

## Ekspansi bisnis Saudi Aramco ke Indonesia periode 2016-2018 = Saudi Aramco`s business expansion to Indonesia in 2016-2018

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### Abstrak

**ABSTRAK**

Penelitian ini mengkaji tentang ekspansi bisnis Saudi Aramco ke Indonesia. Saudi Aramco merupakan perusahaan minyak milik Arab Saudi yang terintegrasi penuh sebagai perusahaan minyak dan petrokimia global. Dalam perkembangannya, Saudi Aramco melakukan *global downstream* di Amerika Serikat serta melakukan *upstream* atau eksplorasi ke berbagai negara seperti Jepang, Korea Selatan, dan Cina. Namun pada 2016, Saudi Aramco tertarik melakukan kerja sama *joint venture* ke Indonesia melalui investasi di Kilang Cilacap. Padahal berdasarkan data Badan Koordinasi Penanaman Modal RI (BKPM) sepanjang tahun 2016 investasi Arab Saudi ke Indonesia hanya sebesar 900 ribu USD yang terealisasi dalam 44 proyek disektor non-migas dan menempatkan Arab Saudi di posisi 57 dalam daftar negara investor di Indonesia. Melihat permasalahan tersebut, muncul pertanyaan penulis, mengapa Arab Saudi mulai tertarik melakukan investasi ke Indonesia melalui ekspansi bisnis yang dilakukan oleh Saudi Aramco. Untuk menjawab pertanyaan tersebut, penelitian ini akan menggunakan teori *Push and Pull Factors* dari Evans, Bridson, Byrom, dan Medway. Dalam menganalisis obyek penelitian menggunakan metode penelitian kualitatif. Hasil analisis peneliti menemukan bahwa *push factors* yang mendorong Saudi Aramco untuk melakukan ekspansi bisnis ke Indonesia adalah: a) kondisi domestik Arab Saudi; b) tantangan domestik Arab Saudi; c) strategi pengembangan Saudi Aramco; dan d) adanya kebijakan Saudi Vision 2030. Sedangkan *pull factors* yang menarik Saudi Aramco untuk ekspansi bisnis ke Indonesia adalah: a) potensi kerja sama bilateral antara kedua negara dan sumber daya yang besar di Indonesia; dan b) kebijakan pemerintah Indonesia melalui proyek *Refinery Development Master Plan* (RDMP). Penelitian ini menyimpulkan bahwa adanya faktor penarik yang kuat dari kebijakan Indonesia yang memberi sejumlah kemudahan bagi Saudi Aramco seperti: perizinan, penghapusan pajak penghasilan dalam waktu tertentu (*Tax Holiday*) dan memangkas komponen pembentukan setoran PPh (*Tax Allowance*), pembebasan pengenaan Pajak Penambahan Nilai (PPN) dan bea masuk bagi barang-barang yang dibutuhkan di dalam pembangunan proyek kilang Cilacap sehingga Saudi Aramco mulai tertarik untuk berinvestasi di Indonesia. Perbedaan penelitian ini dengan penelitian-penelitian sebelumnya bahwa belum ada penelitian yang mengkaji tentang ekspansi bisnis Saudi Aramco ke Indonesia, maka peneliti mencoba menjelaskan beberapa fakta terkait dengan faktor-faktor yang mempengaruhi ekspansi bisnis Saudi Aramco ke Indonesia.

Kata Kunci : Ekspansi Bisnis, Push and Pull Factors, Investasi, Indonesia, Saudi Vision 2030, Proyek RDMP.

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**ABSTRACT**

This research examines on the topic of Saudi Aramco`s Business Expansion to Indonesia. Saudi Aramco is a fully integrated oil company owned by Saudi Arabia as a global oil and petrochemical company. During its development, Saudi Aramco conducted a global downstream in the United States and carried out upstream or exploration in various countries such as Japan, South Korea and

China. However in 2016, Saudi Aramco was interested to joint ventures cooperation towards Indonesia through investments in the Cilacap Refinery. However based on the data from Badan Koordinasi Penanaman Modal (BKPM), throughout 2016 Saudi Arabia`s investment in Indonesia was only 900 thousand USD which was realized in 44 non-oil sectors and placing Saudi Arabia at 57 in the list of state investors in Indonesia. Seeing this question, the author`s question arises, Saudi Arabia was interested to invest in Indonesia through business expansion carried out by Saudi Aramco. To answer this question, this research will use Theory of Push and Pull Factors from Evans, Bridson, Byrom, & Medway. In applying the theory used in the analysis, the data will use qualitative research methods. In the analysis, researchers found that the driving factors that led Saudi Aramco to expand its business to Indonesia were: a) domestic conditions in Saudi Arabia; b) Saudi Arabia Domestic challenges; c) Saudi Aramco`s development strategy; and d) the policies of the Saudi Arabian government which gave rise to the Saudi Vision 2030 policy. Then the attractive factors that attracted Saudi Aramco for business expansion to Indonesia were: a) the existence of Indonesia`s potential; and b) Indonesian government policies through the *Refinery Development Master Plan* (RDMP) project. This research discusses the strong pulling factors of Indonesian policies that contribute to Saudi Aramco including ease of licensing, removing taxes within a certain time (Holiday Taxes), Tax Allowance, Value-Added Tax and import duties for goods needed in the construction of refineries so that Saudi Aramco began to be interested to invest in Indonesia. The difference between this research and the previous researches that did not have research that examined the expansion of Saudi Aramco`s business into Indonesia, the researchers tried to explain some facts related to the factors that increased Saudi Aramco's expansion to Indonesia.

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