



**PT PUPUK INDONESIA'S UREA FERTILIZER
EXPORT STRATEGY TO INDIA (2020–2024): A
COMMERCIAL LIBERALISM PERSPECTIVE**

UNDERGRADUATE THESIS

**Submitted as One of The Requirements to Obtains
Sarjana Sosial**

**By:
RA. VIKA AZ ZAHRA PUTRI
ID No. 016202200129**

**Faculty of Social Science and Education
International Relations Study Program
Cikarang
August 2025**

TURNITIN PLAGIARISM TEST RESULT

Page 1 of 10 - Integrity Overview

Submission ID: 80148017-7-002000000

7% Overall Similarity

The combined total of all matches, including overlapping ones, for each database.

Filtered from the Report

- Bibliography

Match Groups

- 100% Exact or Quoted** 0%
Matches with full or exact text (includes non-question marks)
- 100% Missing Quotation** 0%
Matches that are 100% identical to source material
- 100% Missing Citation** 0%
Matches that have quotation marks, but no in-text citation
- 100% Exact and Quoted** 0%
Matches with in-text citation present, but no quotation marks

Top Sources

- 0%  Internet sources
- 0%  Publications
- 0%  Submitted works (student papers)

TURNITIN AI TEST RESULT

Page 2 of 78 - AI Writing Overview

Submission ID: 101442-27962-00007048

*% detected as AI

AI detection includes the possibility of false positives. Although some text in this submission is likely AI-generated, scores below the 20% threshold are not surfaced because they have a higher likelihood of false positives.

Caution: Review required.

It is essential to understand the limitations of AI detectors before making decisions about a student's work. We encourage you to learn more about Turnitin's AI detection capabilities before using the tool.

Disclaimer

Our AI writing assessment is designed to help educators identify text that might be generated by a generative AI tool. Our AI writing assessment may not always be accurate. It may incorrectly identify text as likely AI-generated or it may not identify text as likely AI-generated. AI-generated text is paraphrased text, so only AI-generated text is shown. AI-generated text is shown in the text below for reference purposes. It is not intended to be used as a substitute for a human review. It is not intended to be used as a substitute for a human review. It is not intended to be used as a substitute for a human review. It is not intended to be used as a substitute for a human review.

Frequently Asked Questions

How should I interpret Turnitin's AI writing percentage and false positives?

The percentage shown in the AI writing report is the amount of qualifying text within the submission that Turnitin's AI writing detection model determines was either likely AI-generated text from a large language model or likely AI-generated text that was likely revised using an AI paraphrase tool or word spinner.

False positives (incorrectly flagging human-written text as AI-generated) are a possibility in AI models.

AI detection scores under 20%, which we do not surface in our reports, have a higher likelihood of false positives. To reduce the likelihood of misinterpretation, no score or highlights are attributed and are indicated with an asterisk in the report (%).

The AI writing percentage should not be the sole basis to determine whether misconduct has occurred. The reviewer/instructor should use the percentage as a means to start a formative conversation with their student author and to examine the submitted assignment in accordance with their school's policies.

What does "qualifying text" mean?

Our model only processes qualifying text in the form of long-form writing. Long-form writing means individual sentences contained in paragraphs that make up a longer piece of written work, such as an essay, a dissertation, or an article. AI. Qualifying text that has been determined to be likely AI-generated will be highlighted in green in the submission, and likely AI-generated and then likely AI-paraphrased will be highlighted purple.

Non-qualifying text, such as bullet points, annotated bibliographies, etc., will not be processed and can create disparity between the submission highlights and the percentage shown.



Page 2 of 78 - AI Writing Overview

Submission ID: 101442-27962-00007048

ABSTRACT

RA. Vika Az Zahra Putri, International Relations 2022, President University

Thesis Title: “PT Pupuk Indonesia’s Urea Fertilizer Export Strategy to India (2020–2024): A Commercial Liberalism Perspective”

The urea fertilizer trade between Indonesia and India demonstrated significant dynamics during the 2020–2024 period. India, as one of the world’s largest urea importers, continued to rely on supply from Indonesia, while PT Pupuk Indonesia sought to maintain its competitiveness amidst global market fluctuations, India’s increasing domestic production, and Indonesia’s export regulations. This study aims to analyze the implementation of PT Pupuk Indonesia’s urea export strategy to India within the context of bilateral trade relations between the two countries, using the theoretical framework of Commercial Liberalism. This research employs a descriptive qualitative method with a case study approach. Data were collected through the analysis of corporate annual reports, trade policy documents, export data, and interviews with PT Pupuk Indonesia officials. The analysis focuses on three main dimensions of Commercial Liberalism theory: the role of non-governmental actors (state-owned enterprises as exporters), government preferences in fertilizer trade policies, and interdependence within the international system. The findings reveal that PT Pupuk Indonesia implemented its export strategy through international tender mechanisms, spot sales, and also customer sector diversification. Although constraints exist in the form of domestic supply priorities (PSO) and export restrictions imposed by the Indonesian government, interdependence with India as a major market continues to create strategic opportunities. This study concludes that although government preferences do not fully support fertilizer trade liberalization, PT Pupuk Indonesia’s export strategy persists through the role of non-governmental actors and strong interdependence with India.

Keywords: PT Pupuk Indonesia, Urea, Export, India, Commercial Liberalism, Bilateral Trade.

ACKNOWLEDGEMENT

Praise and gratitude I offer to the presence of God Almighty for all His blessings so that I can complete the writing of this thesis well. This thesis was written as one of the requirements to complete the Bachelor's Degree in International Relations Study Program at the Faculty of Social Science and Education at President University. More than just an academic requirement, this thesis is a journey full of challenges, lessons, and meaning. I want to remember this journey not only as a process of writing and researching, but also as a moment of ups and downs, accompanied by prayers, support, and the care of those around me. This thesis is also a reminder that every difficult journey, no matter how heavy and lonely it feels, always leaves behind traces worth remembering.

1. To all family members; my father and my mother, R. Harifianto and Rika Mayasari, Abah and Emak, Sinarta and Mastiah, Adek Zahran, and Adek Al, who always give their prayers and support in everything during my research. This thesis is my small dedication to those who never let go of my hand even in the most silent nights, who remind me that no matter how heavy the road may seem, I always have a home to return to. Their love and unwavering strength have been the quiet foundation that carried me through this journey. For them, this work is a prayer turned into words, and a gratitude shaped into pages.
2. To my thesis advisor, Muhammad Sigit Andhi Rahman, S.IP., M.A., Ph.D., who has patiently guided me throughout this thesis process and far beyond. He is one of the most incredible persons I have met during my years in university. His dedication, patience, and sincere encouragement have shaped not only this thesis but also my way of thinking as a student of International Relations. I am deeply grateful for all the constant support, wisdom, and encouragement. May he always be blessed with health and success.

3. To my seniors at PT Pupuk Indonesia, Ibu Ratu, Mba Dini, Mas Luthfi, Mas Riki, Mas Guntur, Mas Rangga, Mas Ancha, and Mas Abid who kindly shared their time and knowledge. Thank you for all the kindness, guidance, unwavering support, and genuine understanding you have shown me throughout this journey. The information and insights you provided were invaluable and greatly contributed to the depth of this research.
4. To my friends, Meilinda Putri, Olivia Vajrin, Tivany Nurul Sabrina Br, Sitepu, Kak Ayub, thank you for always being there to share stories, listen to my frustrations, and remind me that I was not alone in this journey. Your companionship made this process lighter and more bearable.
5. To someone who, even in a short period, was present during the final stretch of this thesis, thank you for the thoughtful gestures, reminders to stay focused, encouragement to keep going, and even simple acts of kindness. Though brief, your presence helped me finish this journey.
6. With heartfelt gratitude, I also extend my thanks to President University, my relatives, and many other kind souls whose names may not be written here one by one, yet whose support, prayers, and presence have quietly accompanied the making of this thesis. Each gesture, no matter how small, has been a meaningful thread woven into this journey.

Finally, I realize that this thesis is still far from perfect. Therefore, I sincerely welcome constructive criticism and suggestions for improvement. I hope that this work can contribute to the study of international relations, particularly in understanding the dynamics of bilateral trade through the perspective of commercial liberalism. With all humility, I dedicate this thesis to everyone who has supported me in one way or another.

TABLE OF CONTENTS

PANEL OF EXAMINER APPROVAL.....	2
STATEMENT OF ORIGINALITY.....	3
THESIS ADVISER	
RECOMMENDATION LETTER.....	4
ADVISOR'S APPROVAL FOR PUBLICATION.....	5
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST.....	6
TURNITIN PLAGIARISM TEST RESULT.....	7
TURNITIN AI TEST RESULT.....	8
ABSTRACT.....	9
ABSTRAK.....	10
ACKNOWLEDGEMENT.....	11
TABLE OF CONTENTS.....	13
CHAPTER I	
INTRODUCTION.....	15
1.1. Background of the Study.....	15
Table 1.1. PT Pupuk Indonesia's Urea Exports by Country (2020-2024).....	18
1.2. Literature Review.....	20
1.3. Problem Identification.....	24
1.4. Research Question.....	26
1.5. Research Objective and Significance.....	26
1.6. Theoretical Framework.....	27
1.6.1. Non-Governmental Key Actors.....	28
1.6.2. State Representation and Preferences.....	28
1.6.3. Interdependence in the International System.....	29
1.7. Research Methodology.....	30
1.7.1. Research Method.....	30
1.7.2. Research Framework.....	31
Figure 1.1 Research Framework Flowchart.....	31
1.7.3. Research Time and Location.....	32
Table 1.2 Research Time, Location, Source.....	32
1.7.4. Research Instruments and Operationalizations.....	33
Table 1.3 Research Instruments and Operationalizations.....	33
1.8. Scope and Limitations of the Study.....	33
1.9. Research/Thesis Structure.....	34
1.10. Definition of Terms.....	35
Table 1.3. Definition of Terms.....	35
CHAPTER II	
INTERNATIONAL TRADE AND BILATERAL UREA FERTILIZER	
RELATIONS BETWEEN INDONESIA AND INDIA.....	37
2.2. Urea Trade Trends between India and Indonesia (2020 - 2024).....	39

2.3. Export Mechanism and Indonesia's Competitive Position in the Indian Market	42
CHAPTER III.....	44
IMPLEMENTATION OF PT PUPUK INDONESIA'S UREA EXPORT TO INDIA: AN INTERVIEW AND DATA-BASED ANALYSIS.....	44
3.1. Key Non-Governmental Actors.....	44
3.1.1. Export Sales Priorities and Mechanisms.....	44
3.1.1.1 Export Sales Procedures via Tender Mechanism.....	46
Table 3.2. Implementation of Export Sales through Tender Mechanism.....	46
3.1.1.2 Export Sales Procedures via Spot Sales Mechanism.....	49
Table 3.3. PT Pupuk Indonesia's Spot Sales Mechanism.....	49
3.1.2 Challenges and Adaptation of Export Strategies in Global Market Dynamics.....	51
3.2. State Representation and Preferences.....	53
3.2.1. Orientation of Indonesia's Fertilizer Trade Abroad.....	53
3.2.2. State Representation in Urea Export Activity Regulations.....	54
3.2.3. Representation of Indonesian and Indian Governments within Bilateral/Regional Cooperation Frameworks.....	55
3.2.3.1. Representation of the Indonesian Government through Bilateral Trade Policy with India.....	55
3.2.3.2. Representation of the Indian Government through Urea Import Policy and Supply Agreements.....	56
3.2.3.3. Representation of the Indonesian and Indian Governments through the Ministry of Foreign Affairs.....	57
3.3. Interdependence in the International System.....	59
3.3.1. PT Pupuk Indonesia Urea Supply to India.....	59
Table 3.4. PT Pupuk Indonesia Urea Export by Country (2020-2024).....	59
3.3.2. Urea Marketing Activities to India.....	60
3.3.3. Demand for PT Pupuk Indonesia Urea in India.....	61
Table 3.5. Urea Export Realization to India by Customer Purchase (2020–2024)....	61
Figure 3.1. Pie Chart of Customer Sector Mapping - PT Pupuk Indonesia Urea Exports to India (2020-2024).....	63
Table 3.6. Urea Export Realization to India by Customer's Sector (2020–2024).....	65
Figure 3.2. Graph of Urea Export Realization by Sector in India per Year.....	66
CHAPTER IV CONCLUSION AND RECOMMENDATION.....	68
4.1. Conclusion.....	68
4.2. Recommendation.....	69
REFERENCES.....	71
APPENDIX 1 - Interview Sheet 1.....	75
APPENDIX 2 - Interview Sheet 2.....	78
APPENDIX 3 - Interview Sheet 3.....	82
APPENDIX 4 - Interview Sheet 4.....	85
APPENDIX 5 - Photo documentation With Interview Respondents.....	87
APPENDIX 6 - Interview Audio Recording.....	88