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THE IMPACT OF THE INDONESIAN GOVERNMENT TRANSITION ON THE BUSINESS COMMUNICATION PROCESS IN THE INTERNATIONAL TRADE SECTOR

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ABSTRACT

The transition of the Indonesian government has significantly impacted the business communication process in the international trade sector. This article explores how new policies during new government transition influence international trade dynamics. Furthermore, this research identifies key challenges in the business communication process, including regulatory uncertainties, intercultural communication differences, and adaptation to technological and diplomatic language shifts. Nevertheless, the transition also presents major opportunities, the opening of new markets, the strengthening of economic diplomacy, and the increased use of digital platforms in business communication. This research concludes that a deep understanding of new policies and adaptive business communication are essential to maintain international trade relations amidst governmental changes. The issue of the new Indonesian government transition is the novelty of this research. It is

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recommended to conduct further research related to the perception of foreign investors on Indonesian government transition and communication reliability.

INTRODUCTION

Business communication is crucial as it serves as the primary foundation for achieving business success. Business communication enables the exchange of information, ideas, and perspectives between individuals or entities within a business context, encompassing both internal and external communication. The transition of government in Indonesia will undoubtedly alter the processes of business communication in the country. Business communication can be defined as the process of sending and receiving messages between individuals or groups within a business environment. It is an act of exchanging information, ideas, concepts, instructions, and so forth, conveyed either personally or non-personally through symbols or signals to achieve organizational objectives. These symbols or signals may consist of information, instructions, or even motivational messages in the workplace aimed at fostering the progress of the company.

Prabowo Subianto as the President of Indonesia 2024–2029, in every word and sentence he conveys, evokes a sense of pride in Indonesia, which is full of potential. His grand vision is articulated clearly, loudly, and with confidence, reflecting the depth of his understanding of the character and strength of this nation. He recognizes both the advantages and challenges faced by Indonesia, from its vast territory, abundant natural resources, to the historical power that has shaped the nation's identity. In his speech, he explains that the Indonesian people must be the masters in their own land, standing on food, energy, and economic independence. For him, independence is not merely a dream, but a necessity that must be realized promptly in the midst of global uncertainty. The leadership of Prabowo Subianto has the potential to bring significant positive impacts on economic advancement, labor, business opportunities, international trade, as well as the development of exports and investments both domestically and internationally. In the economic sector, Prabowo's focus on food and energy sovereignty can create better stability in domestic supply. With this self-sufficiency policy, Indonesia will not only reduce

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its dependence on imports but also create opportunities to grow local industries, which will directly stimulate the national economy (ANZIIF, 2024).

Under the regime of Prabowo Subianto-Gibran Rakabuming Raka, several sectors are predicted to become targets for global investors. Head Economist of Bank Syariah Indonesia (BSI) Banjaran Surya Indrastomo estimates that the basic metal industry, transportation, and communication sectors, as well as the chemical and pharmaceutical industries, will attract significant foreign investment in the Prabowo-Gibran era (Nugroho, 2024).

In the midst of an uncertain global dynamic, Prabowo Subianto's proactive approach to economic diplomacy through state visits to various countries has yielded tangible results. The various high-level meetings attended by Prabowo Subianto have proven to enhance global trust in Indonesia while simultaneously opening opportunities for strategic cooperation that directly impact the strengthening of the national economy. The Vice Chairman of the Indonesian Chamber of Commerce and Industry (Kadin) for Technology and Digital Transformation, Teguh Anantawikrama, affirmed that Prabowo Subianto's presence in various international forums significantly influences the enhancement of Indonesia's image in the eyes of the world (Media Dayak, 2025).

Indonesia's role is not limited to domestic affairs. Under the leadership of Prabowo, Indonesia's diplomacy has strengthened significantly. Indonesia's membership in the group of emerging countries known as BRICS (Brazil, Russia, India, China, South Africa) and the acceleration of its accession to the Organization for Economic Cooperation and Development (OECD) signify that Indonesia is increasingly being recognized on the global stage. The close relationships with various world leaders also reinforce Indonesia's position as the world's third-largest democracy and as a member of the G20, a forum for international economic cooperation consisting of countries with significant global economies that wield influence. The global confidence in Indonesia is also on the rise. The launch of the Danantara Indonesia Sovereign Fund, with a capital of several trillion rupiah, opens up new investment opportunities in industrial down-streaming, job creation, and the strengthening of the local economy (Christian & Wulan, 2025).

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International business refers to enterprises whose activities cross national borders, encompassing not only international trade and manufacturing overseas but also the expanding service industries such as transportation, tourism, banking, advertising, construction, retail, wholesale, and mass communication. International business involves the transactions conducted between countries. According to Donald A. Ball, international business is defined as activities that transcend national boundaries. This definition includes international trade, manufacturing operations abroad, and the burgeoning service industries in areas such as transportation, tourism, advertising, construction, retail, wholesale, and mass communication. Businesses can be categorized in various ways and consist of multiple types. Human beings cannot separate themselves from trading activities necessary for daily needs (Gustianti et al., 2024).

International trade not only serves to address the deficiencies of a country's natural and human resources. In the current era, international trade has become a symbiotic mutualistic relationship among nations. This opens up employment opportunities, stimulates industrial growth, and provides benefits to countries. Many nations are attracted to Indonesian products due to their originality, such as palm oil, batik, and angklung. This factor makes Indonesian economic products valued in the international arena (Adetrya & Ibrahim, 2023).

One of the main challenges is the development of policies that can accommodate the new dynamics in international trade. Flexible policies that respond to technological advances and market trends will be key to ensuring the sustainability and success of international trade in this digital era. Additionally, it is also important to strengthen cooperation among countries in addressing cross-border challenges, such as cybersecurity, data privacy, and the enforcement of digital trade laws. This cross-border cooperation will help ensure that the rules and standards applied are widely acceptable and consistent around the world, enhancing trust and facilitating sustainable growth in international trade (Afriani et al., 2024).

International trade is no longer limited to the physical exchange of goods and services, but also includes digital products and services that can be traded electronically. This transformation has significant implications for the structure of global trade, where

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developing countries can more easily access international markets and adapt to technological changes. However, challenges also arise in terms of regulation, data security, and the digital divide between countries, which require greater attention to support inclusive growth (Henderi et al., 2024).

From the explanation above, it is evident that the Indonesian government is undergoing a series of business communication processes. These business communications are aimed at enhancing efficiency, building strong relationships, increasing productivity, fostering a positive work culture, managing conflicts, establishing trust, improving marketing, and raising awareness. This research is distinct and possesses novelty both in terms of business communication within the new government in Indonesia and the emergence of new policies, both national and international, that continue to evolve. This research aims to analyze the Impact of the Indonesian Government Transition on Business Communication Processes in the International Trade Sector, with the research problem formulated as follows: (1) What are the new policies in the international trade sector? (2) What are the challenges in the business communication process within the international trade sector during Indonesian government transitions? (3) What are the opportunities in the business communication process within the international trade sector during Indonesian government transitions?

CONCEPTUAL FRAMEWORK

Business communication is an essential process in the workplace that involves the exchange of information, ideas, and messages between individuals or groups to achieve organizational goals. Businesses use various media, including verbal, written, and visual communication, either directly or through digital technology. The use of effective communication can improve organizational efficiency, speed up decision-making, and build strong relationships between employees, customers, and business partners. International business communication requires stability, consistency, and clarity in conveying policies. Changes in government communication styles or policy content can cause uncertainty that impacts the trust of trading partners and the effectiveness of international negotiations (Guffey & Loewy, 2020).

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A governmental transition is a pivotal moment in a country's political cycle that can bring about significant changes in policies, regulations, and communication approaches. In the context of international trade, a change in leadership in Indonesia can affect how the government communicates with international trading partners, business actors, and other international institutions (Azim et al., 2024).

The transition of government in Indonesia is an event that impacts the domestic sector and creates resonance in international business relations and communications. When there is a change in national leadership, especially at the executive level, the direction of government policies and communication approaches towards the international world can also change. Changes in economic priorities and economic diplomacy strategies often accompany changes in presidents, cabinets, and strategic officials. The transition of government from Joko Widodo to Prabowo Subianto brought about changes in the approach to economic and trade policies. The new government emphasizes increasing foreign direct investment and a non-aligned approach to international relations. These changes affect the way companies communicate with international trading partners, particularly in adapting their business strategies to align with the new policies.

According to Azim, global government transitions often create political uncertainty that impacts the perceptions of investors and international trading partners. Such uncertainty is a major concern in the context of Indonesia, which is a developing country with a high dependence on international trade relations, especially exports of commodities and manufactured products (Azim et al., 2024).

In the framework of international business communication, changes in government communication styles caused by political transitions can cause confusion among international partners. The importance of consistency in cross-cultural communication, particularly in business relations between countries, is emphasized. Inconsistency or sudden changes in communication strategies can hamper economic diplomacy and trade negotiations (Cardon, 2008). Any transition of government has the potential to bring changes to international trade policies. This can include:

1. Tariff adjustments and bilateral or multilateral agreements;
2. Reorientation of major export markets;

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3. Approaches to the World Trade Organization and regional cooperation.

Research by Humanita & Endraswati shows the effectiveness of the government in moderating the influence of financial developments on international trade in ASEAN-5. In addition, research by Kearney highlights the challenges of digitalization in Indonesia's trade sector but does not link it to the government transition (Humanita & Endraswati, 2024). The changing style of government communication due to the political transition also affects trading partners' perceptions of Indonesia's economic stability and openness. New governments often bring a more personal, nationalist, or even populist communication style in the realm of economic diplomacy. According to Guffey & Loewy, perceptions in business communication are not only determined by the message content but also by the consistency, tone of communication, and speed of response to global issues. The Indonesian government, as the main actor in international trade negotiations, needs to maintain clarity and professionalism in every form of diplomatic communication, both in bilateral and multilateral forums and in the international mass media (Guffey & Loewy, 2020).

Stable and adaptive government business communication during government transitions significantly correlates with the effectiveness of Indonesia's international trade. Indonesia's trade volume, export-import efficiency, and global competitiveness are highly dependent on the government's ability to maintain favorable relations with trading partners. Cavusgil show that countries that are able to maintain continuity in economic and communication policies during political transitions tend to experience minimal disruption in their trade flows. In contrast, countries with chaotic transitions or communication styles that fluctuate without direction may experience a decline in export volumes and a decline in foreign investment (Cavusgil et al., 2014).

METHODOLOGY

This research uses a qualitative approach with a single case study design to explore the impact of Indonesia's government transition on business communication in international trade. Data were collected through purposive and snowball sampling, using interviews, observations, and document analysis. Primary data came from direct sources,

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while secondary data supported findings with materials from websites, social media, and reports. To ensure data validity, the study applied credibility tests such as prolonged and persistent observation, source triangulation, and triangulation of data collection methods (Yin, 2023).

FINDINGS & DISCUSSION

The New Policies in the International Trade Sector

International trade policy refers to the regulations enacted by a country to manage the flow of goods and services across borders, aimed at enhancing economic growth. International trade involves the trading activities conducted by one country with another through import and export markets. The government plays a crucial role in regulating this trade flow to ensure that domestic industries continue to thrive and local products remain competitive against imported goods. All countries worldwide engage in international trade for various reasons. The most important factors are obtaining products that cannot be produced domestically, importing more advanced technologies from other countries, and expanding the market for domestic products (Mulya et al., 2024).

A country conducting international business transactions in the form of international trade generally has several considerations or reasons. These considerations include economic, political, or socio-cultural factors, and often, military considerations as well. International business is indeed unavoidable because there is no country in the world that can meet all of its needs solely with goods or products produced by that country itself. No country can achieve 100% self-sufficiency. This is due to the uneven distribution of resources, both natural and human resources that will result in specific advantages for certain countries that possess certain resources (Amanda & Aslami, 2022).

In the context of Indonesia, international trade policy plays a strategic role as an instrument to promote economic growth. The international trade policies adopted by Indonesia encompass various aspects, including the regulation of import and export tariffs, free trade agreements, to non-tariff policies such as technical standards and sanitary regulations. These policies aim not only to enhance the competitiveness of

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national products in the global market but also to protect the domestic industry from the negative impacts of globalization (Widiyanto et al., 2024).

Trade policy has become one of the important instruments in responding to the ever-changing dynamics of the global economy. Amid the pressures of globalization, technological changes, and international political uncertainties, Indonesia needs to adopt strategic and flexible trade policies. Under the administration of Prabowo Subianto, trade policy is expected to be one of the main focuses in addressing the challenges and opportunities present at the global level. He emphasized the importance of economic independence during his campaign, is likely to take measures to protect domestic economic interests while maintaining strong trade relations with international partners. However, the challenges faced by Indonesia in the context of international trade are not limited to the protectionism of developed countries, but also include increasing competition in the global market and the need to adapt to increasingly stringent international trade standards and regulations (Anwar, 2024).

Prabowo Subianto affirmed the direction of Indonesia's international policies to be upheld during his administration alongside Vice President. In his speech, Prabowo Subianto emphasized that Indonesia will continue to choose a non-aligned active policy, refraining from joining any military pacts, and fostering friendship with all countries, which he referred to as a good neighbor. Indonesia aims to conduct its foreign policy as a nation that desires to be a good neighbor (Handayani, 2024).

There are three main pillars in Indonesia's trade strategy: domestic market protection, expansion of export markets, and empowerment of micro, small, and medium enterprises (MSMEs) that are export-ready. Through this policy, it is hoped that Indonesia can maintain domestic economic stability while simultaneously strengthening its position in international markets, with MSMEs elevating their status to exporters as an integral part of sustainable economic growth. Countries around the world are increasingly interconnected in global trade. Indonesia must be able to seize this opportunity to enhance the competitiveness of domestic products.

Several important factors that influence the relationship between international trade policy and economic growth in developing countries include: tariff levels and trade

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barriers, involvement in international trade agreements, protectionist policies, foreign direct investment, the country's fiscal and monetary policies, among others (Prahaski & Ibrahim, 2023).

The tariff policy dubbed Reciprocal Tariffs or "Trump Tariffs" was officially announced by Donald Trump on April 2, 2025, in the Rose Garden of the White House. This policy establishes a minimum tariff of 10% on all imported products, with additional higher special tariffs for certain countries. Indonesia, alongside Taiwan, is subject to a tariff of 32%, the second highest after Cambodia. In response, the Indonesian government emphasizes that Prabowo Subianto has prepared three main initiatives:

1. Expansion of Global Trade Partners: This is partially achieved through Indonesia's membership application in BRICS (Brazil, Russia, India, China, and South Africa). In addition, Indonesia is also active in various multilateral trade agreements such as RCEP, which involves ASEAN countries, as well as Australia, Japan, South Korea, and New Zealand. Indonesia also has access to organizations such as OECD (64% of global trade) and other agreements like CP-TPP, IEU-CEPA, and I-EAEU CEPA. On a bilateral scale, Indonesia has established trade cooperation with various countries including Japan, South Korea, Australia, Pakistan, the United Arab Emirates, as well as Iran and Chile;
2. Acceleration of the Downstream Processing of Natural Resource Potential: For instance, Deputy for Dissemination and Information Media of the Presidential Communications Office, Noudhy Valdryno noted the surge in the export value of nickel and its derivatives from US$ 3.7 billion in 2014 to US$ 34.3 billion in 2022. Prabowo Subianto also launched the Danantara Investment Management Agency on February 24, 2025, which is designed to finance and manage downstream projects in strategic sectors;
3. Strengthening Domestic Consumption: To increase the purchasing power of the public through programs such as Free Nutritious Meals, projected to reach 82 million beneficiaries by the end of 2025. Furthermore, Prabowo Subianto has also proposed the establishment of 80,000 Village Cooperatives to bolster the village

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economy, create millions of new jobs, and accelerate economic circulation in the regions (Tempo, 2025).

The implementation of policies in response to challenges posed by the emergence of various policies, particularly the policy pressures from the US government. However, the challenge of tariff conflicts can present an opportunity to encourage the emergence of new trade partners, the relocation of industries to developing countries, as well as to stimulate innovation and technological efficiency domestically. Therefore, the government also needs to make adjustments to new policies through safeguard mechanisms and periodic evaluations to avoid being trapped in structurally detrimental trading patterns and to uphold the principle of self-reliance.

Indonesia needs to promptly prepare an integrated strategic policy. The government is expected to promote the simplification of export regulations, provide incentives for affected sectors, and engage in trade diplomacy to negotiate tariff reductions with the US. Another step is the continuous strengthening of domestic economic resilience, including improvements in logistics infrastructure, development of value-added manufacturing sectors, and enhancement of human resource quality.

The Challenges in the Business Communication Process within the International Trade Sector During Indonesian Government Transitions

Business communication in the international trade sector is a dynamic and complex process, involving the exchange of information across countries, cultures, languages, and different legal and policy systems. Political dynamics, such as government transitions, further complicate this challenge by potentially affecting the communication climate and trust in cross-border business relationships. In the context of Indonesia, the government transition in 2024–2025 has a significant impact on the business communication process in the international trade sector, especially due to changes in policies, bureaucratic structures, and economic diplomacy approaches.

The transition of the Indonesian government also complicates these challenges. Research by Triwibowo highlighted those changes in national leaders trigger policy uncertainty, especially in the international trade and foreign direct investment (FDI) sectors. When

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export-import policies or customs regulations change, international business players face difficulties in establishing stable and consistent communication with their Indonesian government counterparts. The mismatch between diplomatic rhetoric and technical implementation on the ground causes communication breakdowns, which slow down trade negotiations and logistics processes (Triwibowo, 2023). In addition, the bureaucracy that has undergone structural changes often delays responses to international business correspondence, leading to a decline in trust from foreign partners.

Another relevant factor is the change in communication policy and bureaucratic digitization launched by the new government. Although digitalization initiatives have facilitated the process of international trade communication, changes in IT policies and information systems due to the restructuring of related ministries and institutions can cause temporary disruptions in the flow of information. A report by the (ASEAN Business Advisory Council, 2024) stated that Indonesia needs to ensure the continuity of its digital policy to maintain business trust from international partners, especially in the export-import reporting system and customs services.

Furthermore, government transitions often bring changes in foreign communication strategies and economic diplomacy, which impact the way Indonesian trade negotiators build relationships with partner countries. When government communication with business actors and partner countries is not well coordinated, this can create noise or message distortion in the business communication process. According to research by Putra & Sukartha, Indonesia's international trade communication after the 2024 election showed a decrease in efficiency during the transition period due to the lack of synchronization between technical ministries and economic diplomacy institutions, thus prolonging the bilateral trade approval process (Putra & Sukartha, 2024).

Challenges also arise from regulatory uncertainty during the transition period. International business actors tend to postpone making business or investment decisions until the direction of Indonesia's trade policy becomes clearer. This has an impact on the business communication process, which becomes more speculative and wait-and-see, slowing down the flow of information and business decisions among international partners. States that developing countries with active democratic systems, such as

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Indonesia, face high risks in the international trade sector after the government transition, especially if they are not accompanied by transparent and inclusive political and economic communication strategies (World Economic Forum, 2024).

Addressing these challenges requires integrating cross-cultural communication strategies, proactive economic diplomacy, and consistent and adaptive digital communication systems. International business actors and the Indonesian government must strengthen communication alignment, clarify official communication channels, and increase the capacity of human resources in the field of business communication and foreign trade. In addition, Indonesia's active participation in multilateral organizations such as ASEAN and the World Trade Organization (WTO) can be a means of strategic communication in maintaining the stability of trade relations during the domestic political transition period (ASEAN Business Advisory Council, 2024).

In addition, digital challenges also affect cross-country business communication. Digital transformation in global trade requires the use of technology-based communication systems, such as e-commerce platforms, video conferencing, and digital contracts. However, the existence of a digital divide between countries and uneven infrastructure in several regions of Indonesia causes delays in information and an imbalance in competitiveness. Indonesian export companies, especially MSMEs, still face obstacles in adapting the digital tools needed for efficient international communication (Amanda & Aslami, 2022).

The government transition in Indonesia, has had a significant impact on the business communication process in the international trade sector. A new government with policies that may differ from the previous government often creates regulatory uncertainty for foreign trade partners. In the context of business communication, this uncertainty raises concerns about the sustainability of trade agreements, the direction of export-import policies, and the stability of the bureaucracy that mediates communication between the private sector and international partners (Sahelangi, 2024).

Research by Smith shows that during the government transition period, there was an increase in response time in cross-agency communication that functions to manage export permits and foreign trade cooperation due to shifts in bureaucratic structures

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and leadership adjustments. This phenomenon causes delays in the business decision-making process, especially in international B2B (business-to-business) and G2B (government-to-business) transactions. The trust built during the previous government period also often needs to be rebuilt because international partners assess the political uncertainty that impacts the continuity of communication and business cooperation (Smith, 2024).

In addition, changes in foreign or trade policies set by the new government can change the direction of strategic communication in economic diplomacy. The change also has the potential to create communication tensions or even time-consuming renegotiations, as noted in the ASEAN Economic Outlook 2024 report, where Indonesia was stated to have experienced delays in trade diplomacy due to the reorganization of ministries and trade agencies that play a role in the country's external communication (ASEAN Economic Outlook, 2024).

On the more serious side, particularly in the areas of the Impact of US Reciprocal Tariffs on the Indonesian economy and the main impact of the change of government, The U.S. has introduced sweeping reciprocal tariffs, fundamentally reshaping global trade dynamics. Effective April 5, 2025, these tariffs impose a 10% baseline duty on all imports, with higher rates targeting specific countries—including Indonesia (32%). For Indonesia, a nation with a $17 billion trade surplus with the U.S. in 2024, these tariffs present both challenges and opportunities. This is reinforced by a statement from research informant who work in the manufacturing sector, frequently engages in business transactions with businesses in the US, “The transition process has affected tax reductions in USD as a result of negotiations, in addition to full support for cooperation in the defense industry cluster” (Nyoman Ruchy, Purchasing Staff of PT. Dirgantara Indonesia, 25 Juli 2025)

In facing this challenge, many business actors in the international trade sector have begun to develop adaptive communication strategies. Research by Yustika shows that Indonesian exporting companies that proactively invest in cross-cultural communication training and political risk management have a higher retention rate of foreign business partners after the government transition. Furthermore, business actors have also begun to utilize a strategic communication approach based on business diplomacy, where

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companies actively establish relationships with new government actors to ensure the continuation of trade cooperation. This research shows that international business communication is not only influenced by technical and cultural factors but is also closely related to changing domestic political dynamics (Yustika, 2025).

The Opportunities in the Business Communication Process within the International Trade Sector During Indonesian Government Transitions

During Indonesia's government transition, opportunities for business communication in international trade as follows:

1. Access to New Markets: During Indonesian government transitions, access to international markets in the trade sector can be affected by several factors. New policies might provide access to new market which help enhance the competitiveness of Indonesian products in the global market. For example, on March 17, 2025, Indonesia's Coordinating Minister for Economic Affairs issued Ministerial Decree No. 141/2025, which established the Energy Transition and Green Economy Task Force (*Satgas Transisi Energi dan Ekonomi Hijau*). This torce was established to lead Indonesia's cross-sectoral efforts to implement a just, inclusive, and measurable green transition, in line with the 2025–2029 National Medium-Term Development Plan and Indonesia's commitments made during the G20 Leaders' Summit. This decree signals a coordinated institutional response to the growing need for harmonized energy and climate policies, aiming to accelerate Indonesia's transition to a low-carbon economy while enhancing policy alignment and investment readiness across ministries and agencies. The decree authorizes the task force to develop roadmaps, evaluate existing regulations, and propose new policy instruments to accelerate renewable energy adoption, clean industrial technologies, and decarbonization pathways. The task force also is empowered to engage third parties, including academia, businesses, local governments, and development partners, to ensure an inclusive and knowledge-based transition strategy. It also provides flexibility to form ad hoc panels, appoint external experts, and establish supporting teams when necessary (Rodyanto, 2024);

2. The Strengthening of Economic Diplomacy: According to ANTARA, Indonesia's Ministry of Foreign Affairs is significantly strengthening its economic diplomacy through the newly established Directorate General of Economic Relations and Development Cooperation. This initiative, aims to create a more equitable global economic landscape that champions the interests of developing nations. With a stable domestic economy as its foundation, Indonesia's economic diplomacy will proactively pursue the Asta Cita goals, focusing on national food and energy self-sufficiency, accelerating green energy transition, developing the blue economy, strengthening the digital and creative economy, and supporting commodity down-streaming. The nation will actively seek fair trade, expand market access for its products, attract strategic investments, and build partnerships in non-traditional markets. Furthermore, the ministry will leverage development assistance as a form of soft power, offering scholarships and capacity-building programs, particularly to countries in the Global South, to enhance Indonesia's global standing and influence. This comprehensive approach underscores Indonesia's commitment to sustainable economic growth, justice, and mutually beneficial international partnerships (Katriana et al., 2025).

   The expansion of export markets has become one of the main priorities in strengthening Indonesia's economy. To achieve the objectives of market expansion for exports involves intensive trade diplomacy and the development of free trade agreements with key partners.

   a. Participation in International Forums: Provide opportunities for countries to advocate for national interests, expand markets, and enhance economic competitiveness at a global level. Through international forums, Indonesia can encourage the elimination of trade barriers, such as high tariffs, quotas, or other forms of protection;
   b. Trade Negotiation Completion: Expected to reduce both tariff and non-tariff barriers, as well as create significant opportunities for the export of Indonesia's leading products; This was conveyed by research informant who work in the chemical industry and business partner with Japan, stated that since the

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government transition, the demand for goods from Japan has significantly increased (Sudirga,Staff of PT. Kawaguchi Kimia Indonesia, 25 Juli 2025).

c. Resolution of Trade Disputes: plays a crucial role in strengthening international trade diplomacy as it involves efforts to build trust, enforce global trade rules, and create stability in trade relations between nations.
d. Participation in International Exhibitions: An effective strategy for enhancing export promotion. Provide a platform for companies or business actors to introduce their products to the global market, expand their business networks, and increase export opportunities;
e. Implementation of Trade Commitments at the Trade Mission and Trade Expo Indonesia: Designed to expand Indonesia's export market and enhance the contribution of domestic products and services in the international market. Both play a significant role in driving the expansion of foreign trade by promoting Indonesia's superior products, building strategic partnerships, and creating new business opportunities;
f. Enhancement of Export Information System Services: By providing easier, faster, and more efficient access for businesses to conduct their export activities. A good export information system provides various data and information needed to enhance the competitiveness of Indonesian products in the global market;
g. Strengthening Export-Oriented Commodity Trading through Warehouse Receipt Systems: It can expand Indonesia's export markets by enhancing supply chain efficiency, ensuring stable supply, providing access to financing, and improving transparency and efficiency in distribution (Iryanti, 2024).

3. The Increased Use of Digital Platforms in Business Communication: During Indonesian government transitions, the increased use of digital platforms is driven by several factors. According to Krisetya, several policies have been changed and introduced at national legislation, sectoral, and technical levels. At the national legislation level, the Electronic Information and Transactions Law was revised through Law No. 1 of 2024. Key provisions include securing electronic signatures

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in high-risk transactions, applying Indonesian law to international electronic contracts involving Indonesian parties, and prohibiting the distribution of misleading or harmful electronic content. These revisions could pose challenges for multinational companies, potentially necessitating a review and revision of existing contractual agreements to ensure compliance with local regulations. Sectoral policies are also affected with the changes. The Ministry of Communication and Information issued regulations on sanctions against non-compliant electronic service providers and game classification. Financial Services Authority also introduced prudential regulations intending to enhance the regulatory framework for financial technology (FinTech) innovations. Meanwhile, Bank Indonesia updated the policy on implementing Fund Transfers and Scheduled Clearing to improve payment systems' security, efficiency, and reliability. Technical-level regulations are also introduced. The National Cyber and Crypto Agency implements infosec self-assessment for MSMEs and cyber incidents and crises policies, ensuring they align with national security objectives. The Ministry of Trade is establishing the trade supervision assistance team to increase the effectiveness of electronic system trading supervision (Krisetya, 2024).

Several Indonesian exporters, particularly in internationally scrutinized sectors such as palm oil, nickel, and textiles, have proactively strengthened their political risk management units and invested in lobbying initiatives to navigate policy uncertainties. For example, PT Kawasan Industri Nusantara KEK Sei Mangkei, a strategic industrial zone, launched a cross-cultural communication training program in 2024. According to Yustika (2025), this training has enhanced the company's ability to maintain long-term business relationships with partners in the European Union and ASEAN, despite the evolving regulatory landscape in Indonesia (Yustika, 2025).

The impact on communication has been significant. These companies now adopt a dual-track communication strategy: technical matters are handled by trade officers, while high-level diplomatic messages are conveyed by executive leaders or legal advisors to ensure alignment with the government's evolving messaging. This approach minimizes misunderstandings and helps maintain the trust of foreign partners.

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CONCLUSION

Indonesia's international trade policy serves as a vital instrument for promoting economic growth, protecting domestic industries, and enhancing global competitiveness. In the context of a new administration under Prabowo Subianto, trade policy is expected to prioritize economic independence while maintaining strategic international partnerships. With a focus on three core pillars—domestic market protection, export market expansion, and MSME empowerment—the government aims to strengthen Indonesia's role in the global value chain. Through intensified trade diplomacy, participation in international forums, and the development of trade agreements, Indonesia is actively working to reduce barriers and open new markets. Additionally, initiatives such as down-streaming natural resources and strengthening domestic consumption further reflect a holistic approach to trade and economic resilience. By balancing trade openness with protective measures, enhancing product standards, and investing in export infrastructure, Indonesia's trade policy during this political transition presents significant opportunities to drive sustainable economic growth and elevate its presence on the global stage.

The transition of Indonesian government has introduced significant challenges to the business communication process in the international trade sector which stem from regulatory uncertainties, shifting bureaucratic structures, inconsistent policy implementation, and evolving diplomatic strategies—all of which disrupt the stability and effectiveness of communication between Indonesian institutions and international business partners. The impact of global factors, further complicates Indonesia's trade communication landscape, underscoring the need for resilient and adaptive strategies. To address these issues, both the Indonesian government and business players must prioritize transparent, synchronized, and proactive communication efforts. This includes strengthening digital communication systems, investing in cross-cultural competence, and engaging in strategic business diplomacy. Ensuring continuity, clarity, and trust in communication during political transitions is essential to maintaining Indonesia's credibility and competitiveness in the international trade arena.

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Indonesia's government transitions also present significant opportunities for business communication in international trade, driven by strategic policy shifts and technological advancements. The establishment of the Energy Transition and Green Economy Task Force highlights Indonesia's commitment to a low-carbon economy, creating new market access for green products and services. Simultaneously, the Ministry of Foreign Affairs is strengthening economic diplomacy to champion developing nations' interests, expand market access, attract strategic investments, and foster partnerships in non-traditional markets. Furthermore, the revised Electronic Information and Transactions Law and other sectoral and technical regulations are driving the increased use of digital platforms in business communication.

To improve business communication in the international trade sector during Indonesia’s government transition, the government and businesses must prioritize clear, consistent, and proactive communication. This includes strengthening coordination between ministries, using digital platforms to share updates quickly, and providing accessible information to international partners. Investing in communication training—especially in cross-cultural and diplomatic skills—will help Indonesian professionals engage more effectively with global stakeholders. Additionally, special support should be given to MSMEs to help adapting to new trade policies and market demands. Indonesia should also make the most of current initiatives and economic diplomacy efforts to open new markets and promote green trade. Clear messaging around policy changes, including legal updates, is essential to maintain international trust and ensure smooth business interactions during times of political change.

LIMITATION AND STUDY FORWARD

The following are some possible limitations that could be encountered: (1) Business communication strategies, especially in international trade, are often sensitive and proprietary; (2) Communication processes differ widely across industries, company sizes, and cultures, making generalization difficult; (3) Government transitions may affect regions and industries differently within Indonesia, requiring a narrower geographical focus; (4) Stakeholders may interpret and respond to policy changes differently, affecting communication; (5) Researcher perspectives may unintentionally influence data collection and analysis.

There are numerous promising avenues for future study: (1) Compare the effects of various Indonesian government transitions on business communication; (2) Assess sectoral differences in how transitions impact communication in international trade; (3) Study how businesses manage reputation and crisis communication during political shifts; (4) Analyze business-government and industry association communication around trade policy during transitions; (5) Explore the interaction between Indonesian cultural norms and global business communication in adapting to new policies.

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