

lingkungan, diplomasi digital, atau bahkan diplomasi kesehatan, yang dalam beberapa tahun terakhir juga menjadi instrumen penting dalam hubungan internasional. Integrasi perspektif multidimensional semacam ini akan memperkaya analisis dan memberikan gambaran yang lebih komprehensif mengenai strategi diplomasi ekonomi Vietnam di era globalisasi multipolar.

Dari segi metodologi, penelitian ini mengandalkan pendekatan kualitatif dengan menelaah dokumen, laporan resmi, dan literatur akademik. Ke depan, penelitian serupa dapat diperkaya dengan pendekatan kuantitatif, misalnya melalui analisis statistik terhadap data arus FDI tahunan, evaluasi dampak perjanjian perdagangan terhadap volume ekspor-impor, atau pengukuran kontribusi *Aid-for-Trade* terhadap reformasi kelembagaan. Pendekatan *mixed methods* juga dapat dipertimbangkan untuk menghasilkan temuan yang lebih kuat dan valid.

Selain itu, penelitian selanjutnya dapat diarahkan pada kajian komparatif dengan negara-negara ASEAN lain, seperti Indonesia, Thailand, atau Malaysia, yang juga menerapkan strategi diplomasi ekonomi namun dengan model dan konteks yang berbeda. Perbandingan semacam ini akan membantu menilai sejauh mana efektivitas *Bamboo Diplomacy* Vietnam bersifat unik, atau apakah dapat dijadikan model untuk negara berkembang lain. Tidak kalah penting, studi lanjutan juga bisa menyoroti dampak FDI secara lebih sektoral, misalnya pada sektor energi terbarukan, teknologi digital, atau pertanian modern, sehingga dapat diketahui kontribusi spesifik diplomasi ekonomi terhadap pembangunan berkelanjutan.

DAFTAR PUSTAKA

- Arum, A. S., & Suryadipura, D. (2021). Diplomasi komersial: Promosi perdagangan dan investasi Indonesia terhadap Kenya pasca KTT Indian Ocean Rim Association (IORA) di era Presiden Joko Widodo (2015–2019). *Padjadjaran Journal of International Relations*, 3(2), 277–297.
<https://doi.org/10.24198/padjir.v3i2.31172.33517>

- ASEAN. (2023). ASEAN Investment Report 2023: Investment and Green Growth. ASEAN Secretariat.
- Asian Development Bank. (2021). Vietnam trade facilitation and logistics development. ADB.
- Baylis, J., Smith, S., & Owens, P. (2008). *The globalization of world politics: An introduction to international relations* (4th ed.). Oxford University Press.
- Bayne, N., & Woolcock, S. (2017). *The new economic diplomacy: Decision-making and negotiation in international economic relations* (4th ed.). Routledge.
- Berridge, G. R. (2010). *Diplomacy: Theory and practice* (4th ed.). Palgrave Macmillan.
- Communist Review. (2021). *Bamboo diplomacy: The theoretical and practical values in Ho Chi Minh's thought*. Communist Review of Vietnam.
- Cooper, A. F., Heine, J., & Thakur, R. (Eds.). (2013). *The Oxford handbook of modern diplomacy*. Oxford University Press.
- Diamond, L., & McDonald, J. (1996). *Multi-track diplomacy: A systems approach to peace* (3rd ed.). Kumarian Press.
- Do, T., & Nguyen, A. (2020). EU–Vietnam cooperation in trade facilitation: MUTRAP and beyond. *Journal of International Trade Studies*, 14(2), 45–62.
- European Commission. (2021). *EU–Vietnam cooperation on trade and investment*. EC.
- EuroCham. (2022). *Whitebook 2022: Trade and investment issues & recommendations*. European Chamber of Commerce in Vietnam.

- EY. (2022, October 24). FIA and EY Vietnam sign MoU on attracting FDI into Vietnam. Ernst & Young.
https://www.ey.com/en_id/newsroom/2022/10/fia-and-ey-vietnam-sign-mou-on-attracting-fdi-into-vietnam
- Financial Times. (2025, January 14). Vietnam sets ambitious investment targets to rival regional peers. Financial Times.
- Hanh, L. T. (2025). Vietnam pledges to cut U.S. trade surplus, buys more American goods. VietnamPlus. <https://en.vietnamplus.vn/vietnam-pledges-to-cut-us-trade-surplus-buys-more-american-goods-post307001.vnp>
- Hoang, M. (2023). Vietnam at Davos: Promoting investment in digital economy and green transition. *Vietnam Economic Review*, 28(2), 55–67.
- Hocking, B., & Lee, D. (2006). Diplomacy and global governance. In A. Cooper, J. Heine, & R. Thakur (Eds.), *The Oxford handbook of modern diplomacy* (pp. 425–441). Oxford University Press.
- International Energy Agency. (2022). Vietnam power sector report. IEA.
- JETRO. (2022). JETRO survey on business conditions of Japanese-affiliated firms in Asia and Oceania. Japan External Trade Organization.
- Kostecki, M., & Naray, O. (2007). Commercial diplomacy and international business. *Clingendael Discussion Papers in Diplomacy*.
<https://www.clingendael.org/publication/commercial-diplomacy-and-international-business>
- KOTRA. (2022). Vietnam healthcare sector: Investment opportunities for Korean firms. Korea Trade-Investment Promotion Agency.

- Le, T. H. (2021). Public–private partnerships and infrastructure development in Vietnam: Opportunities and challenges. *Asian Journal of Public Administration*, 43(2), 151–170.
- Lee, D., & Hocking, B. (2010). Economic diplomacy. In A. F. Cooper, J. Heine, & R. Thakur (Eds.), *The Oxford Handbook of Modern Diplomacy* (pp. 185–201). Oxford University Press.
- Lee, D., & Hocking, B. (2018). Economic diplomacy. In P. Kerr, G. Wiseman, & C. Constantinou (Eds.), *The SAGE handbook of diplomacy* (pp. 421–433). SAGE.
- Lexology. (2025, February 12). Implementation of the EVIPA and its implications for foreign investors. Lexology.
<https://www.lexology.com/library/detail.aspx?g=098386a7-904c-44b2-b893-94f223ef44ed>
- Maaïke Okano-Heijmans. (2011). Conceptualizing economic diplomacy: The crossroads of international relations, economics, IPE and diplomatic studies. *The Hague Journal of Diplomacy*, 6(1–2), 7–36.
<https://doi.org/10.1163/187119111X566742>
- Maaïke Okano-Heijmans. (2013). *Economic diplomacy: Japan and the balance of national interests*. Martinus Nijhoff Publishers.
- McKinsey & Company. (2020). Understanding ASEAN: Seven things you need to know. <https://www.mckinsey.com/featured-insights/asia-pacific/understanding-asean-seven-things-you-need-to-know>
- Ministry of Planning and Investment (MPI). (2022). National strategy on improving business environment and enhancing national competitiveness 2021–2030. Hanoi: MPI.

- Ministry of Planning and Investment (MPI). (2023). FDI Overview in Vietnam. Government of Vietnam.
- Ministry of Planning and Investment (MPI). (2023). Invest in Vietnam campaign. Hanoi: MPI.
- Nguyen, T. (2017). Legal reforms and WTO accession in Vietnam: The role of STAR project. *Asian Journal of Comparative Law*, 12(3), 1–25.
- Nguyen, T., & Pham, L. (2022). Development cooperation and economic diplomacy in Vietnam. *Contemporary Southeast Asia*, 44(1), 88–110.
- OECD. (2023). FDI in figures: Investment trends in Southeast Asia. OECD Publishing.
- Ørsted. (2021). Ørsted partners with PetroVietnam for offshore wind in Binh Thuan. Ørsted A/S.
- Pham, Q. (2021). Bamboo diplomacy revisited: Vietnam's economic statecraft. *Journal of Contemporary Asia*, 51(4), 623–642.
- Phung, T. Q., Le, V. C., & Vu, H. Q. (2022). Vietnam's economic diplomacy in the new context. *VNU Journal of Social Sciences and Humanities*, 8(2), 154–163. <https://doi.org/10.25073/2588-1116/vnujssh.5384>
- Pujalaksana, I. B. A. S., Sushanti, S., & Nugraha, A. A. B. S. W. (2023). Timeless Charm sebagai upaya branding pariwisata Vietnam periode 2012–2019. *DIKSHI: Diskusi Ilmiah Komunitas Hubungan Internasional*, 3(1), 26–36.
- Rana, K. S. (2011). 21st century diplomacy: A practitioner's guide. Continuum.
- Rivai, A. N. A. (2017). Posisi Indonesia di tengah fenomena korporasi global (Studi kasus: Relasi dagang Indonesia–Toyota pasca kesepakatan IJEPA). *Indonesian Perspective*, 2(2), 105–129.

- Ruel, H. J. M., & Zuidema, L. (2012). The effectiveness of commercial diplomacy. *The Hague Journal of Diplomacy*, 7(1), 1–20.
<https://doi.org/10.1163/187119112X620681>
- Saigon Giai Phong. (2024). Vietnam remains China's largest trade partner in ASEAN. SGGP English Edition.
<https://www.sggpnews.org.vn/business/vietnam-remains-chinas-largest-trade-partner-in-asean-post107423.html>
- Saner, R., & Yiu, L. (2003). *International economic diplomacy: Mutations in post-modern times*. Clingendael Institute.
<https://www.clingendael.org/publication/international-economic-diplomacy>
- Saner, R., & Yiu, L. (2014). *International economic diplomacy: Mutations in post-modern times*. Netherlands Institute of International Relations Clingendael.
- State Securities Commission of Vietnam. (2024, March 12). Vietnam – Investment Destination conference held in Tokyo. SSC.
https://ssc.gov.vn/webcenter/portal/ssc/pages_r/l/chitit?dDocName=APPS_SCGOVVN1620142613
- Thayer, C. (2018). Vietnam and APEC 2017: Hosting global leaders and advancing economic diplomacy. *Contemporary Southeast Asia*, 40(1), 1–20.
- Thayer, C. (2021). Bamboo diplomacy revisited: Vietnam's foreign policy adaptation in a changing world. *Asian Affairs: An American Review*, 48(4), 333–352.
- Thayer, C. (2022). Vietnam's bamboo diplomacy: Resilience and adaptation in foreign policy. *Contemporary Southeast Asia*, 44(1), 1–24.

- Thayer, C. (2022). Vietnam's foreign policy of omnidirectional diplomacy. ISEAS Perspective.
- The Diplomat. (2025). *Vietnam in US–China trade tensions*. The Diplomat.
- Tuan, H. (2024) Doi Moi and The Remaking of Vietnam. A Journal of The East Asia Foundation . Global Asia Vol (4) No. 3.
- U.S. Agency for International Development (USAID). (2010). STAR Vietnam: Final report. USAID.
- U.S. Department of State. (2023). 2023 investment climate statement: Vietnam. U.S. Department of State. <https://www.state.gov/reports/2023-investment-climate-statements/vietnam>
- U.S. Department of State. (2024). 2024 investment climate statement: Vietnam. U.S. Department of State. <https://www.state.gov/reports/2024-investment-climate-statements/vietnam>
- UNCTAD. (2021). Investment policy review: Viet Nam. United Nations Conference on Trade and Development.
- UNCTAD. (2023). World Investment Report 2023: International production beyond the pandemic. United Nations Conference on Trade and Development. <https://unctad.org/publication/world-investment-report-2023>
- Vietnam Business Forum. (2024). Annual report and recommendations. VBF.
- Vietnam Investment Review. (2025). FDI disbursement hits record \$25.35 billion in 2024. <https://vir.com.vn/fdi-disbursement-hits-record-2535-billion-in-2024-120909.html>

- Vietnam Investment Review. (2015). *EU-MUTRAP heralds new chapter in Vietnamese-European trade relations*. Vietnam Investment Review. <https://vir.com.vn/eu-mutrap-heralds-new-chapter-in-vietnamese-european-trade-relations-38785.html>
- Vietnam Ministry of Foreign Affairs. (2025). Vietnam's foreign policy. Embassy of the Socialist Republic of Vietnam in the United States. Retrieved June 5, 2025, from <https://vietnamembassy-usa.org/vietnam/foreign-policy>
- Vietnam News. (2024). FDI to pioneer in implementing green growth strategies: VBF 2024. Vietnam News.
- Vietnam News. (2025). FDI fuels Vietnam's momentum to reach double-digit economic growth. Vietnam News.
- VietnamPlus. (2023). PM's participation at WEF Davos shows Vietnam's commitment to international cooperation: Ambassador. VietnamPlus.
- VietnamPlus. (2024, March 12). Conference calls for Japanese investment in Vietnam's stock market. VietnamPlus.
- VietnamPlus. (2025). FDI disbursement in Vietnam in 2024 hits record high. <https://en.vietnamplus.vn/fdi-disbursement-in-vietnam-in-2024-hits-record-high-post308003.vnp>
- Vietnam Briefing. (2025). Vietnam–China economic partnership amid global tensions. <https://www.vietnam-briefing.com/news/vietnam-china-economic-partnership-amid-global-tensions-top-chinese-leaders-visit.html>
- VOA News. (2023, October 9). Vietnam's bamboo diplomacy hailed for balancing between US, China. VOA News. <https://www.voanews.com/a/vietnam-s-bamboo-diplomacy-hailed-for-balancing-between-us-china/7428459.html>

World Bank. (2020). Vietnam: Deepening international integration and implementing the EVFTA. World Bank.

World Bank. (2021). PPP framework reform in Vietnam: Technical assistance project. World Bank.

World Bank. (2023). Vietnam development update: Harnessing FDI for sustainable growth. World Bank.

World Trade Organization (WTO). (2022). Aid-for-Trade at a glance 2022. WTO/OECD.