

Abstract

Textile and Textile Products industry is one of the most important industries in almost all developing countries, including Indonesia. Since the beginning of industrialization phase in Indonesia, this industry has already had the good track record of contribution to the Indonesian economy, both in the contribution toward gross domestic product (GDP) and the absorption of workforce. In 2014, this industry contributed 1,89% toward Indonesian GDP and absorb 2.404.431 workforce in 2009. This industry reached its peak of success in 1992 with export value US\$ 6,1 billion. However, the change of regulation in global trade of Textile and Textile Products and many of competitions among competitor countries become the significant challenge. In 2005, Multi Fibre Agreement (MFA) regime regulating export quota of Textile and Textile Products from developing to developed countries ended. Global trade for Textile regulation then follow the World Trade Organization (WTO) regulation which emphasizes principle of trade liberalization, non-discrimination, and most favoured nation. In one side, this regulation gives a good chance for Indonesia since the trade liberalization ends the quota system that limits the export amount. In the other side, this system gives the challenge since Indonesia has to compete with the competitor countries which sometimes have higher efficiency and better comparative advantage. There are several alternatives to deal with situation; one of them is market diversification to the non traditional countries market. The effort to penetrate to those market was done by coordinated trade diplomacy between various actors, both government and non-government actors. The strategy used is similar to the general diplomacy which involves diplomacy functions such as lobbying, representing, and information gathering. Those functions are applied in rational action of trade diplomacy such as G to G negotiation, business meeting, and information gathering in related country. To increase term of trade, this thesis involves global value chain (GVC) analysis. The analysis emphasizes on the strategy of value added analysed through the component of barrier to entry and rent in GVC. This analysis also involves the mapping of Indonesian Textile and Textile Products in the global value chain and the role of trade diplomacy in strengthening the position of Indonesian Textile and Textiles Products in every chain. The analysis in this thesis uses case study Region of East and Middle Europe. This region is considered representative as the potential non traditional market country based on politic and economic factors such as GDP, purchasing parity power (PPP), the ability as hub countries and the need of Textile and Textiles Products.

Key word : Textile and Textile Products, Non Traditional Countries Market, Trade Diplomacy, Global Value Chain

Intisari

Industri Tekstil dan Produk Tekstil (TPT) merupakan industri yang penting bagi negara berkembang, termasuk Indonesia. Sejak masa awal industrialisasi Indonesia, industri ini telah memiliki rekam jejak kontribusi yang baik bagi perekonomian Indonesia, baik dari sisi sumbangan terhadap pendapatan domestik bruto (PDB) maupun penyerapan tenaga kerja. Pada tahun 2014, industri ini menyumbang 1,89% terhadap PDB dan menyerap tenaga kerja sebesar 2.404.431 padatahun 2009 (Kemenperin RI, 2014). Industri TPT mencapai puncaknya pada tahun 1992 dengan nilai ekspor senilai US\$ 6,1 miliar (Widodo, 2001). Namun demikian, perubahan konteks perdagangan TPT global dan banyaknya persaingan menyebabkan TPT Indonesia mengalami penurunan. Pada tahun 2005, rezim Multi Fibre Agreement yang mengatur kuota ekspor TPT negara berkembang ke negara maju telah berakhir. Aturan perdagangan global TPT kemudian mengikuti aturan WTO yang mengedepankan prinsip liberalisasi perdagangan, *non-discrimination* dan *most favoured nation*. Aturan ini di satu sisi memberikan peluang bagi Indonesia karena liberalisasi perdagangan TPT menghentikan sistem kuota yang membatasi jumlah ekspor. Di sisi lain, sistem ini memberikan tantangan, sebab Indonesia harus berkompetisi dengan negara kompetitor yang beberapa di antaranya memiliki efisiensi lebih tinggi dan keunggulan komparatif yang lebih baik. Menyikapi hal ini, ada beberapa pilihan yang dapat dipilih untuk mempertahankan industri yang penting bagi perekonomian Indonesia ini, salah satunya adalah dengan diversifikasi pasar ke pasar negara non tradisional. Upaya memasuki pasar tersebut dilakukan dengan diplomasi perdagangan yang terkoordinir antar berbagai aktor baik pemerintah maupun non pemerintah. Strategi yang dilakukan tidak jauh berbeda dengan diplomasi secara umum, yaitu melibatkan fungsi-fungsi diplomasi seperti *lobbying*, *representing*, dan *information gathering*. Fungsi tersebut diaplikasikan dalam tindakan rasional diplomasi perdagangan di antaranya dengan negosiasi G to G, business meeting, dan pengumpulan informasi di negara mitra. Untuk meningkatkan *term of trade*, analisa *global value chain* (GVC) dilibatkan dalam penelitian ini. analisa menitikberatkan pada strategi penambahan nilai yang dianalisa melalui komponen *barrier to entry* dan *rent* dalam GVC. Analisa ini juga melibatkan pemetaan TPT Indonesia dalam rantai penambahan nilai global serta peran diplomasi perdagangan dalam memperkuat posisi TPT Indonesia pada setiap rantainya. Analisa dalam tesis ini mengambil studi kasus kawasan pasar non tradisional Eropa Tengah dan Timur yang dinilai mewakili sebagai pasar negara non tradisional potensial berdasarkan pertimbangan faktor politik dan ekonomi seperti PDB, purchasing parity power (PPP), kemampuan sebagai negara hub, dan kebutuhan akan TPT.

Kata Kunci : Tekstil dan Produk Tekstil, Pasar Negara Non Tradisional, Global Value Chain, Diplomasi Perdagangan