



## Blue Economic Beacon: Red And White Leads the Way Through Niche Diplomacy

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**Article History:**

Submitted: Feb 29, 2024

Accepted: Mar 25, 2023

Published: Apr 15, 2024

**Keywords:**

*Blue Economy; Indonesia; Middle Power; Sustainable Ocean Development.*

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### ABSTRACT

This research has a specific objective to analyze the Indonesian government's strategy for realizing sustainable marine development based on its role as a middle-power country. The author uses the theoretical framework of middle power identity and niche diplomacy to analyze the problems in this study. This research uses explanatory research with qualitative analysis. Based on the results of the research, the Indonesian government's strategy is to prioritize sustainable marine development in national marine policy and also commit to contributing to the world's sustainable marine development with the blue economy principle. This commitment will be realized by increasing cooperation in the marine sector at the bilateral, multilateral, and regional levels. Specifically, the form of the realization of this commitment is that Indonesia has become the strategy of the Indonesian government to realize sustainable marine development is to become the initiator of the formation of cooperation forums (coalition building), to become the contact person for countries in the interest of sustainable marine development (bridge builder), and to uphold international norms in the marine sector for the common good (catalyst).

### INTRODUCTION

Blue Economy is interpreted as an idea or model of policy that oriented on balancing the utilization and preservation of marine resources so that their availability can be obtained continuously. In the point of view of the study relations international relations studies, the presence of blue economy has an idea alignment with the global development discourse or commonly referred to as the Sustainable Development Goals (SDGs) with the title of sustainable development. The preservation of marine ecosystems in SDGs point 14 is interpreted as the basic idea of realizing sustainable marine development. One nation that is focused on growing the marine industry is Indonesia. development of the marine sector. At implementation process, Indonesia adopted the idea of blue economy to be applied as the basis of marine policy. Indonesia's adoption was initiated by the direct speech of the Sixth President of the Republic of Indonesia, Susilo Bambang Yudhoyono. He emphasized Indonesia's steps at the Rio 20+ Summit in Brazil where it was stated that "For Indonesia, Blue Economy is Our Next Frontier" in his speech (Sutardjo, 2012).

The theme of strengthening environmental understanding in implementing sustainable development was addressed at the Rio 20+ Summit. Susilo Bambang Yudhoyono argued that the ocean is a vital instrument that can be implemented by concentrating on the balance between the realization of global discourse and environmental preservation. Starting from this point, Indonesia showed its commitment to be able to use the blue economy as a basic idea to improve marine conditions on a domestic and international scale (Saefuddin, 2015). Over time, the blue economy policy was truly internalized as a policy model directed at building the marine economy. This is evidenced in Law Number 32 of 2014, with the content of the argument that the central government and local governments exercise their authority to carry out marine management through the blue economy policy model.

In the context of legality, blue economy is one of the basic principles of Indonesia's marine policy which is projected to bring benefits to all. This is based on the geographical condition of Indonesia with a vast water line, so that Indonesia has a moral responsibility to participate in the development of the country. Participate in the development as well as improvement of the international environment (Krisman & Sinaga, 2020). Indonesia's commitment to sustainable marine development is also implicit in Indonesia's vision to become the "World Maritime Axis" during President Joko Widodo's regime. President Joko Widodo conveyed Indonesia's initiative to assert itself as a world maritime axis that will have



many positive influences in the world maritime sector (Yakti & Susanto, 2018). (This was conveyed directly by President Joko Widodo at the 9th East Asia Summit, in Nay Pyi Taw: "Therefore, as a maritime country, Indonesia must assert itself as the World Maritime Axis, as a power between two oceans: The Indian Ocean and the Pacific Ocean. The position as the World Maritime Axis opens opportunities for Indonesia to build regional and international cooperation for the prosperity of the people (Public Relations of the Cabinet Secretariat of the Republic of Indonesia, 2014)").

Starting from this basic idea, it can be understood that Indonesia's sustainable marine sector development also contains interests in the international realm. This is caused by the condition where based on the SDGs target point 14 Indonesia must demonstrate its commitment to sustainable marine development. In addition, during the reign of President Joko Widodo, the direction of Indonesia's sustainable marine sector development included a foreign policy orientation to have a positive influence on the maritime aspects of the world. Therefore, Indonesia needs to play its role in the realm of foreign policy in order to realize sustainable marine development as a whole. Regarding foreign policy, Indonesia falls within the category of middle power nations.

The claim based on a statement delivered directly by the Indonesian Ministry of Foreign Affairs, which is contained in the "Strategic Draft of Ministry of Foreign Affairs 2015-2019". In this draft, it is written that Indonesia projects itself to consistently play its role as a middle power country in the aspect of foreign policy. In general, this is done by increasing Indonesia's involvement at the international level through bilateral cooperation with strategic partner countries and international organizations so that Indonesia can exert influence according to middle power capabilities.

Through the series of discussions above, it can be concluded that the Indonesian government has a focus on sustainable marine sector development in accordance with the SDGs target by adopting the idea of blue economy as the basis of its policy. The speech narratives of Mr. Susilo Bambang Yudhoyono and President Joko Widodo has signaled that Indonesia's sustainable maritime development is also directed to become a foreign policy orientation. This research pays attention to the relationship between Indonesia's foreign policy orientation as a world maritime axis and Indonesia's role as a middle power influenced by the conception of the blue economy.

Therefore, this research is interested in analyzing Indonesia's role as a middle power in the context of realizing sustainable marine development. In this research, the author uses some previous literature as the basis for the arguments to be presented. The author has categorized several previous literature reviews according to the issues raised in this research. The first group is a review of previous literature on sustainable marine development, including: (1) mainstreaming ocean policy; (2) redesigning Indonesia's marine economic development; (3) defining the blue economy. Then the second group contains a review of previous literature on Indonesia as a middle power, including: (4) the middle power moment; (5) Indonesia's role as middle power; (6) the new direction of Indonesia's foreign policy (Bappenas, 2014).

Through some descriptions of previous research above, it can be concluded that environmental improvement through sustainable marine development is the focal point of the international community. Through this problem, the blue economy is considered capable of being an innovative solution in realizing Indonesia's interests in the domestic and international spheres. In the scope of the discussion of foreign policy, the similarity of ideas lies in the classification of Indonesia as a middle power country in the practice of its foreign policy. However, something that makes a difference in this study is the examination of Indonesia's steps to make the blue economy the basis of its foreign policy focus on sustainable marine sector development.

## LITERATURE REVIEW

Andrew F. Cooper came up with an approach that can help review the behavior of middle power countries, namely niche diplomacy. The concept is based on Andrew F. Cooper's (1998) concern about the traditional leadership function in the global order. For him, the assumption of superpowers acting as top-down controllers of the global order is no longer relevant. If one were to take the term "niche diplomacy" literally, it would mean "specialized or specialized diplomatic actions in a particular field." In a more specific translation, niche diplomacy will help middle-power countries to can realize global goals with more specific areas (Alden & Vieira, 2005).

The proposition of reviewing international relations phenomena relevant to this approach is contained in the literature written by Cooper under the title "Niche Diplomacy: a Conceptual Overview". The first proposition is the determination of the advantages possessed by the relevant country. Actors in this approach must first determine the superiority and specificity of the target of diplomacy. The determination of this advantage serves as a point of differentiation of their sources of power with other great powers. The term excellence can refer to commodities, resources, geographical location, or any form that can be a differentiator in international problems.

The second proposition is that there are indications of the behavior of middle power countries. That is, the state will play the role of a middle power country in order to fulfill its interests. Specifically, Cooper et al (2000). give a summary of the behavioral traits that medium power nations have. To begin with, the state will serve as a coalition builder. This coalition building is done by approaching non- middle power countries that have aligned ideas in addressing these international issues. So that the emphasis of the coalition formed is based on the same ideas to get a solution to a problem for the common interest. Second, the state will act as a bridge builder. This effort is made to create collective steps in implementing solutions to realize common interests. This is also the realm for middle power countries to utilize their status to become a counterweight to the power of small power countries to negotiate with great power countries so that more dynamic international relations are realized. Third, the state has a role to play as a catalyst. This step is especially



aimed at other countries in order to understand that international norms are universal rules.

After there are indications according to the behavior of a middle power capability country, the country hybridizes its interests in foreign policy. The term "hybrid" is interpreted as a combination of two aspects, namely international and domestic, while still paying attention to the urgency of both. The meaning of this term is that the state harmonizes its advantages with the opportunity for space vacancies in solving global problems. The state will quickly act to distribute its power with its base as a middle power innovatively, quickly and strategically. Considering its foundation as a medium power. As a medium-sized power, the state hybridizes for the same concepts that have been refined in the subtleties of specialized diplomacy by enlisting the help of several other players in the international arena. So that after determining the advantages possessed by the state, then they harmonize and implement them in foreign policy in accordance with the characteristics of middle power, the niche diplomacy framework can be formed as a whole.

If operationalized more deeply, niche diplomacy implemented through the role of the state according to its characteristics will be in line with Indonesia's existence as a middle power-based country. The availability of vast waterways to the potential utilization of Indonesia's marine sector is compiled into a form of Indonesia's national interest in the natural resource sector. This then triggered the orientation of sustainable marine development policies based on the blue economy principle. In connection with the orientation to the international sector, Indonesia is faced with the challenge of being able to carry out sustainable development with several targets, one of which is the management of marine ecosystems. This then becomes a meeting point for international and domestic interests which increasingly focuses on the specification of Indonesia's foreign policy goals in the field of sustainable marine development.

**METHOD**

This research uses explanatory research with qualitative analysis. This approach is used so that the author is able to provide readers with an understanding of Indonesia's foreign policy strategy in the maritime sector in detail and comprehensively in a concentration on sustainable maritime development based on a blue economy. For this reason, an explanatory explanation is needed regarding the relationship between several variables contained in the analytical tool so that it can explain Indonesia's strategy as a middle power country. The data collection technique used in this paper is the literature study method. Literature studies are carried out by reviewing journals, documents, reports and other scientific writings. The data sources used in this research are primary data and secondary data.

**RESULT**

Indonesia's Ocean Policy Orientation: Sustainable Ocean Development Indonesia is one of 193 countries that agreed to implement the SDGs in 2015. This means that Indonesia has responsibility to realize goals SDGs which The SDGs include the development of a global sustainable marine sector. Sustainable marine development written in the fourteenth goal emphasizes that the actors involved are able to manage the marine sector by reflecting with the natural ecosystem. This refers to curbing exploitative actions and also enforcing applicable regulations. So that with this application, the availability of marine resources will be able to be utilized optimally and sustainably. After the Rio 20+ Summit, Indonesia has an orientation in conducting sustainable marine development marked by the adoption of the *blue economy* policy model. Based on a review of marine policy, Presidents SBY and Joko Widodo have their own focus on sustainable marine development. President SBY comprehensively projected sustainable marine development in the 2005-2025 National Long-Term Development Plan (RPJPN) (Ismail & Kartika, 2019). Law No. 17/2007 implies information that the National Long-Term Development Plan 2005-2025 is implemented through several stages called the Medium-Term Development Plan (RPJM). The RPJM stages are executed within a period of every five years with certain goals and objectives at each stage.

**Table 1. Medium-Term Development Plan as the Realization of the National Long-Term Development Plan 2005-2025**

Medium Term Development Plan	Year	Destination
RPJM National I	2005 - 2009	Reorganization of all aspects owned by Indonesia with the goal of becoming a safe, peaceful, democratic and prosperous country.
RPJM National II	2010 - 2014	Solidifying setup that have been carried out, accompanied by strengthening the quality of human resources in order to have adequate capabilities in the middle process process of the times.
RPJM National III	2015 - 2019	Strengthening development Comprehensive development in all fields with the main focus on being able to have a competitive advantage that includes the advantages of competitive advantages that include source advantages natural resources, human resources advantages, and mastery of science & technology.



RPJM National IV	2020 - 2025	Realizing Indonesiansociety that independent, peaceful, prosperous, and democratic withthe development of natural andhuman resources and human resources that have been carried out.
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Source: National Planning and Development Agency. (2017). Vision and Direction of Long-Term Development 2005-2025.

Referring to the RPJPN and RPJMN that had been prepared during President SBY's administration, President Joko Widodo launched the "Indonesian Marine Policy Vision 2030" as one of the implementations of the National Long-Term Development Plan 20052025 in terms of sustainable marine sector development. In accordance with the timeframe, the establishment of the legal basis for the vision of Indonesia's marine policy which is The latest one is right at the National RPJM stage III(Table 1), namely Presidential Regulation No.16/2017. The same applies to the values to berealized, Indonesia prioritizes the development of the marine sector in order to become an advanced and independentmaritime country and utilize its capabilities tocontribute to common interests both on a nationaland international scale.

Specifically, the regulation has the direction of marine development contained in seven policypillars, including:: (1) marine resource management and human resource development; (2) defense, security, law enforcement and safety at sea; (3) marine governance and institutions; (4) marine economy and infrastructure and welfare improvement; (5) marine space management and marine environmental protection; (6) maritime culture; (7) maritime diplomacy (Presidential Regulation No. 16/2017). Several pillars of marine policy are then implemented with three basic principles so that all development programs can be carried out in accordance with national interests. Thethree principles are archipelago insight, sustainable development and blue economy.

Archipelago insight means that development guidelines must harmonize their interests in accordance with Pancasila and the 1945 Constitutionso that the realization of development is in line with the basic ideas of the state. The principle of sustainable development means that the orientation of the development carried out must be able to meet long-term needs. Therefore, utilization efforts arenot allowed to exceed the regeneration capability of the resource availability. This step can be fulfilled through environmentally friendly and innovative approaches such as the last marine policy principle, the blue economy. The blue economy principle of Indonesia's marine policy is interpreted as an approach to utilizing marine resources that balances utilization and environmental conservation. The preservation referred to in this context is to reduce over-exploitation, renew resources that have beenutilized, and also maintain the stability of resource life according to the marine ecosystem so that it can be utilized in the long term. Indonesia's Identity as a *Middle Power* andForeign Policy Implementation Indonesia can be classified as a form of *middle power* country. This can be seen through the Ministry of Foreign Affairs Strategic Plan 2015- 2019 which emphasizes that Indonesia is a middle power.

## DISCUSSION

Indonesia will continue to consistently play a *middlepower* role in its foreign policy activities. Some previous literature also proves that based on its foreign policy track record, Indonesia reflects the behavior of a *middle power* country. Nur Luthfi Hidayatullah argues that based on a review of each government regime, Indonesia shows the behavior of a middle power country (Hidayatullah, 2014). Indonesia has consistently distributed its middle power as an *assembler* and *advocator*. Both behaviors were seen in the regimes of Soekarno, Soeharto, and Susilo Bambang Yudhoyono.

According to Benson & Lee, the *middle power* classification of Indonesia can be seen from several phenomena that occur. First, Indonesia's foreign policy activities during the transition period of the New Order seemed more 'sensitive' to the dynamics of the international system. Benson & Lee revealed that snippets of events such as being involved in the formation of the ASEAN security community to involvement in several multilateral forums indicated that Indonesia was able to play its role as a contact person for interests between international relations actors (Benson & Lee, 2015). So it can be agreedthat in order to implement foreign policy or distribute its power, Indonesia will show *middle power* capabilities. The vision of Indonesia's marine policy during the current administration, namely the era of President Joko Widodo, hints at the message that the marine sector is an object that will be optimized for the benefit of the country. As stated in the foundation of its marine policy, Indonesia aspires to be a maritime nation that is advanced, autonomous, sovereign, and capable of contributing favorably to the marine sector of the global community. The Indonesian government also expressed its goal of supporting global marine development, citing Joko Widodo's statement at the 9th East Asia Summit. The speech stated that Indonesia will increase marinecooperation at bilateral, multilateral and regional levels.

The discourse on increasing Indonesia's international cooperation in the marine sector can be represented according to its characteristics as a *middle power* country. In accordance with the previous discussion, the behavioral characteristics of *middle power* countries are *coalition building*, *bridge builder*, and *catalyst*. As a *coalition building*, Indonesia can form a coalition involving countries with the orientation of improving the management of the marine sector. The formation of the coalition will help Indonesia realize sustainable marine development through collective efforts. As a *bridge builder*, Indonesia is tasked with being a contactperson for the interests between *great powers* and

*small powers* in the process of sustainable marine development. That way, Indonesia will get an image as *good international citizenship* in accordance with the substance of the *middle power* in realizing common interests (Alvian et al., 2017). As *acatalyst*, Indonesia is tasked with enforcing international norms related to marine aspects with the aim that the development process carried out together can run as fair as possible because it still goes hand in hand with applicable regulations. Sustainable marine sector development on a global scale can be interpreted through global *sustainable development goals* at point 14. In this point, it is emphasized that the marine sector is an important element for the living needs of the global community. However, under current conditions there are still many ecological health crises in the marine sector due to pollution, exploitation, and also environmental pollution that threaten the availability of natural resources in the future.

Therefore, proper and comprehensive management of the marine sector is one of the development challenges towards a sustainable future. Referring to this urgency, it can be understood that Indonesia's interest in the international aspect is to participate in meeting global challenges regarding sustainable marine sector development through its marine policy principles. So that with these efforts Indonesia can show its positive contribution to the global marine sector.

### Indonesia's Niche Diplomacy Strategy in Manifesting Sustainable Ocean Development

Indonesia as Coalition Building Coalition formation in the context of middle power behavior has the connotation of informal coalition formation. This means that the coalition formed is voluntary, not binding, and also not based on a pact. The coalition formation in question is only based on the alignment of principles and ideas by its members in solving international problems. The strategy used by *middle power* countries in coalition formation is to gather the strength of *great power* and *small power* countries in solving international problems. That way, the realization of the interests of *middle power countries* can be achieved through collective efforts. In accordance with its capabilities as a *middle power* country, Indonesia has formed several coalitions in the form of international forums that support marine development sustainable with *blue economy* principles. Some of these forums are CTI-CFF and AIS Forum. *The establishment of The Coral Initiative on Coral Reefs, Fisheries and Food Security (CTI-CFF)* In 2006, Indonesia was faced with quite alarming water conditions. This was caused by the availability of *coral reefs* as an important element of marine ecosystem health that was threatened with extinction (Magdalena, 2016). This condition occurs due to the rampant exploitative fishing practices that damage coral reefs. According to Amin, these conditions resulted in the number of coral reefs in Indonesian waters that have a good indication of only about 31%.

Figure 1: Coral Triangle Region



Source: Coral Triangle Initiative on Coral Reefs, Fishers, and Food Security. About: History of CTI-CFF.

An analogous dilemma also exists in the coral triangle on a global scale. The world's biggest concentration of marine life can be found in the coastal and marine region known as the Coral Triangle, which is located between the Pacific and Indian seas. The coral triangle covers the waters of Indonesia, Malaysia, Philippines, Papua New Guinea, Solomon Islands, and Timor Leste. The coral triangle area is allegedly experiencing damage to coral reef biota up to 85% with 45% of the value experiencing severe damage (Fitriandita, 2018). The lack of availability of coral reefs with good quality will certainly be a threat to the health of Indonesia's aquatic ecosystems and countries in the coral triangle.

Referring to this event, Susilo Bambang Yudhoyono delivered a message about the urgency of the coral triangle at the Convention on Biological Diversity (COP-8 CBD) in Brazil. Susilo Bambang Yudhoyono's message was inseparable from the coral reef crisis that threatens the stability of marine life. Next in 2007, Indonesia hosted the CT-6 meeting which involved discussions between coral triangle countries. The CT-6 meeting was also attended by several International Non-Governmental Organizations working on environmental issues such as Convention International, The Nature Conservancy, and the World Wide Fund. In short, this meeting discussed the development and management of coral reefs that are experiencing a crisis. And finally in 2009 a multilateral cooperation was formed, namely The Coral



Initiative on Coral Reefs, Fisheries and Food Security (CTI-CFF). This cooperation still involves coral triangle countries namely Indonesia, Malaysia, the Philippines, Papua New Guinea, Solomon Islands and Timor Leste. CTI-CFF has an orientation to maintain the wealth of the sea and coastal waters.

More specifically, the purpose of establishing the CTICFF is to mitigate threats to marine ecosystems, coastal areas and islands in the coastal triangle region. This goal is realized through efforts to improve global warming, marine sustainability management, fisheries management, marine protected area management, and resource conservation. CTI-CFF participants believe that this step is a progressive action considering the urgency of marine management will have a significant impact on human life. This is also a representation of the participants to be able to realize the global challenge entitled Millennium Development Goals. Indonesia is an important actor in the formation of The Coral Initiative on Coral Reefs, Fisheries and Food Security. Implicitly, the momentum of the Conference.

Biodiversity (COPS-8) and CT-6 Forum proved that Indonesia was the initiator in the establishment of CTI-CFF. As a symbol of its leadership in CTICFF, Indonesia built a secretariat building and CTI Center to facilitate the operational activities of this organization. Materially, Indonesia invested 5.5 million USD to support the development of marine management in the CTI-CFF conservation area (Coral Triangle Initiative, 2021).

The establishment of the Archipelagic and Island States Forum (AIS) is based on the fact that the global community is facing the issue of environmental crisis (AIS, 2021). Climate change, natural disasters, marine pollution, limited natural resources are a manifestation of the crisis environment which endangers the life of the global community in a sustainable manner. It is feared that this environmental crisis will have a negative impact on the social and economic life of the global community in the future. Referring to this urgency, a solution initiative is needed to maintain environmental stability.

The New York City Ocean Conference is an international ocean conference that involves the participation of state representatives, international non-governmental organizations, researchers, and the scientific community with the orientation of sustainable marine sector development. The conference made the 14th point of the SDGs, which contains the goal of sustainable marine management, the subject of discussion. Specifically, the New York conference emphasized that the marine sector is the future for the sustainability of life of the global community and collective efforts are needed to maintain the availability of nature. The New York Ocean Conference resulted in a commitment from participants to jointly implement SDGs point 14 voluntarily for the benefit of sustainable marine utilization. Departing from this commitment, Indonesia held the Archipelagic Countries Conference in 2017 with the aim of realizing environmental crisis mitigation in the marine sector for archipelagic countries. The first State of the Islands Conference was attended by 20 delegates from island countries and Asia Pacific island countries. The conference led to an agreement between Indonesia and the United Nations Development Program to establish a means of cooperation, namely the Archipelagic and Island States Forum (AIS) (Kemenko Kemaritiman, 2017).

Subsequently, 46 archipelagic state representatives attended Indonesia's second Archipelagic States Conference, which was held on September 6–8, 2018. This second conference focused on the condition of global waters and also elaborated effective marine development targets (Kominfo, 2018). Next, on November 1, 2018 Indonesia again held the State of the Islands Conference in Manado. On this occasion, a number of 21 island states ratified the establishment of the Archipelagic and Island States Forum (AIS). Some of the countries that agreed to establish this forum are the United Kingdom, Cabo Verde, Fiji, Philippines, Guinea Bissau, Indonesia, Jamaica, Japan, Cuba, Madagascar, Malta, Papua New Guinea, Saint Kitts and Nevis, Sao Tome and Principe, Seychelles, Singapore, Cyprus, Suriname, Sri Lanka, Tonga, and Timor Leste. The establishment of the Archipelagic and Island States Forum is projected to be an infrastructure for member countries in efforts to mitigate environmental crises by collaborating with aligned stakeholders. So that the Archipelagic and Island States Forum is able to produce solution innovations in order to answer global challenges, namely SDGs point 14.

### Indonesia as Bridge Builder

Bridge builders or contact persons for interests by middle power countries are implemented in two ways form of strategy. First, middle power countries will become normative balancing. This means that middle power countries will strengthen the power of small powers to balance the existence of great powers. Balancing power does not have a confrontational tendency, but rather an adjustment of interests amid differences so that a more dynamic relationship emerges. Second, middle power countries will become facilitators for great power or small power. Middle power countries will accommodate existing interests in distributing their power in solving international problems. This strategy is one of the efforts of middle power countries to become good international citizenship. Indonesia has also shown its capability as a contact person for the interests of great powers and small powers in several international forums to realize sustainable marine development. Some international forums include APEC, IORA, and AIS Forum. Indonesia's contribution to APEC As a cooperation forum that seeks to improve the economy in the Pacific Ocean region, APEC also seeks to promote the marine sector as a base for utilization. This discourse was sparked at the APEC Summit in Bogor in 1994 or better known as the Bogor Goals at point 8 that: "Our objective to intensify development cooperation among the community of Asia-Pacific economies will enable us to develop more effectively the human and natural resources of the Asia-Pacific region so as to achieve sustainable growth and equitable development of APEC economies, while reducing economic disparities among them, and improving the economic and social well-being of our people. Such efforts will also facilitate the growth



of trade and investment in the Asia-Pacific region" (APEC, 1994).

Based on this discourse, it can be understood that APEC places natural and human resources as the basis for accelerating the growth of the Asia Pacific economy. APEC projects that intensive development on the aspects of natural resources and human resources can support sustainable development. Referring to the urgency, APEC promoted the blue economy as one of the cooperation priorities at the 22nd APEC Summit in Xiamen. APEC members agreed that it is necessary to adjust to global economic trends that have manifestations on sustainable development (APEC, 2014). Therefore, the blue economy approach is believed to be an instrument to fulfill sustainable economic growth in the Asia-Pacific region. APEC hopes that members can synergize to increase the productivity of the marine economy while implementing the blue economy as an approach. Indonesia is one of the APEC members that contributes in the context of implementing the blue economy. As a manifestation of the implementation of the working principles of APEC members, Indonesia voluntarily participated actively in several forums for the development of blue economy policy models such as the APEC Blue Economy Forum in China in 2012, the Asia Conference on Ocean Food Security and Blue Growth in Bali in 2013, The First Blue Economy Summit of Small Island Developing States in Abu Dhabi in 2013, The 8th World Blue Economy Conference in Madrid in 2013, and The Global Ocean Action Summit in the Hague in 2014 (Rani & Cahyasari, 2015).

Then Indonesia also adopted the idea of blue economy as one of the principles of national marine policy. This makes Indonesia's marine development always pay attention to the condition of the marine ecosystem so that it can be utilized sustainably. Finally, Indonesia established the APEC Ocean and Fisheries Information Center (AOFIC). AOFIC is a science and technology facility built by Indonesia in Bali. This facility can be a means for APEC to conduct a review of marine dynamics in the Pacific Ocean region (Global Times, 2013). Indeed, the establishment of AOFIC will make it easier for APEC members to implement sustainable marine development. Indonesia's participation in IORA: the 2017–2021 IORA Action Plan and the Jakarta Accord One way to characterize the Indian Ocean Rim Association (IORA) is as an international body that works to promote sustainable development and regional cooperation in the Indian Ocean region. Since its establishment in 1997, IORA has 23 member countries namely South Africa, Australia, Bangladesh, India, Indonesia, Iran, Kenya, Comoros, Madagascar, Maldives, Malaysia, Mauritius, Mozambique, Oman, France, Seychelles, Singapore, Somalia, Sri Lanka, Tanzania, Thailand, United Arab Emirates, and Yemen.

IORA has several priorities for cooperation in meeting the organization's goals, including: (1) maritime safety and security; (2) trade facilitation; (3) fisheries management; (4) disaster management; (5) academic cooperation in science and technology development; (6) advancing the tourism and cultural sectors (Ministry of Foreign Affairs, 2019). Referring to its cooperation priorities, it can be understood that IORA has a main focus on increasing economic intensity and sustainable maritime in the Indian Ocean region. This is because The Indian Ocean holds potential marine resources that can contribute greatly to economic growth. Indonesia as Catalyst or also often known as norms diffuser is realized by middle power countries by conducting "positive inducement" in efforts to resolve international problems (Jordan, 2003). This effort is applied by making persuasive efforts to other powers to comply with international norms that have a correlation with the core of the problem. Middle-power nations must take this action to preserve their credibility as go-betweens for major and little powers. As an effort to realize sustainable marine development, Indonesia enforces the 1982 UNCLOS norms as well as IPOA-IUU.

### Indonesia's Contribution in Enforcing UNCLOS 1982 and IPOA-IUU

Illegal, Unreported, Unregulated Fishing is a marine issue that leads to crimes in the fisheries sector. Literally, illegal fishing is defined as fishing activities in a country's jurisdiction without a license procedure and in violation of applicable laws (Lisnawati, 2020). Then unreported fishing is the utilization of the fisheries sector that is not reported or not properly reported to the competent authority, thus violating the applicable law. Meanwhile, unregulated fishing is a fisheries utilization activity carried out in water areas that do not yet have conservation arrangements. Unregulated fishing activities can also lead to criminal acts that are carried out across national borders, organized, and can cause serious damage to the condition of certain jurisdictional waters.

IPOA-IUU is a form of agreement among countries in the world to eradicate *IUU fishing*. Starting from concerns over the rampant practice of *IUU fishing*, the IPOA-IUU solution framework was discussed at an expert consultation in Sydney in 2000 (FAO, 2001). Then the results of this consultation became the material for further discussion at the technical formulation of solutions to *IUU Fishing* practices in Rome in February 2001. After a long discussion process, in March 2001 FAO member countries agreed that IPOA-IUU could become a reference for the international community to tackle *IUU fishing* practices. In general, IPOA-IUU provides a solution for countries to ensure that sanctions against *IUU Fishing* perpetrators can prevent, provide deterrent effects, and prevent *IUU Fishing from occurring*. effective in eliminating *IUU Fishing* practices and does not provide economic benefits for the perpetrators. Referring to the discussion above, it can be understood that UNCLOS 1982 and IPOA-IUU are international norms in efforts to eradicate *IUU Fishing*. International norms are interpreted as a set of rules formed based on the agreement of the members (countries) involved regarding the problems that are occurring (Martinsson, 2011). This rule then creates a responsibility for stakeholders to obey, enforce and implement the contents of the ratified agreement. Therefore, if contextualized in the process of the establishment of UNCLOS 1982 and IPOA-IUU, these two agreements can be validated as a form of international norm.



Indonesia is one of the countries that ratified UNCLOS 1982 and IPOA-IUU. So far, Indonesia has been quite active in campaigning the dangers of IUU Fishing accompanied by the affirmation of applicable international norms. <sup>th</sup>At the 4<sup>th</sup> meeting of the *Expanded ASEAN Maritime Forum* in Manado, Indonesia emphasized to the members the importance of paying attention to *IUU Fishing* because it is a real threat to the sovereignty and wealth of the country (Director General of Cooperation of ASEAN, 2016). Based on this urgency, Indonesia invited the participants to develop special regulations as a solution to the threat of *IUU Fishing*.

### CONCLUSION

The Indonesian government is oriented towards realizing global sustainable marine development. This realization step is based on Indonesia's interest in optimizing national marine potential and also demonstrates its commitment to contribute to global sustainable marine sector development. Indonesia assumes the role of a medium power when it comes to the fulfillment of development. This refers to the Strategic Plan of the Ministry of Foreign Affairs of the Republic of Indonesia, which states that Indonesia will continue to consistently play its role as a middle power country in fulfilling foreign policy interests. Therefore, Indonesia needs to implement a directed foreign policy strategy to realize marine development sustainable in accordance with its capability of middle power. Based on the research results, the Indonesian government's strategy is to prioritize sustainable marine development in national marine policy and also commit to contributing to the world's sustainable marine development with the blue economy principle. This commitment will be realized by increasing cooperation in the marine sector at the bilateral, multilateral and regional levels. Specifically, the form of realization of this commitment is that Indonesia has become the initiator of the establishment of a forum for cooperation in the sustainable marine sector, becoming a contact person for countries in the interests of sustainable marine development, and upholding international norms in the marine sector for mutual benefit. Overall, the study's findings demonstrate that Indonesia, as a middle power, supports international sustainable maritime development. This certainly strengthens some of the previous literature's arguments that according to its foreign policy track record, Indonesia plays the role of a middle power. The results of this study also show that there is a relationship between the independent and dependent variables explained through the application of theory in this study. The relationship is shown through Indonesia's role as a middle power is influenced by Indonesia's commitment in realizing sustainable marine development based on the blue economy, especially on an international scale.

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