

ABSTRAK

Penelitian ini bertujuan untuk mengetahui upaya diplomasi Indonesia dalam memperbaiki citra kelapa sawit dari adanya upaya *green protectionism* oleh Uni Eropa pada tahun 2018-2022. Indonesia sebagai produsen minyak kelapa sawit terbesar di dunia tampaknya masih menghadapi hambatan dalam proses ekspor ke luar negeri, terutama ke negara-negara Uni Eropa yang merupakan tujuan ekspor minyak kelapa sawit terbesar kedua setelah India. Adanya *black campaign* di Uni Eropa dalam bentuk pelabelan produk yang mengandung minyak sawit "*palm oil free*" dan penyebaran informasi yang menyesatkan tentang industri minyak sawit di Indonesia yang *unsustainable*. Selain itu, Uni Eropa telah menerbitkan aturan dalam kerangka *European Green Deal* (EGD) seperti *Renewable Energy Directive* (RED) II, *Delegated Act* dan *EU Proposal For a Regulation on Deforestation and Forest Degradation-Free Commodities* (DFC). Aturan tersebut dipandang diskriminatif terhadap produk minyak sawit karena berusaha melindungi minyak nabati domestiknya (*green protectionism*). Akibatnya, beberapa toko ritel di luar Uni Eropa juga mulai menghapus penggunaan minyak sawit. Secara tidak langsung, telah merusak citra kelapa sawit dan produk turunannya di mata dunia internasional. Upaya Indonesia sangat menarik untuk diteliti, karena merupakan tantangan bagi industri kelapa sawit Indonesia yang telah menyediakan lapangan kerja bagi masyarakat lokal, berkontribusi dalam peningkatan indeks pembangunan manusia, serta pembangunan ekonomi Produk Domestik Bruto (PDB). Upaya diplomasi publik yang dilakukan Indonesia adalah melalui manajemen berita, komunikasi strategis, dan *relationship building* dengan masyarakat internasional. Menggunakan metode penelitian kualitatif dengan jenis deskriptif, yaitu mendeskripsikan fenomena berdasarkan data-data yang diperoleh dari hasil studi pustaka dan wawancara, dianalisis menggunakan teori Diplomasi Publik dari Mark Leonard. Menggunakan konsep Opini Publik dan konsep *Soft Power*. Pemerintah Indonesia diharapkan dapat meningkatkan aspek transparansi Sistem Sertifikasi Kelapa Sawit Indonesia (ISPO) dan terus mendiversifikasi potensi pasar bagi produk olahan minyak kelapa sawit.

Kata kunci: Diplomasi, *Green Protectionism*, *Soft power*, Opini Publik

ABSTRACT

This research aims to reveal Indonesia's diplomatic efforts to improve the image of palm oil from the green protectionism efforts by the European Union in 2018- 2022. Indonesia as the largest palm oil producing country in the world seems to be facing obstacles in the process of exporting abroad, especially to European Union countries which are the second largest destination for palm oil exports after India. Black campaigns spread across the European Union in the form of labeling products containing palm oil "palm oil free" and spreading misleading information about the unsustainable palm oil industry in Indonesia. In addition, the European Union has issued rules under the European Green Deal (EGD) framework such as Renewable Energy Directive (RED) II, Delegated Act and EU Proposal For a Regulation on Deforestation and Forest Degradation-Free Commodities (DFC). These regulations are considered discriminatory against palm oil products because they seek to protect domestic vegetable products (greenprotectionism). As a result, some retail stores outside the European Union have also started phasing out the use of palm oil. Indirectly, it has damaged the image of palm oil and its derivative products in the eyes of the international community. Indonesia's efforts are very interesting to examine, because they are a challenge for the Indonesian palm oil industry which has provided jobs for local communities, contributed to increasing the human development index, as well as the economic development of the Gross Domestic Product (GDP). Indonesia's public diplomacy efforts are made through news management, strategic communication, and building long-term relations with the international community. The method used in this research is descriptive qualitative method, by describing phenomena based on data collected from the results of literature studies and interviews, and analyzed using the theory of Public Diplomacy by Mark Leonard. The concepts used are the concept of Public Opinion and the concept of Soft Power. It is expected that the Indonesian government can increase the transparency aspect of the Indonesian Palm Oil Certification System (ISPO) and continue to diversify the market potential for refined palm oil products.

Keywords: Diplomacy, Green Protectionism, Soft power, Public Opinion.

