

Indonesian Economic Diplomacy through the Consulate General of the Republic of Indonesia

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Abstract

The net value of Indonesia's exports to Viet Nam in 2022 was USD 8,487,713,800, while Viet Nam's imports to Indonesia amounted to USD 4,394,327,745. In 2022, the tourism sector received a total of 68,076 visitors from Vietnam. In 2022, Indonesian investment in Viet Nam reached a total of USD 638.88 million, spread across 106 projects. The Consulate General of the Republic of Indonesia in Ho Chi Minh City (KJRI HCMC) engages in economic diplomacy to maximize economic advantages for Indonesia. The objective of this study is to examine the economic diplomacy carried out by the KJRI HCMC, which serves as the official representative of the Indonesian government in the areas of trade, tourism, and investment. This study employs the principles of economic diplomacy and national interest. There is no text provided. The research employed a descriptive qualitative research method, utilizing primary data obtained through internships at the KJRI HCMC, as well as secondary data in the form of documents or publications. Data collection is conducted through the utilization of observation, interview, and documentation techniques. The study findings indicate that the KJRI HCMC engages in economic diplomacy primarily in the trade sector. This is achieved through the facilitation of Indonesian delegations and the organization of seminars and business meetings. Within the investment sector, tasks involve facilitating company delegations and conducting working visits. The tourism sector facilitates tourism activities by coordinating the agenda and actively participating in festivals.

Keywords

Consulate General of the Republic of Indonesia in Ho Chi Minh City; Economic Diplomacy; National Interest; Facilitation; Participation



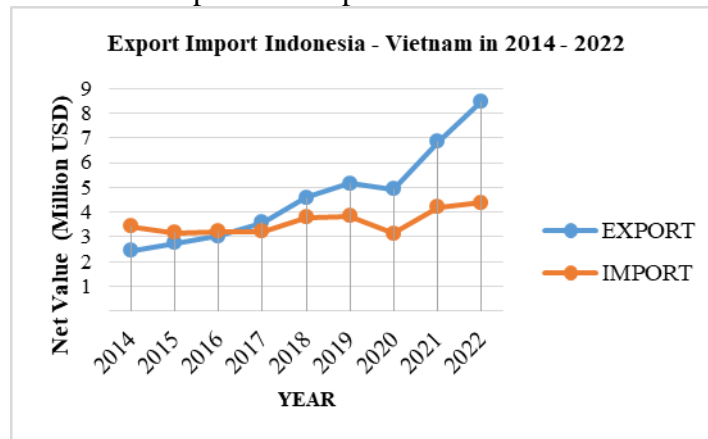
I. Introduction

Economic diplomacy plays a crucial role as a tool of foreign policy in order to attain national interests. This is a result of the growing trend towards economic globalization in the world. The Indonesian Ministry of Foreign Affairs has identified economic diplomacy as a key priority in its strategic plan to ensure economic resilience (Kementerian Luar Negeri Republik Indonesia, 2016). South Korea has prioritized economic diplomacy as a crucial component of their diplomatic efforts in order to advance their national interests. (Gul, 2024). Moreover, in Croatia economic diplomacy encompasses three main objectives: exports, foreign direct investment, and the protection of Croatian companies outside the country (Peternel & Grešš, 2020). Countries carry out economic diplomacy because the economic conditions of the State are affected by global economic conditions and will be involved in decision making in advancing their economic interests (Rashid, 2005).

Researchers have analyzed economic diplomacy and observed that it is conducted by State governments through the assistance of State representatives abroad, such as embassies and consulates and has certain roles or functions in carrying out economic diplomacy. For instance, according to (Mulya, 2021) the Indonesian Embassy in Bangkok plays five distinct roles in facilitating economic cooperation. These roles include serving as a policy influencer, a tool for implementing state strategies, a means of communication, a platform for resolving disputes, and a source of support for the community. In the context of economic diplomacy, the Consulate General in Kota Kinabalu has four main functions: representation, reporting, promotion, and negotiation (Rachmawati et al., 2019). From several previous studies, researchers have not discussed the efforts of representatives who are focused on the main areas of the economy, namely Trade, Tourism, and Investment. In addition, there is no research that discusses the economic diplomacy efforts undertaken by the Consulate General of the Republic of Indonesia in Ho Chi Minh City.

Therefore, this research aims to examine the efforts of the Consulate General of the Republic of Indonesia in Ho Chi Minh City in implementing economic diplomacy towards the working area in 2023. This research is also supported by the fact that economic diplomacy also serves as a tool to improve harmonious relations between countries. One of them is in the relationship between Indonesia and Vietnam. Diplomatic relations between Indonesia and Vietnam have been established since the end of 1955. In 2023, coinciding with 68 years of bilateral relations between Indonesia and Vietnam, the two countries have also established a 10-year Strategic Partnership relationship (KJRI HCMC, 2020). For now, there is a huge opportunity for both countries to enhance economic cooperation.

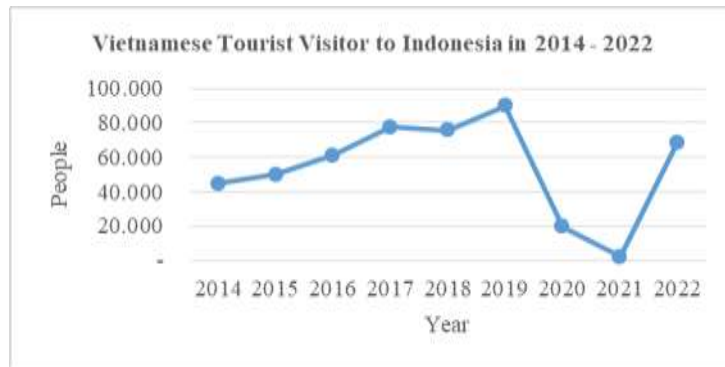
Table 1. Net Value of Export and Import Indonesia-Vietnam 2014-2022



<https://www.bps.go.id/id/exim>

Economic cooperation between Indonesia and Vietnam is divided into 3 main sectors, namely trade, investment and tourism. In trade, in 2022 there was a rapid increase in export value with a net value of USD 8,487,713,800. While in the tourism sector in 2022 there were 68,076 visitors from Vietnam. The total accumulation of Indonesian investment in Viet Nam in 2022 is USD 638.88 million in 106 projects. For Ho Chi Minh City, in 2022 managed to attract Foreign Direct Investment worth USD 3,940.4 million with accumulated Indonesian investment in Ho Chi Minh City amounting to USD 5.84 million or 0.15% of the total Foreign Direct Investment in Ho Chi Minh City.

Table 2. Number of Vietnamese Tourist Visitor to Indonesia in 2014-2022



<https://www.bps.go.id/id/statistics-table/2/MTgyMSMy/jumlah-kunjungan-wisatawan-mancanegara-ke-indonesia-menurut-kebangsaan--kunjungan-.html>

Nevertheless, trade encounters obstacles in the shape of non-tariff barriers and legal ambiguity in certain trade domains. In the investment sector, the primary challenge in securing outbound investment commitments lies in the time-consuming process of conducting initial exploration, site visits, negotiations, and documenting the investment commitment. Furthermore, it should be noted that not all Indonesian companies that have made investments in Vietnam and subsequently increased their investment have officially registered these investments with the Consulate General of the Republic of Indonesia in Ho Chi Minh City. Regarding inbound investment, the primary obstacle lies in the prudent approach of Indonesian companies when entering the Indonesian market, as well as the robustness of their investment capital. Meanwhile, in the tourism industry, Indonesia faces competition from well-known tourist destinations in Europe and America, which have been the primary choices for Vietnamese tourists up until now. Another challenge is to increase direct connectivity between the major cities of both countries.

Based on the previous explanation, effective economic diplomacy involves determining the institutions responsible for foreign trade and investment promotion, coordinating the efforts of different stakeholders, and overseeing aid, tourism, and the nation's reputation. The institution being referred to in this study is the Consulate General of the Republic of Indonesia located in Ho Chi Minh City. The organization responsible for economic diplomacy collaborates with the central government, specifically the Indonesian Ministry of Foreign Affairs, where the Ministry of Foreign Affairs of the Republic of Indonesia has a strategic plan with specific targets that need to be accomplished. The Consulate General of the Republic of Indonesia in Ho Chi Minh City serves as a diplomatic representative of Indonesia and assists the central government in effectively meeting targets and enhancing accomplishments in the areas of economic cooperation, trade, investment, and tourism, despite facing various challenges.

This article aims to analyze the strategies and initiatives undertaken by the Consulate General of the Republic of Indonesia in Ho Chi Minh City to implement economic diplomacy in their working area in the host country in 2023, with the goal of advancing Indonesia's national interests. In order to achieve this objective, there are two questions. What initiatives does the Consulate General of the Republic of Indonesia in Ho Chi Minh City undertake to engage in economic diplomacy in the areas of trade, tourism, and investment? Furthermore, can these endeavors successfully attain the economic objective?

This article is based on three arguments. The Consulate General of the Indonesian republic in Ho Chi Minh City conducts economic diplomacy as a government representative, in accordance with the findings of (Bayne & Woolcock, 2003), which suggest that actors with international responsibilities participate in economic diplomacy.

Furthermore, economic diplomacy is executed through the facilitation, representation, communication, and reporting of relevant matters. Furthermore, the enhanced connectivity between Indonesia and Vietnam has led to a notable rise in economic targets and accomplishments.

II. Literature of Review

2.1 Economic Diplomacy

This study employs the concept of economic diplomacy to examine the strategies implemented by the Consulate General of the Republic of Indonesia in Ho Chi Minh City in order to advance the country's economic interests. Economic diplomacy is not an independent form of diplomacy, but rather an integral part of general diplomacy. Economic diplomacy operates under the same underlying principle and adheres to the same approach as diplomacy in general. Economic diplomacy can be defined as the strategic development and negotiation of policies pertaining to the production, exchange, and investment of goods, services, labor, and capital in foreign nations. (Rashid, 2005).

Kishan S. Rana defines economic diplomacy as a strategic approach used by a country to address its issues with other nations in order to optimize its financial gains and generate revenue through bilateral and multilateral economic engagements (K. S. Rana, 2007). Economic Diplomacy typically encompasses matters pertaining to investment, export or import trade, loans, as well as the execution of development projects or other economic activities (Solichin & Subekti, 2008). Economic diplomacy seeks to promote the enhancement of individuals' well-being, national progress, and the advancement of Indonesia's interests on the international stage. Economic diplomacy has emerged as a crucial factor in achieving a nation's economic resilience during its development (Kementerian Luar Negeri Republik Indonesia, 2017)

Countries practice economic diplomacy to increase exports, foreign direct investment, aid management, tourism, and country image, while advancing their external economic interests (K. S. Rana, 2013). According to (Nenad et al., 2022), Countries use economic diplomacy to increase foreign investment, exports, imports, and strengthen the position of domestic companies in other countries, while protecting their national economic interests.

All government officials and agencies with international duties engage in economic diplomacy. This includes heads of government, ministers, independent public agencies, diplomats, and sub-national bodies. (Bayne & Woolcock, 2003). Ministries and their subsidiaries, embassies and consulates, as well as chambers of commerce, industry bodies, export promotion agencies and research institutes related to this work, are all service providers to customers in the real world. Their job is to provide information, and facilitate those customers in interacting overseas (K. S. Rana & Chatterjee, 2011).

2.2 National Interest

In addition, this research analysis uses the concept of National Interest. National interest is a set of actions that must guarantee certain goals in the interests of the state, which means the good of the people, and is carried out with a certain rigor and measure. According to (Waltz, 1979) The concept of national interest is that 'each state determines the course it thinks best suits its interests'. National interest is also defined as a state's self-interest, how it envisions its defense and the projection of power beyond its borders. (United Nations University, 2008)

National interest usually refers to foreign policy (Frankel, 1970) and be the final arbiter in assessing foreign policy (Jackson & Sørensen, 2013). Paul Seabury explains that national interest is often associated with a set of specific objectives that a state seeks to achieve in its foreign policy (Seabury, 1963).

In world politics there are bargains and alliances, these represent power struggles between states, with each state trying to maximize its national interests and diplomacy as the key mechanism for balancing various national interests. The concept of national interest imposes discipline on foreign policy officials to ensure that the interests they pursue are consistent with the power they have relative to other states (Baylis et al., 2020).

III. Research Methods

This study employs a descriptive qualitative methodology, utilizing the concepts of economic diplomacy and national interests to analyze and gather data pertaining to the implementation of economic diplomacy by the Consulate General of the Republic of Indonesia in Ho Chi Minh City (KJRI HCMC). The research utilizes primary data and secondary data as its sources. The primary data is collected by examining documents, making observations, and conducting direct interviews with key individuals, specifically the Consul General of the Republic of Indonesia in Ho Chi Minh City, Agustaviano Sofjan, and the Head of Chancellor who also serves as the Economic Consul, Soneta Asmara. This data was gathered during a 68-day internship at the Consulate General of the Republic of Indonesia in HCMC. Secondary data is derived from the analysis of primary data and includes information obtained from literature reviews of journals, journal articles, books, research references, and online news sources.

The research will employ observation, interviews, and documentation methodologies to gather information on the role of the Consulate General of HCMC in implementing economic diplomacy within its operating area in 2023. Qualitative research involves a data analysis procedure that consists of four essential steps: data collecting, data reduction, data presentation, and, finally, data verification and conclusion drawing at the end of the research.

IV. Results and Discussion

According to Article 5 of Presidential Decree No. 108 of 2003, Diplomatic Representatives are responsible for improving and advancing political and security, economic, social, and cultural collaboration with Recipient Countries and/or International Organizations in order to fulfill their main duty. Article 6 states that the Indonesian Representative abroad has the primary responsibility of representing and advocating for the interests of the Nation, State, and Government of the Republic of Indonesia. This includes protecting the interests of Indonesian Citizens and Legal Entities through consular relations with the Recipient State. The Representative is also responsible for enhancing economic, social, and cultural relations in accordance with the policies of the Indonesian Government, national legislation, international law, and international customs.

The Ministry of Foreign Affairs has Foreign Policy Priorities for the next five years which are based on the 4+1 Priorities, namely Strengthening Economic Diplomacy; Protection Diplomacy; Sovereignty and Nationality Diplomacy; Increasing Indonesia's Contribution and Leadership in the Region and the World; Strengthening Diplomatic Infrastructure. Based on the above, the Consulate General of the Republic of Indonesia in

HCMC has a performance plan contained in the Strategic Plan (Renstra) of the Consulate General of the Republic of Indonesia in Ho Chi Minh City Year 2023 which refers to the Ministry of Foreign Affairs Strategic Plan for the period 2020-2024.

The Consulate General Office of the Republic of Indonesia in Ho Chi Minh City is one of Indonesia's overseas offices which was inaugurated on November 30, 1993 in accordance with "Presidential Decree of the Republic of Indonesia Number 45 of 1992". The main purpose of this consulate general is to enhance cooperative relations between the Republic of Indonesia and the Socialist Republic of Vietnam in the consular field. In addition, it aims to uphold the principle of reciprocity and mutual respect between the two countries.

The Consulate General of the Republic of Indonesia in Ho Chi Minh City performs three main functions: Protocol and Consular Function, Economic Function, and Education, Social, and Cultural Function. The Protocol and Consular Function offers notarial and civil registration services, along with protection and legal aid, to Indonesian residents and legal entities of Indonesian origin living in Ho Chi Minh City and the southern region of Vietnam. The Economic Function is responsible for implementing measures to enhance trade and investment between Indonesia and Vietnam, as well as facilitating mutual trade missions. The Education, Social, and Cultural Functions engage in public information activities for the Vietnamese community, foreign communities in Vietnam, and the Indonesian community residing in Ho Chi Minh City and its surroundings. They also carry out community development activities and promote Indonesian culture and cooperation in the field of education.

The working area of the Consulate General of the Republic of Indonesia in Ho Chi Minh City encompasses 23 provinces within the Socialist Republic of Vietnam. Consequently, each function's activities will encompass all 23 provinces within the working jurisdiction of the Consulate General of the Republic of Indonesia in Ho Chi Minh City, with one of the provinces focusing on economic matters.

4.1 Target, Realization, and Achievement in Trade, Tourism, and Investment Sector

Table 3. *Target, Realization, and Achievement in Trade, Tourism, and Investment Sector*

Sector	Keterangan	Target	Realisasi	Capaian
Trade	KPI S.1.1 The level of effectiveness of economic diplomacy in the trade sector with the working area of the Consulate General in Ho Chi Minh City	83,82%	106,86%	127,49%
	Sub KPI 1 Number of trade commitments with the working area of Consulate General in Ho Chi Minh City	4	4	100%
	Sub KPI 2 Trade value with the working area of the Consulate General in Ho Chi Minh City	USD 1,190 M	USD 5,10 M	429,09%
Investment	KPI S.1.2 The level of effectiveness of economic diplomacy in the investment sector with the working area of the Consulate General in Ho Chi Minh City	84,47%	257,40%	434,88%

	Sub KPI 1			
	Number of investment commitments with the working area of the Consulate General in Ho Chi Minh City	4	5	125%
	Sub KPI 2	USD	USD	
	Investment value with working area of Consulate General in Ho Chi Minh City	2.530.000	5.473.240	216,33%
	KPI S.1.3			
	The level of effectiveness of economic diplomacy in the tourism sector with the working area of the Consulate General in Ho Chi Minh City	82,59%	325,62%	394,26%
Tourism	Sub KPI 1			
	The potential level of foreign tourist visits from the Consulate General of Ho Chi Minh City to Indonesia	80%	99%	123,75%
	Sub KPI 2			
	Number of foreign tourists from the Consulate General's working area in Ho Chi Minh City to Indonesia	14.000 visitors	111.530 visitors	796,64%

Performance Report of the Consulate General of the Republic of Indonesia in Ho Chi Minh City 2023

a. Trade Sector

The 2023 performance report document, owned by the Consulate General of the Republic of Indonesia in Ho Chi Minh City, states that the trade sector has a key performance indicator (KPI) S1.1. This KPI measures the effectiveness of economic diplomacy in the trade sector within the Consulate General's working area in Ho Chi Minh City. The target for this indicator is set at 83.82%.

The Key Performance Sub Indicator 1, namely the number of trade commitments with a working area with a weight of 70%. This sub indicator measures the number of written agreements between Indonesia and partner countries that contain trade values. Commitments are obtained from trade-related economic diplomacy activities, such as business matching, opening potential and superior markets, trade promotion, and cooperation forums. This sub KPI has a target of 4 commitments. Meanwhile, Key Performance Indicator 2 is the value of trade with partner countries, with a weight of 30%. This sub KPI measures the value of trade in the form of realized exports (in USD) with the working area of the Consulate General in HCMC. This SUB KPI has a target of USD 1,190,000,000.

In 2023, the realization of KPI S1.1 The level of effectiveness of economic diplomacy in the trade sector was 106.86% of the target of 83.82%, resulting in a KPI achievement of 127.49%. The realization of KPI S1.1 is obtained from the sum of the weights of the achievements of Sub-KPI 1 and Sub KPI 2. In 2023, the realization of Sub-KPI 1 The number of trade commitments with the working area of the Consulate General in HCMC is 4 commitments from the target of 4 commitments, so that the achievement of Sub KPI is 100%.

The acquisition of trade commitments was dominated by the food sector with 4 commitments out of a total of 4 commitments successfully agreed with the working area of the Consulate General of the Republic of Indonesia in Ho Chi Minh City. The four trade commitments were obtained through the participation of business people in the working area of the Consulate General of the Republic of Indonesia in Ho Chi Minh City at Trade Expo Indonesia 2023, namely between Trung Hiue Logistic and PT The One and Only

Solid Teak, Ombaiku (fish snacks) with buyers from Viet Nam, Singapore and Hong Kong, Nom Nom (Herbs and Spices) with buyers from Viet Nam, Hong Kong, India, People's Republic of China, and PT Bepah Karya Indonesia with business people from Viet Nam, Singapore and South Korea. Meanwhile, the realization of Sub-KPI 2 The value of trade with the working area of the Consulate General of the Republic of Indonesia in Ho Chi Minh City is USD 5,106,229,218 from the target of USD 1,190,000,000, so that the achievement of KPI is 429.09%.

b. Investment Sector

In the 2023 performance report owned by the Consulate General of the Republic of Indonesia in Ho Chi Minh City, the trade sector has a key performance investment (KPI) S1.2, namely the level of effectiveness of economic diplomacy in the investment sector with the working area of the Consulate General of the Republic of Indonesia in Ho Chi Minh City with a target of 84.47%. This KPI specifically measures the value obtained by Indonesia from economic diplomacy efforts for investment.

Key performance indicator 1 is the number of investment commitments with the working area of the Consulate General in Ho Chi Minh City. This sub-indicator measures the number of written agreements between Indonesia and partner countries that contain out-bound investment values. Commitments are obtained from economic diplomacy activities related to investment, such as business matching, opening potential and superior markets, investment promotion, and cooperation forums. Meanwhile, Key Performance Indicator 2, namely the value of investment with the working area of the Consulate General of the Republic of Indonesia in Ho Chi Minh City with a weight of 30%, measures the value of out-bound investment realized (in USD) for an accreditation country in a year. Achieving this KPI target requires strong and intensive collaboration between the Indonesian Representative and the entities under Indonesia Incorporated in the country.

In 2023, the realization of KPI S1.2 The level of effectiveness of economic diplomacy in the investment sector with the working area of the Consulate General in HCMC was 152.40% of the target of 84.47%, resulting in a KPI achievement of 434.88%. The realization of KPI S1.2 is obtained from the sum of the weights of the achievements of Sub-KPI 1 and Sub-KPI 2. In 2023, the realization of Sub-KPI 1 The number of investment commitments with the working area of the Consulate General of HCMC is 5 commitments from the target of 4 commitments, resulting in a KPI achievement of 125%. The realization of SUB KPI 2 The value of investment with the working area of the Consulate General in HCMC is USD 5,473,240.00 from the target of USD 2,530,000, resulting in a KPI achievement of 216.33%.

c. Tourism Sector

In the 2023 performance report owned by the Consulate General of the Republic of Indonesia in Ho Chi Minh City, the tourism sector has a key performance investment (KPI) S1.3, namely the level of effectiveness of economic diplomacy in the tourism sector with the Consulate General's working area in Ho Chi Minh City with a target of 82.59%. Diplomacy performance needs to be measured for its relevance to achievements in the tourism sector so that the results of diplomacy can be directly felt by the wider community in the country.

Key performance indicator 1 is the level of potential foreign tourist visits from the working area of the Consulate General of the Republic of Indonesia in Ho Chi Minh City to Indonesia with an allocation of 70%. One of the economic diplomacy outputs carried out by the Ministry of Foreign Affairs is tourism promotion. This KPI measures the

effectiveness of the promotion by measuring how high the interest of potential foreign tourists who are foreigners who have expectations to make tourist visits to Indonesia after seeing / attending / participating in tourism and cultural promotions organized by the Ministry of Foreign Affairs or promotional events organized by other parties where the Ministry of Foreign Affairs is a participant in the event. This sub KPI measures foreign tourists who have high expectations to make tourist visits to Indonesia.

Meanwhile, Key Performance Indicator 2 is the number of foreign tourists to Indonesia which shows the total number of citizens from foreign countries who travel to Indonesia with an allocation of 30% weight because the achievement of the sub KPI is not only contributed by the Ministry of Foreign Affairs but is a collective effort of various parties and can be influenced by other external factors.

In 2023, the realization of KPI S1.3, the level of effectiveness of economic diplomacy in the tourism sector with the working area of the Consulate General in HCMC was 318.62% of the target of 82.59%, resulting in a KPI achievement of 394.26%. The realization of KPI S1.3 is obtained from the sum of the weights of the achievements of Sub-KPI 1 and Sub-KPI 2.

In 2023, the realization of Sub-KPI 1 The potential level of foreign tourist visits to Indonesia from the Consulate General of HCMC's working area is 91% of the target of 80%, resulting in a KPI achievement of 123.75%. Realization of Sub-KPI 2 The number of foreign tourists to Indonesia from the Consulate General of HCMC's working area was 111,530 visits from a target of 14,000 visits, resulting in a KPI achievement of 796.64%.

4.2 Strategy of the Consulate General of the Republic of Indonesia in economic diplomacy in the sector of trade, tourism and investment

As Indonesia's representative abroad, the Indonesian Consulate General in HCMC plays an important role in implementing economic diplomacy to achieve national interests. The Indonesian Consulate General in HCMC has made several efforts to conduct economic diplomacy which are divided into three main sectors, namely trade, investment, and tourism. The description of these strategies is described as follows:

a. Trade Sector

The achievement of the value of trade is certainly assisted by several programs or activities carried out by the Consulate General in HCMC as a support for success, including.

1. Facilitate the participation of delegations of Indonesian business people and companies in trade fairs and business forums

Promotional activities are important for potential product consumers. One way to do promotion is through exhibitions. Exhibitions will help communicate about the products offered. One of the exhibitions that can be organized to promote merchandise is a trade show. Trade shows are intended for certain parties ranging from visitors, entrepreneurs, government agencies, or potential buyers. In this business exhibition, it is possible that negotiation activities will occur so that the goal is to produce direct buying and selling transactions at the exhibition site. In addition, trade shows not only take place domestically but also internationally.

The role of the Indonesian Consulate General in HCMC is to facilitate interaction between the actors involved, including the VIFA (furniture) exhibition, Automechanika exhibition, medipharm exhibition, Vietfood & Beverage exhibition, Vietfish business

meeting, Forum for Cooperation and Development of Halal Industry in ASEAN, and Can Tho City 20 Years of Achievement and Development Fair and Exhibition.

2. Organization of Business Forum

A business forum is a meeting place for business people from various business fields. Business forums and have good benefits for business people because the forum environment can encourage its members to grow and change for the better and become business people. Therefore, the Consulate General of the Republic of Indonesia in Ho Chi Minh City organized Expanding Trade Cooperation Indonesia - Viet Nam: Introduction to the 38th Trade Expo Indonesia and Understanding the Halal Market which presented speakers from the Trade Attaché of the Indonesian Embassy in Hanoi, a representative from the Sharia Economics Department of Bank Indonesia, a representative from the Indonesian Product Guarantee Agency and a representative from PT Pupuk Kujuang. The Business Forum was attended by business people from the Consulate General's working area in HCMC and was an effort to encourage their participation in the TEI exhibition, Halal Expo Indonesia (HEI), Indonesia Sharia Economic Forum (ISEF).

In addition, Expanding Indonesia - Viet Nam Business Opportunities to Foster ASEAN as the Epicenter of Growth was also held in Thu Duc City on July 18, 2023, presenting speakers from Viet Nam and Indonesia: JAPFA Comfeed Viet Nam, PT Delameta Bilano, PT Pertamina Power, FPT Information Systems Co Ltd, Thu Duc City Business Association, KADIN Indonesia and Ho Chi Minh City University of Economics and Law. The Business Forum organized in cooperation with the Thu Duc City Government encourages business cooperation in the Smart City and EBT sectors.

3. Organization of Business Gathering

Business gatherings are useful as a means of mediation and sharing between inventors and investors, obtaining information on market/industry needs, and a means of initiating and strengthening partnerships between tenants and potential business partners. One of the business gatherings held by the Consulate General of the Republic of Indonesia in Ho Chi Minh City is the Indonesia - Viet Nam Business Gathering which is aimed at strengthening the networking of Indonesian business people with Viet Nam partners and discussion forums and information exchange regarding business cooperation opportunities.

b. Trade Sector

To encourage outbound investment to Viet Nam, the Consulate General in HCMC has organized several activity programs, including:

1. Fasilitas delegasi

Delegation facilitation is one of the roles performed by the Consulate General of the Republic of Indonesia in Ho Chi Minh City. The facilitation carried out for the delegation included the facilitation of the delegation of PT Pembangunan Perumahan in the construction / infrastructure sector in Viet Nam to explore the bidding tender for the construction of Long Thanh airport (Dong Nai Province) and projects related to green & renewable energy, the delegation of PLN to HCMC in an effort to explore cooperation in the field of new and renewable energy, a delegation of KADIN Indonesia / ASEAN Business Advisory Council in an effort to explore cooperation in the fields of fintech, new and renewable energy, a delegation of Vice Chairman People's Committee Ho Chi Minh City to Indonesia to attend the ASEAN Summit and explore cooperation with the city of Jakarta, the Jakarta MRT, and a delegation of the Indonesian Ministry of Marine Affairs

and Fisheries to Tra Vinh Province to explore investment cooperation in shrimp farming with AI technology.

2. Working Visit

Working visit is one of the activities carried out to be taken into consideration in formulating a policy because it can see and learn firsthand. One of the working visits carried out by the Consulate General of the Republic of Indonesia in Ho Chi Minh City was to Binh Phuoc Province for the inauguration of the 8th Feedmill and JAPFA slaughterhouse.

c. Tourism Sector

To support the achievement of the target, in 2023 the Consulate General in HCMC has organized several activities related to tourism promotion, including:

1. Facilitation of the Organization of Focus Bali Table Top Viet Nam

Focus Bali Table Top Viet Nam was initiated by a Bali tour agency, Kirana Bali Wisata, which brought several Bali tourism vendors. The activity was also followed by a dinner at the Indonesian Consul General's House in HCMC by inviting several business people in the field of tour and travel, including Vietjet Air officials. This activity is seen as very supportive of Indonesia's tourism promotion steps, especially to Bali which is in line with the increase in the frequency of direct flights HCMC - Bali by Vietjet Air.

2. Participation in Flower Festival

The Indonesian Consulate General in HCMC participated in the Flower Festival organized by the Viet Nam government every year to celebrate the 2023 Lunar New Year (Tet Day). This year, the Consulate General in HCMC presented a Betawi cultural theme with accentuated Ondel-Ondel dolls to beautify the Indonesian booth. The presentation is considered to increase the promotion of Indonesian culture. This promotional activity is also considered to increase the interest of the Viet Nam people to visit Indonesia.

3. Establishment of Indonesian Corner

Indonesia Corner was established at one of the university campuses in HCMC, Van Hien University, on February 7, 2023, also a means to promote Indonesian language and culture, especially the younger generation of Viet Nam to get to know Indonesia better and be interested in visiting Indonesia in person. The realization of Indonesia Corner is supported by the Association of Indonesian Universities (APTISI) Surakarta, which also donated cultural art attributes such as puppets, traditional masks and Javanese traditional clothes.

4. Organization of Indonesian Friendship Week

Through the Indonesian Friendship Week held from May 20 to 23, 2023 at 3 different venues, namely the Saigon Opera House, the University of Social Sciences and Humanities (USSH) campus, and the Voice of Ho Chi Minh City (VOH) theater, the Consulate General of Indonesia in HCMC has introduced the performing arts of angklung, wayang and Balinese dance. This activity received high interest from the Vietnamese people as well as to introduce and promote the diversity of Indonesian culture.

4.3 Analysis on the Concept of Economic diplomacy analysis towards Indonesian Consulate General's economic diplomacy efforts in Ho Chi Minh City in the trade, tourism and investment sectors

In the trade sector, there were 4 trade commitments dominated by food companies that were successfully agreed in the working area of the Indonesian Consulate General in Ho Chi Minh City by Indonesian companies with companies from Viet Nam, Hong Kong, India, China, Singapore, and South Korea. This shows that there are economic activities both bilaterally and multilaterally. In addition, to achieve the target set by the representative in 2023, the efforts made by the representative are to facilitate the participation of delegations of Indonesian business people and companies in trade fairs and business forums. This is in accordance with what has been conveyed by Mr. Muhammad Amhar Azeth, the former Indonesian ambassador to Romania at the Debriefing Forum of the Head of RI Representative "The Role of RI Representatives in Indonesia's Economic Diplomacy" that representatives have duties in the implementation of economic diplomacy, namely as marketers, promoting, and facilitating.

Meanwhile, in the investment sector there is an investment commitment of 1 investment, this shows that there are economic activities in the form of investment in other countries. In addition, to achieve the target set by the representative in 2023, the efforts made by the representative are delegation facilitation and working visits in accordance with the fact that economic diplomacy, one of which includes working visits, has an important meaning in bilateral trade relations between developing countries.

Efforts made by the Consulate General of the Republic of Indonesia in Ho Chi Minh City in the field of tourism are agenda facilitation, participation in festivals, establishment of Indonesia Corner and Organization of Indonesian Friendship Week. Tourism and economic development have a two-way relationship as tourism growth affects economic development and higher levels of economic development affect tourism growth. In addition, diplomacy in tourism generates tourism flows, builds economic, trade, and humanistic relations with the world, forms a positive national image, and supports State diplomacy.

The efforts of the Consulate General of the Republic of Indonesia in Ho Chi Minh City in conducting economic diplomacy indicate that the Consulate General of Indonesia in HCMC as Indonesia's representative abroad performs its duties as an informant and facilitator for companies or business actors who need assistance. As already mentioned, ministries and their subsidiaries, embassies and consulates, as well as chambers of commerce, industry bodies, export promotion agencies and research institutions related to this work, are all service providers for customers in the real world. Their job is to provide information, and facilitate those customers in interacting overseas.

4.4 Analysis on the Concept of National Interest towards Indonesian Consulate General's economic diplomacy efforts in Ho Chi Minh City in the trade, tourism and investment sectors

Economic diplomacy is not carried out without the goals that a country wants to achieve. Indonesia has a desire to have economic resilience for the welfare of its people. The existence of targets set by the Consulate General of the Republic of Indonesia in Ho Chi Minh City also indicates that there are national interests that need to be achieved because there are certain goals.

Indonesia has goals to achieve that are delegated to the Ministry of Foreign Affairs with the help of Indonesian representatives abroad, which in this study is the Consulate General of the Republic of Indonesia in Ho Chi Minh City, indicating that Indonesia

envisioning its defense and projection of power beyond its borders. In addition, there are policies contained in the strategic plans owned by the Ministry of Foreign Affairs and the Consulate General of the Republic of Indonesia in Ho Chi Minh City indicating that national interests usually refer to foreign policy.

The achievements in the trade sector of 127.49%, the investment sector of 434.88%, and the tourism sector of 349.26%, which have exceeded the specified targets, indicate that national interests play an important role in providing successful experiences in the practice of diplomacy.

V. Conclusion

Economic diplomacy conducted by the Consulate General of the Republic of Indonesia in Ho Chi Minh City in the trade sector is the facilitation of delegations of Indonesian business people and the organization of business forums and business gatherings. While in the field of investment, the representative's efforts are the facilitation of delegations of Indonesian business people and working visits. In the field of tourism, the things done by the Consulate General of the Republic of Indonesia in Ho Chi Minh City are agenda facilitation, participation in festivals, establishment of Indonesia Corner and Organization of Indonesian Friendship Week.

According to the target, realization and achievement data owned by the Consulate General of the Republic of Indonesia in Ho Chi Minh City, the economic diplomacy carried out by them shows a positive trend with the realization in accordance with and even exceeding the target. This indicates that economic diplomacy efforts are carried out optimally.

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