

STRATEGIC ECONOMIC DIPLOMACY:

ITPC Jeddah's Impact in Advancing Indonesia's Global Trade Agenda

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Abstract

Indonesia's economic diplomacy focuses on three main activities: trade, tourism, and investment. Indonesia has also begun to seek expansion in non-traditional markets such as the Middle East region by conducting economic diplomacy. The Indonesian government receives assistance from the Indonesian Trade Promotion Centre (ITPC) in the Middle East Region, specifically ITPC Jeddah, to facilitate the implementation of trade as a component of economic diplomacy activities. However, since COVID-19 hit, conventional diplomacy activities have shifted to digital diplomacy. Various exhibitions are conducted online; even business matching can only be done via teleconference. In addition, ITPC Jeddah has also begun to utilize social media, especially Instagram, to expand and increase awareness of the Middle East community's superiority of Indonesian trade commodities. Through Kishan Rana's four stages of economic diplomacy, this research explains how Indonesia's digital economic diplomacy patterns are reviewed through the ITPC Jeddah Instagram account. This research will later produce how ITPC Jeddah conducts its digital diplomacy and determine whether ITPC has used its social media optimally as a tool for digital economic diplomacy.

Keywords: Economic Diplomacy; Indonesian Trade Promotion Center; Digital Diplomacy; Non-traditional Market.

Abstrak

Diplomasi ekonomi Indonesia difokuskan pada tiga kegiatan utama yaitu trade, tourism, dan investment. Indonesia juga mulai mengusahakan untuk ekspansi pasar non-tradisional seperti halnya kawasan Timur Tengah dengan melakukan diplomasi ekonomi. Untuk mengimplementasi salah satu kegiatan diplomasi ekonomi yaitu perdagangan, pemerintah Indonesia dibantu oleh perwakilan Indonesia di luar negeri yaitu Indonesian Trade Promotion Center (ITPC), di Kawasan Timur Tengah, salah satu ITPC yaitu ITPC Jeddah. Namun sejak COVID-19 melanda, kegiatan diplomasi konvensional pun akhirnya bergeser menjadi diplomasi digital. Berbagai pameran dilakukan secara daring, bahkan business matching pun hanya bisa dilakukan melalui teleconference. Selain itu, ITPC Jeddah juga mulai memperdayakan media sosial, khususnya Instagram, untuk melakukan ekspansi dan meningkatkan kesadaran masyarakat Timur Tengah akan keunggulan komoditas dagang Indonesia. Melalui 4 tahapan diplomasi ekonomi milik Kishan Rana, penelitian ini menjelaskan bagaimana pola diplomasi ekonomi digital Indonesia yang ditinjau melalui akun Instagram ITPC Jeddah. Penelitian ini nantinya akan menghasilkan

pola apa yang dilalui oleh ITPC Jeddah dalam melakukan diplomasi digitalnya, dan mengetahui apakah ITPC tersebut sudah menggunakan media sosialnya secara optimal sebagai salah satu alat diplomasi ekonomi digital.

Kata Kunci: Diplomasi Ekonomi; Indonesian Trade Promotion Center; Diplomasi Digital; Pasar Non-tradisional.

INTRODUCTION

The COVID-19 pandemic has caused a global health, social, economic, and leadership crisis. For the Asia-Pacific region, which has experienced a positive trend of rapid economic growth over the past decade, the COVID-19 pandemic has also slowed average economic growth to minus 4% (International Monetary Fund, 2020b). Indonesia is also one of the countries that felt the impact of the COVID-19 pandemic, which caused economic growth in the first quarter of 2020 to only be at 2.9 percent (International Monetary Fund, 2020b). Even entering the second quarter of 2020, Indonesia's economic growth was recorded at minus 5.3% (Ulya, 2020). This figure is far from the average growth of the Indonesian economy, which is usually five percent.

One element of the strategy to improve Indonesia's national economy, especially in the trade and industrial sectors, is a change in economic diplomacy strategy. In this case, economic diplomacy aims to sustain export-import performance and withstand the economic impact of the COVID-19 pandemic. Through the Ministry of Trade, Ministry of Foreign Affairs, and Ministry of Industry, the Indonesian government has implemented an economic diplomacy strategy in dealing with the Covid-19 pandemic by referring to Regulation of the Minister of Trade of the Republic of Indonesia (Permendag) No. 10 of 2020, Government Regulation instead of Law (Perppu) No. 1 of 2020, Presidential Decree (Keppres) No. 9 of 2020, and Presidential Decree No. 11 of 2020 (Kontan, 2020).

The sustainability of economic diplomacy is one of the challenges for Indonesia and beyond after the pandemic subsides. The pandemic shows the weakness of conventional economic diplomacy. A McKinsey survey shows that technology adoption in business

and society has progressed rapidly, with the equivalent of five years of progress in just a few months since the pandemic in 2020 (Baig, 2020). The Ministry of Foreign Affairs has started promoting digital diplomacy in recent years and developing the digital economy as the main agenda of various multilateral and regional forums, for example, by organizing the Regional Conference on Digital Diplomacy (RCDD) in 2019. It shows that the era of digital diplomacy is starting to replace some of the traditional diplomacy. Digital economic diplomacy will become the main essence of the strategy to strengthen economic diplomacy.

The shift from conventional to digital economic diplomacy is also indirectly influenced by the strengthening use of social media; the practice of economic diplomacy is more open and transparent so that all processes and results of diplomacy can be accessed by the world community quickly (Cornelius & Marcus, 2015: 71). Seen from a contemporary perspective, social media has a positive impact that can be utilized as a tool, means, and vehicle for practicing diplomacy (Andreas, 2013: 49). Social media is used as a diplomacy tool for every country. Official websites, Facebook, Twitter, Instagram, YouTube, and blog accounts are created and used by the Ministry of Foreign Affairs, Embassies, Consulates, and representatives abroad. Regarding methods, social media is used to mobilize support, build public opinion, and capture public aspirations through hashtags as data. Likewise, in economic diplomacy, social media is also a means of digital economic diplomacy applied by diplomats spread across various countries, both at embassies and consulates, including Indonesia.

Although Facebook, YouTube, and WhatsApp remain the social media platforms with the most users, Instagram is a better

platform for digital promotion. With many features owned by Instagram, such as IGTV, Instagram Live, Instagram Stories, Instagram Reels, Instagram Feeds, and Instagram Ads, this platform highly influences potential consumers who see it. Instagram finally has its appeal to the general public. It is used to make trade promotions by the Indonesian government through Instagram representatives of the Indonesian Trade Promotion Center (ITPC) worldwide. ITPC is an official government institution directly under the Directorate General of National Export Development, Indonesian Ministry of Trade, which functions as one of the commercial diplomacy actors of the Government of Indonesia (Kemendag, 2022). In total, Indonesia has 19 ITPCs scattered around the world, to be precise in Spain, the United States, Mexico, South Korea, Hungary, Italy, Japan, India, Chile, Brazil, United Arab Emirates, Germany, Australia, Canada, South Africa, China, and Nigeria (MoT, 2020). As one of the non-traditional markets, one of the ITPCs in the growing Middle East Region, namely ITPC Jeddah.

Instagram is also a strategy launched by the Indonesian Trade Promotion Center (ITPC), which has a role in encouraging exports of superior local non-oil and gas products abroad. ITPC is an initiative institution under the auspices of the Directorate General of National Export Development, Ministry of Trade of the Republic of Indonesia, which is one of the actors of Indonesia's economic diplomacy. This institution was briefly an Indonesian product promotion agency established in 1982 and was temporarily deactivated and then reactivated in the 2000s (Hapsari et al., 2020). ITPC's main tasks are providing information services, business advocacy, export facilitation, and promotion facilitation for exporters in Indonesia regarding business opportunities in certain countries by connecting them to importers through its 19 branch offices spread across the continents of Asia, Australia, Europe, America, and Africa. They carry out their duties with the assistance of the Indonesian Embassy and Consulate General as authorized institutions in opening diplomatic dialogues related to trade between countries.

— Through Instagram, the ITPCs share infor-

mation with regular uploads about economic diplomacy activity reports ranging from information regarding promotion mechanisms through ITPC, documentation and promotion of activities such as exhibitions, webinars, or business matching, and, of course, facilitating the promotion of local products either by showing products or companies. These uploads provide an overview to the foreign public, especially importers, about Indonesian products more broadly and efficiently and connect them directly with local exporters.

The selection of ITPCs in the Middle East region was first based on the strength of the region's economy during the COVID-19 pandemic in 2020, which still experienced economic growth of 1.8%, while other areas experienced negative economic growth (ADB, 2022). When broken down, the trade value between Indonesia and Saudi Arabia was recorded at USD 5.5 billion in 2021. Indonesia's exports to Saudi Arabia during the January-December 2021 period amounted to USD 1.5 billion, an increase of 12.78% compared to the same period in 2020, which amounted to USD 1.33 billion. In addition, the total value of Foreign Direct Investment from Saudi Arabia to Indonesia reached USD 24.6 million in 2016-2021 (Kemendag, 2021). Indonesia's bilateral trade value with Saudi Arabia in 2022 reached USD 7.5 billion, with exports reaching USD 2 billion and imports worth USD 5.5 billion. Meanwhile, Saudi Arabia's direct investment in Indonesia amounted to USD 21.89 million in 2018-2022 (Kemendag, 2023).

In addition, ITPC Jeddah, which the author researched, has an Instagram page with potential value when juxtaposed with trade value. ITPC Jeddah, through its Instagram page established in February 2020, has 10.9 thousand followers with 315 uploads.

Through this explanation, there is an urgency to understand and identify the patterns of economic diplomacy carried out by ITPC Jeddah in the Middle East region through Instagram social media. This economic diplomacy pattern will be determined by analyzing posts on the three Instagram accounts from the beginning of March 2020 to December 2022, the active period of the COVID-19 pandem-

ic. The research on this pattern is intended to see how Indonesia can follow the dynamic Middle Eastern economy and utilize it to overcome obstacles and transitions in international trade caused by COVID-19, especially using social media networks such as Instagram.

LITERATURE REVIEW

Diplomacy as a concept has a long history that has shifted over time. Early in its development, diplomacy was often associated with negative connotations such as secrecy, deceit, and privilege (Leira, 2016). Subsequently, calls emerged for a new diplomacy focused more on openness and cooperation, including contemporary issues such as economics, trade, and science (Leira, 2016). Economic diplomacy is integral to traditional diplomacy, although the two have some fundamental differences. First, economic diplomacy is highly sensitive and reactive to market mechanisms and changes (Bayne & Woolcock, 2012), so if the market offers a more attractive alternative, economic diplomacy may fail (Odell, 2000). Second, economic diplomacy involves a significant role of the private sector (Rashid, 2005), where the presence of the private sector as one of the main actors can increase the complexity of coordination between actors in economic diplomacy. Compared to traditional diplomacy, which usually only involves elements within the state, especially the bureaucracy, economic diplomacy tends to be more complex and dynamic.

Although economic diplomacy has existed in practice for a long time, comprehensive studies on economic diplomacy still need to be completed. Before 1980, countries tended to separate their foreign policy and international financial functions because they considered diplomacy a high political issue, while economic issues were low (Rana & Chatterjee, 2011). The activity of 'selling' was not considered a diplomat's duty (Lee & Hudson, 2004), although, in practice, modern diplomats spend quite a lot of time managing economic relations between countries.

This separation has meant that economic diplomacy rarely finds a place in diplomacy studies because of the dichotomy between so-called 'traditional' diplomacy, which is oriented towards political-security objectives such as territorial defense and sovereignty, and economic diplomacy, which focuses on trade between states and is considered a secondary issue in international affairs. Another reason is that historically, traditional diplomacy was often conducted by aristocrats or nobility, where buying and selling was considered a 'lowly' occupation that should not be done by aristocrats (Lee & Hudson, 2004). In addition, the dominance of mainstream theories of international relations that focus on security has made it difficult for economic issues to gain a position in the main study of diplomacy.

For decades, economic diplomacy was marginalized in the study of diplomacy until finally, in the 1980s-1990s, a shift in global discourse and economic issues became essential in relations between states. The end of the Cold War and the massive increase in economic ties between countries encouraged countries to adjust their foreign policies, including restructuring their infrastructure and foreign policy instruments. It pushed economic diplomacy to become one of the central issues, and modern studies on economic diplomacy began to emerge. This distinction has gradually started to shape economic diplomacy into a new study, although conceptually and methodologically, it still has some limitations (Killian, 2021).

Conceptually, there is no definitive definition of economic diplomacy. Okano-Heijmans (2011), for example, defines economic diplomacy as a foreign policy practice and strategy based on the premise that financial/commercial interests and political interests reinforce each other and should, therefore, be seen as connected. Slightly different from this, Rana Chatterjee (2011) provides a narrower definition by visiting economic diplomacy as a group of activities aimed at advancing the national economic interests of a country. In this interpretation, economic diplomacy does not have a political function like the previous definition. Berridge & James (2003) define economic diplomacy as 'diplomatic activities re-

lated to economic policy, which involves delegation work in economic forums such as the World Trade Organization (WTO).’ The definition proposed by Rana and Chatterjee will be employed in this study due to its narrower scope and alignment with Indonesia’s traditional economic diplomacy, which primarily emphasizes this particular objective.

Rana (2012) explicitly identifies three stages usually passed in economic diplomacy for developing countries: economic salesmanship, economic networking and advocacy, and regulatory management and resource mobilization. Economic salesmanship relates to economic diplomacy activities that aim to trade and sell a country’s products. Financial networking and advocacy is an advanced stage where countries begin to focus on establishing business and economic networks and advocacy activities to assist and provide specialized support to the private sector. The third stage is regulatory management and resource mobilization, where the state begins to intensely manage regulations that encourage increased commercial benefits, such as through free trade agreements, including promoting the country’s image and branding. These three stages will be the basic framework for analyzing Indonesia’s digital economic diplomacy during the pandemic.

As a branch of diplomacy, economic diplomacy is also experiencing changes due to digital disruption. Economic diplomacy interacts a lot with markets and the private sector - which has extensively used digital technology - so it is responsive to these changes. Zemanova (2020) found that rapid globalization supported by slow global regulation has increased new practices and innovations in economic diplomacy, particularly concerning e-commerce. It suggests that countries will utilize new channels if conventional methods - such as the slow negotiation route - tend to stagnate. In this case, economic diplomacy has enormous potential, compared to other branches of prudence, to utilize digital methods as one of its instruments. It is also evident in Indonesia’s economic diplomacy, which, since the last few years.

For digital diplomacy instruments, Indo-

nesia is quite active in utilizing social media as one of its main channels. Indonesian diplomacy actors often use four social media: Facebook, Twitter, Instagram, and YouTube. In this context, social media only complements conventional diplomacy activities and does not replace them (Pohan, Pohan, & Savitri, 2017). However, although Indonesia has been quite active in using social media as an instrument of its economic diplomacy, research related to this still needs to be made available. One such study was conducted in 2022 (see Triwahyuni, 2022), which looked at Indonesia’s digital economic diplomacy practices during the pandemic. Other than this, Indonesia’s digital economic diplomacy has yet to be studied comprehensively. Therefore, this research aims to add to studies related to digital economic diplomacy practices from developing countries, using Indonesia as a case study.

INDONESIA’S ECONOMIC DIPLOMACY IN SAUDI ARABIA AS A NON-TRADITIONAL MARKET THROUGH ITPC JEDDAH INSTAGRAM POSTS

Based on data mining by the author, Instagram ITPC Jeddah, during the pandemic, issued 273 uploads. Meanwhile, in 2020, there were 20 uploads related to economic salesmanship, 43 uploads related to financial networking and advocacy, 0 uploads related to image building, 0 uploads related to regulation management and resource mobilization, and 32 were not identified in any pattern. Then, in 2021, there were three uploads related to economic salesmanship, 61 uploads related to financial networking and advocacy, 0 uploads related to image building, two uploads related to regulation management and resource mobilization, and 30 were not identified to any pattern.

For 2022, there were six uploads related to economic salesmanship, 41 uploads related to financial networking and advocacy, one upload related to image building, 0 uploads related to regulation management and resource mobilization, and 31 uploads not identified to any pattern. According to the research, ITPC

Table 1. Details of ITPC Jeddah Instagram Upload Pattern Classification

Types of ITPS Jeddah Posts	Year of Post			
	2020	2021	2022	Total
Economic Salesmanship	20	3	6	29
Economic Networking and Advocacy	43	61	41	145
Image Building	0	0	1	1
Regulation Management and Resource Mobilization	0	2	0	2
Tidak Teridentifikasi	32	30	31	93
Total	95	96	79	270

Source: Author's Data Processing (2023)

Jeddah focuses more on economic networking and advocacy patterns, with 145 related posts in 2020-2022. The details of the classification of ITPC Jeddah Instagram upload patterns can be seen in Table 1.

Economic Salesmanship

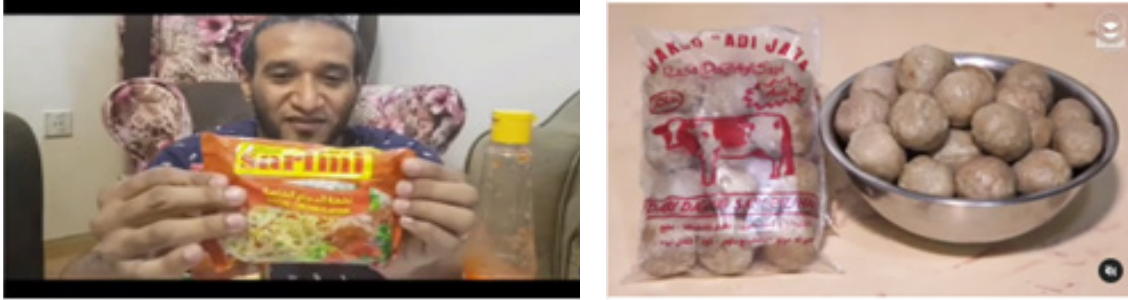
The pattern is characterized by government representatives' efforts to promote private and state-owned companies to obtain projects or trade transactions. ITPC Jeddah, as a government representative, became a salesman to market trade commodities owned by private companies through 29 uploads of Indonesian company commodity promotions. In economic salesmanship efforts, ITPC Jeddah does not utilize company profiles of prospective exporters to promote export commodities. ITPC Jeddah conducts salesman activities by using events they have created, exploring local media in Saudi Arabia, and marketing Indonesian products that get promos from local supermarkets in Saudi Arabia.

Most of the promotional efforts were carried out through videos sent by the Indonesian diaspora in Saudi Arabia and native residents of Saudi Arabia in the context of the videography competition for the promotion of Indonesian products held by ITPC Jeddah in 2020.

The participants competed to make creative videos to market Indonesian products, mainly promoting fast food products that have penetrated Saudi Arabian supermarkets. Then, ITPC Jeddah utilizes local media in Saudi Arabia in collaboration with the local newspaper *Albilad Daily* to promote ITPC Jeddah, promoting Indonesian products sold in Saudi Arabian e-commerce "MBT Cart," and utilizing Saudi Arabian influencer Omar Alarifi to promote ITPC Jeddah. ITPC Jeddah also plays a sales role in helping sell Indonesian products in Saudi Arabian supermarkets, such as Golden Al Gamah Store, Shalah Iqtishodiyah, and Sarawat Superstore. ITPC Jeddah uploads discounted promos for Indonesian products in several Saudi Arabian supermarkets.

ITPC Jeddah also installed promotional stickers on 10 Shalawat buses for Indonesian Hajj pilgrims. The Shalawat bus (*Sholat Lima Waktu*) is a shuttle transportation facility provided by the Office of Hajj Affairs of the Consulate General in Jeddah for Indonesian pilgrims who will depart from the hotel to the Grand Mosque or vice versa. The promotion features ten leading and potential Indonesian export products to Saudi Arabia: automotive, furniture, plantation products (coffee, tea, chocolate), spices, fishery products (tuna), chili sauce, iron-steel, charcoal, and hand-crafts. ITPC Jeddah's address and contact

Figure 1. Picture of Indonesian Product Promotion Video Competition organized by ITPC Jeddah



Source: Author's data from Instagram @itpc.jeddah (2023)

Figure 2. ITPC Jeddah's Efforts to Promote through Local Media in Saudi Arabia



Source: Author's data from Instagram @itpc.jeddah (2023)

number are also information for prospective buyers interested in further communication. Examples of economic salesmanship uploads made by ITPC Jeddah can be seen in Figure 1, Figure 2, and Figure 3.

Economic Networking and Advocacy

In a pattern characterized by government representatives establishing partnerships and facilitating partnerships involving various agencies, private parties (exporters and importers), chambers of commerce, and other actors to help obtain trade contracts. Activities carried out by ITPC Jeddah in this pattern can be seen from 145 Instagram posts, dominated by uploads of business networking through visitation and receiving visitation of economic and trade actors in Saudi Arabia and

invitations to participate in Indonesian product exhibition activities for prospective Saudi exporters.

Examples of uploading visitations and receiving visitations of economic and trade actors in Saudi Arabia carried out by ITPC Jeddah are ITPC Jeddah's visit to the Fahad Alghuthami company to review the entry of tropical fruit products from Indonesia to the Saudi Arabian market, a visit to the Mizanain company (importing Santos coffee and Satellite brand), a visit to the Hashim Tarik Zahid company which is interested in importing rice supplies used to supply catering companies and large restaurants in Saudi Arabia, a visit to the Madinah City Chamber of Commerce and Industry (KADIN) to discuss opportunities to increase relations between the two in the fields of trade, tourism, and investment during

Figure 3. Promotion of Indonesian Commodities through Shalawat Bus (Five Time Prayer)



Source: Author's data from Instagram @itpc.jeddah (2023)

Figure 4. Upload ITPC Jeddah Visitation to Mizanain Company



the pandemic and facilitate B2B meetings between entrepreneurs conducted virtually, and a visit to the Salem Bin Mahfooz company to cooperate with Indonesian cafes in the form of investment and franchise to Saudi Arabia. Examples of uploads of ITPC Jeddah visitations to economic and trade actors in Saudi Arabia can be seen in Figure 4.

Meanwhile, the visit conducted by Saudi companies to the ITPC Jeddah office, for example, is the visit of Saudi business people Mr. Waleed Al Harbi and Mr. Shiddique from Waleed Al Harbi Company (a company engaged in construction). Second, the visit of Mr. Ali Tarsum, Mr. Abdurrahman Tarsum, and Mr. Mehdar Fauzi from BMTC (Barakah Makmur Trading Company). Third, the visit of Mr. Tareq Saggaf, who is the Executive Marketing Manager of Etimad Alawi Saggaf Trading Est, and Mr. Khalid to request plywood, charcoal, and sanitary products from Indonesia with particular specifications. Fourth, the visit of Mr. Ahmad Alkoussi, Owner of Preplan Ltd based in the UK, and Al-Masyair Alhandasiyah Est. The individual is interested in engaging in business activities in Madinah, explicitly focusing on importing Indonesian products, including truck tires, batteries, processed nuts, and men's pants.

Then, for example the uploaded exhibi-

tions are Trade Expo Indonesia 2020, Virtual Expo for International Coffee 2020, Indonesia Saudi Arabia Business Council 2020, JIFFI-NA 2021, ina Fashion Online Exhibition 2021, Indonesia Trade Tourism Investment Expo 2021, IFEX 21 Virtual Showroom, Trade Expo Indonesia- Digital Edition 2021, International Coffee and Chocolate Exhibition 2021, Autoville - Saudi Motor Festival, Makkah Expo for Hotel and Restaurant 2022, Indonesian Week Festival 2022. In one of ITPC Jeddah's Instagram posts, Makkah Expo for Hotel and Restaurant became an exhibition that Indonesia participated in to increase exports to Saudi Arabia and take advantage of its unique market, seeing the large market share of expatriates and Hajj and Umrah pilgrims is an excellent opportunity for Indonesian products (Kemendag,2022). In addition, participation in this exhibition is also to open opportunities to explore business development cooperation in the Gulf Cooperation Council (GCC) countries and countries in the African region, given the position of Mecca as one of the leading destination centers for Muslims from all over the world (Antaranews,2022).

The Indonesian stand is in the Indonesian Pavilion at the Makkah Expo for Hotel and Restaurant 2022. The Indonesian Pavilion occupies an area of 45 square meters, present-

ing six companies, namely Halalan Thayyiban, Niramas, Sankimo, Zayada, Candramawa, and Dapoer Intan. The products on display include food and beverage products, crackers, and toiletries. On this occasion, an MoU was signed between the exhibiting companies and importers, namely PT Niramas Utama with Al Ghamah and CV. Sankimo Oktaviolet with Kimia Farma Dawaa (KJRI Jeddah, 2022). The upload of Indonesia's participation in the Makkah Expo for Hotel and Restaurant 2022 can be seen in Figure 5.

Image Building

The pattern is characterized by the efforts of government representatives to build a good image or image to export to target countries. Image-building activities carried out by ITPC Jeddah are carried out through the creation of slogans and slides of reasons for exporting commodities from Indonesia. Only one upload contains the Reels Instagram video branding Indonesia as the top three from home for the gaming community and the development of the gaming industry in Indonesia. In the Reels Instagram video, the development of the In-

donesian game industry is explained by the emergence of game developers due to high demand. Then, the Indonesian game industry meets international standards with low production costs and full government support. In addition, examples of games made by the nation's children are also given, such as Dread-Out and Escape from Naraka. The uploaded video footage of Reels Instagram branding Indonesia as the top three from home for the gaming community can be seen in Figure 6.

Regulation Management and Resource Mobilization

This pattern is characterized by posts related to trade-related regulations and involvement in trade cooperation policies, such as signing a memorandum of understanding between Indonesian and Saudi Arabian companies. Only two uploads regarding this pattern are shown through Instagram uploads regarding trade cooperation policies by signing a memorandum of understanding between Indonesian and Saudi Arabian companies. The

Figure 5. Upload Indonesia's Participation in Makkah Expo For Hotel And Restaurant 2022



Source: Author's data from Instagram @itpc.jeddah (2023)

Figure 6. Instagram Video Reels Post Branding Indonesia as the Big Three of Home for the Gaming Community

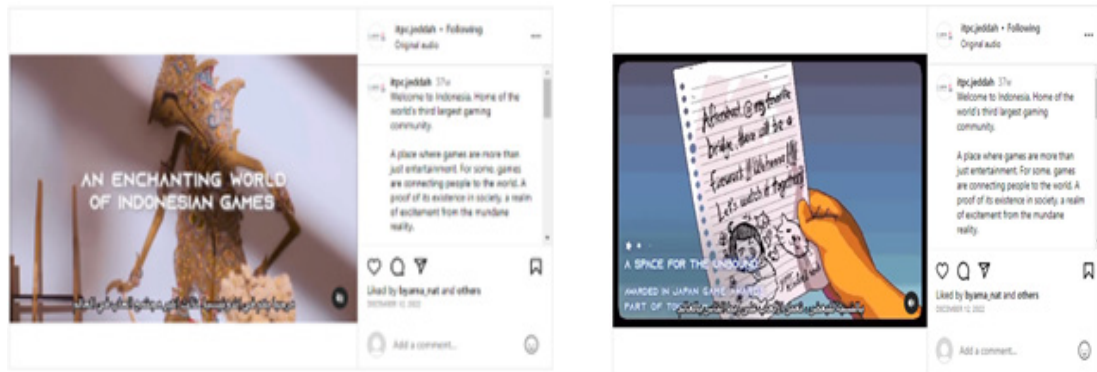


Figure 7. Upload of Memorandum of Understanding (MoU) Signings that ITPC Jeddah has Facilitated



Source: Author's data from Instagram @itpc.jeddah (2023)

first upload of the signing of a memorandum of understanding was carried out between Battlah Corporation for Operation and Maintenance from Mecca and PT Sang Hyang Seri (Persero) from Subang (ITPC Jeddah, 2021). The signing of a memorandum of understanding (MoU) related to Indonesia's rice exports took place online through a virtual Zoom meeting on June 14, 2021. In addition to signing a memorandum of understanding (MoU), discussions were also held regarding the potential for cooperation in the export of cocoa and spice products, as well as investment in the development of rice seeds and agricultural land. For the upload, the signing of the second memorandum of understanding was carried out by 5 Saudi Arabian buyers with Indonesian business actors (ITPC Jeddah, 2021). The con-

tract value is over \$50 million at the ITPC Jeddah Office. The signing of the MoU / contract is one of a series of Trade Expo Indonesia-Digital Edition 2021. The upload of the signing of the memorandum of understanding (MoU) that ITPC Jeddah has facilitated can be seen in Figure 7.

From the findings, Indonesia's economic diplomacy with Saudi Arabia through ITPC Jeddah shows that Indonesia's economic diplomacy pattern at ITPC Jeddah is financial networking and advocacy followed by economic salesmanship. For the pattern of image building, regulation management, and resource mobilization, the development is minimal, which can be seen from the lack of uploads related to this pattern. Of the two

patterns of economic diplomacy by Kishan Rana, the patterns of economic salesmanship and economic networking and advocacy in ITPC Jeddah uploads are under Indonesia's economic diplomacy strategy in non-traditional markets as stipulated in the Strategic Plan of the Directorate General of PEN of the Ministry of Trade of the Republic of Indonesia for 2020-2024. The strategy includes intensive promotion, a form of economic salesmanship, increasing the affordability of information to the business world, both exporters and importers and increasing export cooperation, a form of financial networking and advocacy.

ITPC Jeddah creatively conducts salesman activities using non-traditional and digital instruments, such as videography competition events promoting Indonesian products, local Saudi Arabian media, local Saudi Arabian influencers, and walking advertisements by utilizing buses to target the local community of Saudi Arabia.

ITPC Jeddah image-building pattern still needs to be developed, as seen in the lack of uploads related to this pattern. At the same time, there was a directive from President Joko Widodo at the Virtual Trade Expo Indonesia (TEI) 2020 moment, where President Joko Widodo emphasized the need for changes in quality, design, packaging, branding, service, and more competitive prices in non-traditional markets (Kemlu, 2022).

The author highlights the limited utilization of the rule's managerial resource mobilization pattern in bolstering the attractiveness of export-import and investment opportunities in Indonesia. The Indonesian government socializes and issues a few Instagram posts about regulations, benefits, and other rules related to export-import techniques that can attract importers. ITPC Jeddah only issued two posts associated with signing a memorandum of understanding for trade transactions. It is hoped that there can be more socialization and release of uploads related to regulations, technicalities, and trade procedures by the Indonesian government that destination country investors can access.

CONCLUSION

The pattern of Indonesia's economic diplomacy through ITPC Jeddah's Instagram posts shows that Jeddah is strong in economic salesmanship strategies. However, there are areas for improvement in implementing economic salesmanship, image building, and regulatory management, as evidenced by the lack of relevant posts. Some innovation was seen in their efforts to explore the market. However, significant improvements are still needed, especially in image building and socialization of trade regulations, in line with the government's strategic direction. In addition, the prevalence of "unidentified" content signals the need for a more targeted digital strategy, including recommendations to segregate accounts by audience and increase focus on strategic information and promotions to reach target markets. It will maximize ITPC's role as an effective economic diplomacy instrument, in line with Indonesia's long-term economic development goals.

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