GASTRODIPLOMACY OF INDONESIA'S SPICE "INDONESIA SPICE UP THE WORLD" TOWARDS THE UNITED STATES OF AMERICA IN 2022-2023

UNDERGRADUATE THESIS

UNIVERSITAS
ISLAM
INDONESIA

Written by:

FIRDA TSAMANIARACHMAN

18323016

DEPARTMENT OF INTERNATIONAL RELATIONS

FACULTY OF PSYCHOLOGY AND SOCIO-CULTURAL SCIENCES

UNIVERSITAS ISLAM INDONESIA

2024

GASTRODIPLOMACY OF INDONESIA'S SPICE "INDONESIA SPICE UP THE WORLD" TOWARDS THE UNITED STATES OF AMERICA IN 2022-2023

UNDERGRADUATE THESIS

Proposed to the Department of International Relations
Faculty of Psychology and Socio-Cultural Sciences
Universitas Islam Indonesia
As a partial fulfillment of requirement to earn

Bachelor Degree in International Relations

Written by:

FIRDA TSAMANIARACHMAN

18323016

DEPARTMENT OF INTERNATIONAL RELATIONS

FACULTY OF PSYCHOLOGY AND SOCIO-CULTURAL SCIENCES
UNIVERSITAS ISLAM INDONESIA

2024

AUTHORIZATION PAGE

Gastrodiplomacy of Indonesia's spice "Indonesia Spice Up the World" Towards the United States of America In 2022-2023

Defended in front of Board of Examiners
in the Department of International Relations
Faculty of Psychology and Socio-Cultural Sciences
Universitas Islam Indonesia

As a partial fulfillment of requirement to earn
Bachelor Degree of International Relations

Date

26 August 2024

Validated by
Department of International Relations
Faculty of Psychology and Socio-Cultural Sciences,
Universitas Islam Indonesia

Head of Department

Karina Utami Dewi, S.I.P., M.A.

Board of Examiners	Signature
1. Karina Utami Dewi, S.I.P., M.A.	
2. Dewi Masitoh, S.Hub.Int., M.Sos.	
3. Mohamad Rezky Utama, S.IP., M.Si.	
4. Gustri Eni Putri, S.IP., M.A.	

STATEMENT OF ACADEMIC INTEGRITY

I hereby declare that this undergraduate thesis is the result of my own independent scientific work, and that all material from the work of others (in books, articles, essays, dissertations, and on the internet) has been stated, and quotations and paraphrases are clearly indicated.

No other materials are used other than those contained. I have read and understood the university's rules and procedures regarding plagiarism.

Making false statements is considered a violation of academic integrity.

Yogyakarta, 26 august 2024



Firda Tsamaniarachman

DEDICATION PAGE

بسم الله الرحمن الرحيم

All Praise to Allah swt. Who has abundantly provided His sustenance and bounty for the blessings that exist in this world. All my gratitude goes to You, the Most Compassionate and Most Merciful, so that this simple research can be completed properly. The author in this case dedicates this simple research to my beloved parents and brother. Thank you to my father and mother who have raised me all this time with all the hard work and love given to me. All of your advice taught me to understand the meaning of life in this world and in the hereafter. Hopefully this achievement can be the first step for our family in realizing all hopes and being an introduction to happiness in this world and in the hereafter.

FOREWORD

All praise to Allah SWT. Lord of the worlds for His grace, and mercy, which is always given to His servants. Shalawat and greetings are always poured out to the Prophet Muhammad, thanks to his guidance, we can see a bright world as it is today. The thesis entitled "Gastrodiplomacy of Indonesia's spice "Indonesia Spice Up the World" Towards the United States of America In 2022-2023" was prepared as a requirement to obtain a bachelor's degree in International Relations at the Islamic University of Indonesia. The author realizes that the process of writing this thesis cannot be separated from the guidance, motivation, and assistance both material and non-material from various parties. Therefore, the authors would like to thank:

1. Mrs. Dr. Phil. Qurotul Uyun, S.Psi., M.Si., Psikolog as Dean Faculty of Psychology and Socio-Cultural Sciences, Universitas Islam Indonesia.
2. Mrs. Karina Dwi Utami, S.I.P, M.A. as a thesis supervisor and a great lecturer who gave me a lot of knowledge that I got both during thesis guidance and while being a tutor. Thank you very much for your guidance, motivation, and assistance during the process of working on this thesis so that I was given convenience during the process of writing this thesis. Also thank you for the knowledge that was given during my time as a tutor who provided broad insight for my next career path. May Allah Bless you Mrs Karin Amen.
3. Mrs. Dewi Masitoh, S.Hub.Int., M.Sos. also as a thesis supervisor Thank you for helping me believe in myself and for assuring me that I could complete my thesis. I am grateful for your assistance throughout the process. It has been an honor and a great opportunity to be guided by you directly, Ms. I truly appreciate the support and guidance you

have provided, as well as the new knowledge you shared with me during the completion of my thesis.

4. Mrs. Karina Utami Dewi, S.I.P., M.A. as an academic supervisor who has guided and provided a lot of knowledge to the author while the author was a student. Thank you too Mrs. Karina for her help in the thesis administration process. May Allah bless you Mrs. Karina Amen.
5. Mr. Mohammad Rezky Utama, S.I.P., M.Si. as an thesis examiner in thesis defence and also an outstanding lecturer for the author during my time as a student. Thank you Mr. Mohammad Rezky Utama, S.I.P., M.Si. has given me a lot of world and hereafter knowledge that really helped author. May Allah bless you Mr. Uta Amen.
6. Mrs. Karina Utami Dewi, S.I.P., M.A. as Head of Department of International Relations, Universitas Islam Indonesia. Thank you for providing a lot of knowledge and guidance to the author and for being a very inspirational lecturer for the author while she was a student. May Allah bless you Mrs. Karin
7. All lecturers of the International Relations study program, Faculty of Psychology and Socio-Cultural Sciences, Universitas Islam Indonesia. Thank you for all the knowledge, lessons, experiences, and countless advice that have enabled me to progress until now. May Allah always bless and ease all the affairs of Mr. and Mrs. Lecturers.
8. To my first love and my gateway to heaven, Mami and Papi. To Mr. Maman Durachman and Mrs. Fitri Yunita, I owe a lifetime of gratitude. You have been my guiding lights, my steadfast companions, my nurturers, and my constant prayer warriors from the moment I came into this world until now. Your endless love, unwavering support, and heartfelt prayers have been the bedrock upon which my life has been built. Thank you for always wishing the best for me, for your endless sacrifices, and for the warmth of your love that has shaped who I am today. This final piece of writing, and every achievement I attain, is dedicated wholly to you both. Every success I celebrate is a reflection of your love and hard work. Your dreams for

me have always been the wind beneath my wings, lifting me higher than I ever could have gone on my own. I am forever anchored by your goodness and love. May you both continue to be blessed with health, may your days be filled with joy, and may we have many more years together filled with love, laughter, and God's grace. Your love is the foundation of my existence, and I am eternally grateful for the incredible gift of being your child.

9. For my dear daughter and son, Tupai and Pindang. If you can reading this, please play Aerosmith's "I Don't Wanna Miss a Thing" while you read. My beautiful, handsome, precious children—my world, my heart, my life. Thank you for being my healthy, chatty, and beloved little ones, the joy of my life. Thank you for being the most caring and adorable children in the world. Thank you for waiting by the window while I was busy with my studies and for keeping me company during tough nights.

   To Upi, you are now free to ask for all sikiw bubu as you want, to go outside chasing grasshoppers, play with red rubber bands, scratch chairs, run around, grumble, snore while you sleep, and even take money from my bag, no matter how much, my beautiful girl. To adek Pindang, you can ask a lot of the wet food as much as you want, dek! You can become a professor who studies outer space or just let me know when you want to brush your teeth! Stay healthy, my children. I will always love you, forever and ever.

10. To my beloved sisters, Ayu Chyntia Rachman and Tasya Rachmanita, thank you for being such an important part of my childhood. Even though there is a age gap between us, the bond we share is beyond measure. I am grateful for all the moments we spent together, the laughter, the playful teasing, and the times you took on the role of my protectors. You were more than just sisters; you were my friends and my role models. I know I may have made things difficult at times with my requests and demands, and for that, I am truly sorry. But please know that every moment, every little thing you did for me, has made a

huge difference in my life. thank you for your countless ways you have supported me. I wish for your lives to continue to be filled with happiness, love, and may you always be surrounded by blessings, I hope you know how much you mean to me. I love you both more than words can express.

11. To someone who has been by my side from the beginning of my studies until the completion of this thesis, Ramadhan Dwi Jati Nugroho, thank you for being my partner, my friend, my discussion buddy, and my debating companion. Thank you, Pu, for being with me throughout these years of adult life, especially during my colleagues days, and for bringing all the crazy ideas in my head to life. Thank you for bringing Tupai and Pindang into my life; how lucky, happy, and complete my life feels with the three of you around. Thank you for welcoming me into your life, for taking me around Jogja, and for being there with me as I tried new things that I had never even thought about before. Thank you for going along with my whims, like searching all over Jogja for orange juice, taking me to Bantul for es doger, starting the "Tupi Kuki" business that had many fans but had to close because chocolate prices went up haha, and for inviting me to eat tahu telur in Magelang with your big family. Thank you for introducing me to your kind family, for involving me in all the events of your life and theirs. Thank you for always being up for all kinds of conversations, from serious talks about the future to funny discussions about what adek Pindang is thinking. Thank you for always being there, in sickness and in health, with sincerity and kindness, for fighting for and prioritizing your life for me. Please, stay the same forever. Please, don't die.
12. To my ayang Alya Nur Anisya, who has been by my side for the past 14 years, thank you for listening to all my complaints and frustrations throughout my university years. You were always there, encouraging me through the toughest times in your own special way, lifting me up when I felt lost. Your unwavering support and friendship have been such a comfort to me, more than words can ever express. I am so

grateful for all the moments we have shared, the laughter and the tears. I hope with all my heart that you achieve your biggest dreams, Al! You truly deserve every bit of happiness and success that comes your way.

13. To my dear friend Rahmi Adinata, Mi, thank you for being there throughout my teenage years and college days, always by my side with your unique way of giving advice—even if it sometimes felt a bit like bully. Your words often had a funny way of making me forget my sadness during tough times, turning my struggles into moments of laughter. I am truly grateful for the lightness you brought into those challenging moments. I hope all your dreams come true, Mi. You deserve all the happiness and success that life has to offer.
14. For my college gang, butspal. Ayu, Ara, Vallen, Kaye, Apank. Thank you for being there with me from the very start when I first came to Jogja and didn't know anyone. Thank you for showing me that friendship during college is filled with so many wonderful and exciting moments. I hope wherever you are, you always find ease and are able to achieve the dreams you've hoped for.

TABLE OF CONTENT

UNDERGRADUATE THESIS ..... **ii**
AUTHORIZATION PAGE ..... Error! Bookmark not defined.
STATEMENT OF ACADEMIC INTEGRITY ..... **iv**
DEDICATION PAGE ..... **v**
FOREWORD ..... **vi**
TABLE OF CONTENT ..... **xi**
LIST OF PICTURES ..... **xiii**
LIST OF TABLES ..... **xiv**
ABSTRAK ..... **xv**
ABSTRACT ..... **xv**
CHAPTER I INTRODUCTION **1**
1.1 Background **1**
1.2 Research Question **5**
1.3 Research Objectives **5**
1.4 Research Scope **6**
1.5 Literature Review **7**
1.6 Research Framework **13**
1.7 Provisional Argument **14**
1.8 Research Method **15**
1.8.1 Type of the Research 15
1.8.2 Subject and Object of the Research 15
1.8.3 Method of Data Collection 16
1.8.4 Process of the Research 16
1.9 Thesis Outline **16**

CHAPTER II IMPLEMENTATION OF GASTRODIPLOMACY IN INDONESIA-US RELATIONS 17

2.1 Cooperation and Development of Indonesia and US gastrodiplomacy 17

2.2 The Initial Introduction of Indonesian Spices and Cuisine to the World 19

2.3 Strategy 21

2.4 Implementation 22

CHAPTER III THE IMPLEMENTATION OF "INDONESIA SPICE UP THE WORLD" TOWARDS THE US IN 2022-2024 VIEWED THROUGH THE GASTRODIPLOMACY 29

3.1 Branding Theme 30

3.2 Messages 31

3.3 Strategy and Tactics 34

1. **Gastrodiplomacy Strategies: Product Marketing** 35
2. **Gastrodiplomacy Strategies: Use of events.** 37
3. **Gastrodiplomacy Strategies: Coalition-Building Strategy** 39
4. **Gastrodiplomacy Strategies: The Use of Opinion Leaders Strategy** 40
5. **Gastrodiplomacy Strategies: The Media Relations Strategy** ... 41
6. **Gastrodiplomacy Strategies: The Education Strategy** 43

CHAPTER IV CONCLUSION 47

4.1 Conclusion 47

4.2 Recommendation 51

BIBLIOGRAPHY 53

LIST OF PICTURES

PICTURE 1 Slogan And Logo Of "Indonesia Spice Up The World" Program 31

LIST OF TABLES

TABLE 1 Gastrodiplomacy Strategy..... 45

ABSTRAK

Program *"Indonesia Spice Up the World"* yang berlangsung di Amerika Serikat pada tahun 2022-2023 merupakan sebuah inisiatif dari Kementrian Pariwisata dan Ekonomi Kreatif (KEMENPAREKRAF), yang bekerja sama dengan berbagai pihak. Program ini bertujuan untuk mempromosikan keberagaman masakan khas Indonesia beserta rempah-rempahnya di tingkat internasional. Penelitian ini dilakukan untuk menganalisis implementasi konsep gastrodiplomasi dalam pelaksanaan program tersebut di Amerika Serikat selama periode tersebut. Gastrodiplomasi adalah konsep yang menghubungkan diplomasi dengan kuliner, dan dalam konteks ini, program tersebut menggunakan kegiatan yang berkaitan dengan makanan Indonesia sebagai alat untuk memperkuat hubungan antara Indonesia dan Amerika Serikat. Hasil penelitian menunjukkan bahwa penggunaan teori gastrodiplomasi oleh Juyan Zhang dalam program ini terbukti efektif, dengan kegiatan yang mencakup promosi masakan Indonesia dan rempah-rempahnya. Aktivitas yang terjadi di Amerika Serikat dapat secara jelas dilihat melalui berbagai platform media sosial yang sering membagikan informasi tentang kegiatan yang sedang berlangsung atau akan datang di Amerika Serikat. Dengan demikian, program "Indonesia Spice Up the World" menjadi contoh bagaimana gastrodiplomasi dapat menjadi alat yang efektif dalam mempromosikan budaya dan kuliner suatu negara di tingkat internasional, serta memperkuat hubungan diplomatik antara negara-negara yang terlibat.

Kata kunci : Gastrodiplomasi, Amerika Serikat, KEMENPAREKRAF, UMKM

ABSTRACT

The "Indonesia Spice Up the World" program, which took place in the United States from 2022 to 2023, was an initiative by the Ministry of Tourism and Creative Economy (KEMENPAREKRAF), in collaboration with various stakeholders. This program aimed to promote the diversity of Indonesian cuisine along with its spices at the international level. This research was conducted to analyze the implementation of Gastrodiplomacy concepts in the execution of the program in the United States during that period. Gastrodiplomacy is a concept that connects diplomacy with culinary arts, and in this context, the program used activities related to Indonesian food as a tool to strengthen relations between Indonesia and the United States. The research results indicate that the use of gastrodiplomacy theory by Juyan Zhang in this program has proven to be effective, with activities including the promotion of Indonesian cuisine and its spices. Activities that took place in the United States can be clearly seen through

various social media platforms that often share information about ongoing or upcoming events in the United States. Thus, the "Indonesia Spice Up the World" program serves as an example of how gastrodiplomacy can be an effective tool in promoting a country's culture and cuisine at the international level, as well as strengthening diplomatic relations between the involved countries.

Keywords: Gastrodiplomacy, United States, KEMENPAREKRAF, MSMEs)

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia has been recognized as a country with abundant cultural diversity in all of its regions, making each society have its own characteristics and culture. Part of this cultural diversity is the food from each of Indonesia's regions. The strong taste of spices in Indonesia's foods have made them popular all around the world, not only in Indonesia. One country where Indonesian foods are popular is the United States of America, which has a huge market share of Indonesia's spice (Zuhriyah, 2023).

The gastrodiplomacy that Juyan Zhang described is a strategic public diplomacy tool that uses a nation's cuisine to highlight its cultural identity and heritage globally. This approach leverages the universal appeal of food to foster positive international perceptions and cultural appreciation. Countries often use focused messaging, media events, and strategic alliances to craft and promote a distinctive culinary brand that resonates with global audiences (Zhang, 2015).

Branding Theme is the strategy used to create a strong national identity through culinary representation. In gastrodiplomacy, this involves the use of culinary elements, such as spices and traditional dishes to build a positive and consistent international perception of a country's culture. The "Indonesia Spice Up the World" program utilizes this branding theme to promote Indonesia as a center of culinary richness (Zhang, 2015).

Messages refer to the strategic narratives conveyed through cuisine to strengthen cultural diplomacy. These messages reflect core values and national

identity, such as diversity and authenticity, communicated through food and spices. In this context, the program emphasizes the rich culinary story of Indonesia as a way to enhance international understanding and appreciation of Indonesian culture (Zhang, 2015).

Strategy and Tactics approaches and methods used to implement gastrodiplomacy effectively. This includes Product marketing, Use of events, Coalition-Building Strategy, The Use of Opinion Leaders Strategy. The Media Relations Strategy and The Education Strategy (Zhang, 2015)

This reason makes the United States of America a strategic country for Indonesia when it comes to implementing gastrodiplomacy. Another reason that has motivated Indonesia to introduce its foods to the United States of America is the high food consumption of the Americans, Related to this issue, Indonesia is committed to keep maintaining the original spices in its foods in order to increase the American interest in Indonesian food. Rendang, one of Indonesia's popular foods that is well known around the world, has become a provision for Indonesia in the promotion of other culinary products in the United States of America, because the Americans are quite familiar with Indonesia's foods (*Indonesia Spice Up The World*, n.d.).

To enhance the relationship and cooperation through gastrodiplomacy between Indonesia and the United States of America and keep the collaboration going, the Ministry of Tourism and Creative Economy created a special program called Indonesia Spice Up the World. This was intended to be a bridge for enhancing Indonesia's image in the gastrodiplomacy field, and to finally be able to meet the needs of the food demand in the US. In the view of the United States

of America, holding this program had some positive impacts, such as allowing Americans to get to know and taste Indonesian food and to increase their insight into Indonesian culture. Indonesia also held an exhibition called Summer Fancy Food Show (SFFS) in New York in 2015 (Indonesia, 2015).

The Ministry of Tourism and Creative Economy has continued introducing Indonesia's culinary products to the United States of America as can be seen by the numerous Indonesian restaurants in the United States of America. This has boosted Indonesia's motivation to expand the number of its restaurants or culinary market throughout the United States of America. One resulting innovation from this was a program from the Minister of Tourism and Creative Economy, Sandiaga Uno, entitled "Indonesia Spice Up the World" (Liputan6, 2021).

This program was an attempt of Indonesia to enhance its spice and food market and is an activity that has been considered a benchmark for gastrodiplomacy. The program is, something taken very seriously because it not only introduces Indonesia's refined products and spices but can also increase the quantity and development of Indonesia's restaurants abroad. Under the auspices of the Ministry of Tourism and Creative Economy, Indonesia has set an ambitious initial target 4000 restaurants within the period of 2019-2024. Since there are numerous aims involved in this program, Indonesia's government has also involved various parties, such as the central government, local governments, academics, entrepreneurs, communities, and the media. In this program, the government has also provided some of the requirements to ensure that this program runs well, such as providing assistance to Indonesia's Small and Medium Enterprise (SMEs) restaurants in the United States of America. An example of

this assistance is providing chefs to help to teach Indonesian specialties (Travel, n.d.).

The "Indonesia Spice Up the World" program, cuisine refers to various traditional Indonesian dishes rich in flavor. Indonesian cuisine, such as Rendang from West Sumatra, Nasi Goreng from Java, and Sate from various regions in Indonesia, reflect the cultural diversity and local ingredients available across the archipelago. These dishes are not just culinary items but also represent Indonesian culture and national identity internationally (Santoso, 2020).

Spices in this program refer to natural ingredients used in cooking to provide characteristic aromas, flavors, and colors. Spices like cloves, nutmeg, black pepper, ginger, turmeric, and cinnamon play a crucial role in creating a strong Indonesian culinary identity. The use of these spices not only enriches the taste of food but also serves as a primary attraction in culinary diplomacy, as they can represent Indonesia's natural wealth and culture to the world (Harsono, 2021).

The presence of chefs in the United States has positive impacts, such as helping the culinary entrepreneurs in the United States of America adapt food for the Americans with the aim that, later, Indonesian cuisine will become sought after as one of the foods that are familiar to the local people. This is intended to build a positive image of Indonesia through gastrodiplomacy, and progress can be seen in the products of rendang and tempeh which are now very popular and sought after by the Americans. In addition to the presence of chefs to help the Indonesians cook well, the Indonesian government is also providing assistance in the logistics sector to facilitate the owners of the restaurants to fill their spice needs easily within the United States of America. Indonesia has many varieties of

spices that are needed in the preparation of its foods (*Indonesia Spice Up The World*, n.d.).

This program has certainly been received positively in terms of its implementation and planning in 2022-2023. The program "Indonesia Spice Up the World" began in 2019 as part of a long-term effort to promote Indonesian cuisine and spices internationally. However, the focus of this research is on the period 2022-2023 because these years mark a crucial phase in the implementation and evaluation of the program's strategies in the international market, particularly in the United States. During this period, the program faced significant challenges due to the COVID-19 pandemic. By 2022, the program entered a recovery and adaptation phase, where new strategies were implemented to address pandemic-related restrictions and optimize the potential of the recovering U.S. market. Thus, the years 2022-2023 offer opportunities to analyze the effectiveness of these new strategies and post-pandemic recovery in the context of Indonesian gastrodiplomacy (Datau, 2021). Despite the implementation of this program being hindered by Covid-19, which left many activities passive, the market share in the United States remained relatively steady and quickly recovered. As a result, the activities of the program have continued to run (Datau, 2021)

1.2 Research Question

How did the Gastrodiplomacy towards the conducted program “Indonesia Spice Up the World” to the United States of America in 2022 – 2023?

1.3 Research Objectives

The objectives of this research are:

1. To analyze the diplomacy strategy of Indonesia in promoting its spices and food product in the United States; and
2. To know the Gastrodiplomacy of Indonesia through the program “Indonesia Spice Up the World” towards Americans.

1.4 Research Scope

In this research, the author specifically analyzes this issue from 2022-2023, with the reason being that the program was first launched in 2019 then further developed by Indonesia’s government, The "Indonesia Spice Up the World" program, initiated in 2019 to promote Indonesian cuisine and spices globally, focuses on the critical period of 2022-2023. This period marks significant implementation and evaluation of strategies in the U.S. market, amidst challenges posed by the COVID-19 pandemic. The research aims to analyze the effectiveness of new strategies and post-pandemic recovery in Indonesian gastrodiplomacy, particularly the Ministry of Tourism and Creative Economy through several programs such as, Summer Fancy Food Show (SFFS) every year, which many Indonesia Spice Up the World (ISUTW) (*Indonesia Spice Up The World*, n.d.).

Initially, this program's activities in 2022 faced challenges and became passive due to the COVID-19 pandemic. However, the United States was chosen as the target country for the “Indonesia Spice Up the World” program for several reasons. First, the U.S. has a very high rate of food consumption, and even more so during the pandemic. Although there was an initial decline in consumer spending, home food consumption increased significantly as restaurants and other

dining venues closed or limited their services (*Changes to Consumer Expenditures during the COVID-19 Pandemic*, n.d.).

Second, the United States is considered to have great potential for gastrodiplomacy due to its large and diverse consumer market. Indonesian cuisine has the opportunity to be well-received by various ethnic and demographic groups in the U.S. Additionally, efforts by the Indonesian government to introduce and promote Indonesian cuisine through various events and collaborations with Indonesian diaspora restaurants have helped increase awareness and acceptance of Indonesian food among the American public (*Changes to Consumer Expenditures during the COVID-19 Pandemic*, n.d.).

1.5 Literature Review

First, according to an article written by Ida Bagus Ngurah Mahardika, Christy Damayanti and Hasna Wijayanti titled "Kontribusi Diaspora Restoran Terhadap Nation Branding di Amerika Serikat", the international society's gastrodiplomacy can be seen in the taste of culinary products from a country whose its taste can create an influence a good image of a country that can drive a country to get a good impact in international country. They have also stated that nation branding through culinary products has a big influence because of the recognition and assistance from the government. In addition, this journal also states that gastrodiplomacy is able to describe Indonesia's culture through culinary products to the United States of America, which is something that is expected as the way to attract the bilateral cooperation between Indonesia and the United States.

They also stated that gastrodiplomacy through the building of restaurants in another country is a means of early introduction of the culinary products of one country to another. In this case, it is expected that the introduction of Indonesia's culture will enhance the bilateral relations between Indonesia and the United States of America. Gastrodiplomacy may be the most effective target for Indonesia's government in the increasing of Indonesia's national branding to the United States of America (Wijayati, 2022).

Sophiana Widiastuti, in her journal titled "Diplomasi Ekonomi Dalam Mendukung Penguatan Ekonomi Digital Indonesia Studi Kasus: Gastrodiplomasi Dalam Program Indonesia Spice Up the World", has argued that the transformation of this current economic activity really relies on technology and a lack of borders and is expected to bring significant changes in diplomacy activities. This is quite different from previous journals that stressed that Indonesia is well known in the international world, including the US. This journal instead believes that Indonesia's culinary products are not that popular globally. She has argued that Indonesia's food is not as well known by the international society compared to other countries, such as Japan and Korea or even Vietnam and Thailand if we want to compare it to Southeast Asian countries. Indonesia's culinary works have been left behind. This is very unfortunate in an era that is very close to being digitally borderless. The culinary sector must be utilized wisely to promote more of Indonesia's foods to the international community. Therefore, she believes that the "Indonesia Spice Up the World" program, carried out by the Ministry of Tourism and Creative Economy, is in line with her goal to enhance Indonesia's culinary presence. Moreover, in this globalization era of

rapid technology, this opportunity must be utilized wisely to expand Indonesia's food and culinary products into the international culinary industry (Widiastutie, 2021).

In line with the previous journal, Nurdiana Abhi Yoga and Yang Kharisma Febreani, in their journal titled "Strategi Gastrodiplomasi Tempe Oleh Diaspora Indonesia di Amerika Serikat", have argued that Indonesia's culinary industry is a precious state asset which is already trusted by the government to enhance economic and cultural cooperation. They also stated that Gastrodiplomacy is a collaboration conducted by developing countries to get more attention and sympathy from global society, which is a view not much different from that in the journal that has been analyzed by Sophia Widiastuti. This journal argues that this digitalization era must be utilized as a means to optimize nation branding, particularly gastrodiplomacy. One of the suggested approaches here is optimizing the use of influencers from Indonesia as their social media accounts can be used to promote Indonesia's culinary products. Through this approach, the international community can know about and become interested in Indonesia's foods via borderless digitalization. This would have completely positive impacts from the public diplomacy aspect. Public diplomacy, which uses soft power in introducing a culture, is beneficial in the international society for the promotion of a culture and foods. In addition to running well, gastrodiplomacy is expected to also improve the national economy by increasing imports or exports or even tourism (Nurdiana Abhiyoga, 2020).

Sarah Patrecia Sinulingga, in her journal in titled "Diplomasi Kebudayaan Indonesia Terhadap Amerika Serikat Melalui Kuliner (Gastrodiplomacy) Tahun

2010-2016", has argued that the application of gastrodiplomacy is positive in introducing Indonesia's culinary products to the United States of America. She quoted the opinion of a gastronome graduate of the University of Southern California "the best way to win hearts and minds is through the stomach", which means gastrodiplomacy can be a way of building a relationship through the introduction of a country's special culinary products with the goal of state diplomacy. In this journal, she used public diplomacy theory because she believes that this theory fits well to the introduction and building of cooperation in culinary or cultural aspects using a soft approach.

Patrecia Sinulingga also mentioned several cooperation activities in the culinary sector between Indonesia and the US, including the National Restaurant Association (NRA), Indonesia - Indiana Business Luncheon, Indonesia Culinary Festival, and Summer Fancy Food Show. These kinds of gastrodiplomacy collaborations with the US are conducted on purpose for their beneficial impacts. As is well known, the US is a powerful country whose perspective and command are readily followed by other countries. In addition, the size of its population is large and its people are so diverse; therefore, it is essential for Indonesia to build a decent image among Americans through culinary activities to get the attention of them. Furthermore, all these culinary collaborations have positive impacts in the form of gastrodiplomacy between Indonesia and the US. It has been mentioned that holding such festivals can support continued growth of Indonesia's food exports, and the cooperation between Indonesia and the United States of America is expected to influence the decision making of Indonesia's government and can be known well by the Americans (Sinulingga, 2016).

Based on the explanation of the previous studies, for this research the author sees that gastrodiplomacy is a diplomacy activity that is very beneficial for a country. However, none of the previous studies has focused on the “Indonesia Spice Up the World” program held between Indonesia and the United States of America, which also emphasizes the strong and unique taste of Indonesia’s culinary items. Because of the incomplete analysis in existing literature, this research will focus on discussing the strategies in gastrodiplomacy implemented through Indonesia’s spice through “Indonesia Spice Up the World” program in the US.

Thesis written by Aqila Hirnika titled “Upaya Gastrodiplomasi Indonesia di Amerika Serikat Melalui Program Indonesia Spice Up the World”. The study on the ISUTW program determines it as a highly effective instance of gastrodiplomacy, illustrating how Indonesia's culinary culture is leveraged to advance national interests and fortify diplomatic ties with the United States. It underscores the crucial role of cultural diplomacy in enhancing international relations and promoting national agendas.

The findings of the study highlight the richness of Indonesia's culinary heritage as a significant cultural identity and an essential diplomatic instrument. The ISUTW program, a strategic initiative by the Indonesian government, aims to showcase its culinary culture internationally, thereby strengthening diplomatic relations with the United States. Indonesia's culinary culture is recognized as a form of soft power that can be utilized to further national interests and assert cultural identity. The study advocates for sustained governmental efforts in

cultural diplomacy and suggests further exploration into the impact of gastrodiplomacy on global relations (Hirnika, 2023).

Based on the explanation of this thesis “Upaya Gastrodiplomasi Indonesia di Amerika Serikat Melalui Program Indonesia Spice Up the World” The previous journal was general in its research framework, covering liberalism, gastrodiplomacy, and public diplomacy. Additionally, the journal to be written will use Juyan Zhang's theory of gastrodiplomacy, whereas the previous journal used Paul S. Rockower's theory of gastrodiplomacy. The previous research also focused heavily on the export and import of spices, and less deeply explored the aspect of food gastrodiplomacy (Hirnika, 2023).

It can be concluded from the four journals outlined above that there are the differences and similarities in each journal. Some of the journals focus on discussing the spices from the economic sector perspective with the similarity being the expanding of Indonesia’s restaurants throughout the United States of America. Indonesia Spice Up the World, however, has a different vision and mission from the earlier conducted programs. And from the Thesis the journal discusses the Indonesia Spice Up the World program, which ended in 2022. Therefore, it can be concluded that the research stopped in 2022. This present author has continued the research from 2022 to 2023 and believes that there is a significant difference between those journals and the current research, which focuses on how Indonesia’s government assists and promotes culinary products and builds a positive image of Indonesia in the US through the implementation of gastrodiplomacy using the “Indonesia Spice Up the World” program, specifically

from 2022-2023. This research also describes the purpose of this program by explaining how the program has been conducted and its level of success.

1.6 Research Framework

Gastrodiplomacy.

As explained in a journal written by Juyan Zhang, gastrodiplomacy is a subtle way to increase appreciation, gain a sense of understanding and also promote the values and images of a country. Gastrodiplomacy is also an element in cultural diplomacy with recognition of culinary culture. This means that the various kinds of cuisines are the lure of a country in the international community. In the culture of culinary, a country has values of identity that can be hereditary from one generation to another. Moreover, the experience within the culinary fields makes offers to the international community by way of informal interaction with a different culture. It can interact familiarly, for example, through taste. With experiences in the culinary field, the international community is expected to be able to get to know other cultures (Zhang, 2015).

Juyan Zhang also defined culinary as representing the value and identity of a country to the international community. Therefore, gastrodiplomacy is considered an effective strategy to invite the allure of the international community. In addition to that, Juyan Zhang also explained the 3 dimensions that are related to gastrodiplomacy that are evident in the “Indonesia Spice Up the World” program (Zhang, 2015).

1. Branding theme

   In this first dimension, Juyan Zhang explains how the country brands cuisine in the international community and how they identify the cuisine

as something important. The aim is that the cuisine later be remembered as having great value to the international community (Zhang, 2015).

2. Messages

   In the approach of relaying the message, gastrodiplomacy channels that the culinary have meaning, and the submissions of the messages through the culinary can take on various forms. For example, a that is served has a story or meaning, both from the origin of the culinary or the way is is made until it is served (Zhang, 2015).

3. Strategy and Tactics

   The use of strategy and tactics in gastrodiplomacy can have various forms, with the aim that the international community will recognize the culinary. The government uses this strategy to establish relations between the country and the public (Zhang 2015, 5).

1.7 Provisional Argument

The "Indonesia Spice Up the World" program in the United States represents a significant effort by Indonesia to promote its culinary heritage through gastrodiplomacy. This research analyzes the effectiveness of this program using Juyan Zhang's three dimensions of gastrodiplomacy:

Branding: The program, spearheaded by the Ministry of Tourism and Creative Economy, aims to make Indonesian cuisine recognizable and familiar to the international community, particularly Americans, through various events.

Messages: Indonesian cuisine is showcased at festivals and restaurants in the U.S., highlighting the country's diverse culinary traditions. For example,

Yogyakarta's sweet Gudeg contrasts with West Sumatra's savory and spicy Rendang, illustrating the rich variety of Indonesian food.

Strategy and Tactics: The program aims to establish 4,000 Indonesian restaurants in the U.S, utilizing both digital and conventional media to create a positive image of Indonesia. Figures like Head Chef William Wongso play a key role in promoting Indonesian cuisine through platforms like Instagram.

This multifaceted approach seeks to enhance Indonesia's culinary reputation abroad and foster a positive perception of the country through its rich and diverse food culture.

1.8 Research Method

1.8.1 Type of the Research

In this research, the author uses the qualitative type with the aim to explain Indonesia’s diplomacy through cuisine descriptively and analytically. The use of qualitative methods in terms of the purpose of the research is to understand an issue and to ensure the quality of the research process. In addition, this type of research is used to describe the diplomacy and gastrodiplomacy strategy of Indonesia in promoting its cuisine in the United States of America (McCusker, 2015).

1.8.2 Subject and Object of the Research

This research emphasizes that the subject refers to the Indonesian goverments. The object in this research refers to the program “Indonesia Spice Up the World” in the United States of America in 2022-2023.

1.8.3 Method of Data Collection

The method used to analyze this issue was a literature study carried out by collecting data and information from articles, journals, news, and libraries that provided any information about the “Indonesia Spice Up the World” program.

1.8.4 Process of the Research

The process of this research was conducted by using a literature study which allowed for the collection of the required data and information from various sources, such as journals, the internet, mass media, and any other documents related to the “Indonesia Spice Up the World” program which has the aim of introducing Indonesia’s foods and spices to the USA.

1.9 Thesis Outline

Chapter I describes the systematic writing standard. It also includes the discussion of the background, research question, research objectives, research significance, research scope, literature review, research framework and writing methodology. Chapter II discusses the implementation of Indonesia Spice Up the World in the United States with a time range 2022 to 2023. Chapter III analyzes Indonesia Spice Up the World using the concept of Juyan Zhang. Chapter IV describes the conclusion and provides recommendations.

CHAPTER II

Implementation of Gastrodiplomacy in Indonesia-US Relations

In forming gastrodiplomacy cooperation between Indonesia and the US, the government implemented several forms of cooperation which continue to develop, starting with the diaspora congress in the US which had a good impact on gastrodiplomacy cooperation between Indonesia and the US. However, in this diaspora cooperation concept, the focus on developing cooperation is limited to the government's minimal role in program supervision. Therefore, the Indonesia Spice Up the World program formed by the Ministry of Tourism and Creative Economy has been refined into a structured program.

2.1 Cooperation and Development of Indonesia and US gastrodiplomacy

If we examine the history of the development of gastrodiplomacy in Indonesia throughout the 1950s, the Indonesian government and gastronomes tried to develop food in Indonesia from a new perspective. Indonesia in 1942-1945 (during the Japanese colonial period) gave rise to the decolonization of remnants and traces from the Netherlands, including in culinary contexts or in the context of food. Along with the growing sense of nationalism in the 1940s, national figures, nutritionists, and experts in the agricultural sector tried to find ways to solve food problems. In addition, there was also a desire to present national identity through their culinary delights, which in the future determined the formation of a new Indonesian culinary image (Baskoro, 2022).

Traditional food is believed to be one of the sources of pride of a country or the identity of a country, which is hoped to be recognized by the international

community. Typical food is considered necessary because the food can convey a taste that becomes the country's hallmark (the national dish). Then, if the global community tastes the typical food of a particular country, they will be immediately reminded of the country's strong image in a positive sense. Therefore, food is important as part of nationalism and how the global community accepts the taste conveyed through food (*Food And Identity*, 2023).

Because of the belief in the development of Indonesian cuisine, which has been made with a distinctive taste that can attract people both domestic and abroad, Indonesia, under the auspices, of the government has planned for the international community to get to know Indonesian cuisine well. In this case, the Indonesian government considers the US as a country with great potential for conducting gastrodiplomacy (Rukendi, n.d.). Indonesia has made a lot of moves in implementing gastrodiplomacy in the US, including collaborating and organizing events. Several forms of Indonesian cooperation that have been carried out with the US were at the congress of the Indonesian diaspora, namely by cooperation between the Ministry of Tourism and restaurants belonging to the diaspora abroad. In addition, Indonesia has also carried out activities in the form of organizing food festivals and seminars in the US (*Indonesia Spice Up The World*, n.d.).

Diaspora congresses in the US have had positive factors but at times are less qualified in their implementation. As we know, diaspora can be defined as those who live overseas. So, it can be said that the diaspora network is a chain that cannot be disturbed and if one of the actors of the diaspora can open a new path for promoting culinary activities, then we can say that the diaspora has a great

impact on Indonesian gastrodiplomacy. However, behind the many positive sides that appear in this diaspora program there are still factors that cause a lack of perfection in utilizing this diaspora. Some elements can weaken Indonesian gastrodiplomacy for several reasons. The first is if the Indonesian culinary branding is not delivered correctly or not properly introduced, resulting in incorrect realization of the introduction of culinary arts by the diaspora. Furthermore, Indonesian seasonings can be difficult to obtain in the US and the take a lot of work to get. Apart from these two main weakening factors, which are considered to be things that weaken the ongoing diaspora program, other factors are no less important, such as the standard of hygiene of the restaurant. We know that in making a restaurant there is, of course, has a standard that has to be obeyed, but there is still the question of whether or not this is given enough attention. There are, of course, solutions to all these weaknesses, importantly, that the state must be present and proactive in helping Indonesian entrepreneurs (Sinulingga 2016).

2.2 The Initial Introduction of Indonesian Spices and Cuisine to the World

Indonesia is a country that we know is rich in natural resources. We can see the wealth of Indonesia's natural resources with its beautiful natural charms and very diverse cultural diversity. One of its rich natural resources is the wealth of spices in Indonesia. This includes cloves, pepper, ginger, turmeric, and other spices that thrive in the land nicknamed this maritime country. This fact makes it not surprising that during the colonial era, Indonesia was often the target of

western occupation. It is undeniable that Indonesian spices were very global at that time and were even very famous worldwide.

However, this is quite different from what the Indonesian state is today. Indeed, Indonesian cuisine and flavors are diverse, and many variations of Indonesian cuisine are well-known worldwide. However, Indonesian spices and seasonings are yet to be well-known by the world. Because of this, the Ministry of Tourism and Creative Economy of the Republic of Indonesia started promoting a program called “Indonesia Spice Up the World”, one of the Ministry of Tourism and Creative Economy programs, is engaged in gastrodiplomacy with the aim of promoting Indonesian cuisine (Liputan6, 2021).

At the beginning of its emergence, the “Indonesia Spice Up the World” program was inaugurated by the Indonesian government in 2020 at the Dubai Expo, where Indonesia introduced the richness of its spices (Bambani, n.d.).

Currently, Indonesian food products are becoming increasingly recognized in the United States, not only through the export of raw spices but also through the growing number of Indonesian restaurants and ready-to-eat food products available in local supermarkets. Through the "Indonesia Spice Up the World" program, the Ministry of Tourism and Creative Economy focuses not only on promoting spices but also on enhancing the presence of Indonesian cuisine abroad. The program encourages the opening of Indonesian restaurants in various countries, including the United States, and introduces dishes such as gado-gado, rendang, and sambal, which have become favorites among international consumers (Liputan6, 2021).

In the United States, Indonesian food can now be found in various increasingly popular Indonesian restaurants and in the international food sections of major supermarkets. Products such as packaged rendang, sambal, crackers, and ready-to-use seasonings for dishes like nasi goreng and sate are becoming more common and favored because they offer the authentic taste of Indonesia that can be easily prepared at home (Hirnika, 2023).

2.3 Strategy

In carrying out the mission of the "Indonesia Spice Up the World" program, the Indonesian government, specifically the Ministry of Tourism and Creative Economy, has targeted several pillars as the program's focus. The first pillar focuses on Indonesian seasonings and processed food products. In this case, Indonesia has a discourse to promote seasoning products and processed foods, which also includes the production process to promote and financing for export. Specifically for the export of spices, this is undoubtedly positive, especially in the efforts to realize the Indonesian gastrodiplomacy program in the United States through "Indonesia Spice Up the World".

The next pillar, which is the main focus of Indonesia Spice Up The World, is the number of Indonesian restaurants abroad. Indonesian restaurants play a significant role in Indonesian gastrodiplomacy abroad because Indonesian food and spices can only be known through Indonesian restaurants abroad. Additionally, there is also the participation of the Indonesian diaspora, who own the restaurants abroad and directly promote Indonesian culture through culinary arts. In accordance with the "Indonesia Spice Up the World" program, the

Indonesian government is targeting 4,000 Indonesian restaurant openings abroad by 2024 (Bambani, n.d.).

The next main focus of the 'Indonesia Spice Up The World' program is based on promoting Indonesian cuisine, which the Indonesian government has intensively carried out. This culinary promotion aims to increase awareness of Indonesian cuisine throughout the world through various offline and online media, such as digital content festivals, exhibitions, forum conferences, and many more. In terms of the United States, quite a lot of Indonesian culinary promotions have already been conducted. One of the prestigious Indonesian food festivals was held in Upper Manhattan in 2022, where more than 1,000 residents came to the area to try Indonesian specialties (Rukmananda, 2022).

The focus of the last pillar of 'Indonesia Spice Up The World' is to promote Indonesia as a culinary tourism destination. In this focus, the government is aiming to make Indonesia a country that is a unique culinary tourism destination. This pillar encourages tourists to take holidays with the theme of culinary tourism in Indonesia. Through the slogan *Wonderful Indonesia*, the Indonesian government is trying to attract foreign tourists to come to Indonesia and taste Indonesian specialties that are currently known by the world community, such as rendang, fried rice, and so on (Rukendi, n.d.)

2.4 Implementation

After discussing the strategies carried out by the Indonesian government, this section discusses the implementation of the “Indonesia Spice Up the World " program. In the first pillar, related to Indonesian spices and food processing, the Indonesian government has taken steps, like other countries, which has been to

create cooking spices in packaged form. Indonesia has been trying to do the same thing by making instant spices in the form of dishes that make it easier for people to prepare, especially in the United States. The aim is to make Indonesian spices easier to find and dishes easier to cook. This not only allows the Indonesian people who live there to make Indonesian cuisine more practically and efficiently, but also it helps the Americans become familiar with Indonesian spices or instant spices. This has also been accompanied by the local supermarkets supplying the needs of Indonesian food spices, which is also part of Indonesia's gastrodiplomacy efforts in the United States (Kementrian Luar Negeri Indonesia, 2022).

In the second pillar, Indonesian restaurants have certainly had a significant role in the ongoing "Indonesia Spice Up the World" program, in terms of Indonesian cuisine and gastrodiplomacy through Indonesian restaurants in the United States. In its implementation of Indonesian gastrodiplomacy, in 2019 Kemenparekraf has input the data that Indonesia had already opened 100 Indonesian Restaurants in in the east coast area of NYC (*Indonesia Spice Up The World*, n.d.). The newest data in 2024, Indonesian Restaurant has opened around 89 Indonesian restaurants in the United States (Liputan6, 2024). This is, of course, not a small number. It is on track to meet the target of the Ministry of Tourism and Creative Economy in the Indonesian Spice Up The World program of 4000 restaurants. Before opening an Indonesian restaurant in the US, the Indonesian government advises people who want to run such a business to notify the local Indonesian Consulate General in the US to get a demo chef brought directly from Indonesia, which has the purpose of making it easier for them to run their culinary business (Perdana, n.d.)

The subsequent implementation of Indonesia Spice Up the World is through promoting Indonesian cuisine, which Indonesia has intensively carried out. Indonesia encourages gastrodiplomacy, especially in the United States, primarily through Indonesian food festivals such as in New York, Chicago, and other regions. Apart from that, there is also promotion of Indonesian cuisine through Instagram content from the Indonesian Embassy in Indonesia and the Indonesian Consulate General about Indonesian cuisine. There was even a collaboration event between chef William Wongso and Gordon Ramsay from the US, who made Indonesian food live on a TV show in the US. Finally, there was also the promotion of Indonesian cuisine at the G20. This event took place in Indonesia, where the US president, Joe Biden, directly tasted Indonesian dishes and indirectly became part of the "Indonesia Spice Up the World" program (Chaniago & Agmasari, 2022)

The "Indonesia Spice Up the World" program is a diplomatic step in the Indonesian culinary or gastrodiplomacy field that was launched in 2019. As planned, the 'Indonesia Spice Up The World' program aims to increase the popularity of Indonesian spices worldwide and promote economic growth in the culinary industry sector. Through the Ministry of Tourism and Creative Economy, Indonesia plans to increase general knowledge of Indonesian food through innovative Indonesian spices in packaging that makes it easier for consumers abroad to efficiently cook Indonesian dishes. In addition, along with this discourse, Indonesia launched the first variant of Indonesia's spices, an instant rendang seasoning. This project was followed by other spices such as instant pecel, vacuumed satay, fried rice seasoning, and soto seasoning. This was further

followed by exports of other supporting spices, such as sweet soy sauce, which is well known as kecap, and sambal and other spices (Datau, 2021).

Meanwhile, during the implementation of the “Indonesia Spice Up the World” program, Indonesia, through the Ministry of Tourism and Creative Economy, has also launched a program to open 4,000 restaurants with a realization target of 2024. This was later also responded to positively by several Indonesian embassies abroad. It was also responded to positively at the meeting of delegates from the Ministry of Tourism and Creative Economy and the delegates from the Indonesian Embassy in New York. The Indonesian Consulate General in New York is also involved, in terms of joint participation, in opening new Indonesian restaurants in the United States (Widyanti, 2021).

In this case, the Ministry of Tourism and Economy is not alone in running the “Indonesia Spice Up the World " program but assisted by the Ministry of Foreign Affairs through the Indonesian Embassy in the US and by the Ministry of Trade through the Indonesian Trade Promotion Center (ITPC). Through the Ministry of Trade or ITPC Chicago, USA, natural and organic Indonesian culinary delights were promoted at the National Restaurant Association (NRA) Show, McCormick Palace, Chicago, USA. The organic products offered were coconut derivative products such as coconut milk, coconut water, organic coconut sugar, coconut chips, and coconut oil. ITPC Chicago will continue to participate in this festival as it is a big event for restaurant associations in the area (Drajat, 2020).

The Indonesian Consulate General in San Francisco also enlivened the “Indonesia Spice Up the World” program, by holding a joint webinar with

Indonesian MSMEs in the San Francisco Bay Area in collaboration with the NextSF and Alaska Airlines companies. This was attended by more than 400 people. On this occasion, culinary entrepreneurs from Indonesia who already have licensed restaurants in California were also present, one of whom was Siska Silitonga – the owner of Chili Cali, who was willing to share her experience of running a restaurant in San Francisco. At the end of the webinar session, it was also explained that there would be opening of restaurants and cafes founded by residents of mixed Indonesian descent who would serve coffee from all regions in Indonesia (Kementrian Luar Negeri Indonesia, 2022).

After the discourse on Indonesian spices and restaurant products, it would be incomplete if promotional activities for Indonesian cuisine were not included in the discussion. In this case, the Indonesian government, through the Indonesian Embassy, Consulate, and ITPC, especially in the United States, has carried out various kinds of promotions and implemented them through various platforms. This started with food festivals held in New York, San Francisco, and other areas. Apart from that, promotions through digital platforms are also showing high potential in the US market. Due to the current era of digitalization, many people can easily learn about Indonesian cuisine through the Indonesian government's social media abroad, as well as participate in online seminars, which are part of the efforts to increase Indonesian food gastrodiplomacy abroad (*Indonesia Spice Up The World*, n.d.).

The implementation of these activities may later lead to an increase in the tourism sector in Indonesia. Indonesia plans to become a culinary tourism destination, as well as continue the implementation of the “Indonesia Spice Up the

World" program to achieve the targets of the Indonesian government (*Indonesia Spice Up The World*, n.d.).

To implement the entire focus of this program, the theory of gastrodiplomacy proposed by Juyan Zhang is utilized as follows: Branding Theme is expanded to focus on how visual and symbolic elements. This can be seen in the slogan and logo of the "Indonesia Spice Up the World" program.

Messages involves the utilization of origin stories, Indonesian cultural values and heritage integrated into culinary diplomacy strategies. In the messages conveyed through the "Indonesia Spice Up the World" program, there are two key points: Diversity and Naturallness.

Strategy and Tactics refer to the practical implementation of gastrodiplomacy strategies, including details about the execution of culinary events, collaboration with media and influencers, and product adaptation to meet local preferences. This approach aims to strengthen the presence of Indonesian cuisine in the United States and support broader diplomatic goals. There are six points in the strategy and tactics, which include:

Product Marketing: This strategy involves promoting products through various marketing channels to increase awareness and sales (Zhang, 2015).

Use of Events: This strategy utilizes events as a means to promote culture and products. This might involve participating in food exhibitions, cultural festivals, or special events that highlight Indonesian cuisine and spices to capture the attention of international audiences (Zhang, 2015).

Coalition-Building Strategy: This strategy focuses on forming coalitions or partnerships with other organizations, both locally and internationally (Zhang, 2015)

The Use of Opinion Leaders Strategy: This strategy leverages opinion leaders or influencers who have a significant impact on the public to promote a particular product or idea. In gastrodiplomacy, this could involve well-known chefs or culinary celebrities promoting Indonesian cuisine to their followers (Zhang, 2015).

The Media Relations Strategy: This strategy focuses on managing relationships with the media to secure positive coverage. It could involve collaborating with journalists, bloggers, or culinary media to write articles or feature content that highlights the uniqueness and deliciousness of Indonesian cuisine (Zhang, 2015).

The Education Strategy: The education strategy aims to raise public awareness and knowledge about a specific topic. In this context, it might include cooking training programs, workshops, or educational campaigns about the benefits and uniqueness of Indonesian spices and cuisine (Zhang, 2015).

CHAPTER III

The Implementation of “Indonesia Spice Up the World” Towards the US in 2022-2024 Viewed Through the Gastrodiplomacy

In the previous chapter, we discussed Indonesia's strategy and implementation in the “Indonesia Spice Up the World” program, focusing on the promotion of Indonesian spices and processed foods, opening Indonesian restaurants abroad, and introducing Indonesia as a unique culinary tourism destination. Through various food festivals, online seminars, and social media promotions, the government aims to raise awareness about Indonesian cuisine on a global scale. Support from various ministries and government agencies, including the embassies and consulates, has also contributed to the successful

execution of this program. In this chapter, we will delve into how the program has been perceived from the perspective of gastrodiplomacy.

3.1 Branding Theme

Branding theme is one of the three dimensions related to gastrodiplomacy as proposed by Juyan Zhang. In its explanation, branding theme refers to the strategic use of food, cuisine, and traditional culinary as tools to promote a positive image of a country or culture on the international stage. Gastrodiplomacy harnesses the allure of food and dining experiences of a nation to encourage cultural exchange, build bridges, and enhance international relations.

Branding theme in gastrodiplomacy involves creating a cohesive and distinctive identity around the culinary heritage and cuisine of a country. The theme aims to showcase the uniqueness, diversity, and quality of the country's food offerings and traditional dishes. This can encompass various elements, including:

Slogan and Logo

Many programs have unique slogans and logos, aiming to be easily remembered and serving as effective tools to portray a country as an enticing culinary destination or to convey specific messages to international audiences. The program with the name “Indonesia Spice Up the World” falls under Indonesia's slogan, which signifies that Indonesia provides a special touch that warms the entire world or imparts warmth to the world through its distinctive and rich spices (Datau, 2021).

"Spice up" in English means to add flavor or deliciousness to food, but here, it also means that Indonesia offers something unique and different that can

delight and captivate the world. This slogan depicts Indonesia's cultural richness represented by its diverse spices, which have become an attraction in Indonesian gastronomy (Datau, 2021).

Picture 1 Slogan and Logo of "Indonesia Spice Up the World" Program



Source: (About Indonesia Spice Up the World, 2021)

3.2 Messages

In the second dimension proposed by Juyan Zhang in the context of gastrodiplomacy, the messages conveyed by a country through gastronomy and cuisine are also a form of "messages" in International Relations theory. Gastrodiplomacy involves using food, cuisine, and culinary culture as communication tools to promote a positive image of the country on the world stage. In essence, in gastrodiplomacy, Indonesia can deliver various messages to the United States through its culinary and gastronomic efforts (Zhang, 2015).

Diversity and Naturalness

Diversity, as a key message in gastrodiplomacy campaigns, serves as a powerful tool to highlight the rich tapestry of a nation's cuisine. In the case of

Indonesia, this strategy involves showcasing the multitude of traditional dishes that hail from various islands and regions within the country. It celebrates the culinary diversity that Indonesia has to offer, ranging from the spicy rendang of Sumatra to the fragrant soto of Java and the flavorful Papeda of Papua. Each dish tells a unique story of its origin, reflecting the cultural and geographical nuances of Indonesia. To effectively convey this message, the Ministry of Tourism and Creative Economy has taken innovative steps to make Indonesian cuisine more accessible to the people in the United States (*Indonesia Spice Up The World*, n.d.).

This includes packaging a diverse range of seasonings and culinary products. In this way, Indonesia has made it convenient for individuals to bring the authentic flavors of Indonesian cuisine abroad. For instance, Indonesian seasonings like rendang, soto, and pecel seasoning are readily available in local supermarkets in the United States (Liputan6, 2024).

By emphasizing diversity in its gastrodiplomacy campaign, Indonesia aims to not only tantalize taste buds but to also promote cultural understanding and appreciation. It invites individuals to start on a culinary journey that unravels the intricacies of Indonesian culture, all while savoring the delicious diversity that Indonesia has to offer. This approach fosters a sense of unity through the celebration of differences and serves as a testament to the power of gastronomy as a bridge between nations.

In gastrodiplomacy efforts, the theme of naturalness works as a compelling story to portray the purity, cleanliness, and wellness of a country's gastronomic offerings. In the case of Indonesia, this message resonates strongly

due to the country's diversified and naturally-rich food. Indonesian cuisine exemplifies the country's devotion to using natural, locally obtained products. Indonesia's culinary tradition is greatly influenced by the country's plentiful natural resources. Spices and herbs used in Indonesian cuisine are frequently grown in lush, verdant environments where they thrive in the tropical sun. These components are carefully selected and prepared to preserve their original flavor and nutritional worth. This commitment to using unadulterated, naturally cultivated ingredients distinguishes Indonesian cuisine (*Indonesia Spice Up The World*, n.d.).

The emphasis on naturalness and environmental consciousness goes beyond just the basic ingredients. It includes sustainable farming techniques and responsible sourcing. Indonesia's commitment to environmentally friendly agriculture ensures that its culinary traditions are not only delicious but also eco-friendly. This aligns with the global trend of conscious consumption, where more people are seeking clean, natural, and environmentally responsible food options. By incorporating this message into its gastrodiplomacy efforts, Indonesia not only showcases its culinary expertise but also promotes itself as a country that cares for the well-being of its people and the environment. This provides assurance to consumers that Indonesian cuisine is not only tasty but also healthy and sustainable (United States Department of Energy, 2023).

From the explanation of these two points, diversity and naturalness have highlighted the message to be conveyed in the “Indonesia Spice Up the World” program. Various typical Indonesian dishes which are always served at every opportunity are never left behind, as well as spices which are also included in the

pillars of the aim of this program and their interrelationship. This is very consistently seen in every activity carried out at the festival and at several other events held, such as webinars and the like. In several uploads on YouTube and social media platforms such as Instagram, Twitter and Facebook using the hashtag #IndonesiaSpiceUpTheWorld has become the main highlight to show diversity and naturalness (Liputan6, 2024) .

3.3 Strategy and Tactics

In gastrodiplomacy, strategy and tactics are two important components in designing a program to promote the culinary and cultural image of a country (Zhang 2015) to people in other countries, in this case, Indonesia is promoting itself to. The United States. Here is an explanation of the theory of strategy and tactics in Indonesian gastrodiplomacy to the USA.

Strategy

Strategy in gastrodiplomacy is the grand plan and long-term goals that Indonesia aims to achieve in their culinary campaign in the United States. As previously explained in the earlier chapter about strategy and tactics, the strategy and tactics in one of keys dimensions of gastrodiplomacy by Juyan Zhang, with its six-point indicators, can help explain how this program utilizes the theory outlined by Juyan Zhang's gastrodiplomacy framework. These indicators provide a comprehensive approach to implementing the program effectively, The strategy involves a product marketing strategy, a food events strategy, a coalition building strategy, a use of opinion leader strategy, a media relation strategy, and an education strategy The gastrodiplomacy strategy of Indonesia to the USA includes:

1. ***Gastrodiplomacy Strategies: Product Marketing***

This strategy focuses on marketing cuisine brands to the world through establishing restaurant chains, promoting trade in food-related products and services. In this case, there are several strategies being implemented by the Indonesian government towards the US.

First, the Indonesia government provides assistance for redesigning a business, supplies a network for herbs and spices, and prepares training with chefs either virtual, hybrid or offline. The government provides these aspects for the continued advancement of MSMEs in the US. As an example is redesigning businesses, of course to build a new image so that public confidence in Indonesian cuisine is formed. The redesign and rebranding of an Indonesian restaurant named Sandai US in Walnut Creek, California, was a collaboration with Kemenparekraf to update their menus and rebrand their restaurant. They also obtained a certificate to serve food in the US, known as the Food Safety Handling Certified qualification. However, this had a positive impact on the restaurant, and ultimately, their business has continued to operate until now (Widodo, n.d.).

The Indonesian government also helps provide training with chefs either virtual, hybrid or offline. to introduce Indonesian cooking techniques and secrets to chefs or food enthusiasts in the United States In this case, Kemenparekraf provides training with a special chef for Indonesian citizens who are already residing in the United States and want to start a food business in the United States. These people can later build, MSMEs that can help the

government runs the Indonesia Spice Up the World program while also increasig their own economic value (*Indonesia Spice Up The World*, n.d.).

The Ministry of Tourism and Creative Economy (KEMENPAREKRAF) plan facilities and events for collaborations to conduct cooking classes with chefs, and even during the pandemic, this continued to be implemented but virtually (*Indonesia Spice Up The World*, n.d.). As one of the examples of the hybrid setting, the opening of East Bay Bakery in California in 2023 is a result of the collaboration between Kemenparekraf and UMKM in the USA, with the provision of a direct chef to teach the MSMEs owners how to cook in a hybrid manner. Some of these owners previously had no basic cooking skills at all (*Konsulat Jenderal Republik Indonesia*, 2023).

Second, selling ready-to-eat food in every store in the USA is a part of the strategy. The Ministry of Tourism and Creative Economy has created alternatives aimed at making it easier for the people in the United States to find and consume processed food from Indonesia. For example, ready to eat rendang is sold in the US, supervised by Chef William Wongso, and sold in 0.5 kg packaging. This is already distributed in the US and throughout mini markets, particularly in Asian markets in the US (DEWABRATA, 2024). Indonesia has also packaged its diverse range of seasonings, as mentioned in the previous chapter, such as rendang, soto, and pecel seasoning, and even ready-to-eat dishes like vacuum-sealed satay, rendang, and others, which are already available in local supermarkets in the United States (Liputan6, 2024).

Third, the government exports Indonesian spices as raw materials. Exporting Indonesian raw materials spices can facilitate MSMEs (Micro,

Small, and Medium Enterprises) actors in the United States to run their businesses and also make it easier for foreign communities to become familiar with Indonesian spices. In the “Indonesia Spice Up the World” program, the Ministry of Tourism and Economy is not alone, but is supported by the Ministry of Foreign Affairs through the Indonesian Embassy in the US and the Ministry of Trade through the ITPC (Indonesian Trade Promotion center) Chicago, US, to distribute various raw materials and processed food from Indonesia to the United States (Drajat, 2020)

2. *Gastrodiplomacy Strategies: Use of events*.

This strategy focuses on participating in and staging major international events to promote food to elites and the general public. These events serve as platforms to showcase products, engage with different segments of the audience, and promote culinary excellence. Whether targeting elites or the general public, these can help businesses create brand awareness, generate interest, and expand their market reach within the dynamic and competitive food industry. There are several strategies being implemented by the Indonesian government towards the US.

First, cuisine was presented at the *Indonesian Street Festival* (ISF) 2023 held in Manhattan, New York. The theme for ISF 2023, "Indonesia Spice Islands," emphasized a healthy lifestyle by highlighting Indonesia's top plant-based products such as tempeh and herbal drinks or jamu. This focus aligned with the promotional efforts of the Indonesian Consulate General in New York throughout 2023 (*Konsulat Jendral Republik Indonesia di New York, Amerika Serikat*, 2023).

Second, the Summer Fancy Food Show (SFFS) is held annually in NYC. The exhibition has been running since 2019 and Indonesia always enlivens this exhibition by serving various types of Indonesian specialties every year. Even though the show faced difficulties during the pandemic, the activitiy has continued until now (*Fancy Food Shows | Specialty Food Association*, n.d.).

Third, San Francisco's extra-spicy food festival was held San Fransisco in 2023, At the event, local Indonesian restaurants were pushing the boundaries of taste by serving a variety of spicy dishes, including Rendang and Nasi Goreng, as part of their spicy food theme. The event was succesful in 2023, and tickets for the following year, 2024 sold out quickly (Li, 2024).

Fourth, Kemenparekraf collaborated with the New York government on participation in Indonesia Culinary Enthusiast (ICE) in New York in 2022. During the event, in addition to the from nine Indonesian food vendors participating, there was also a booth from Permias NYC selling canned drinks and traditional Indonesian drinks, as well as a tent for sponsors. The event was quite successful and attracted around 2,000 visitors. (*Konsulat Jendral Republik Indonesia di New York, Amerika Serikat*, 2023).

Fifth, the Indonesian government has organized culinary events, such as cooking classes or cooking demonstrations in the early stages of the 'Indonesia Spice Up the World' program, several cooking classes were held by Indonesian chefs and SMEs (Small and Medium Enterprises) that provided lessons on cooking Indonesian cuisine targeted at foreign communities, particularly the United States. One example of an offline event was the tempeh processing workshop held in Chicago in 2019 (Chicago, n.d.). The

cooking training organized by this program was conducted through online classes, widely distributed via YouTube under the title 'Indonesia Spice Up the World,' with many sessions led by Chef William Wongso

3. ***Gastrodiplomacy Strategies: Coalition-Building Strategy***

This strategy focuses on building coalitions with organizations that share similar interests to expand message channels and networks. This collaborative approach leverages the collective strength of multiple organizations, allowing them to expand their reach, influence, and impact when working towards common objectives. There are several strategies being implemented by the Indonesian government towards the US.

First, a partnership was formed with central government, regional governments, entrepreneurs, academics, communities, and media. This initiation was proposed by the Ministry of Tourism and Economy's with aim that this program can run optimally and be organized in its implementation. As previously mentioned, this program has collaborated a lot with entrepreneurs in the US. Another example is the collaboration between Kemenparekraf and Teguk Café in New York, which proves that Indonesian MSMEs have extraordinary potential. With this collaboration both parties receive benefits, the entrepreneurs get guidance in making their business a success and the program benefits from running through the activities carried out by the entrepreneurs (*Siaran Pers*, n.d.).

Second, partnerships with Garuda Indonesia airline for logistics, as well as (Bank Negara Indonesia) BNI bank for financing have been formed. With this collaboration that assists with logistics delivery activities, the “Indonesia

Spice Up the World" program benefits greatly assisted from the delivery of raw spices and basic ingredients for Indonesian cooking from Indonesia to the US (*Indonesia Spice Up The World*, n.d.).

Third, the program works with gastronomes, restaurant owners, and cooks. As previously mentioned, Indonesia often collaborates with people who are experts in the field of culinary arts. This is to collaborate in carrying out programs, for example, with the Embassy of the Republic of Indonesia or the Indonesian Embassy in Washington, USA, in collaboration with the Indonesian American Association (IAA). The event presented guest speaker William Wongso as one of the gastronomes (Liputan6, 2021).

4. *Gastrodiplomacy Strategies: The Use of Opinion Leaders Strategy*

This strategy focuses on employing opinion leaders, including important geographic locales and celebrities, to enhance awareness and credibility of food brands. This strategy enhances brand awareness and credibility by tapping into the trust and authority that these opinion leaders have within their respective domains. It's a powerful marketing tool for building a positive image and reputation for food products in a competitive market (Zhang, 2015).

There is a strategy being implemented by the Indonesian government towards the US, the collaboration of Indonesian and American chefs to promote Indonesian dishes is the "Flavors of Indonesia" event organized by the Indonesian Embassy in Washington, D.C., in 2022. This event was part of the broader program initiative and featured American celebrity chef Cat Cora as a guest star. During the event, Chef Cora, alongside renowned Indonesian

chef William Wongso, demonstrated how to prepare iconic Indonesian dishes such as Nasi Goreng and Gado-Gado. This collaboration aimed to showcase the richness and diversity of Indonesian cuisine to a broader American audience (Indonesian Embassy in Washington, D.C., 2022).

5. *Gastrodiplomacy Strategies: The Media Relations Strategy*

This strategy focuses on using mass media, a homepage and social media, such as YouTube and Instagram, Facebook, and Twitter to spread information. Several strategies have been implemented by the Indonesian government towards the US.

First, the Indonesian government use mass media and a campaign homepage. The term "mass" in mass media denotes the scope of people that can be influenced by various media channels. Mass media includes a range of communication platforms, including print media like newspapers and magazines, as well as electronic media like radio, television, and the internet (News, 2023). For the mass media there are several formats that discuss the ISUTW program such as Liputan6.com and Antara News. These media often discuss the government or the program ISUTW itself. The Indonesian government created a homepage called Indonesia Spice Up the world, or*gapmmi.id,* and also relied on several homepages, such as as*kemenparekraf.go.id* and Wonderful Indonesia. On the homepage, the ISUTW program is often featured in several articles discussing activities, plans to be implemented and other matters related to this program (*Indonesia Spice Up The World*, n.d.).

Second, social media is a digital platform that empowers users to connect and interact with each other through various means, including sharing information, photos, and videos, as well as other activities facilitated by its features (mg, 2022). There are several social media that ISUTW used in this program:

The YouTube platform. Of course, there are lots of YouTube users who share content related to this program. For example, the collaboration event between Chef William Wongso and Gordon Ramsay from the US, where they prepared Indonesian food, took place on a TV show in the US. This event gained significant attention, and after it was broadcast on the Nat Geo YouTube channel, more people became aware of Indonesian cuisine (Travel, 2020).

Instagram, Facebook, and Twitter. By effectively utilizing social media, the "Indonesia Spice Up the World" program can reach a wider audience, create active engagement with the public, and enhance a positive image of Indonesian cuisine at the international level. Through social media platforms such as Instagram, Facebook, and Twitter, a variety of Indonesian culinary dishes can be promoted with appealing photos, videos, and enticing descriptions. The use of relevant hashtags such as #IndonesiaSpiceUpTheWorld will help the program gain visibility and reach a broader audience. Furthermore, the official account of the Indonesian Consulate in New York on Instagram, @Indonesiainnewyork, frequently shares content related to the "Indonesia Spice Up the World" program. They

promote food festivals and showcase Indonesian restaurants in New York on their Instagram page (*Indonesia Spice Up The World*, n.d.).

6. *Gastrodiplomacy Strategies: The Education Strategy*

This strategy involves engaging in culinary education through teaching programs and participatory events to ensure consistency of the food image and long-term relationships with food lovers. This strategy has two main components: Training and Certification of Cooks: The first aspect of this strategy involves sponsoring nations investing in the training and certification of their cooks before sending them to work overseas. This training ensures that the cooks are well-versed in the techniques, ingredients, and traditions of their nation's cuisine. Second, teaching programs for the foreign public were created to enhance their hands-on experience and subsequent identification of the nation’s cuisine.

There is a strategy being implemented by the Indonesian government towards the US that is providing theoretical and practical cooking courses. Cooking courses, or the sharing of theories related to cooking are often held. The purpose of this is to create a standard in the cuisine that will be served, or just to know how to make a dish. Usually, the classes held are attended by various groups. Starting from entrepreneurs and students, even the public can take part in this activity (*Indonesia Spice Up The World*, n.d.)

From 2022 to 2023, various Indonesian cooking classes have been offered in the United States to promote the country's rich culinary heritage. The Indonesian Consulate General in New York organized several cooking classes that highlighted traditional Indonesian dishes such as Rendang, Soto Ayam,

and Tempeh Sambal. These classes were part of the Consulate's broader cultural promotion activities, aimed at fostering greater appreciation of Indonesian cuisine among Americans (Indonesian Consulate General in New York, 2023).

Similarly, The League of Kitchens, an organization known for its immersive cooking workshops led by Indonesian chefs in New York City in 2021, featured Indonesian cooking workshops. These workshops were led by an Indonesian home cook and allowed participants to learn how to prepare authentic dishes like Beef Rendang, Sayur Lodeh, and Pisang Goreng. providing a hands-on experience in Indonesian culinary traditions (*Indonesian Cooking Classes - The League of Kitchens NYC*, n.d.)

During the COVID-19 pandemic, Chef Yono Purnomo contributed to the promotion of Indonesian cuisine through his online cooking classes. These virtual sessions enabled participants from across the United States to learn how to cook Indonesian specialties such as Ayam Goreng, Sate Lilit, and Sambal Matah (Yono Purnomo, 2021).

Table 1 Gastrodiplomacy Strategy

	Gastrodiplomacy Strategy	Indonesia in US
1	Product Marketing	● Providing assistance in redesigning business, creating supply network for herbs and spices, and preparing trainings with chef through virtually, hybrid, or offline. ● Selling ready to eat food. Such as rendang, in every store in the USA. ● Exporting Indonesian spices as raw material.
2	Use of Events	● *Indonesian Street Festival* (ISF) 2023, held in NYC ● Participated in SFFS (Summer Fancy Food Show) in NYC. ● San Fransisco's extra-spicy food festival 2023. ● Indonesian Culinary Enthusiast (ICE) in New York 2022. ● Organizing culinary events, such as cooking classes or cooking demonstrations.
3	Coalition-Building Strategy	● Partnerships with central government, regional government, entrepreneurs, academics, community, and media. ● Partnerships with Garuda Indonesia and BNI bank. ● Working with gastronomes, restaurant owners, and cooks.
4	The Use of Opinion Leaders Strategy	● Collaboration of Indonesian-American chefs chef William Wongso and chef Cat Cora. Promote "Flavors of Indonesia".
5	The Media Relations strategy	● Used mass media and campaign homepage ● YouTube, Instagram, Facebook, and Twitter.

6	The Education Strategy	● Provided theoretical and practical cooking courses. ● Indonesian Consulate General in New York organized several cooking classes in 2023. ● The League of Kitchens,2021 ● Chef Yono Purnomo contributed to promote of Indonesian cuisine through his online cooking classes 2019

CHAPTER IV

CONCLUSION

4.1 Conclusion

Indonesia has spice resources and also an abundant variety of dishes, which are of course unique and different from one region to another. There are, a variety of preparations with different tastes each with strong archipelago characteristics. This diversity in taste can leave a good impression on tourists visiting Indonesia or of dishes served at state events. The implementation of “Indonesia Spice Up the World” towards the US from 2022 to 2023, as viewed through the lens of gastrodiplomacy, involves several key dimensions: branding theme, messages, strategy, tactics. This program aims to promote Indonesian spices, processed foods, restaurants abroad, and Indonesia as a unique culinary tourism destination. The three dimensions of gastrodiplomacy proposed by Juyan Zhang that are relevant to "The implementation of 'Indonesia Spice Up the World' towards the US from 2022 to 2024" are summarized below (Zhang, 2015).

First, in gastrodiplomacy, the branding theme is crucial. It involves creating a cohesive and distinctive identity around a country's culinary heritage and cuisine. Indonesia's branding theme for this program, "Indonesia Spice Up The World," reflects the nation's unique culinary richness and diverse spices. It portrays Indonesia as a country that offers something special and different to the world through its distinctive and rich spices (Datau, 2021).

Second, in the realm of gastrodiplomacy, messages play a pivotal role in shaping a country's image through its culinary endeavors. In the case of Indonesia, its culinary and gastronomic initiatives serve as powerful vehicles for conveying a

range of messages to the United States. One prominent message is diversity, which forms the cornerstone of Indonesia's gastrodiplomacy campaign. This strategy artfully highlights the flavors from different islands and regions, presenting traditional dishes that showcase the country's culinary richness (Zhang, 2015).

Indonesia's commitment to this message is evident in the convenient packaging of seasonings and ready-to-eat dishes, readily available in local supermarkets across the United States (Liputan6, 2024). Furthermore, Indonesia's gastrodiplomacy places a strong emphasis on naturalness and environmental consciousness. The use of locally sourced, unadulterated ingredients, underscores the nation's dedication to offering clean and wholesome cuisine. This message not only aligns with the growing global trend of conscious consumption but also underscores Indonesia's commitment to sustainability and healthy living. In essence, through its gastronomic efforts, Indonesia invites the United States to savor the diversity, naturalness, and environmental consciousness encapsulated in its culinary heritage, forging a delicious connection that transcends borders and embraces shared values (Liputan6, 2024).

Third, strategy and tactics assume a pivotal role in Indonesia's efforts to enhance its culinary and cultural image in the United States. This comprehensive strategy encompasses various dimensions, including product marketing, use of events, coalition-building strategy, the use of opinion leaders strategy, the media relations strategy, and The education strategy.

Indonesia's Gastrodiplomacy Strategy: Product Marketing in the US focuses on establishing restaurant chains and promoting trade in food-related

products and services. This includes providing business redesign assistance, offering chef training sessions (Widodo, n.d.), selling ready-to-eat food in US stores, and exporting Indonesian spices and processed foods (*Indonesia Spice Up The World*, n.d.), all aimed at advancing Indonesian cuisine and fostering cultural exchange.

The Indonesian government implements Gastrodiplomacy Strategy: Use of Events to promote Indonesian cuisine in the US. This includes participating in major international events like *Indonesian Street Festival* (ISF) 2023, held in NYC (*Konsulat Jendral Republik Indonesia di New York, Amerika Serikat*, n.d.), showcasing diverse Indonesian dishes and fostering a positive international perception. Additionally, Indonesia participates in the Summer Fancy Food Show in NYC annually, this event always serves Indonesian specialties (*Fancy Food Shows | Specialty Food Association*, n.d.). Furthermore, San Fransisco's extra-spicy food festivals 2023, highlighted the spiciest menus in Indonesia cuisine, this annually held every year (Li, 2024).

Furthermore, the program participated in the Indonesia Culinary Enthusiast (ICE) held in NYC in 2022. Various many various Indonesian food and drinks were presented at this event (*Konsulat Jendral Republik Indonesia di New York, Amerika Serikat*, 2023). And lastly, culinary events such as cooking classes and demonstrations, such as the Tempe Workshop in Chicago, and the tutorial cooking sessions conducted by Chefs or Indonesian MSMEs owners are all aimed at providing online cooking training, to increase the awareness and popularity of Indonesian cuisine in the US market (Chicago, n.d.).

The Indonesian Gastrodiplomacy: Coalition-Building Strategy to promote Indonesian cuisine in the US. This involves forming partnerships with various organizations, including central and regional governments, entrepreneurs, academics, communities, and media (*Siaran Pers*, n.d.). Through collaborations, such as with Garuda Indonesia airlines and BNI bank, logistics and financing are facilitated for programs like "Indonesia Spice Up The World." Additionally (*Indonesia Spice Up The World*, n.d.), working with gastronomes, restaurant owners, and cooks, for events like online seminars with the Indonesian Embassy in Washington, USA, enhances program implementation and outreach efforts (Liputan6, 2021).

The Indonesian government implements a strategy leveraging opinion leaders, such as renowned chefs and culinary experts, to enhance awareness and credibility of Indonesian cuisine in the US. Through a collaboration with world-famous chef Gordon Ramsay and influential Indonesian gastronome William Wongso, Indonesia has promoted traditional Indonesian dishes like rendang. By partnering with well-known figures in the culinary world, Indonesia benefits from increased global awareness of its cuisine and strengthens trust in its food products among diverse audiences, aligning with the strategy's objectives (Travel, 2020).

The Indonesian government implements a Media Relations Strategy to promote Indonesian cuisine in the US. This includes using mass media such as Liputan6 and Antara news (News, 2023) as well as campaign homepages, like Indonesia Spice Up the World orgapmmi.id and official government websites (*Indonesia Spice Up The World*, n.d.). Leveraging platforms like YouTube to share collaborations such as that between Chef William Wongso and Gordon

Ramsay increase awareness of Indonesian cuisine (Travel, 2020). Active engagement on social media platforms, such as Instagram, Facebook, and Twitter promote Indonesian culinary dishes and events, enhancing the cuisine's positive image internationally. The Indonesian Consulate in New York's Instagram account, @Indonesiainnewyork, shares content related to the “Indonesia Spice Up the World” program also, expanding its reach. The Indonesian government implements the Education Strategy by providing theoretical and practical cooking courses to enhance culinary knowledge and skills. These courses aim to establish standards in cuisine and are attended by various groups, including entrepreneurs, students, and the public (*Indonesia Spice Up The World*, n.d.).

So, the three dimensions found in the theory of gastrodiplomacy by Juyan Zhang. Branding theme, Messages, and Strategy and Tactics are interconnected with the implementation of the “Indonesia Spice Up the World” program. The presence of slogans and logos in this program, and the messages that can be conveyed in this program about the introduction of Indonesian cuisine at the international level, can certainly be seen through online media or directly through festivals or seminars held in the United States. Furthermore, this program can also be seen as the distribution of strategies carried out the purpose of gastrodiplomacy. Therefore, the research results indicate that the gastrodiplomacy theory can be used successfully to explain the “Indonesia Spice Up the World” program.

4.2 Recommendation

The research on Gastrodiplomacy of Indonesia's Spice “Indonesia Spice Up the World” Towards The United States Of America In 2022-2023only focused

on studying programs that took place during the 2022-2023 time frame. Thus, are gaps that could be filled by further research into the time after the end of the Spice Up the World in 2024. Future researchers can also study gastrodiplomacy related to "case studies" in the new government period or in the new government's program for the culinary sector.

BIBLIOGRAPHY

"2About Indonesia Spice Up the World. (2021, October 29). *Indonesia Spice Up the World*. https://sutw.gapmmi.id/abous-us/

Bambani, A. (n.d.). *4,000 Indonesian Restaurants in Overseas by 2024: ISUTW - TheIndonesia.id*. Retrieved July 15, 2024, from https://www.theindonesia.id/unique/2022/03/21/131500/4000-indonesian-restaurants-in-overseas-by-2024-isutw

Baskoro, R. M. (2022). Kisah Selera dari Negeri Rempah: Memahami Gastrodiplomasi dari Perspektif Indonesia. *Indonesian Perspective*, *7*(2), 227–249. https://doi.org/10.14710/ip.v7i2.50780

Changes to consumer expenditures during the COVID-19 pandemic: The Economics Daily: U.S. Bureau of Labor Statistics. (n.d.). Bureau of Labor Statistics. Retrieved July 15, 2024, from https://www.bls.gov/opub/ted/2022/changes-to-consumer-expenditures-during-the-covid-19-pandemic.htm

Chaniago, S. W. P., & Agmasari, S. (2022, November 17). *Kisah William Wongso Rancang Menu Jamuan KTT G20*. KOMPAS.com. https://www.kompas.com/food/read/2022/11/17/173324275/kisah-william-wongso-rancang-menu-jamuan-ktt-g20

Chicago, K. (n.d.). *20 Pelajar Chicago Praktek Langsung Membuat Tempe*. detikfood. Retrieved July 15, 2024, from https://food.detik.com/berita-boga/d-4746282/20-pelajar-chicago-praktek-langsung-membuat-tempe

Datau, V. (2021). *Tentang Indonesia Spice Up The World dan Latar Belakang—Indonesia Gastronomy Network*.

https://indonesiagastronomynetwork.com/articles/tentang-indonesia-spice-up-the-world-dan-latar-belakang

DEWABRATA, W. (2024, January 22). *William Wongso Luncurkan Rendang Kemasan di Negeri Paman Sam*. kompas.id. https://www.kompas.id/baca/tokoh/2024/01/19/william-wongso-luncurkan-rendang-kemasan-di-negeri-paman-sam

Drajat, H. (2020, January 13). *Maksimalkan Peran ITPC untuk Ekspor Produk Indonesia—VenueMagz.comVenueMagz.com*. https://venuemagz.com/news/maksimalkan-peran-itpc-untuk-ekspor-produk-indonesia/

Fancy Food Shows | Specialty Food Association. (n.d.). Retrieved July 15, 2024, from https://www.specialtyfood.com/fancy-food-shows/summer/2024-summer-show-wrap-up/

Food And Identity: How Cuisine Reflects Cultural Heritage - Tastepan. (2023, September 13). https://tastepan.com/food-and-identity-how-cuisine-reflects-cultural-heritage/

Hirnika, A. (2023). Upaya Gastrodiplomasi Indonesia di Amerika Serikat melalui program Indonesia Spice up The World 2021-2022. *2023*.

Indonesia Spice Up The World: Kenalkan Rempah Nusantara ke Mancanegara. (n.d.). Kemenparekraf/Baparekraf RI. Retrieved July 15, 2024, from https://www.kemenparekraf.go.id/ragam-ekonomi-kreatif/indonesia-spice-up-the-world-kenalkan-rempah-nusantara-ke-mancanegara

Indonesian Cooking Classes—The League of Kitchens NYC. (n.d.). Retrieved August 30, 2024, from

https://www.leagueofkitchens.com/instructors/indonesian-cooking-with-shandra

Kementrian Luar Negeri Indonesia. (2022, July 22). Tingkatkan Bisnis Kuliner Indonesia di San Francisco, Program Indonesia Spice Up the World Digaungkan Perusahaan Amerika Serikat. *Jiwa Muda Indonesia*. https://www.jiwamudaindo.com/tingkatkan-jumlah-bisnis-kuliner-indonesia-di-san-francisco-program-indonesia-spice-up-the-world-digaungkan-perusahaan-amerika-serikat/

Konsulat Jenderal Republik Indonesia. (2023, agustus). Kementerian Luar Negeri Repulik Indonesia. https://www.kemlu.go.id/sanfrancisco/id

Konsulat Jendral Republik Indonesia di New York, Amerika Serikat. (n.d.). Kementerian Luar Negeri Repulik Indonesia. Retrieved July 15, 2024, from https://www.kemlu.go.id/newyork/id

Konsulat Jendral Republik Indonesia di New York, Amerika Serikat. (2023). Kementerian Luar Negeri Repulik Indonesia. https://www.kemlu.go.id/newyork/id

Li, H. (2024). *'Not spicy? Not delicious': Indonesian food fest comes to SF*. The San Francisco Standard. https://sfstandard.com/2024/05/16/san-francisco-indonesian-bazaar-aapi-heritage-month/

Liputan6. (2021, September 3). *KBRI Washington Gandeng William Wongso Kenalkan Rempah dan Bumbu Makanan Indonesia*. liputan6.com. https://www.liputan6.com/lifestyle/read/4648476/kbri-washington-gandeng-william-wongso-kenalkan-rempah-dan-bumbu-makanan-indonesia

Liputan6, henry. (2024, January 20). *Apa Kabar Program Indonesia Spice Up the World?* liputan6.com. https://www.liputan6.com/lifestyle/read/5509536/apa-kabar-program-indonesia-spice-up-the-world

mg, admin. (2022, May 7). Pengertian Media Sosial, Sejarah, Fungsi dan Manfaatnya. *Sampoerna University*. https://www.sampoernauniversity.ac.id/id/media-sosial-adalah/

News, L. (2023). *Apa Itu Media Massa? Peran & Dampaknya di Era Digital—LSPR*. https://www.lspr.ac.id/apa-itu-media-massa/

Perdana, W. A. (n.d.). *Tantangan Pembukaan 4.000 Restoran Indonesia di Luar Negeri*. Retrieved July 15, 2024, from https://nasional.sindonews.com/read/817033/18/tantangan-pembukaan-4000-restoran-indonesia-di-luar-negeri-1656932873

Rukendi, C. (n.d.). *Siaran Pers: Kemenparekraf Dukung Peluncuran "Indonesia Spice Up The World" di National Day Expo Dubai 2020*. Retrieved July 15, 2024, from https://kemenparekraf.go.id/berita/Siaran-Pers-:-Kemenparekraf-Dukung-Peluncuran-%E2%80%9DIndonesia-Spice-Up-The-World%E2%80%9D-di-National-Day-Expo-Dubai-2020

Rukmananda, N. (Director). (2022, October 6). *Festival Makanan Indonesia di Kawasan Manhattan* [Video recording]. https://www.voaindonesia.com/a/festival-makanan-indonesia-di-kawasan-manhattan/6777629.html

Siaran Pers: Wamenparekraf Kunjungi Usaha Kuliner Indonesia di New York, Amerika Serikat. (n.d.). Kemenparekraf/Baparekraf RI. Retrieved July 15,

2024, from https://www.kemenparekraf.go.id/berita/siaran-pers-wamenparekraf-kunjungi-usaha-kuliner-indonesia-di-new-york-amerika-serikat

Travel, I. (n.d.). *3 Things You Need to Know About Indonesia Spice Up The World! - Indonesia Travel*. Retrieved July 15, 2024, from https://www.indonesia.travel/gb/en/trip-ideas/3-things-you-need-to-know-about-indonesia-spice-up-the-world.html

Travel, I. (2020). *Gordon Ramsay Gets a Taste of West Sumatra—Indonesia Travel*. https://www.indonesia.travel/gb/en/news/gordon-ramsay-gets-a-taste-of-west-sumatra.html

United States Department of Energy. (2023). *2023 DOE Public Access Plan*. United States Department of Energy. https://doi.org/10.11578/2023DOEPUBLICACCESSPLAN

Widodo, W. S. (n.d.). *Kuliner Tanah Air Makin Tenar Namanya di Amerika, Rendang Jadi Favorit*. detikTravel. Retrieved July 15, 2024, from https://travel.detik.com/travel-news/d-6195395/kuliner-tanah-air-makin-tenar-namanya-di-amerika-rendang-jadi-favorit

Widyanti, H. N. W. (2021, July 19). *Indonesia Spice Up The World, Upaya Kemenparekraf Promosikan Rempah Nusantara di AS Halaman all*. KOMPAS.com. https://travel.kompas.com/read/2021/07/19/175717627/indonesia-spice-up-the-world-upaya-kemenparekraf-promosikan-rempah-nusantara

Zhang, J. (2015). The Food of the Worlds: Mapping and Comparing Contemporary Gastrodiplomacy Campaigns. *International Journal of*

Communication, *9*(0), Article 0. https://ijoc.org/index.php/ijoc/article/view/2847

Zuhriyah, U. (2023, November 17). *Ciri-Ciri Budaya Nasional, Sumber, dan Contohnya di Indonesia*. tirto.id. https://tirto.id/pengertian-budaya-nasional-contoh-dan-sumbernya-gShg