

# Mansur Juned - The Business Diplomacy

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# Business Diplomacy of Mayora Indah Ltd. on The Kopiko Brand Through Export to the Philippines and Promotions on Korean Dramas

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## ABSTRACT

*Diplomacy in business is needed to make market expansion activities more effective. This step by MNCs is then referred to as business diplomacy and also benefits the state because it can simultaneously become a means of diplomacy and achieve state interests. Mayora Indah Ltd. is a giant MNC from Indonesia that can dominate the global market. The success of Mayora Indah Ltd. in filling the global market can be seen in the popularity of Kopiko as their flagship product. This article aims to determine the strategies of business diplomacy taken by Mayora Indah Ltd to achieve the company's interests successfully. This article will then review the concepts related to business diplomacy proposed by Alammur & Pauleen (2016) as a foundation for analyzing the case study. This research finds that in the core knowledge competencies, Mayora Indah Ltd. applies internal knowledge through exposure to Kdrama producers related to Kopiko, with the aim that they can understand the product that will later be aired. Meanwhile, on multi-perspective consideration, Mayora Indah Ltd. invests in manufacturing in the Philippines and buys coconut commodities for environmental scanning.*

## KEYWORDS

*Business diplomacy; Coffee; Kopiko; Korean Drama; MNCs.*

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## INTRODUCTION

Companies, both large and small, will need to expand overseas. Such expansion may be in the form of cost efficiency or market expansion. This market expansion is also carried out by MNCs based on the motivation to secure business from economic turmoil and crisis that may arise domestically. Diplomacy skills are considered appropriate for mapping business strategies and realizing the success of MNC expansion in the host country. Diplomacy in business is needed to make market expansion activities more effective. In addition, this independent step by MNCs, referred to as business diplomacy, also benefits the state because it can simultaneously become a means of diplomacy and achieve state interests. Business diplomacy is a means for MNCs to secure their business abroad amid international economic uncertainty and an alternative for governments that want to reduce diplomatic budgets and are faced with fragmented international rules (Riordan, 2014, p. 1).

According to an article by Alammur & Pauleen (2016, p. 14), there are several vital factors underlying the birth of business diplomacy activities: (1) because of the need for globalization; (2) is then followed by declining state support for diplomatic activities; (3) increasing criticism from civil society, and (4) increasing power from stakeholders. In business diplomacy, the vital thing to note, according to Ordeix-Rigo & Duarte (2009), is that MNCs must build relationships by adjusting their corporate values to the values already

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