

## INTISARI

Tesis ini membahas mengenai signifikansi ekonomi kreatif sebagai sektor prioritas dalam perdagangan luar negeri Indonesia. Ekonomi kreatif mampu memberdayakan *national value* sebagai identitas nasional, seperti ciri khas budaya, sejarah, dan geografis. Hal ini menjadi tonggak bagi produktivitas ekspor ekonomi kreatif Indonesia, yakni fesyen sebagai subsektor unggulan pemasaran. Sifat manusia yang kritis terhadap selera fesyennya akibat perkembangan teknologi informasi, mendorong industri fesyen Indonesia untuk terus-menerus melakukan inovasi dan mengembangkan kreativitas. Dalam pembahasan, strategi pemerintah Indonesia ditekankan dalam mendorong *sustainable competitive advantage*, karena sifatnya mampu menjangkau aktivitas mikro maupun makroekonomi, yaitu kebijakan industri dan diplomasi.

***Kata Kunci : Strategi Pemerintah, Sustainable Competitive Advantage, Ekonomi Kreatif, Subsektor Fesyen, Kebijakan Industri, Diplomasi Perdagangan.***

## ABSTRACT

This thesis explain the significance of creative economic as the priority sector in Indonesia's foreign policy trade. The creative economy could empower national value as the national identity, such as culture, history and geographical. It becomes a milestones for a productivity of export creative economy in Indonesia, such fashion as the subsector prime marketing. The behavior of humans who criticize their taste of fashion due to the development of technology information which encourages fashion industry in Indonesia to continue conducting innovation and develop the creativity. In this explanation, strategic Indonesia's government has been pushed in encouraging sustainable competitive advantage because its behavior is able to reach the activity of micro or macroeconomy that is the policy of industry and trade diplomacy.

***Keyword : Government's Strategy, Sustainable Competitive Advantage, Creative Economy, Fashion Sub-sector, Industry Policy, Trade Diplomacy.***