

ABSTRACT

Economy which has been an important aspect within international dynamics made countries around the world re-oriented and rediscovered these aspect into their policy. It also affected diplomatic activities of diplomats, since they need to seek market access and other economic objectives as their day to day work. Indonesia implemented this trend through economic diplomacy which not only targeting the traditional market but also the non-traditional. Simultaneously, creative economy emerge as the alternative way to achieve the prosperity. The limitation of natural resources and its nature to economic crisis made these kind of economy grew and developed rapidly.

Therefore, this research aimed to analyze what is the model of economic diplomacy used by Indonesia's government through the Indonesia Africa Forum (IAF). This research will examine how Indonesia developing their economy creative to enter African market. At the end, this research attempt to review how the IAF affected the development of Indonesia's economy creative.

The method used in this research is qualitative method. It attempt to compare, analyze and interpret secondary data so it tend to be descriptive and analitic. All the data source are from government institutions such as BPS and Ministry of Trade.

The result of this research are: the IAF was combined two models of economic diplomacy, namely commercial diplomacy and trade diplomacy. In this case, BEKRAF benefited these opportunity to marketing economy creative products –instant coffee, e-commerce and film industry. The effort to develop the creative economy in Indonesia was modest. In these agenda, BEKRAF didn't do some preparations as well as its participations in other international exhibition, but there are representations of creative economy' product by some domestic enterprises. IAF then has been an instrument to encourage trade and investment of Indonesia's creative economy notably the culinary sub sector. Moreover, IAF could encourage tourism and development programme through the creation of innovation. But as consequence of ineffectiveness on Indonesia' economic diplomacy to Africa, its influence to the development of creative economy reveals insignificant result.

Keywords: economic diplomacy, Indonesia Africa Forum, creative economy.