

Economic Diplomacy Strategy in Increasing Globally Competitive National Food to Realize a Golden Indonesia 2045

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Abstract

Economic diplomacy strategies are very important in establishing cooperation aimed at improving national economic development. Currently, food has become a commodity that is needed by every country to meet its country's needs. This can be maximized by Indonesia to compete globally to improve the quality of national food where Indonesia is a country that has abundant natural resources. The existence of global national food competitiveness helps economic growth so that it can improve people's welfare and make Indonesia golden in 2045. This research uses Economic Diplomacy Theory according to Kishan S. Rana (2007) divides the typology of economic diplomacy into four types, namely traditional, niche-focused, evolving, and innovative. The research aims to explain Indonesia's economic diplomacy strategy in increasing national food that is globally competitive to realize golden Indonesia 2045. The research uses a literature study method that involves analysis of relevant written sources. The results achieved show that economic diplomacy strategies are very important in improving national food that is globally competitive with careful and intelligent government policies in facing challenges and preparation in improving the quality of national food.

Keywords: *Strategy, Economic Diplomacy, Food, Global Competitiveness, Golden Indonesia 2045.*

INTRODUCTION

The importance of diplomacy in international cooperation greatly influences the success of a country. Economic diplomacy is a strategic approach taken by countries to promote and protect economic interests at the international level. This also includes policies implemented by the government to achieve the goals of optimizing economic opportunities, building cooperation, and increasing global competitiveness. Apart from that, this also involves dialogue and negotiations carried out by the government in implementing policies that support economic growth. The actors carrying out this activity are not only diplomats, but also from the private sector and others.

Kishan S. Rana (2004) argues that economic diplomacy is a process carried out by countries for other countries, this is done to maximize their national income in various fields, especially in trade, investment, and all economically profitable forms, because country -the country has a comparative advantage; it has bilateral, regional, and multilateral dimensions, each of which is important (Setiawan & dkk., 2020). The diplomatic strategies used by each country are different in achieving their goals. Collaborating with countries in many fields is one of the factors supporting economic growth. One country needs each other so that cooperation between countries cannot be avoided.

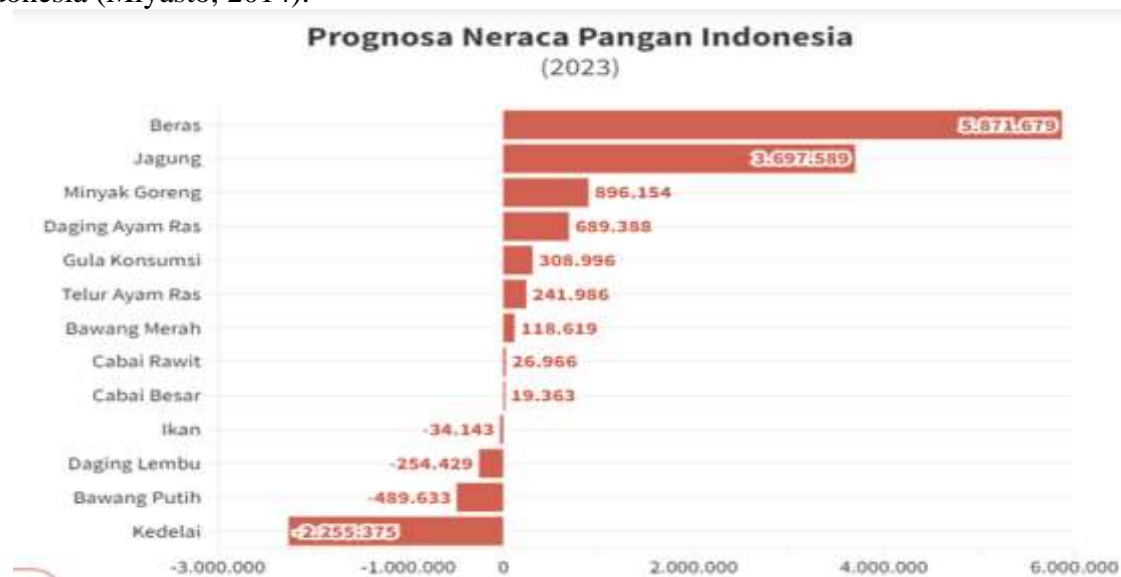
The diplomatic strategies used by each country are different in achieving their goals. Collaborating with countries in many fields is one of the various sectors that are established in cooperation between countries and food needs are one of the most important commodities. Food needs in each country are not the same, so countries need each other to fulfill their needs. However, several countries have the same food production so they are competing to improve their quality to have global competitiveness. Indonesia is also a country that competes with other countries in producing food. Therefore, improving the quality of national food is very important

in competing in the global market and can be a driving factor for economic growth or a supporting factor for economic growth. One country needs each other so that cooperation between countries cannot be avoided.

Data from the Ministry of Trade records that Indonesia exported potential commodities in January-October 2023 worth 16.99 billion US dollars and contributed 8.44 percent of Indonesia's non-oil and gas exports. In this period, exports of food commodities, namely jewelry (5.87 billion US dollars), processed food (7.64 billion US dollars), crafts (637.15 million US dollars), and spices (478.16 million US dollars), fish and fishery products (1.83 billion US dollars). Furthermore, in January-October 2023, two commodities have growth potential (C to C), namely medicinal plants (151.08%) and jewelry (14.66%). Then the main exports of Indonesia's leading commodities in January-October 2023 consisting of textiles, electronics and textile products (TPT), rubber and rubber products, shrimp, footwear, automotive, palm oil, cocoa, and coffee contributed 69.96 billion US dollars or 34.76% of Indonesia's non-oil and gas exports (Kementerian Perdagangan RI, 2023).

From the data above it can be seen that food exports are one source of state income. Although several types of food in Indonesia are still imported from other countries, such as rice, wheat, and others. This must be an evaluation where Indonesia is rich in natural resources so that food sources are abundant throughout Indonesia. By maximizing existing resources, it is hoped that Indonesia's food exports can compete globally and become the center of the world food trade. Apart from that, improving food quality must also be done so that it is not less competitive with other countries. Several cases show that Indonesian food commodities cannot penetrate the global market because they do not meet the requirements and are considered environmentally unfriendly. Therefore, Indonesia must improve the quality of national food so that it can face existing obstacles so that food security in Indonesia remains well maintained and can become a source of state income.

In Indonesia, there are still quite serious obstacles in facing national food security. These obstacles have several causes related to the ability of national food production to be useful in meeting food needs, but are related to the lack of resilience of demand (because people think imports are too high) and not implementing a systematic strategy in determining national food policy. Freedom of trade and regionalization of trade should open up opportunities for Indonesia to maximize the market quality of national food, but what is currently happening is not appropriate and on the contrary, many imported products are entering the local market in Indonesia (Miyasto, 2014).



Source: DataIndonesia.id

The National Food Agency (Bapanas) ensures that there is still sufficient food supply to meet national needs in 2023. However, several types of food are still imported from other countries. The availability of rice in Indonesia is estimated to still be in surplus at 5.87 million tons by the end of this year. This amount was obtained from the total availability of rice of 36.84 million tonnes minus the demand of 30.97 million tonnes. For corn, Bapanas estimates that its balance sheet will still have a surplus of 3.70 million tons until the end of 2023. This amount comes from the availability of corn at 20.14 million tons, while the need is 16.44 million tons. The cooking oil balance will also have a surplus of 896,154 tons and others (Mustajab, 2023).

Even though Indonesia produces a lot of national food, there are still many shortages that must be filled by bringing in products from abroad. This could be an obstacle for Indonesia in maximizing national food to compete in the global market. So appropriate policies and strategies are needed from the government in managing national food so that it can be utilized as best as possible, especially improving the quality and quantity of the food itself. This strategy is needed so that Indonesia can achieve its goal of improving the quality of national food and being able to compete globally to prepare for a golden Indonesia 2045.

Law (UU) Number 18 of 2012 concerning Food states that the government and Regional Government are responsible for food availability; realizing food affordability for communities, households, and individuals; and obliged to increase the quantity and quality of public food consumption (articles 12, 46, and 59). This effort is achieved with the principles of food independence and food sovereignty (Tono, Ariani, & Suryana, 2023). The government must be actively involved in building international strategic collaboration in terms of trade, investment, and agricultural technology. Indonesia can increase market access to local food products, increase investment in agricultural technology innovation, and strengthen cooperation with other countries to ensure the availability of adequate and quality food through smart economic diplomacy. In addition, economic diplomacy can help promote Indonesia's image as a sustainable and high-quality food producer on the international market. Thus, by integrating domestic policies driven by Law Number 18 of 2012 with a proactive economic diplomacy strategy, Indonesia can achieve its goal of becoming a golden country by 2045 by optimizing national food potential in the global market.

In addition, economic diplomacy can help boost Indonesia's national food competitiveness and support the Golden Indonesia Vision 2045 by understanding and overcoming these problems. Indonesia can achieve this goal and become a major player in the global food market through strong international cooperation, promotion of high-quality local food products, and innovation in the food supply chain. Indonesia is currently continuing to do its best in developing its resources. With the idea of a golden Indonesia 2045, Indonesia has prepared everything so that this goal can be achieved. One of them is improving food quality to support the sustainability of young generations who are competent and highly competitive. Therefore, it is important to prepare strategies to improve the quality of resources so that national food can compete globally which can support economic growth and encourage community welfare toward a golden Indonesia 2045.

RESEARCH METHODS

The research discussion uses the literature study method which aims to provide an overview of Indonesia's economic diplomacy strategy in increasing the global competitiveness of national food in realizing a golden Indonesia 2045. The groups in this research are the community government and others who are part of the Indonesian state. The type of research used is a literature study. Zed (2008:3) states that the literature study method is a series of

activities that include reading methods, collecting library data, and taking notes, as well as managing research materials (Kartiningrum, 2015).

Sugiyono (2018: 291) states that library studies have a theoretical relationship with studies through references related to norms, values, and culture that develop in the social context studied. This library research cannot be separated from scientific literature, because data is obtained from library sources, namely books and documents, which are then read, recorded, and analyzed (Sofiah, 2020).

Kishan S. Rana (2007) argues that the typology of economic diplomacy can be divided into four types, namely traditional, niche-focused, evolving, and innovative (Astuti & Fathun, 2020). The typology of economic diplomacy is divided into (1) Traditional, this typology is the basis for countries in managing economic diplomacy by forming mutually beneficial trade agreements to expand markets and increase commodities. (2) Niche-focused, the country focuses on commodities that are considered to have strategic potential and certain superior products so that the country can build specific comparative advantages in supporting economic growth through market control in specific sectors. (3) Evolving, reflects the dynamic nature and adaptability of the strategies implemented so that it is important to adapt quickly to economic changes and maximize new opportunities that exist flexibly in facing challenges. (4) Innovative, creating innovations is very important in increasing global competitiveness where the country needs collaboration between the private sector, government, and academic institutions to strengthen competitiveness in facing the challenges towards a golden Indonesia 2045.

RESULT AND DISCUSSION

Economic diplomacy strategies are very important for countries to implement to improve the quality of food that can compete globally. These strategies can support economic growth and prepare national food readiness. This is a concern for the government in implementing policies wisely to face future challenges. Realizing a golden Indonesia 2045 has become the country's goal to improve people's quality of life. With this idea, the government pays attention to the welfare and progress of people's lives. The many challenges that must be faced in maintaining national food will be of particular concern to the government. Furthermore, improving the quality of food that is globally competitive will be a driver of economic growth. Therefore, to realize a golden Indonesia 2045, the government must pay attention to strategies, especially economic diplomacy, to improve the quality of national food so that it meets national needs can compete globally and become a source of state income.

The opinion according to Kishan S. Rana (2007) is that there are four types of typology of economic diplomacy, namely, international trade policy indicators regarding the form of protection of domestic industry, namely: Traditional, this strategy can be implemented by the government by collaborating in forming trade agreements to gain profits and can expand markets and increase commodities. This economic diplomacy strategy is carried out by establishing cooperation, especially with other countries. Taking advantage of this, the country can increase national food by reaching the global market so that Indonesian food can compete with other countries. If this strategy works well, Indonesia's economic growth will increase so that the government can manage food better and support the country's development towards a golden Indonesia in 2045.

According to Syofya (2017), the trade sector is a sector that can influence other sectors such as the processing industry, agriculture, services, and other sectors as Indonesian commodity products which explains that Indonesia's exports are going well and can compete with other countries as one of the exporters of goods. other commodities in the international trade market

(Ngatikoh & Faqih, 2020) Increasing the competitiveness of food commodities in the global market will drive other sectors in economic growth. The government needs an economic diplomacy strategy to create a sense of trust in other countries that collaborate with Indonesia. This aims to improve the economy through mutually necessary food cooperation. Indonesia's food sector has good quality so it competes with commodities from other countries. Not only on the economy, this will also have an impact on increasing human resources which will shape the readiness of society in realizing a golden Indonesia 2045. This opinion shows Indonesia's ability to become one of the leading food exporters in the world.

Increasing competition in Indonesian food commodities will encourage agriculture and other areas of overall economic growth. To grow the trust of other countries to cooperate with Indonesia in the agricultural sector, economic diplomacy strategies in this regard are very important. By exchanging mutually necessary food commodities, this collaboration is expected to be mutually beneficial and help national economic growth. The quality of Indonesian food products will enable these products to compete with products from other countries on the international market. Not only the food sector will benefit from this increase in competitiveness, but also other related sectors. Increasing the competitiveness of food commodities will increase human resources in Indonesia and also have an impact on economic aspects. Having a strong and competitive food sector will prepare the Indonesian people to face global challenges and realize the Golden Indonesia Vision 2045. Therefore, to achieve this goal, it will be very important to use a targeted and successful economic diplomacy strategy. This opinion shows Indonesia's ability to become one of the leading food exporters in the world.

To remain relevant and develop in the international market amidst globalization and increasingly fierce market competition, Indonesia must continue to increase its competitiveness in food commodities. The government's well-planned economic diplomacy efforts will help Indonesia expand its market so that it can establish mutually beneficial cooperation with other countries and strengthen its position as a high-quality food producer. In addition, an economic diplomacy strategy that focuses on the food sector will have a broad and sustainable impact on the Indonesian economy. This is because increasing the competitiveness of Indonesian food commodities will have a positive impact on other sectors, such as the processing industry, which requires raw materials from the agricultural sector. This domino effect will encourage overall economic growth.

Increasing the competitiveness of food commodities will have an impact on the quality of human resources in Indonesia apart from economic factors. By increasing investment in the agricultural sector and developing infrastructure, Indonesian people will have better access to education and training in the agricultural sector. This will form human resources who are more talented and ready to face global challenges in the future. Therefore, Indonesia can strengthen its position in the global market to increase its economic growth and prepare competent human resources to face future global challenges by increasing the competitiveness of food commodities and a well-planned economic diplomacy strategy. All parties must be committed to developing a globally competitive food industry to achieve the Golden Indonesia Vision 2045.

The second indicator according to Kishan S. Rana (2007) is divided from the typology of economic diplomacy, namely: Niche-Focused, the country focuses on commodities that are considered to have strategic potential and certain superior products so that the country can build specific comparative advantages in supporting economic growth. through market control in specific sectors. This diplomatic strategy focuses the country on improving the desired quality of food. For example, by focusing on increasing palm oil commodities both in terms of production and others. This will increase the value of these commodities that other countries do not have.

According to Ricardo (1817) in the theory of cost comparative advantage (labor efficiency), countries will gain benefits from international trade if they create special specialization in production and export products to countries that can produce more efficiently and import goods to a country that has production is relatively inefficient (Suhardi & Afrizal, 2021). A country's comparative advantage in specializing in superior products will open up opportunities to improve food quality. So that the food commodities that are the government's focus will compete globally, especially with other countries. Apart from that, in preparing national food needs will be better met where the production that is focused will produce the best quality and quantity. In realizing a golden Indonesia 2045, the country will take advantage of existing advantages in terms of food availability, quality, and community readiness to face these challenges. Focusing on the production of superior food commodities will open up opportunities to improve overall food quality. By focusing on the production of superior food commodities, Indonesia can compete in international markets with other countries.

The strategy of specialization in the production of superior food commodities will help achieve the goal of Golden Indonesia 2045 because it will ensure that national food needs are met in the best qualitative and quantitative manner. In economic diplomacy, Indonesia can take advantage of its advantages in terms of food availability, quality, and people's readiness to face global challenges. By building profitable cooperation with other countries, they will be able to expand their export markets for superior food commodities and increase their competitiveness in international markets. Therefore, an economic diplomacy strategy that focuses on strengthening the food sector will be effective.

Specialization in the production of superior food commodities will increase overall production efficiency. By focusing on the production of commodities that have comparative advantages, Indonesia can utilize existing resources and technology more efficiently, which will enable it to produce high-quality food products at lower production costs. An economic diplomacy strategy that integrates specialization in the production of superior food commodities will strengthen Indonesia's position in the global market in the context of globalization and increasingly fierce market competition. By strengthening economic cooperation with partner countries and taking advantage of its comparative advantages, Indonesia can become a major player in international trade in food commodities. Indonesia can achieve the goal of Indonesia Gold 2045 as a country that is independent in meeting food needs and competitive in international markets by implementing a well-planned economic diplomacy strategy and focusing on specializing in the production of superior food commodities. Apart from that, this country can increase the competitiveness of food products globally and expand export markets.

The third indicator according to Kishan S. Rana (2007) is divided into the typology of economic diplomacy, namely: Evolving, changes in the global market occur so quickly and dynamically that countries must prepare strategies to deal with these where conditions are always developing. Taking advantage of new opportunities will help in the development of existing food commodities. By adapting quickly and preparing well, a country will be ready if changes occur. Especially in the case of food, challenges arise from various directions which can stem from a lack of preparation to meet needs or quality that cannot compete with other countries. Therefore, the state is required in this strategy to set policies and be careful in observing changes. So that preparations for facing dynamic changes can be carried out well and can maximize new opportunities in improving national food.

According to Suwanto and Priansa (2011), adaptation is one of the keys to community survival and success in organizations. The emerging paradigm, especially in global competitiveness, has fundamentally changed the business scope. Organizations including business and government managers must prepare effective and intelligent strategies in dealing with these obstacles to be the best in an uncertain competitive environment (Budiarti, 2023).

Competition that occurs globally occurs rapidly, which means that countries must develop appropriate strategies to face these changes. If the government adapts quickly, national food will still be able to compete with other countries. Maximizing opportunities in global competition is very necessary in developing the quality of a commodity. Rapid adaptation will familiarize the country with facing challenges so that society is ready for dynamic changes. This cannot be avoided, especially in realizing a golden Indonesia 2045, we will face many challenges and changes that occur continuously.

It is very important for Indonesia to quickly and effectively adapt to changes in the global business environment and international trade policies. This will allow Indonesia to remain competitive with other countries in the production and export of food commodities. By maximizing opportunities in global competition, Indonesia can improve the quality of its food products and expand its international market share. Rapid adaptation will also familiarize the country and its people with facing dynamic challenges and changes. The Indonesian government can respond to change more flexibly and proactively, so that they can reduce negative impacts and take advantage of emerging opportunities. Therefore, this emphasizes how important it is to use an adaptation approach in economic diplomacy to increase Indonesia's national food production. The aim is to make Indonesia an independent and competitive country in the global market, as well as to gain global competitiveness.

The importance of collaboration between the government and the business sector in creating effective adaptation strategies needs to be carried out by the government. This collaboration will enable the adoption of policies that support the growth of the national food sector and strengthen Indonesia's position in the international market. In addition, rapid adaptation will help Indonesia face challenges and changes in its efforts to achieve the 2045 Golden Indonesia target. By having an adaptation strategy that is responsive to changes in the global business environment, Indonesia can strengthen its position as a key player in the international food market. This shows how important adaptation is in economic diplomacy strategies to increase Indonesia's national food production so that it has strong global competitiveness. With effective and collaborative adaptation efforts between the government, business sector, and society, Indonesia can achieve its vision of becoming a competitive country in the global market in 2045.

The fourth indicator according to Kishan S. Rana (2007) is divided into the typology of economic diplomacy, namely: Innovative, this strategy is an important part because innovation is very useful in the development of a country. To increase global competitiveness, innovations are needed to improve food quality. In developing this innovation, cooperation between the government, private sector, and academic institutions is needed to carry out development so that national food competitiveness can increase. Carrying out research and development will show the strengths and weaknesses of national food capabilities so that several things can be improved to improve quality and meet national needs. This innovation also helps in preparing the country's readiness to realize a golden Indonesia 2045 with various developments and improvements in various sectors.

According to Novrizaldi (2023), in an effort to achieve this vision and mission, Indonesia requires special attention in various aspects to achieve the country's goals. This is in accordance with the National Long Term Development Plan (RPJPN) for 2025-2045 or what is called Golden Indonesia 2045, that Indonesia must achieve and realize the country's ideals in order to realize Golden Indonesia 2045 based on a Sovereign, Advanced and Sustainable Archipelago. Then, Bappenas (2023) explained that in the 2025-2045 RPJPN, there were 8 development agendas with 17 development directions including social, economic transformation, governance, law, diplomacy, socio-cultural, and ecological resilience and development (Ramadhan, 2024).

The vision and mission for Golden Indonesia 2045 must be supported by comprehensive efforts in various aspects of development, in accordance with the 2025–2045 RPJPN. Economic diplomacy can play an important role in achieving certain goals by considering the established development agenda and direction. For example, economic diplomacy can be used to increase international cooperation in developing agricultural technology, increase investment in infrastructure that supports the agricultural sector, and encourage the entry of Indonesian food products into international markets. Therefore, an economic diplomacy strategy that is oriented towards innovation and cooperation is the key sector in ensuring that Indonesia can achieve food independence improve the quality of food products, and compete globally in achieving a Golden Indonesia 2045.

Then, Indonesia can create better food products that are in line with the demands of the global market which continues to grow with innovation in improving food quality through safety monitoring. The development of these food products will be carried out more quickly by various parties including the government, industry, and society. Then, new opportunities for developing food quality will emerge with continuous innovation. By carrying out continuous innovation, Indonesia can strengthen its position in the global market and increase the competitiveness of its own food products.

Innovation is the key to achieving the goal of Golden Indonesia 2045, namely becoming a country that is competitive in the global market. Through continuous innovation, Indonesia can continue to improve the quality of national food and expand its international market share. This will support the realization of Golden Indonesia 2045 as an independent and competitive country in the global market. In addition, it is important that innovation in developing national food products not only covers products but also production, distribution, marketing, and regulatory processes. In economic diplomacy, innovation can strengthen trade relations between countries and make Indonesian food products viewed better on the international market.

Indonesia can adapt to changes in the business environment around the world, such as consumer demand for safe, healthy, and sustainable food products. By carrying out continuous innovation they can also utilize the latest technology in the food production process which increases efficiency and product quality. Innovation in national food development can be carried out holistically and sustainably through collaboration between various related parties, including the government, business sector, universities, and society. In this way, Indonesia can strengthen its position as a leading food producer on the global market and achieve the vision of Golden Indonesia 2045 as an independent and competitive country. To realize a Golden Indonesia 2045, Indonesia can accelerate the transformation of the food sector towards sustainability and strong food security in the era of globalization. This can be achieved by paying attention to the importance of innovation in economic diplomacy strategies to increase national food competitiveness at the global level government policies that encourage the 2045 Gold economy can be added.

CONCLUSION

Economic diplomacy strategies are very important in improving national food that is globally competitive. This will create development and improve the quality of national food in facing the global market. The strategy used is like traditional ones where countries enter into trade agreements that are useful for expanding markets. Furthermore, niche-focused which gives the country a focus on superior food commodities in improving their quality, especially in special sectors. Then, evolving is dynamic so rapid adaptation is the key to developing both in increasing competitiveness and preparation for a golden Indonesia 2045. The final strategy is innovative by

conducting research and collaboration between government, private sector, and academic institutions which will produce innovations in national food development. These strategies will increase national food competitiveness globally, which can be the key to realizing a golden Indonesia in 2045.

The implementation of economic diplomacy strategies, especially those that focus on improving the quality and competitiveness of national food products, is very important for economic growth and preparation for facing future challenges. By using economic diplomacy in the agricultural sector, Indonesia is trying to achieve its goal of becoming a leading food exporter and improving the quality of life of its citizens, which in turn will try to improve the quality of life of its citizens, ultimately trying to achieve the vision of a Golden Indonesia 2045.

It is hoped that it can provide government input regarding the importance of economic diplomacy strategies in increasing economic growth and national food competitiveness globally. The development of food quality has a big influence on the country's economic growth. Therefore, a strategy is needed that can support national food quality and economic growth. In improving national food that is globally competitive, it is currently recommended that the government carry out more innovations regarding the quality of national food and that research and collaboration with other actors can be increased further so that the quality of national food continues to develop until a golden Indonesia is achieved in 2045.

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