

## INTISARI

Penelitian ini mengkaji perbandingan pola diplomasi ekonomi dan implikasinya pada ketercapaian diplomasi digital antara pasar ekspor tradisional dan non-tradisional dalam Instagram Indonesian Trade Promotion Center (ITPC) tahun 2020-2024. Penulis memiliki pandangan bahwa terdapat perbedaan pola diplomasi ekonomi yang ditonjolkan oleh pemerintah pada pasar ekspor tradisional dan non-tradisional sebagai tujuan sasaran RPJMN 2020-2024 dan Rencana Strategis Kementerian Perdagangan 2020-2024. Pasar ekspor tradisional dan non-tradisional mempunyai visi pengembangan yang berbeda tetapi pola diplomasi ekonomi belum diuraikan secara konkret. Kemudian, fenomena pandemi COVID-19 mengubah lanskap diplomasi ekonomi ITPC dari konvensional beralih memanfaatkan instrumen digital, yaitu Instagram. ITPC mengunggah konten-konten di Instagram sebagai media untuk meneruskan misi diplomasi ekonomi. Sehingga, menarik pula untuk meninjau bagaimana potensi perbandingan pola diplomasi ekonomi pada Instagram Indonesian Trade Promotion Center (ITPC) berimplikasi pada ketercapaian diplomasi digital. Adapun pola diplomasi ekonomi pada pasar ekspor tradisional lebih menitikberatkan pada pola *economic salesmanship* dan *economic networking and advocacy*. Sedangkan, pada pasar ekspor non-tradisional lebih menitikberatkan pada pola *economic salesmanship*, *economic networking and advocacy*, dan *image building*. Dari perbedaan pola diplomasi ekonomi yang ditonjolkan, upaya diplomasi ekonomi oleh ITPC berdampak pada ketercapaian diplomasi digital melalui indikator elemen informasi untuk pasar ekspor non-tradisional. Sedangkan, pada pasar ekspor non-tradisional lebih berdampak pada indikator elemen ide, informasi, dan penyediaan layanan.

**Kata Kunci:** Diplomasi Digital, Diplomasi Ekonomi, Indonesian Trade Promotion Center (ITPC)

## ABSTRACT

This study examines the comparative patterns of economic diplomacy and its implications on the achievement of digital diplomacy between traditional and non-traditional export markets on the Indonesian Trade Promotion Center (ITPC) Instagram from 2020-2024. The author believes that there are differences in the patterns of economic diplomacy highlighted by the government in traditional and non-traditional export markets as targets of RPJMN 2020-2024 RPJMN and Rencana Strategis Kementerian Perdagangan 2020-2024. Traditional and non-traditional export markets have different development visions, but economic diplomacy patterns have not been concretely outlined. Then, the COVID-19 pandemic phenomenon changed the landscape of ITPC's economic diplomacy from conventional to utilizing digital instruments through Instagram. ITPC uploads content on Instagram as a medium to continue its economic diplomacy mission. Therefore, it is also interesting to examine how the potential comparison of economic diplomacy patterns on the Indonesian Trade Promotion Center (ITPC) Instagram has implications for the achievement of digital diplomacy. Economic diplomacy patterns in traditional export markets emphasize economic salesmanship and networking & advocacy. Meanwhile, in non-traditional export markets, they emphasize economic salesmanship, networking & advocacy, and image building. Based on the differences in economic diplomacy patterns highlighted, ITPC's economic diplomacy efforts have an impact on digital diplomacy through indicators of information elements for non-traditional export markets. Meanwhile, in non-traditional export markets, the impact is greater on indicators of ideas, information, and service provision.

**Keywords:** Digital Diplomacy, Economic Diplomacy, Indonesian Trade Promotion Center (ITPC)