

THE ROLE OF THE NATION FROM THE COLONIAL ERA TO THE REFORMATION ERA IN SUPPORTING INDONESIA'S GASTRODIPLOMACY

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Abstrak: Dalam beberapa dekade terakhir, tren gastrodiplomasi menjadi semakin signifikan, di mana negara-negara menggunakan keunikan kulinernya sebagai daya tarik utama dalam membangun hubungan bilateral dan memperkuat diplomasi publik. Namun, permasalahan yang muncul adalah sulitnya menentukan satu kesatuan makanan yang merepresentasikan budaya Indonesia. Penyesuaian citra kuliner Indonesia agar sesuai dengan selera internasional tanpa menghilangkan keaslian dan keunikannya, Persaingan global di bidang gastrodiplomasi yang semakin ketat. Tujuan dari penelitian ini adalah memberikan khazanah tentang asal muasal banyaknya menu nusantara dan memberikan strategi yang perlu dilakukan oleh pemerintah dan nonpemerintah dalam gastrodiplomasi Indonesia. Hasil dari penelitian ini menunjukkan bahwa menu-menu yang ada di Indonesia tidak terlepas dari peran kerajaan Nusantara sebagai penghasil rempah-rempah terbesar di dunia. Menyikapi hal ini, pemerintah telah melakukan berbagai upaya untuk mendukung gastrodiplomasi Indonesia, namun masih terdapat celah yang perlu diisi untuk menyempurnakan strategi diplomasi tersebut. Penelitian lebih lanjut mengenai strategi dan implementasi teknis dari gastrodiplomasi Indonesia sangat direkomendasikan.

Kata Kunci: Gastrodiplomasi, Diplomasi, Nusantara, Strategi

Abstract: In recent decades, the trend of gastrodiploMACY has become increasingly significant, where countries use their culinary uniqueness as a major attraction in building bilateral relations and strengthening public diplomacy. However, the problems that arise are the difficulty in determining a unified food that represents Indonesian culture; Adjustment of Indonesia's culinary image to suit international tastes without losing authenticity and uniqueness; Global competition in the field of gastrodiploMACY is getting tougher. The purpose of this study is to provide a treasure of the origin of the many archipelago menus and provide strategies that need to be done by the government and nongovernment in Indonesia's gastrodiploMACY. The results of this study show that the menus in Indonesia are inseparable from the role of the Nusantara kingdom as the largest producer of spices in the world. In response to this, the government has made various efforts to support Indonesia's gastrodiploMACY, but there are still gaps that

need to be filled to perfect the diplomacy strategy. Further research on the strategy and technical implementation of Indonesia's gastrodiploamacy is recommended.

Keywords: Gastrodiploamacy, Diplomacy, Nusantara, Strategy

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INTRODUCTION

Gastrodiploamacy, a rapidly growing concept in modern diplomacy, refers to the use of culinary treasures as a tool to promote a positive image and enhance a country's attractiveness at the international level.¹ In recent decades, the trend of gastrodiploamacy has become increasingly significant, with countries using their unique cuisine as a key attraction in building bilateral relations and strengthening public diplomacy.² For Indonesia, a country rich in cultural and culinary diversity, gastrodiploamacy has great potential to be an effective means of promoting cultural wealth and building a positive image in the international community.

Countries such as Thailand, France, Italy and Japan have shown that culinary treasures can be a key element in international diplomacy.³ Through innovative traditional culinary promotions, Indonesia can utilise its culinary uniqueness and diversity as a strategic asset to enhance its position in the international arena. Therefore, an in-depth understanding of the strategy and implementation of gastrodiploamacy is crucial to make a significant positive contribution to Indonesia's image and diplomatic relations.

Gastrodiploamacy is not just a culinary promotion strategy, but also a form of creativity and uniqueness of a nation in conveying cultural

¹ Smith, A. "Culinary Diplomacy: A Framework for Understanding the Concept." *Journal of International Culinary Studies* 12, no. 2 (2018): 45–62.

² Lee, C. "Gastrodiploamacy: Exploring the Role of Food in International Relations." *International Journal of Gastronomy and Food Science*, no. 22 (2020): 233.

³ Brown, R. "Culinary Soft Power: A Comparative Analysis of Gastrodiploamacy in France, Italy, and Japan." *Diplomatic Studies Quarterly* 28, no. 2 (2019): 245–67

messages and diversity,⁴ enhancing Indonesia's culinary brand image,⁵ strengthening international relations,⁶ increase revenue and exports,⁷ increase understanding of Indonesian cuisine,⁸ as well as having the potential to defuse tensions and create cross-cultural understanding.⁹ With globalisation, the ubiquity of social media, and increased population mobility, gastrodiplomacy has become more relevant in creating bonds between countries and building cross-cultural understanding.¹⁰ The presence of food as a symbol of a country's identity can be a universal attraction, which can motivate people to better understand and appreciate a nation's culture.

In this context, Indonesia has an incredible culinary wealth, encompassing different types of cuisines from different regions. Understanding that culinary is not only about flavour, but also about the story behind each dish. Indonesia can design a gastrodiplomacy strategy that not only spoils the tongue, but also invites the world community to learn more about Indonesia's history and cultural diversity. Through this, gastrodiplomacy can be a gateway to introducing Indonesia as an interesting and diverse destination.

⁴ Wang, L. "Gastrodiplomacy: Assessing the Power of Cuisine as a Tool for Communication." *Place Branding and Public Diplomacy* 12, no. 2 (2017): 105–16.

⁵ Gaffar, Eka Kartini . "Hambatan Dalam Pengembangan Gastrodiplomasi Untuk Mencapai Brand Image Kuliner Indonesia Di Era Pemerintahan Joko Widodo." *Journal of International and Local Studies* 6, no. 1 (January 2022): 1– 14

⁶ Putri Indah Diahtantri. "Strategi Gastrodiplomasi Indonesia Melalui Program Co-Branding Diaspora di Australia Tahun 2018-2020." Skripsi. Universitas Pembangunan Nasional Veteran Jakarta. 2021

⁷ Ainia Alfatiha Astrizon. "Gastrodiplomasi Indonesia Melalui Indonesia Spice Up The World di Australia Periode 2020- 2021." Skripsi. Universitas Islam Negeri Syarif Hidayatullah Jakarta. 2022.

⁸ Admin Kemdikbud. "Peran Rempah-Rempah Bagi Gastrodiplomasi Indonesia." <https://jalurrempah.kemdikbud.go.id/artikel/peran-rempah-rempah-bagi-gastrodiplomasi-indonesia>, n.d. Accessed January 20, 2024

⁹ Y. H, Kim, and J. E Cho. "Gastrodiplomacy: A Conceptual Framework and International Case Studies." *Tourism Management Perspectives*, (2019): 86–96

¹⁰ 10 Melissen, J. *Public Diplomacy and Soft Power*. The Routledge Handbook of Public Diplomacy. 2019. pp. 37-50.

1. Despite its great potential, the implementation of the gastrodiploamacy strategy is not without challenges. Among the obstacles that may be faced can be described as follows:
2. Difficulty in determining the unity food that represents Indonesian culture.¹¹ In a research report conducted by professor Gardjito, thousands of Indonesian dishes were obtained, consisting of around 208 varieties of main dishes, 1,805 varieties of side dishes both soupy and not soupy, 1,013 varieties of snacks both wet and dry and 147 varieties of drinks.¹² Adjusting the image of Indonesian cuisine to suit international tastes without losing its authenticity and uniqueness.¹³
3. Global competition in the field of gastrodiploamacy is getting tougher, requiring a measurable and sustainable strategy.¹⁴ Therefore, it is necessary to take a mature approach to overcome various obstacles and optimise the potential of Indonesia's gastrodiploamacy.

In order to maximise this strategy, there needs to be collaboration between the government, culinary industry players, and civil society. Good coordination between all parties can form a strong synergy, ensuring that gastrodiploamacy is not only the responsibility of the government, but also involves active participation from various parties who have an interest in the promotion of Indonesian cuisine internationally.¹⁵

¹¹ Baskoro, Rizki M. "Kisah Selera Dari Negeri Rempah: Memahami Gastrodiploamasi Dari Perspektif Indonesia." *Jurnal Indonesian Perspective* 7, no. 2 (2022): 227–49.

¹² Murdijati, and Gardjito. "Gastronomi Indonesia Yang Memesona." Prisma: *Jurnal Pemikiran Sosial Ekonomi* 40, no. 1 (2021): 14–29.

¹³ Hall, C.M, L Sharples, R Mitchell, and NMacionis. "Food and Wine Events in Asia: A New Tourism Research Agenda." *Tourism Management* 70 (2019): 228–40.

¹⁴ Gursoy, D, and Y Ran. "Antecedents and Outcomes of Gastrodiploamacy: A Comprehensive Review." *Tourism Management Perspectives* 37 (2021).

¹⁵ Purwasito, Andrik. "Gastrodiploamasi Sebagai Penjuru Diplomasi Ekonomi Indonesia."

<https://Kemlu.Go.Id/Download/L3NpdGVzL3B1c2F0L0RvY3VtZW50cy9LYWppYW4lMjBCUFBLl1Nla3JldGFyaWF0JTlwQlBQSy8wMV9HYXN0cm9kaXBsb21hY3lfU2ViYWdhaV9QZW5qdXJ1X0>

A number of Indonesia's gastrodiploamacy programmes that have been implemented provide insight into the successes and challenges faced. Programmes such as the promotion of traditional culinary heritage through participation in international festivals and promotional campaigns on social media have had a positive impact on Indonesia's image.¹⁶ However, challenges remain in terms of achieving optimal global reach and ensuring the sustainability of these programmes.

This paper seeks to outline the nation's journey of gastronomic political struggles and past gastrodiploamacy that will provide a solid foundation for designing new strategies. And we try to provide answers to the challenges that have been outlined previously.

METHODS

This research uses descriptive research type with qualitative approach. In this research, there are concepts and history of Indonesian gastrodiploamacy in which it also explains the strategies of the Indonesian government that have been carried out, in order to provide a foundation for further strategies that need to be carried out. This research will use secondary data from literature studies. This research uses data collection techniques from literature review and uses data analysis techniques by analysing qualitative data.

RESULTS AND DISCUSSION

GASTRODIPLOMACY : A CONCEPTUAL & NATIONAL STRUGGLE FACING THE CHALLENGE OF GASTRODIPLOMACY

Definition of Gastrodiploamacy

Many scholars study gastrodiploamacy in a vague way, leaving practitioners and learners confused. Other diplomacy concepts, such as food diplomacy and culinary diplomacy, are often associated with the

RpcGxvbWFzaV9Fa29ub21pX0luZG9uZXNpYS5wZGY=. Jakarta: Kementerian Luar Negeri Republik Indonesia, 2016.

¹⁶ Anwar, H, and Octavia L. "Culinary Diplomacy: Promoting Indonesian Culinary Heritage through International Events." *Journal of Culinary Science & Technology* 18, no. 5 (2020): 435–52.

concept of gastrodiploamacy. In this case, we need to explain the definition of gastrodiploamacy from etymology to terminology.¹⁷

Gastrodiploamacy is a combination of the terms gastronomy and diploamacy. Etymologically, gastronomy comes from the ancient Greek word "gaster" which means stomach, and the word "nomos" which means law. Literally, gastronomy can be interpreted as "the laws or rules of the stomach". The term was first recognised in the 19th century and today refers to the art and science of good food.¹⁸ According to Ketaren, gastronomy is the study of food knowledge about stories, the culture of eating and the art of eating good and delicious food. The culprit is called a gastronomist. Gastronomy is often confused with culinary (boga), even though both have fundamental differences where culinary focuses more on the art of cooking healthy and nutritious food, where the culprit is called a chef, cook or cook.¹⁹

The etymology of diploamacy comes from the Greek "diploun" which means to fold or double. This refers to the metal road letters of the Roman Empire that were printed on double metal discs, folded, sewn together, called diplomas. In medieval times, all official state papers collected and kept in archives, which dealt with international relations, were known as diplomaticus or diplomatique.²⁰ Diploamacy, then, is the practice of a state's sovereignty in the international environment, by engaging its government and people in sharing long-term development cooperation activities, in order to achieve the country's national goals.²¹

¹⁷ Baskoro, Rizki M. "Kisah Selera Dari Negeri Rempah: Memahami Gastrodiploamasi Dari Perspektif Indonesia." *Jurnal Indonesian Perspective* 7, no. 2 (2022): 227–49

¹⁸ Antonius Rizki Krisnadi, *Gastronomi Makanan Betawi Sebagai Salah Satu Identitas Budaya Daerah*. National Conference of Creative Industry: Sustainable Tourism Industry for Economic Development. (Jakarta: Universitas Bunda Mulia, 2018). P 381-396

¹⁹ Ketaren, I. "Gastronomi, Kuliner, Dan Aneka Makanan Indonesia." *Prisma: Jurnal Pemikiran Sosial Ekonomi* 40, no. 1 (2021): 3–13.

²⁰ Setiawan, Asep . *Teori Dan Praktik Diploamasi*. (Jakarta: FISIP Universitas Muhammadiyah, 2016).

²¹ Baskoro, Rizki M. "Kisah Selera Dari Negeri Rempah: Memahami Gastrodiploamasi Dari Perspektif Indonesia." *Jurnal Indonesian Perspective* 7, no. 2 (2022): 227–249.

In terminology, the term gastrodiploamacy can be defined as the art of negotiation between countries and nations through food with the intention of being told to foreign publics in order to achieve certain intentions.²² If defined into a more complex text, we can take the definition of Purwasito who asserts that gastrodiploamacy is an organised activity and activity of citizens abroad, which is related to culinary or gastronomy and its various derivatives. That way gastrodiploamacy is not just talking about food at the dinner table but is closely related to the economic policy of a nation and is directly related to the political policy of a country. Especially policies in the fields of economic diploamacy and cultural diploamacy in order to achieve state goals in achieving national interests.²³

The Role of Spices in Indonesian Gastronomy

Talking about gastrodiploamacy cannot be separated from the historical aspect. The history of gastrodiploamacy can be traced back to the role of cuisine in interstate relations since ancient times. However, the formal development of this concept began in the 20th century, when countries began to realise the potential of their culinary appeal as an important element in international diploamacy.²⁴ France, with its rich culinary tradition, has been one of the pioneers in using food as a diplomatic tool to increase its cultural and political influence around the world.

Indonesia's gastronomic history cannot be generalised to other countries. In historical records, Indonesia was once said to be the source of spices, the coordinates of the island nation's location were hunted by adventurers from China, India, Arabia and also famous adventurers from Europe in search of rich spices. In searching for spice centres, merchants explored the maritime silk route, also known as the spice route, which was known since 200 BC. Spices at that time were revered by every nation, apart from being used to thicken the flavour of food, spices were also used for obet, religious rituals and fragrances such as incense. In the 4th century,

²² Ibid , 227-249

²³ A. Purwasito, *Gastrodiploamasi Sebagai Penjuru Diploamasi Ekonomi Indonesia*. Jakarta: BPPK Kemlu.

²⁴ Brown, R., "Culinary Diploamacy: A Conceptual Framework" *Place Branding and Public Diploamacy*. 15(2), (2019): pp. 245-267.

Hindu kingdoms spread across the archipelago took part in the spice trade, such as the Kutai Kingdom and followed by the Tarumanegara Kingdom which became the centre of the spice trade in the archipelago. Then, in the 6th century, Arab merchants controlled the spice trade and they played a significant role in trading the commodity that they brought from the Moluccas to the European market.²⁵

Initially, Europeans only knew spices as medicine, but by the 15th century they knew that spices could also be used as a flavour enhancer in every royal meal, especially in France and England. After Europeans successfully passed through the difficult period of the black death epidemic, the knowledge of spices as a flavour enhancer gave rise to many culinary books based on spices. The charm of spices seemed to revive the passion of European life after a prolonged pandemic.²⁶

Entering the 16th century, Banten became a trading centre for pepper and sugar cane plantations, this certainly had an impact on the sugar industry growing rapidly in the archipelago. The same century was also marked by the fall of Malacca to the Portuguese, which shifted the spice trade to Aceh. In the 17th century, the Dutch through their trading company VOC monopolised the spice and sugar industry in the archipelago. In the 18th century, several phenomenal events occurred in the archipelago, including the spice wars, which indirectly became one of the reasons why the Spanish had to leave Ternate and Tidore. The expansion of the Dutch monopoly on Moluccan spices created an imbalance in Europe and resulted in an agreement between European nations.²⁷

Although the VOC collapsed at the end of the 18th century, this did not mean that the Dutch colonial influence in the archipelago also collapsed because until the 19th century, gastronomy began to be practised by Dutch people living in Java. At that time, a perspective was formed on how to ideally present a dish to make it more aesthetically pleasing. Knowledge of

²⁵ A. Malagina. Jalur Rempah (merapah rempah). National Geographic Indonesia. 2021. P. 12-19

²⁶ F. Rahman. *Rijsttafel*. (Jakarta: Gramedia, 2016).

²⁷ A. Malagina. "Jalur Rempah (merapah rempah)." National Geographic Indonesia. 2021. P. 12-19.

the art of cooking cannot be separated from the spread of cookery books in Europe. One of the most legendary books is the book *Physiologie du gout* (Physiology of Taste). The book became a guide for Europeans in creating a new order in serving food. The influence of this work can be felt in Indonesia through the Dutch colonial touch, which is better known as *Rijsttafel*, which is always identical with luxurious charm and is very commonly used as a means of promoting tourism in Java during the Dutch colonial period.²⁸

At the end of the 19th century, there was a slow decline in the spice trade in the archipelago. This was caused by several factors including: (1) The eruption of Mount Tambora caused a prolonged winter in Europe, resulting in crop failure and famine; (2) Sluggish world trade activities; (3) The discovery of spice substitutes to preserve foodstuffs; (4) Forced cultivation no longer focused on spices, but plantations, especially sugar cane and coffee, which were favoured by the world market. In the 20th century, Batavia became a pepper trading port due to the increasing demand for pepper after the world war. In 1970, Lampung became one of the largest pepper suppliers in the world. In the 21st century, Indonesia is one of the largest exporters of spice commodities.²⁹

Based on the description above, it can be seen that the development of the archipelago's gastronomy cannot be separated from the role of spices that thrive in this country. Human migration in search of spice sources, power struggles as spice trading centres, the mystery of the land of spices, acculturation of indigenous and colonial food, and so on have made the story of Indonesian tastes.³⁰ This is an asset to convey the message to international audiences about Indonesia's gastronomic identity.

***Indonesian Culinary Politics as a Bridge to Indonesian Gastrodiploamacy:
Mustika Rasa to Indonesia Spice Up The World***

²⁸ F. Rahman. *Rijsttafel*. (Jakarta: Gramedia, 2016).

²⁹ A. Malagina. Jalur Rempah (merapah rempah). National Geographic Indonesia. 2021. P. 12-19

³⁰ Baskoro, Rizki M. "Kisah Selera Dari Negeri Rempah: Memahami Gastrodiploamasi Dari Perspektif Indonesia." *Jurnal Indonesian Perspective* 7, no. 2 (2022): 227–249.

After the independence of the Republic of Indonesia, the passion for Indonesian gastronomy revolved around the unification of national flavours. One monumental event occurred when the Old Order government through the Ministry of Agriculture formed a committee to compile a book of archipelago recipes entitled *Mustika Rasa*. *Mustika Rasa* is a reference book of Indonesian recipes, collected by the government over a period of seven years. The endeavour stemmed from President Soekarno's concern that the women in his cabinet considered European food to have a superior stratification compared to inferior domestic food.³¹ In 1960, President Soekarno ordered Azis Saleh, Minister of Agriculture, to initiate the monumental work *Mustika Rasa* as a book of reference recipes for Indonesian cuisine.³²

It could be argued that this was the first instance of the Government championing Indonesian gastronomy. However, it is likely that *Mustika Rasa*'s existence was a form of rebuttal to the foreign media's criticism and coverage of Indonesia's poor and starving people due to Indonesia's food crisis. President Soekarno, at that time, wanted to point out that what the foreign media reported about Indonesia having a food crisis was a big mistake.³³ In other texts, what is different is Maryoto's view, which reveals that President Soekarno was disturbed by the people's diet, which was very dependent on rice and of course this kind of thing would have an impact on food security. So *Mustika Rasa* was presented as one of the Old Order government's efforts to process food such as corn and tubers into dazzling food. Although there were many obstacles, challenges, criticisms and hurdles in compiling the book, it was finally published in 1967 and could be considered the first recipe book from the government 'kitchen'. After the publication of the collection of Indonesian recipes, gastronomes hoped that *Mustika Rasa* would become a reference for Indonesian food. However, it is unfortunate that this project was not developed properly in later orders.

³¹ F. Rahman. *Ihwal Awal Gastronomi di Indonesia*. (Jakarta: Gramedia, 2016).

³² A. Maryoto. *Jejak Kuliner*. (Jakarta: Kompas Gramedia, 2021).

³³ F. Rahman. *Ihwal Awal Gastronomi di Indonesia*. (Jakarta: Gramedia, 2016).

Mustika Rasa seems to have become an antique kept by gastronomes, foodies, cookery experts, book collectors and others as a rare antiquity.³⁴

A popular saying often mentioned by Indonesians is "you haven't eaten if you haven't eaten rice." Consciously or unconsciously, rice can be grouped into the realm of national flavour uniformity. Indonesians feel they haven't eaten if they haven't had a plate of rice. Behind this story is the government intervention under the direction of President Soeharto in ensuring food security remained stable while feeding the nation with rice. But there is more to the story than just the uniformity of Indonesians eating rice and even growing rice. The uniformity of national taste is in instant noodles which are more acceptable as 'national food' than the myriad of side dishes, major vegetables and various traditions in the nation's history that have been written quite thoroughly in the Mustika Rasa cookbook and also through a very comprehensive research report entitled Indonesian Culinary Profile conducted by Professor Mudijati-Gardjito of Gajah Mada University.³⁵

Instant noodles are widely recognised in the country and seem to be the nation's identity due to the Indonesian penchant for eating instant noodles. According to Andini, instant noodles cut across age, social and economic disparities. It is recorded in research that 92 per cent of Indonesians have consumed instant noodles. Furthermore, it turns out that the story of instant noodles as a favourite food for Indonesians has a very close relevance to the existence of food aid from western countries towards elitist business and political alliances during the New Order government. For the United States, Indonesia was a crucial country in the Indo-Pacific as part of its efforts to stem the flow of communist ideology. Therefore, the flood of US aid to Indonesia during President Soeharto's time in power came with a condition of war on communism. One of the aid received by Indonesia from the United States in the food sector was wheat. The abundance of wheat provided by the United States was put to good use by

³⁴ A. Maryoto. *Jejak Kuliner*. (Jakarta: Kompas Gramedia, 2021).

³⁵ Baskoro, Rizki M. "Kisah Selera Dari Negeri Rempah: Memahami Gastrodiploamasi Dari Perspektif Indonesia." *Jurnal Indonesian Perspective* 7, no. 2 (2022): 227–249.

PT Bogasari by establishing a wheat milling plant, gradually this company became the most dominant player in the wheat flour procurement business in Indonesia which after that also built PT Indofood Sukses Makmur producing instant mei with the trademark indomie.³⁶

Indomie's position as the food of the people from various social structures has been strengthened, embedded in the hearts of Indonesians and gradually becoming the taste of the archipelago. Indomie also offers a variety of regional flavours that are favoured by instant noodle lovers, and some Indonesians even consider Indomie as a dogma that has an honourable position among the people and this is the highest level of their love. Indomie is like an identity, a national identity, and is the daily conversation of everyone from coffee shopsto fine dining restaurants. In fact, Indomie is also like a language that unitesIndonesia with various cultures and inter-ethnic interactions that are still relevant today as a tool for social interaction. Until now, Indomie has expanded its business abroad, one of which is in the African continent.³⁷

Mustika Rasa and Indomie are two things written in the pages of Indonesia's gastronomic saga. From these two, Indonesia's flavourful events continue with a resurgence of passion for traditional food. Perhaps the resurgence of love for traditional food also began with CNN Travel's electrifying World's 50 Best Food in 2011. Quoted from the news, rending topped the highest position of the row of 50 best world's food ala CNN and of course this is a pride for the Minang people and the Indonesian people as a whole. The news also spread very quickly on every social media at that time. This kind of news further legitimises that Indonesian food is no less delicious than other countries. Indonesians seemed to use this news as justification in expressing their feelings of pride to the foreign public that they have the world's best food. Indonesian fried rice was also voted number

³⁶ Supriatma. "Politik Makanan Massal Dan Penyeragaman Selera Nusantara." *Prisma: Jurnal Pemikiran Sosial Ekonomi* 40, no. 1 (2021): 55–64.

³⁷ Baskoro, Rizki M. "Kisah Selera Dari Negeri Rempah: Memahami Gastrodiplomasi Dari Perspektif Indonesia." *Jurnal Indonesian Perspective* 7, no. 2 (2022): 227–249.

two, just below rending, making Indonesians happy to know that they have high-quality tastes.³⁸

In the same year, the Indonesian government did not want to miss the moment. At that time, President Susilo Bambang Yudhoyono developed a gastrodiploamacy programme through the Ministry of Tourism, which was then led by Jero Wacik, by introducing the slogan developed through "Wonderful Indonesia" in the ASEAN Tourism Minister's meeting forum in Cambodia. The development of gastrodiploamacy during the reign of the era formed a diaspora network in the culinary field, namely Diaspora Network Global-IDNGlobal and two years later formed Diaspora United. Where each diaspora network conducts culinary promotion activities differently.³⁹

The practices of gastrodiploamacy can actually be detected when the government and non-governmental institutions, such as the diaspora, present gastronomic exhibitions abroad, and the justification for gastrodiploamacy can be seen when a variety of foods are deliberately designated, determined and created from a policy by the government for tourism promotion. The Ministry of Tourism in this case has published a format of Indonesian food to be promoted abroad as an attraction in increasing the number of foreign tourists to visit Indonesia. In 2018, the then Minister of Tourism, Arief Yahya, designated five Indonesian national foods, including rendang, satay, nasi goreng, soto, gado-gado.⁴⁰ The declaration of national food has drawn a lot of sentiment and criticism, as it is considered that the government is not showing the full character of Indonesian food. This move is considered contrary to the regional spirit that characterises Indonesia. In response, food designations for tourism

³⁸ Cheung, T. World's 50 best foods [online]. CNN Travel. 2017. <https://edition.cnn.com/travel/article/world-best-foods-readerschoice/index.html> [diakses 6 Januari 2024].

³⁹ Gaffar, Eka Kartini . "Hambatan Dalam Pengembangan Gastrodiploamasi Untuk Mencapai Brand Image Kuliner Indonesia Di Era Pemerintahan Joko Widodo." *Journal of International and Local Studies* 6, no. 1 (January 2022): 1– 14.

⁴⁰ Kompas. Kemenpar tetapkan lima makanan nasional Indonesia, ini daftarnya [online]. 2018. [diakses 20 Januari 2024].

purposes are now more regional in nature and follow the five super-priority destinations programme.⁴¹

The latest is the government's effort through the Directorate General of Culture in reconstructing the spice route, also known as Spices Up The World. The government's version of the spice route is a 'digital exhibition' that can be enjoyed by anyone and wherever they are. The exhibition illustrates how the spice route helped create the civilisation of society, the spice route is a cultural route where every point it stops has given birth to the folklore of the archipelago. The purpose of the reconstruction of the spice route is to reconstruct a classic story to honour the past of the spice archipelago for the welfare of Indonesia in the future with various activities spearheaded by the government.⁴² Persistent government efforts from the Ministry of Tourism and Creative Economy, the Ministry of Education and Culture, and the Ministry of Foreign Affairs, which gave birth to the Directorate of Information and Public Diplomacy, have revived the spirit of Indonesia to promote its gastronomy to be better known to the international public. One of the current buzzwords is the country's attempt to register spices with UNESCO.⁴³

Enthusiasm is also shown by culinary observers, associations of food lovers and gastronomes who continuously develop and contribute directly to Indonesian gastrodiploamacy. One of them is the Indonesian Gastronomy Community (IGC), a nonprofit organisation that promotes the preservation of Indonesian food and beverages and their culture in order to advance

⁴¹ Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. "Alasan Menparekraf Fokus Kembangkan Lima Destinasi Super Prioritas." <https://kemenparekraf.go.id/Ragam-Pariwisata/AlasanMenparekraf-FokusKembangkan-5-Destinasi-Super-Prioritas>. Indonesia: Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2021.

⁴² Kementerian Pendidikan dan Kebudayaan Republik Indonesia. "Jalur Rempah: Memuliakan Masa Lalu Untuk Kesejahteraan Masa Depan ." <https://jalurrempah.kemdikbud.go.id/Artikel/Jalur-Rempahmemuliakan-Masa-LaluUntuk-Kesejahteraan-Masa-Depan>. Indonesia: Kementerian Pendidikan dan Kebudayaan Republik Indonesia, 2021.

⁴³ Baskoro, Rizki M. "Kisah Selera Dari Negeri Rempah: Memahami Gastrodiploamasi Dari Perspektif Indonesia." *Jurnal Indonesian Perspective* 7, no. 2 (2022): 227–249.

Indonesia. One of the concrete forms of advancing Indonesian gastronomy that has been implemented by IGC is launching gastronomia in 2021 and 2022. Gastronomia is an exhibition reconstructing the food of Ancient Mataram in the 8th and 10th centuries coupled with various pop-up museum activities and seminars.⁴⁴ Today, more and more associations, educational institutions, gastrodiplomacy research centres or gastronomic societies will have a positive impact on the sustainability of Indonesian gastrodiplomacy.

INDONESIA'S NEXT GASTRODIPLOMACY STRATEGY

In this section, the author attempts to provide ideas for Indonesia's next gastrodiplomacy strategy. This idea is divided into several parts, including: Strengthening National Food; Strengthening Cooperation with the Culinary Industry; Developing Cooperation with Culinary Associations; Involving Local and International Communities; Financial Support and Gastrodiplomacy Investment; Strengthening Education and Certification.

Strengthening National Food

Strengthening food is crucial in developing Indonesia's gastrodiplomacy. Reflecting on Thailand, one of the factors that made the gastrodiplomacy of the white elephant country grow rapidly was the strengthening of the food sector. Among the strategies carried out by Thailand in strengthening food, namely: (1) Provision of research, training and production facilities by the state to grow quality vegetables & fruits; (2) Strict regulations on seed selection, so that the vegetables and fruits planted are superior seeds. Once the desired seeds have been obtained, no other crops can be planted, so monocultures of certain crops are almost always practised; (3) Harmonisation of agricultural and industrial market conditions.⁴⁵

According to Welirang, there are six categories of crops that need to be strengthened to boost Indonesia's gastrodiplomacy. The first is grains,

⁴⁴ "Indonesia Gastronomy Community," 2022. <https://gastronomi.id>.

⁴⁵ Immawati, Nurul Amalia. "The Thailand's Gastrodiplomacy As A Strategy To Develop National Branding." Undergraduate Thesis. Yogyakarta: Universitas Muhammadiyah Yogyakarta, 2017.

which are generally used as staple food for Indonesians. Second, horticulture such as vegetables and fruits. Third, tubers such as potatoes, cassava, onions, sweet potatoes, and spices. Fourth, perennials such as cocoa, coffee, the, sugar cane and palm oil. Fifth, are livestock products, and the last is fishery products.⁴⁶ The above can be done under the auspices of the Ministry of Agriculture and Fisheries and its officers and partners to increase the production of these six categories of crops to export more than before.

Strengthening Cooperation with Culinary Industry

1. Involvement of Culinary Industry Actors

Strengthening cooperation with culinary industry players is a strategic step in maximising Indonesia's gastrodiploamacy strategy. The active involvement of leading chefs, renowned restaurateurs, and food manufacturers can provide a dimension of expertise and innovation to traditional culinary promotions. Collaboration with them not only helps in enriching the variety of menus promoted but also creates high credibility in the eyes of global consumers.⁴⁷

In this context, it is important to create incentives and an enabling environment for cooperation. The government's role in facilitating meetings between industry players and gastrodiploamacy event organisers can be key to strengthening their engagement and encouraging the creation of innovative programmes.

2. Development of Cooperation with Culinary Associations

Cooperation with culinary associations, both at the national and international levels such as the Indonesian Gastronomy Community (IGC), is an important instrument in building networks and increasing the visibility of Indonesia's gastrodiploamacy. Culinary associations can be a forum for sharing knowledge, experience and resources between

⁴⁶ Welirang, F. "Kuliner Dan Ketahanan Pangan." *Prisma: Jurnal Pemikiran Sosial Ekonomi* 40, no. 1 (2021): 46–54.

⁴⁷ Hall, C. M., Sharples, L., Mitchell, R., Macionis, N., & Cambourne, B., "Food and Wine Events in Asia: A New Tourism Research Agenda" *Tourism Management*. 70, (2019): pp. 228-240.

industry players. Such co-operation can accelerate adaptation to global trends and create collaborative platforms for joint promotion.⁴⁸

The government needs to play an active role in supporting the development of culinary associations, providing policy support, and facilitating information exchange between association members. Through this strong cooperation, Indonesia can strengthen its overall culinary image in the eyes of the world.

Innovation in Indonesian Culinary Presentation

1. Use of Technology in Promotion

Innovation in utilising technology is key to improving the effectiveness of Indonesian culinary promotion. The use of digital platforms, culinary apps and social media can create a wider space to introduce signature dishes. Culinary videos, interactive content, and the use of Augmented Reality (AR) or Virtual Reality (VR) technology can provide an immersive experience to global consumers, building a stronger appeal to Indonesian cuisine.⁴⁹

Evaluation of the effectiveness of various technologies and promotional strategies needs to be done on an ongoing basis. Flexibility to adopt new technologies and supporting innovation in culinary presentation is key to staying relevant in the digital age.

2. Creativity in Culinary Imaging

Creativity in portraying Indonesian cuisine is an important element to attract attention and differentiate oneself in the midst of global competition. The development of creative and representative culinary brands, as well as the use of attractive designs in promotional materials,

⁴⁸ Kim, J. H., & Ritchie, J. R., "A Systematic Review of Gastrodiploamacy Research" *Current Issues in Tourism*. 22(3), (2019): pp. 265-281.

⁴⁹ Wang, L., "Gastrodiploamacy: Assessing the Power of Cuisine as a Tool for Communication" *Place Branding and Public Diplomacy*. 13(2), (2017): pp. 105-116.

can increase the visual appeal and memorability of Indonesian cuisine.⁵⁰

It is important to combine creative elements with cultural authenticity. Culinary branding is not only about being aesthetically appealing but should also reflect the heritage and richness of the culture being promoted. Involving artists, designers and branding experts in the development of visual strategies can be a strategic move.

Engaging Local and International Communities

1. Collaboration with Local Culinary Community

The involvement of local culinary communities is important to ensure sustainability and cultural roots in gastrodiploamacy strategies. Collaboration with traditional stalls, farmer groups, and small industry players can create an inclusive platform that represents Indonesia's culinary diversity.⁵¹ Training, mentoring and incentive programmes for local communities can provide a significant boost in supporting successful gastrodiploamacy.

An evaluation of the positive impacts on local communities, such as increased income and cultural sustainability, should be considered in measuring the effectiveness of this strategy.

2. Participation in International Festivals and Events

Active participation in international culinary festivals and events is an effective way to expand the reach and increase the visibility of Indonesian cuisine. Through international exhibitions, culinary conferences, and gastronomic events, Indonesia can interact directly

⁵⁰ Long, L. M., & Charters, S., "Food as a Tourism Resource: A View from Singapore" *Tourism Management*. 25(6), (2004): pp. 635-645.

⁵¹ Efe, R., & Sağlam, N., "Gastrodiploamacy as a Tourism Marketing Strategy: A Conceptual Framework" *Journal of Tourism and Gastronomy*. 3(2), (2018): pp. 155-171.

with the international community, create personal connections, and expand its network of contacts in the global culinary world.⁵²

Evaluation of participation in these events needs to consider the impact on Indonesia's culinary image and appeal. Direct interaction with global consumers can provide valuable insights to improve and refine future gastrodiplomacy strategies.

Gastrodiplomacy Financial Support and Investment

Financial and investment support for gastrodiplomacy is still an obstacle for Indonesia. This is not due to a lack of investors, but since the initial period of President Joko Widodo's leadership in 2014-2019 gastrodiplomacy has not been a priority of the country's programme.⁵³ During his second term, gastrodiplomacy was included in the strategic plans of several ministries, including the Ministry of Foreign Affairs, the Ministry of Tourism and Creative Economy, and the Coordinating Ministry for Maritime Affairs and Investment.⁵⁴

However, until the end of the presidency, the sustainability of the gastrodiplomacy programme has not been significantly seen. It is hoped that the next presidency can take the gastrodiplomacy programme seriously, especially regarding financial support and investment in the programme.

Strengthening Education and Certification

The curriculum has a very important position and position in the education process, the curriculum is an absolute requirement and an inseparable part of education itself. Through the school curriculum, it can provide the competencies needed in the long term. However, in this case the government still does not maximise the food education curriculum in

⁵² Ran, Y., & Gursoy, D., "Antecedents and Outcomes of Gastrodiplomacy: A Comprehensive Review" *Tourism Management Perspectives*. 37, (2021): p. 100807.

⁵³ Gaffar, Eka Kartini . "Hambatan Dalam Pengembangan Gastrodiplomasi Untuk Mencapai Brand Image Kuliner Indonesia Di Era Pemerintahan Joko Widodo." *Journal of International and Local Studies* 6, no. 1 (January 2022): 1– 14

⁵⁴ Baskoro, Rizki M. "Kisah Selera Dari Negeri Rempah: Memahami Gastrodiplomasi Dari Perspektif Indonesia." *Jurnal Indonesian Perspective* 7, no. 2 (2022): 227–49.

the teaching process, including the obligation to know traditional culinary icons, and education on the role of Indonesia's gastrodiploamacy in the international arena so that education about gastrodiploamacy strategies is still very slow to be implemented.⁵⁵ It is necessary to create a culinary and gastronomic education strategy in the development of Indonesian gastrodiploamacy to achieve a diverse culinary brand image that can represent the nation's culture.

Apart from that, the certification aspect also needs to be done from upstream to downstream. Reflecting on the white elephant country that marks "Thai Select" in every Thai restaurant around the world. This needs to be done to ensure that every menu served in Thai restaurants abroad has the same flavour in the original country.⁵⁶ The same steps need to be taken by the government. Not only certification of restaurants, but it is necessary to certify the standard of raw material seeds to the dishes that will be served. This needs to involve many parties, such as the Ministry of Agriculture, Ministry of Tourism and Creative Economy, Halal Product Guarantee Agency, Food and Drug Administration, and non-profit organisations such as the Indonesian Gastronomy Community and Indonesian Chef Association.

CONCLUSIONS

In an exploration of maximising Indonesia's gastrodiploamacy strategy, the research findings reveal a number of key aspects. Promotion of traditional cuisine, active involvement of industry players, strengthening cooperation with culinary associations, innovation in culinary presentations, engagement with local and international communities, are all important elements in achieving the goals of gastrodiploamacy. The results show that the success of this strategy lies not only in the promotion of food,

⁵⁵ Gaffar, Eka Kartini . "Hambatan Dalam Pengembangan Gastrodiploamasi Untuk Mencapai Brand Image Kuliner Indonesia Di Era Pemerintahan Joko Widodo." *Journal of International and Local Studies* 6, no. 1 (January 2022): 1– 14.

⁵⁶ Immawati, Nurul Amalia. *The Thailand's Gastrodiploamacy As A Strategy To Develop National Branding*. Undergraduate Thesis. Yogyakarta: Universitas Muhammadiyah Yogyakarta, 2017.

but also in how Indonesia can embrace its rich culture and culinary uniqueness in building a positive image internationally.

The implications of the results highlight the importance of strengthening collaboration between the government, culinary industry and local communities in designing and implementing gastrodiploamacy programmes. The success of this strategy is not only measured by the number of dishes promoted, but also the extent to which the initiative is able to create a positive understanding and appreciation of Indonesia's culinary wealth. Institutional support, financial incentives and capacity building of industry players are key factors in optimising the results of gastrodiploamacy.

For the future advancement of Indonesia's gastrodiploamacy, several suggestions can be made. First, there needs to be a sustained commitment from the government in supporting policies and programmes that promote Indonesia's culinary wealth. Fiscal incentives, financial support, and facilitation of inter-sectoral cooperation are key in creating an enabling environment for gastrodiploamacy.

Furthermore, constant innovation in culinary presentation and utilisation of technology needs to be a key focus. The use of digital platforms, social media and visual technology can be an effective means to reach a global audience. Creativity in portraying Indonesian cuisine is a strategic step to differentiate oneself in a competitive international market.

Finally, more active engagement with local and international communities and participation in international culinary festivals and events can increase the sustainability of the gastrodiploamacy programme. Strong collaboration with small industry players, traditional stalls, and farming communities can create a broader positive impact at the local and global level.

By implementing these suggestions, Indonesia has great potential to continue strengthening its positive image in the international arena through gastrodiploamacy. Gastrodiploamacy is not just about promoting cuisine, but also about building a sustainable network of relationships, fostering local economic growth, and enriching cultural diversity around the world.

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