

ABSTRAK

Penelitian ini menganalisis strategi diplomasi Indonesia dalam menolak penetapan permanen moratorium WTO atas bea masuk transmisi elektronik. Dengan kerangka *multi-track diplomacy* dan pendekatan kualitatif, data diperoleh dari wawancara mendalam dengan pejabat kementerian teknis, *think tanks*, dan asosiasi bisnis, serta analisis dokumen kebijakan.

Indonesia menerapkan strategi diplomasi multijalur terintegrasi yang terdiri dari lima pilar. Pertama, harmonisasi regulasi domestik yang berhasil mengimplementasikan pengenaan bea masuk atas barang digital secara operasional. Kedua, mobilisasi basis epistemik melalui lembaga *think tanks* membangun narasi kuantitatif tentang dampak asimetris moratorium. Ketiga, aktivasi asosiasi bisnis lokal mendukung perlindungan industri digital. Keempat, kepemimpinan koalisi yang menghasilkan perubahan keputusan WTO. Kelima, *reframing* isu dari perdebatan teknis menjadi narasi moral tentang keadilan dan kedaulatan ekonomi digital.

Strategi Indonesia yang proaktif mengubah dinamika negosiasi melalui politisasi isu. Perpanjangan sementara hingga 2026 merupakan jeda strategis untuk memperkuat regulasi domestik dan membangun momentum koalisi menjelang negosiasi final. Penelitian ini berkontribusi pada pemahaman bagaimana negara berkembang dapat melindungi kepentingan nasional dalam tata kelola perdagangan digital global melalui strategi diplomasi dan koalisi strategis.

Kata kunci: strategi diplomasi, moratorium WTO, transmisi elektronik, *multi-track diplomacy*, koalisi negara berkembang, negoisasi.

Jumlah kata tesis: 28.718 kata

ABSTRACT

This research analyses Indonesia's diplomatic strategy in opposing the permanent establishment of the WTO moratorium on customs duties on electronic transmissions. Using a multi-track diplomacy framework and qualitative approach, data were obtained through in-depth interviews with officials from technical ministries, think tanks, and business associations, as well as analysis of policy documents.

Indonesia implements an integrated multi-track diplomatic strategy consisting of five pillars. First, harmonization of domestic regulations that successfully implements customs duties on digital goods operationally, making Indonesia the only country to achieve this practically. Second, mobilization of epistemic basis through think tank institutions builds quantitative narratives about the asymmetric impact of the moratorium on developing countries' revenues and risks to local digital industry competitiveness. Third, activation of local business associations supports protection of the digital industry. Fourth, coalition leadership produces changes in WTO decisions. Fifth, reframing the issue from technical debate into a moral narrative about justice and digital economic sovereignty.

Indonesia's proactive strategy transforms negotiation dynamics through issue politicization. The temporary extension until 2026 represents a strategic interim to strengthen domestic regulations and build coalition momentum toward final negotiations. This research contributes to understanding how developing countries can protect national interests in global digital trade governance through diplomatic strategy and strategic coalitions.

Keywords: diplomatic strategy, WTO moratorium, electronic transmissions, multi-track diplomacy, developing country coalitions, negotiations.

Number of words: 28.718 words