

ABSTRACT

Relations among countries are needed in order to survive in international arena. Economic partnership is one of the choices for country to always secure its national demand since not every country have resources to begin with. Indonesia and the Philippines are one of the examples where relations between countries are still continue even more these countries are in the same platform which is ASEAN economic community. Bilateral relations between Indonesia and the Philippines in terms of trade show its positivity even since the MoU in 1980's to commit both countries to always engage in trade partnership. In order to increase trade, Indonesia initiates several agenda to gain and expand its market in the Philippines. To examine this strategy, this research uses the concept of economic diplomacy to prove the strategy used by Indonesia. The methodology applied in this research is qualitative method by collecting data from various sources such as book, journal and website. This research conclude that strategies used by Indonesia through Trade Promotion and Brand Image strategy are effective to increase trade between Indonesia and the Philippines

Keywords : Economic Diplomacy, Indonesia, Trade Promotion, Brand Image, The Philippines