

ABSTRAK

Tesis ini berjudul “*Negosiasi Investasi Bilateral: Peran Pemerintah Korea Selatan dalam Memfasilitasi Masuknya FDI Korea Selatan ke Indonesia (Studi Kasus: Sektor Otomotif dan Electric Vehicle)*” dan bertujuan untuk menganalisis peran pemerintah Korea Selatan sebagai *home country* dalam mendorong investasi perusahaan nasionalnya di Indonesia. Penelitian ini menggunakan *kerangka Two-Tier Bargaining Model* oleh Ravi Ramamurti dan konsep Neomerkantilisme dari Theodore H. Cohn dengan metode kualitatif melalui studi kasus investasi Hyundai, berdasarkan analisis dokumen resmi, perjanjian bilateral, dan kerangka IK-CEPA. Hasil penelitian menunjukkan bahwa pemerintah Korea Selatan berperan aktif dalam seluruh tahapan negosiasi melalui dukungan kebijakan, diplomasi ekonomi, dan keterlibatan langsung, meskipun terdapat kontestasi dengan Indonesia terkait TKDN, insentif fiskal, dan transfer teknologi. Temuan utama menunjukkan bahwa dinamika two-tier bargaining tidak berlangsung seimbang, di mana *tier-1* antar pemerintah menjadi penentu utama hasil negosiasi, sementara *tier-2* antara pemerintah Indonesia dan perusahaan multinasional cenderung bersifat implementatif. Selain itu, keselarasan kepentingan antar aktor turut meminimalkan konflik sehingga kesepakatan relatif mudah tercapai. Penelitian ini menegaskan bahwa dalam kerangka neomerkantilisme, negara memiliki peran strategis dalam mengarahkan arus FDI melalui negosiasi bilateral.

Kata Kunci: FDI, Korea Selatan, Indonesia, *Two-Tier Bargaining Model*, Neomerkantilisme, IK-CEPA, Hyundai, *Electric Vehicle*

Abstract

This thesis is titled “Bilateral Investment Negotiations: The Role of the South Korean Government in Facilitating the Entry of South Korean FDI into Indonesia (A Case Study of the Automotive and Electric Vehicle Sector)” and aims to analyze the role of the South Korean government as the home country in promoting the investment of its national companies in Indonesia. This study employs the Two-Tier

Bargaining Model by Ravi Ramamurti and the concept of Neomercantilism from Theodore H. Cohn, using a qualitative method through a case study of Hyundai's investment, based on the analysis of official documents, bilateral agreements, and the IK-CEPA framework. The findings show that the South Korean government plays an active role throughout all stages of the negotiation process through policy support, economic diplomacy, and direct involvement, despite the presence of contestation with Indonesia regarding local content requirements (TKDN), fiscal incentives, and technology transfer. The main finding indicates that the dynamics of two-tier bargaining are not balanced, where tier-1 negotiations between governments serve as the primary determinant of outcomes, while tier-2 negotiations between the Indonesian government and multinational corporations tend to be more implementative in nature. Furthermore, the alignment of interests among actors contributes to minimizing conflict, allowing agreements to be reached relatively smoothly. This study confirms that within a neomercantilist framework, the state plays a strategic role in directing FDI flows through bilateral negotiations.

Keywords: FDI, South Korea, Indonesia, Two-Tier Bargaining Model, Neomercantilism, IK-CEPA, Hyundai, Electric Vehicle