



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

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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

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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