



**ATTRACTING INVESTMENT DURING COVID-19
PANDEMIC: CASE STUDY OF BP BATAM
GOVERNMENT AGENCY 2020-2022**

**UNDERGRADUATE THESIS
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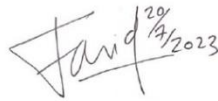
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**FACULTY OF HUMANITIES
INTERNATIONAL RELATION STUDY PROGRAM
CIKARANG
JULY, 2023**

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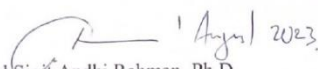
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ATTRACTING INVESTMENT DURING COVID-19 PANDEMIC: CASE STUDY OF BP BATAM GOVERNMENT AGENCY 2020-2022

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ABSTRACT

Recently, the international trade world faced an enormous challenge due to the COVID-19 pandemic that occurred. During the pandemic, countries were forced to carry out restrictions, which forced changes in strategy and the implementation of the Indonesian state's economic activities. As one of the state agencies, the performance of BP Batam in attracting investment by carrying out promotional activities is hampered. The government agency, acting as the primary actor, must make a sincere effort at making the most of the business opportunities that are currently available.

This thesis explores the activities on mobilizing investment by engaging in economic diplomacy as the way to analyse how the effort of Badan Pengusahaan Batam as government agencies to make the most of the Batam Free Trade Zone potential as a location for investments. The theory of economic diplomacy will be established for this study in order to explain the role and impact of the institution on the global world. The method that will be used in this study is by descriptive analysis in qualitative research. This research will analyse the investment promotion activities that has been conducted during the Covid-19 situation in 2020-2022. This will also show the relationship between BP Batam with stakeholders around in the investment promotion activities even during the Covid-19 pandemic situation.

Keywords: Badan Pengusahaan Batam, Covid-19, Investment Promotion, Stakeholders

ACKNOWLEDGEMENT

First of all, I would like to thank God Almighty, for giving me strength, ability, and opportunity to complete this study. I would like to thank for the 16 weeks that I have passed during my internship period at the Badan Pengusahaan Batam. During this internship period I met and learned a lot of experiences from extraordinary people and got a lot of understanding and lessons that were very useful for me to conduct my thesis writing. On this occasion, I would also like to express my gratitude to;

1. To my parents who have encouraged me to keep trying to give my best in my work during this internship period.
2. To Mr. Anggara Raharyo S.I.P., M.P.S, as the internship mentor and academic advisor who has guided and provided support in carrying out my internship as well as my thesis writing.
3. To Ms. Novrita, as my internship supervisor at the Batam Indonesia Free Zone Authority. I express my deepest gratitude; I am grateful that I can be coached with patience so that I can adapt well to the work environment. I was also given a lot of new experiences that will be very useful for me in the future.
4. To my brothers and sisters and friends who were also very kind in giving directions and helping me during my internship at the Badan Pengusahaan Batam office.

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LIST OF ACRONYMS

BBK.....Batam, Bintan, Karimun

FDIForeign Direct Investment

FTZFree Trade Zone

KPBPB.....Kawasan Perdagangan Bebas dan Pelabuhan Bebas (Free Trade and Free Port Area)

LAKIP Laporan Kerja Instansi Pemerintahan (Performance Report of Government Institution)

RPJMNRencana Pembangunan Jangka Menengah Nasional (National Medium Term Development Plan)

SEZSpecial Economic Zone

SMEs..... Small and Medium Enterprises

TTI..... Trade, Tourism, and Investment