NON-STATE ACTOR ENGAGEMENT IN PARADIPLOMACY: BUSINESS DEVELOPMENT THROUGH THE SAEMAUL GLOBALIZATION FOUNDATION IN BLEBERAN VILLAGE

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Abstract - Globalization has had a significant impact on international relations, extending beyond state actors to include local governments through mechanisms such as sister city cooperation. In Indonesia, the Special Region of Yogyakarta (DIY) has partnered with Gyeongsangbukdo Province, South Korea, through the Saemaul Globalization Foundation. This cooperation has been realized in Bleberan Village, Gunungkidul, through the development of a community-based mushroom cultivation program. Using the concept of paradiplomacy, this study examines the role of the Saemaul Globalization Foundation—a non-state actor—in supporting mushroom cultivation within the sister city framework. Findings indicate that the Saemaul Foundation played a pivotal role in translating subnational cooperation into sustainable local business development. Its contributions included establishing a centralized Mushroom Center, building household mushroom houses (kumbung), supplying cultivation equipment, delivering technical training, and facilitating market access. These interventions significantly increased production capacity, expanded farmer groups, and diversified products from fresh mushrooms to value-added goods such as mushroom crisps. The program also strengthened local organizational structures, enabling the Village-Owned Enterprise (BUMDes) to assume management responsibilities.

Keywords - Sister City, Non-State Actors, Business-Oriented Paradiplomacy, Local Economic Development, Saemaul Foundation, Bleberan Village