

CHAPTER V

CONCLUSION

Bilateral relations among countries is needed and urgent in order to fulfill country's interest through trade and partnership. Diplomacy is one of the way used by countries to seek for partnership to connect both government and company. Indonesia is one of country use diplomacy strategy in order to achieve its goal in terms of trading its commodity. Since its independent, Indonesia actively involves in partnership in international community both with neighbor countries and other countries. Indonesia and the Philippines is one of the example where both countries in a framework bilateral relation even more since these country is member of ASEAN which strengthen its relations since the establishment of ASEAN.

The research question in this thesis is "How did the Indonesia's strategy to increase trade with the Philippines in 2012-2017?". In order to answer that question, this thesis use the concept of economic diplomacy to examine the strategy used by Indonesia to increase trade with the Philippines. The answer upon that question reflect in the chapter fourth that analyze findings in two aspects which is trade promotion and brand image as a form of economic diplomacy

In the first strategy which is trade promotion, both countries actually commit to strengthen its partnership especially for three main commodities such as mining, agriculture and vehicle. Joint Working Group (JWG) is a platform use by Indonesia to create more cooperation continuously so the relations between two countries stay longer. Indonesia also do trade promotion through business matching. Business matching is platform to connect company to company by involving any companies who have similar products and interest to create such an event to facilitate trading promotion.

Lastly border connectivity, this is platform that actually involve both government to company. To create connectivity between two countries in order to maximize its distribution products.

The second strategy used by Indonesia is brand image. This strategy is actually strategy to promote Indonesia's commodity to the Philippine buyers through event such as expo and exhibition. This platform somehow could be defined as "soft-diplomacy" trade strategy by directly involving companies in any event. The main purpose of this event is to seek for market for local product that hopefully can expand its market by event conducted by both countries.