Business and Indonesia's Economic Diplomacy in Nigeria	21
3.1 Institutional Arrangement and Activity Categorization of Commercial Diplomacy...	21
3.2 Analysis of Indonesia's Economic Diplomacy in Nigeria.....	23
3.3 Indofood's Business Needs in Nigeria.....	26
3.4 Implementation of Indonesia's Economic Diplomacy Toward Nigeria in Relation to Indofood.....	29
CHAPTER IV	32
Conclusion	32



LIST OF TABLES

Table 1.1 Institutional Arrangement of Commercial Diplomacy.....	7
Table 2.1 Indomie's Market Share, Revenue, and Marketing Expenses in Nigeria.....	13
Table 3.1. Analysis of Indonesia's Commercial Diplomacy Activities in Nigeria.....	25
Table 3.2 Analysis of Indofood's Business Needs in Nigeria.....	27