
By

STEVEN WIJAYA
016201400193

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THESIS ADVISER

RECOMMENDATION LETTER

This thesis entitled “GASTRODIPLOMACY AS SOFT POWER TOOL TO ENCHANCE NATIONAL BRANDING: THAILAND OF KITCHEN OF THE WORLD PROJECT IN INDONESIA (2015-2017)” prepared and submitted by Steven Wijaya in partial fulfilment of the requirements for the degree of Bachelor in International Relations in the Faculty of Humanities has been reviewed and found to have satisfied the requirements for a thesis fit to be examined. I therefore recommend this thesis for Oral Defense.

Cikarang, Indonesia, 22 February 2018

Hendra Manurung, S.IP., M.A.
Thesis Adviser
DECLARATION OF ORIGINALITY

I declare that this thesis, entitled “GASTRODIPLOMACY AS SOFT POWER TOOL TO ENCHANCE NATIONAL BRANDING: THAILAND OF KITCHEN OF THE WORLD PROJECT IN INDONESIA (2015-2017)” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, 22 February 2018

Steven Wijaya
The Panel of Examiners declare that the thesis entitled “GASTRODIPLOMACY AS SOFT POWER TOOL TO ENCHANCE NATIONAL BRANDING: THAILAND OF KITCHEN OF THE WORLD PROJECT IN INDONESIA (2015-2017)” that was submitted by Steven Wijaya majoring in Diplomacy from the Faculty of Humanities was assessed and approved to have passed the Oral Examinations on February 27, 2018.

Drs. Teuku Rezasyah, M.A., Ph.D.
Chair – Panel of Examiners

Dr. Endi Haryono, S.IP., M.Si.
Examiner

Hendra Manurung, S.IP., M.A.
Thesis Adviser
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ABSTRAK


Dosen Pembimbing: Hendra Manurung, S.IP., M.A.


Kata kunci: Globalisasi, Gastrodiplomasi, Dapur Dunia, Branding Nasional, Kuliner, Masakan Thailand, Soft Power
ABSTRACT


Advisors: Hendra Manurung, S.IP., M.A.

Gastrodiplomacy is part of public diplomacy and cultural diplomacy, which is a subtle way to increase appreciation, build mutual understanding and improve the image of the nation. Gastrodiplomacy is one element in cultural diplomacy through the introduction of eating culture. The richness of the food of a nation becomes the attraction of the nation in the international eyes. In the food tradition of a nation there are values of the personality of the nation passed down from generation to generation. The culinary experience offers the foreign public an informal way of interacting with different cultures in a more intimate way through taste. With the new culinary experience, they are expected to get to know other cultures. I start by giving a historical overview of how Thai food has become internationalized and has reached a global audience in cosmopolitan cities around the globe. Based on empirical observation of Thai restaurants in Jakarta, I explore the processes Thai cuisine has undergone when it enters transnational space and serves a global clientele. My field research reveals that Thai restaurants in a Jakarta highlight the authenticity of the Thai taste while at the same time adapting to local food customs. Although creative adaptation by ethnic restaurants in metropolitan cities might have led us to imagine endless fusion and hybridity of cultural forms, I would like to point out that there is no ‘pure culture’ to mix. Selected forms of Thai food along various class lines and among regional diversity are constructed as “Thai cuisine” and promoted internationally especially in Indonesia. This process reflects internal hierarchy behind the formation of “Thai-ness” among Thais as well as the influence of the international market in which Thai culture is selling. The rising popularity of Thai food at the global level boosts national pride among Thais who often take “national image” seriously. Reified “Thai-ness” has been endorsed by the state in promoting the country’s culinary industry and recently in the internationalization of Thai food where, again, Thai culture has been marketed in Indonesia.

Keyword: Globalization, Gastrodiplomacy, Kitchen of The World, National Branding, Culinary, Thai cuisine, Soft power
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LIST OF ABBREVIATIONS

TAT : Tourism Authority of Thailand

UNESCO : The United Nations Educational, Scientific and Cultural Organization

AEC : ASEAN Economic Community

IUU : Illegal, Unreported and Unregulated

MEA : ASEAN Economic Community

DEN : Directorate General of Export Development

NCPO : The National Council for Peace and Order

IO : Information Operation

MoC : Ministry of Commerce

AIDS : Acquired Immune Deficiency Syndrome

NFI : The National Food Institute

THB : Thailand Baht

ACFS : Agricultural Commodity and Food Standards

HSIT : Halal Standard Institute of Thailand

CICT : Central Islamic Committee of Thailand

OTD : Office of Tourism Development

MOTS : Ministry of Tourism and Sport
CHAPTER I

INTRODUCTION

I.1. Background of Study

In this era of technology development, people are effortless to influence others and tend to make the others change, and the process is running to each. People are naturally learning from what they see and tend to getting known things what they like. This condition makes the people are openly influencing each other. Culture is one of the very basic components in shaping people’s attitude. People share morale values, attitudes. And the development of technology has surely made the process of influencing of cultural values, from one place to another place becoming much simpler, wider, and faster.

In essence, people will be mostly influenced from the closest people around them or from environment where they live. They learn cultures of the closest people around them; they get the attitudes of the closest local people, and see as the closest local people perspectives. An example, a family, with parents lives together with their daughter and son. The children will tend to learn and to be influenced by their parents because they are living together. On the other hand, the case will be different if the family members are not living together, but the children live with their grandparents, in this case, grandparents will be the dominant factors to influence the children. It was the process of transforming ideas from people to people, which was started from the closest people in the environment.

The process of influencing people, transforming ideas, and sharing information, are what the people normally do, and a natural phenomenon in life. In much larger scale, with more people are involved in the process of transforming ideas, and it is going with no border; we see it is happening in the
world today as what people called as Globalization. Globalization\(^1\), a topic of international relations, is a phenomenon in the world today. All particular countries are influencing others and use its values as media to attract and shape perceptions of people. In general, we see that globalization is a situation that all people from any countries are able to share information, share what they have, and even to influence the other people from any parts of the world, any countries, with no borders. The people are getting more active on their role as international actors. The relations among governments are no longer recognized as the only relations among countries, with the activities of the people are increasing to influence and be influenced. Globalization opens any opportunity to cooperate between state to state, and even people to people. However, the globalization gives benefits in one hand, and problems in another hand.

In one case, we can see that globalization may lead the transformation of cultures from one place to another. The cultures are now not only limited in its origins, but these also can be existed in the area where the people want it to exist; and it can go across the countries. The cultures play a very important role in the process of development of nations. It makes perception of people and it gives influences that people may follow.

Public diplomacy has been used widely in the world; in targeting the foreign publics, using manipulative activity to influence them. Throughout the manipulative activities, strategies are created in order to influence the foreign publics in supporting a state foreign policy on certain matters. Public diplomacy should be perceived as an essential element in safeguarding the national security through strengthening national policy objectives.\(^2\) Public diplomacy always lists out from anything to everything and it has been recognised as the main

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component of warfare in the new era. As a soft power tool, public diplomacy works in every approach of the nation, while at the same time fulfilling the national agenda. There is one aspect of public diplomacy that seems to be not important but yet it is very powerful and has the tendency to influence many people in a simplest way; which is food. Food can be used as tool for public diplomacy. National cuisine is a national brand which highlights the identity of a particular state. In short, food can be used as a diplomatic tool.

Gastrodiplomacy represents one of the more exciting trends in public diplomacy outreach. The subject of culinary cultural diplomacy—how to use food to communicate culture in a public diplomacy context—began with the application of academic theories of public diplomacy to case studies in the practice of the cultural diplomacy craft.

It is nearly similar to Thailand whose gastronomical characters are accumulated from several ethnics (Thai and China), Thailand’s gastronomy profile is also an accumulation and assimilation from Chinese and Moslem culinary atmosphere. Although there were some influences from other culture, Thai cuisines have their own images and strong characters that are quite different from other countries. One of its famous cuisines is Thailand classical soup called tom yam. People around the world have known it well as traditional cuisine from Thailand with unique taste and ingredients. Thailand gastronomic tourism involves culinary heritages base comes from the long history of Thai culinary heritages resources. A research on gastronomic tourism in Ayutthaya, Thailand, discovered that the most popular menus of Thai cuisines among Thai and foreign tourists are kouy tiew rue (Thai noodle soup with vegetable and meat), kung-mae-naam-poo (charcoal grilled river prawn), and saai-mai bread, a Thai-Moslem dessert in the form of candy floss wrapped with bread flour.

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Ayutthaya is now become one of food tourism destinations in Thailand, it has some food related events and also a unique attraction like Thai restaurants in the river markets. Tourism Authority of Thailand (TAT) has implemented many efforts in setting-up Thailand gastronomy running a collaborative project with some culinary institutes, exploring and developing some innovative attraction like river market, and attempt to combine food, local souvenirs and cultures into a potential tourism experience for visitors. Potential of gastronomy tourism in Ayutthaya niche market has the strength point to the authentic multicultural products in the sense of cuisine.6

The practice of sharing a state’s cultural heritage through cuisine is called ‘Gastrodiplomacy’. In gastrodiplomacy, food is the substance in the diplomatic process. In this study, the word gastrodiplomacy consists of two words which are ‘diplomacy’; also referred to as public diplomacy and ‘gastronomy’. Besides, Tourism plays an important part in the economic and financial health of a country.7 Other countries in Southeast Asia such as Malaysia, Singapore and Indonesia derive a big portion of their income from their tourism industry. Like other countries, Thailand too should not miss the opportunity.

In Thailand, tourism is perceived as an industry which is getting bigger compared to other economic sectors. Other than good scenery, sun and beaches, food and beverage are also the catalyst that can bring visitors to Thailand. The strategy is specifically called gastronomy. Thailand has established its own gastronomy product abroad. It is called Thai Kitchen.8 The brand sells Thai food-based culture to foreigners, thus attracting prospective visitors to visit Thailand. 2014 was a Visit Thailand Year. Since then, The Ministry of Tourism had been promoting this huge international event actively. Every year, budget has been provided by the government to promote tourism locally and abroad. It included the gastronomy products, which are the food and beverages. Culture-related food

6 Ibid.
is essential to expose the Thailand culture to potential tourists abroad. In the past, gastronomy was only related to the manufacture and preparation of food and beverages.

Today, food and beverages have become the necessary elements in local society and abroad. The concept of gastronomy has broadened into many disciplines. Today, gastronomy has acquired new dimensions which are important in the form of social, cultures, historical components, literature, philosophy, economics, religion, and others with food as the central axis. Therefore, it would be a good opportunity for Thailand as Thailand is a multi-racial, multi-lingual and multi-cultural society. This fact will definitely produce variety of culture-based food. Therefore, food could be the main catalyst for Thailand public diplomacy.

Thailand is a significant food producer that is very popular among the foreigners. Besides the delicious outstanding tastes, Thailand food is also representing the refinement and usefulness for the health of the consumers. Thus, the Thai government has in its policies to promote Thailand to be the Kitchen of the World. The procedure has been planned systematically. This includes, to increase an amount of the Thai restaurants that is the sign of good image to the country including the promotion of the tourist business and the export of the food products and as well other goods. The objective of the project Thai Cuisine to the World is to promote the Thai food to be one of the favourite food recipes all over the world. It was aimed to get its target by 2007. Hence, the government has set up the strategies for Thai cuisine to the world with the main aims as the followings;¹⁰

- To be one of the five world food exporters within 2-3 years with the highest creditability in safety, health and sanitation,
- To promote more export of raw materials and additional ingredients for Thai recipes,
- To encourage Thai restaurants abroad to be tourist information centres together with the marketing of One Tambon One Product,

• To support the increase of Thai restaurant businesses abroad with the services of the real Thai taste and international standard.

• To Conducting Thai Food Festivals overseas.

Thai Government under Prime Minister Yingluck Shinawatra has a policy to promote “Thai Kitchen to the World,” affirming Thailand as a major food export country that can contribute to food security under changing world condition, in which global warming and natural disaster may lead to food shortage. “Thai Kitchen to the World” project was started in year 2002 and aims to promote Thai food products creating awareness of food security and producing high-quality foods complying with international standards at competitive prices. Government’s strategies are covering the whole process from finding materials to adding product value and assisting distribution.

Diplomatic relation between Indonesia and Thailand held since March 7, 1950.\textsuperscript{10} The Cooperation between the two countries took place in various fields such as economy, trade, science and technology. This relationship is further extended by the exchange of visits between leaders of the two countries. In the political field, Indonesia and Thailand as ASEAN founding countries. Both of them help each other and support conflict resolution efforts with neighbouring countries in the ASEAN region. When a dispute over the Preah Vihear temple between Thailand and Cambodia at the end of 2009, the Thai government asked the Indonesian government to help resolve the issue.\textsuperscript{11}

In economics, economics adviser at the Ministry of Foreign Affairs of Thailand, Somjai Taphaopong, said Indonesia is the second largest trade partner country in Asia after Malaysia and fifth in the world. Thailand exporting various products to Indonesia, among others, component and parts, sugar, machinery and chemical. While imports from Indonesia include metal goods, coal, crude oil, machinery and chemicals. Indonesia and Thailand also cooperate in the field of tourism, as in the two countries have a potential to attract tourism as well as a


\textsuperscript{11} Ibid.
major tourist destination in the world offering tourists areas such as nature tourism, conventions, shopping, culinary and history.

In political relations of both countries, the Governments of Thailand and Indonesia are actively doing some visits to each country in discussing some strategic cooperation and business in many sectors. Both governments keep looking for opportunities to cooperate in building and strengthening each, in economy, industry, energy, culinary.

1.2. Problem of Statement

In today’s environment, it cannot be denied that food also plays an important role as it is not just a meal to full-fill an empty stomach but also a tool that can influence gastrodiplomacy activities to safeguard the nation’s foreign policy. Food is the national brand which carries the national culture and identity as well. There is no doubt that food or cuisine could promote a better perception of national identity. As for example; though Thailand is dealing with its political downturn and instability, however, its tourism activities, including the cultural and culinary activities has continued. The Tom Yam is still referred to as Thai’s cuisine. “Tom Yam is Thai; Thai is Tom Yam.” It has thus created a significant identity to Thailand.

Thailand possesses the uniqueness of having many cultures and ethnic groups. Thus gastronomy diplomacy, could generate more income, create a positive image of Thailand and play an important role in the national branding. The practice of sharing a state’s cultural heritage through cuisine is called gastrodiplomacy. Thailand has the potential of using food as a soft power tool.

However, there are only a few researches done to prove that Thailand’s authentic culinary has the potential to be put on the global stage and adopted as a form of Thailand soft power capability. This research intends to look into the action that has been taken by the government of Thailand to improve Thailand’s

gastrodiplomacy and to analyse its possible use as a soft power tool to enhance the nation’s brand in Indonesia.

I.3. Research Question

- Has Thailand Gastrodiplomacy as Soft Power tool able to increase National Brand?
- How did “Kitchen of The World” generate Thailand Public Diplomacy as Gastrodiplomacy in Indonesia?

I.4. Research Objective

The significance of the Study in the case of chosen topic is to understand Thailand Gastrodiplomacy as Soft Power tool to Enhance Nation Brand: A Study Kitchen of The World Program in Indonesia.

I.5. Theoretical Framework

The Thai Government also proceeds with second campaign – Thailand: Kitchen of the World. The Thai gastrodiplomacy operation successfully achieved its aim to educate the global communities on Thai dishes.

*Figure1.1: Researcher theoretical framework*
In fact, the Thai Government also has outlined the standard and criteria for Thai restaurants to meet.\textsuperscript{13} Stated that the nation branding made by Thailand has built Thai’s reputation and persuaded more Thai restaurants to be opened abroad. With those, Thailand has three important sectors that help the country to spread the influence of it, which are in economy, cultural values, and industrial development. Those sectors may take part of the government agenda of Public Diplomacy.

\section*{1.5.1. Soft Power}

Public diplomacy has gone beyond conventional diplomacy and has been expanded to the general public by utilising soft power.\textsuperscript{14} A government may depend on the pleasant sides of its identity to other state governments and by embedding cultural diplomacy; its soft power will be spread. Food and cuisine are a perfect illustration of state’s soft power.\textsuperscript{15} As mentioned by Savarin (2014); “Tell me what you eat and I will tell you what you are”. He explained the food is actually explaining the original place of a person.\textsuperscript{16} Added, “In order for a country to display itself on the strength of food, it requires a national cuisine upon which to establish itself”. It is obvious that food may become the soft power by reflecting the image of a country, plus its culture.

For instance, Jacques Chirac, the former president of French was said to have better relationships with Japanese as the Japanese mastered the French cooking and their gumption in serving him his own country’s meal. Diplomacy also can be considered as a structure of cultural transfer. The term transfer refers to the exchange of goods, ideas and people.

The concept of soft power also attracts the governments to utilize their representative in many countries to play prominent roles in promoting, sharing, and approaching people from any backgrounds in host countries. The roles of

\begin{flushleft}
\textsuperscript{14} Ibid.
\textsuperscript{15} Ibid.
\textsuperscript{16} Ibid.
\end{flushleft}
Embassy offices are no longer only as the bridge of information and cooperation from one government to another, but also as a prominent player of the use of soft power concept.

On the other hand, there are also some skeptics on soft power. According to Colin S. Gray, states that hard power must remain the essential instrument of policy as soft power is unsuitable for policy directions and control as it relies too much on the foreign countries perceptions.\textsuperscript{17}

According to Rockower, gastrodiplomacy is a tactic which the middle powers have utilised to form a better brand acknowledgment.\textsuperscript{18} Many of the middle power countries in the world have spent significant capital resources for gastrodiplomacy developments in order to improve awareness of their particular cultures and at the same time to develop better national brand status and ‘soft power’. In fact, by increasing the soft power, it will create more robust nation brand through gastrodiplomacy. Moreover, Rockower also indicated that, as a soft power; gastrodiplomacy makes a link with the target audiences in terms of tangible sensory relations plus cultural links which in the future will long within the targeted strategic communication.\textsuperscript{19}

Therefore, gastrodiplomacy can be an instrument of foreign policy to enhance national brand and widen cultural contact through the use of soft power. The use of culinary as a part of cultural diplomacy approach offers a capacity for middle power countries to fortify their nation brand identification and at the same time enhance their soft power approach.

1.5.2. Public Diplomacy

Public diplomacy is one of efforts to introduce to the others about cultures, societies, values, ideology and many other things, of one country to others. Public diplomacy is used as tools to shape people’s opinion about one specific country.

\textsuperscript{17} Gray S, Colin. \textit{Hard Power and Soft Power: The Utility of Military Force as Instrument of Policy in The 21\textsuperscript{st} Century.}


Great powers attempt to employ culture and narrative to generate soft power that promotes their advantage.

“Public Diplomacy is not merely words”. Public diplomacy is about public opinions where in order for the nation to work, the national assets must be disaggregated. One example is the pandas used by China. China has utilized pandas as their soft power tool for the public diplomacy process and also as China’s powerful informal ambassador. According to Lodish (2011) as mentioned in Panda Diplomacy, Pandas are important to China as they are China’s cultural icon which carries the meaning of friendship and peace. 20 The use of Panda, also known as Panda Diplomacy is apparently refers to a façade to a more serious bilateral relationship such as trade.

The importance of panda has made United States’ President to lobby China to get pandas. Looking at the relations between the U.S. and China, these cute mammals have played an important roles in defrosting diplomatic, commercial and public relations between China and the US. Malaysia too has loaned two pandas from China in conjunction with the 40th anniversary celebration of its long-standing bilateral relationship with Beijing. The animal is used as a diplomatic tool to forge the highly complicated relationship between states.

The phenomenon of Public diplomacy between Indonesia and Thailand began to appear since the visit of the Kings of Thailand to Java more than a hundred years ago. In addition, the Indonesian immigrants who come to Thailand are also an important factor that influences musical history of both countries. As a result of these interactions, the exchange of ideas, information, values, systems, traditions, beliefs, and other aspects of culture is in order to foster mutual understanding through musical dimensions. More precisely, the interactions contribute to the exchange of musical ideas. In the Thai music history, angklung and gamelan are essential tools for building international relations between the two countries at the level people to people.

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Thailand's diplomacy strategy in the form of culinary diplomacy or gastrodiplomacy is one form of diplomacy derived from various diplomacy concepts that already exist. One of the original concepts that form the concept of gastrodiplomacy is the concept of public diplomacy. Gregory (2011), defines public diplomacy as:21

'Instrument used by states, associations of states, and some sub-state and non-state actors to understand cultures, attitudes and behavior; to build and manage relationships; and to influence thoughts and mobilize actions to advance their interests and values'.

The concept of public diplomacy is considered by researchers as an explanation to understand how the gastrodiplomacy done by Thailand where there is a relationship between the actors and things they want to achieve. Furthermore, public diplomacy is considered as an important tool to promote security democracy and economic stability all over the world. In fact, it is a crucial element to maintain national security and to strengthen the national policy objectives.22 For instance, according to Gregory (2011) in The Power of Public Diplomacy, the U.S. administration used public diplomacy to understand, inform, engage and influence global audiences, reaching beyond foreign governments to promote greater appreciation and understanding of U.S. culture, society, institutions, values and policies. 23 In short, public diplomacy strategies were strengthened by many countries trying to depart from strict convention of superpower domain applications and to maintain the order among the countries. 24

Public diplomacy tools have a wide range of diplomacy under the same notion. These tools are part of soft power that seeks attention from the world through daily life activities and also human interest. The examples of cultural diplomacy are music, fashion, sports and not to forget the food.


23 Ibid.

24 Ibid.
Food brings the human race as one. From time to time, food has spread through migration, trade routes and globalisation. This form of Public diplomacy has been coined as gastrodiplomacy. It evolved from public diplomacy to gastrodiplomacy. It has been said that food may bring uniqueness towards the country’s image and perception to the other countries. Besides, food also may act as a unique process of introducing a country’s cultural heritage to the global communities. Gastrodiplomacy activities offer opportunities to increase trades, economic investment and tourism as well as spreading out one’s soft power capability.

1.5.3. Gastrodiplomacy

According to Paul Rockower (2012), Gastrodiplomacy is a method of diplomacy by using food as a nonverbal communication tool to introduce culture through a holistic culinary, build a reputation in relationships, build with the public target of other countries. Gastrodiplomacy is different from food diplomacy aimed at helping to overcome crisis or disaster and also different from culinary diplomacy which has elite target of state and has a general purpose as a tool to strengthen bilateral relationship.

The power of Gastrodiplomacy existed in many ways. It is the whole complex of distinctive objects, intellectual, spiritual, and emotional traits that typified a community or citizenship, including lifestyle, fundamental human rights governmental systems, practices and credence. According to Kitsou in the Power of Culture in Diplomacy:26

“If you are thoroughly familiar with someone else’s language literature, if you know and love his country, its cities, its arts and its people, you will be instinctively disposed, all other things being equal, to buy goods from him rather than from a less well known source, to support him actively when you consider him right and to

avoid punishing him fiercely when you regard him as being wrong”.

Therefore, gastrodiplomacy is a part of diplomacy that can be fully utilized in building a better diplomatic relations. The supremacy and link of food and nationalism had directed most people to believe the possibility of utilising the connection as an instrument of international relations.

Rowocker adds that Gastrodiplomacy has a target to the public of other countries and aims to raise awareness of the existence of a country from which it is expected to arise understanding each other. From this perspective it can be understood that in Gastrodiplomacy allows different types of actors to participate in instilling a country's reputation in the public of other countries. In this case Thailand used their Gastrodiplomacy in Jakarta, Kitchen of the world program as their gastrodiplomacy where they conduct many food and festival event in Jakarta so they can get reputation in Indonesia society.

1.5.4. Nation Branding Framework

According to Simon Anholt, in His book “Places: Identity, Image and reputation” stated that countries are remembered for their action, not what they say. So, by turning a country into a better country will create a better reputation. Communication is clearly inadequate to act as an instrument to create a change in national images. Even effectively implemented policies alone would not be enough to correct misperception of foreign publics toward a country. He stated that in order for a country to enhance its nation brand, a country should have substance, a strategy and symbolic action. Simon Anholt as adds Nation Branding is a government effort to engage in gastro diplomacy strategies by promoting worldwide aims to have their food recognized

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“Substance must be coupled with strategy and frequent symbolic action if it is to result in an enhanced reputation.”  

Anholt’s nation branding framework in enhancing a country’s nation brand can be seen in the figure below.

**Figure 1: Anholt’s National Branding Framework**

Anholt defined that in order to have a strategy, it is important to know who a nation is and where is and where it stand today (both in reality and according to foreign perception).  

Through that knowledge, a country will set their goals and how to achieve it.

Simon Anholt adds that it can also be introduced through philosophy, cooking methods as well as ingredients typical of a country where it can be a tactic that can be included in the gastrodiplomacy section that the introduction of a country can be done holistically from cooking, ingredients and philosophy that can be exported to other countries as an effort to introduce the image of a country.

### 1.6. Scope and Limitation

Thailand is an emerging economic country which only focuses on soft power approaches by conducting public diplomacy. Thailand attempts to attract the foreign attention and brand a positive image of the country in more persuasive way. With its Kitchen of The World Program, the efforts to find new partner from Eastern of Asia, especially South East Asian countries, become more real.

This research will be much more focus on the leading Nation Brand of Thailand Gastrodiplomacy as soft power in Kitchen of The World Program to Indonesia(2015-2017) in strengthening the bilateral relations between the two countries especially in Culinary sector for enhanced nation branding. Indonesia, as the largest country in Southeast Asia region and also emerges in economic, is a

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30 Ibid.
potential partner for Thailand to cooperate with. The close relationship of both countries in past makes the possibility to establish a strategic bilateral cooperation between the two countries is present. This research limits to the Thailand in performing Gastrodiplomacy activities, in case of Kitchen of the World in Indonesia (2015-2017).

I.7. Literature Review

In this chapter provides the overview of academic library use problem that is related to this phenomenon. One of prominent aspects of this research is the use of literature as the basic of research. Through library research, by collecting books from library and using internet as media to get the sources, the literature from experts and researchers are collected.

This chapter will review on seven literatures from some books and journals in regard with the title and objectives of this research and will consist of:

2. Best Practice of Gastrodiplomacy by Other Countries


Public diplomacy has gone beyond conventional diplomacy and has been expanded to the general public by utilising soft power.31 A government may

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depend on the pleasant sides of its identity to other state governments and by embedding cultural diplomacy; its soft power will be spread. Food and cuisine are a perfect illustration of state’s soft power.\textsuperscript{32} As mentioned by Savarin (2014); “Tell me what you eat and I will tell you what you are.” He explained the food is actually explaining the original place of a person. Added, “In order for a country to display itself on the strength of food, it requires a national cuisine upon which to establish itself.”\textsuperscript{33} It is obvious that food may become the soft power by reflecting the image of a country, plus its culture.

For instance, Jacques Chirac, the former president of French was said to have better relationships with Japanese as the Japanese mastered the French cooking and their gumption in serving him his own country’s meal. Diplomacy also can be considered as a structure of cultural transfer. The term transfer refers to the exchange of goods, ideas and people.

According to Rockower, gastrodiplomacy is a tactic which the middle powers have utilised to form a better brand acknowledgment.\textsuperscript{34} Many of the middle power countries in the world have spent significant capital resources for gastrodiplomacy developments in order to improve awareness of their particular cultures and at the same time to develop better national brand status and ‘soft power’. In fact, by increasing the soft power, it will create more robust nation brand through gastrodiplomacy. Moreover, also indicated that, as a soft power; gastrodiplomacy makes a link with the target audiences in terms of tangible sensory relations plus cultural links which in the future will long within the targeted strategic communication.\textsuperscript{35}

Therefore, gastrodiplomacy can be an instrument of foreign policy to enhance national brand and widen cultural contact through the use of soft power. The use of culinary as a part of cultural diplomacy approach offers a capacity for


\textsuperscript{33} Ibid.


\textsuperscript{35} Ibid.
middle power countries to fortify their nation brand identification and at the same
time enhance their soft power approach.

   Social Convention Culinary: Gastrodiplomacy Warfare.

   Public diplomacy is considered as an important tool to promote security
democracy and economic stability all over the world. In fact, it is a crucial
element to maintain national security and to strengthen the national policy
objectives. For instance, according to Gregory (2011), in the U.S. administration
used public diplomacy to understand, inform, engage and influence global
audiences, reaching beyond foreign governments to promote greater appreciation
and understanding of U.S. culture, society, institutions, values and policies. In
short, public diplomacy strategies were strengthened by many countries trying to
depart from strict convention of superpower domain applications and to maintain
the order among the countries.

   There are many ways public diplomacy can be practiced. One of them is
through cultural diplomacy. Cultural diplomacy tools have a wide range of
diplomacy under the same notion. These tools are part of soft power that seeks
attention from the world through daily life activities and also human interest. The
eamples of cultural diplomacy are music, fashion, sports and not to forget the
food.

   Food brings the human race as one. From time to time, food has spread
through migration, trade routes and globalisation. This form of cultural
diplomacy has been coined as gastrodiplomacy. It evolved from public diplomacy
to cultural diplomacy, and then now, gastrodiplomacy. It has been said that food
may bring uniqueness towards the country’s image and perception to the other
countries. Besides, food also may act as a unique process of introducing a
country’s cultural heritage to the global communities. Gastrodiplomacy activities

37 Ibid.
38 Ibid.
offer opportunities to increase trades, economic investment and tourism as well as spreading out one’s soft power capability.


The power of culture existed in many ways. It is the whole complex of distinctive objects, intellectual, spiritual, and emotional traits that typified a community or citizenship, including lifestyle, fundamental human rights governmental systems, practices and credence. According to Kitsou in The Power of Culture in Diplomacy:

“If you are thoroughly familiar with someone else’s language literature, if you know and love his country, its cities, its arts and its people, you will be instinctively disposed, all other things being equal, to buy goods from him rather than from a less well known source, to support him actively when you consider him right and to avoid punishing him fiercely when you regard him as being wrong.”

Therefore, cultural diplomacy is a part of diplomacy that can be fully utilized in building a better diplomatic relations. The supremacy and link of food and nationalism had directed most people to believe the possibility of utilising the connection as an instrument of international relations.

4. Best Practice of Gastrodiplomacy by Other Countries

Below are the five states that actively run gastrodiplomacy campaigns through their dynamic and unique approaches to promote the state’s cuisines and cultures to the world.

A. Peru

Peru is one of the highest-flying countries that run gastrodiplomacy programme. Peruvian Embassy’s Chief, Dr. Luis Miguel Castilla once mentioned that; “We want our food” to be as well-known as Thai in this country (America).

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We want 5000 – no 10 000 (restaurants in the United States). We want Peruvian restaurants everywhere”. Peru’s campaign – ‘Cocina Peruana Para El Mundo’ (Peruvian Cuisine for the World) has practiced gastrodiplomacy to boost its nation cuisine worldwide. In fact, according to Wilson (2011), they have targeted Peruvian dishes to be listed by United Nations Educational, Scientific and Cultural Organization (UNESCO) as the ‘intangible cultural heritage of humanity.

B. Taiwan

Taiwan is another country that actively ran its gastrodiplomacy programme. The campaign is called ‘All in Good Taste: Savor the Flavours of Taiwan’. The campaign has become one of Taiwan’s policy priorities (Caltonhill, 2011). In 2010, Taiwan Today reported that the Government of Taiwan has spent US$34.2 million for four years to promote in the Taiwan gastrodiplomacy programme and to promote Taiwanese cuisine worldwide. In this programme, Taiwan has sent its local chefs to compete in the international competition, introduce Taiwan restaurants abroad, and promoting island’s food culture and dishes. In fact, Taiwan also has established its own national cuisine foundation which served as a culinary think tank that will help the restaurant’s owner to endorse Taiwanese dishes out of the country. The pearl milk tea is originates from Taiwan and is well known as one of the global hits now.

C. Japan

Japan’s effort in gastrodiplomacy is undeniable. Japanese cuisine has long been popularized since they introduced its cuisine as a global consumption. Furthermore, Japan is very firm in protecting its cultural heritage. Therefore, Japan has legislated its cultural heritage as National Cultural Treasures in 1950, to sustain its intangible tradition. This also involved its national cuisine.

D. South Korea

South Korea Government has put gastrodiplomacy into practice when they began the campaign in April 2009. Their ultimate goal is doubling the number of Korean restaurants around the world and boosting Korean food into the top five
ranking in global cuisines. They have targeted to be in top five by 2017. South Korean Ministry of Food, Agriculture, Forestry and Fisheries have put ‘bibimbap’ and ‘bulgogi’ as their main dishes. They also tried to popularize street food such as ‘tteokbokki’- pronounced as duck-bo-key; a garlicky, splendidly spiced dish of rice cakes soaked in red chili paste. Even few restaurants in America now started to mix up Korean food and American food, making them into hybrid food such as tteokbokki crossbred with Italian ‘gnocchi’ in a little flaming, herb-spiked pork gravy. They even provided hotdogs covered with bulgogi and burgers served with kimchi. According to Moskin J, the Korean dishes now have become trendy after a few years being introduced to American. The food actually has played its role – speaking about them and at the same time promoting South Korea.


Nation brand can be defined as the exclusive, multi-dimensional intermingle of aspects that provide the nation with culturally positioned differentiation and significance for all of the nation’s target audiences. According to Simon Anholt his book had mentioned that brand-building process needs a long-term dedication and small payoff for a short-term goal.

A nation has to admit the reality of today, where nation-branding is essential as it may increase currency strength, help restore international credibility and investor confidence and increase international political influence. Besides, nation branding is well associated with integrated national identity. The national identity will become the dominant factor which characterise a nation. According

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to\textsuperscript{43}, there are three elements that made up a nation brand’s vision. They are; (i) desired long term future, (ii) rationale and; (iii) values.

More and more countries now are dealing with nation branding. Middle power countries are benefiting from the visitors, internal investment and increase in exports. Thus, these countries will make effective efforts to maintain their position and to improve their country. Besides that, a country that deals with nation branding also may draw the attention of international higher education students as well as skilled workers.

Overall, the main objectives of nation branding are to draw more visitors, fuel more investment increase exports, boost currency stability, improve international credibility as well as financial confidence, reverse international downgrades, enhance worldwide political authority, stimulate better international partnership and boost nation building.

In the age of globalisation, nations and national identity are of major importance. A state which abandons the needs of nation-branding will face hard times in boosting the economic and political stability, enhancing image plus reputation.

Furthermore, nation-branding is associated with national identity. There are ranges of concepts that can be highlighted as one’s national identity. Among them is food and drink. Gastronomic state of a nation reflected the production of food and beverages related to national promotions along the past years.

\textbf{I.8. Research Methodology}

\textbf{I.8.1. Research Method}

Research is a process of collecting, analyzing and interpreting information to answer questions. In social science research usually conducted based on qualitative procedures or people may called as Qualitative Method research.

Research is requiring more than skills, conducted by the way of thinking and examining the part of specific topic. The research is going to be more systemic in examining and observing, in order to answer the research questions and the objective of the research. This research was conducted with Qualitative method, is interpretations of concerning points with good understanding of meanings and accurate observation of phenomena. Qualitative research is efforts to prove a target audience’s perceptions, which oriented by specific topics or issues. The strong point of qualitative research is its ability in presenting detail descriptions of how the people experience and assessment related to the topic issues.

The characters of Qualitative research can be seen from the aims of the research that relate to understanding of social life’s aspects. The Qualitative research tends to describe in words rather than use numbers in analyzing data.

The purpose of this research is to provide information related to social science, especially which related to international relations. In this research, the theory explained by experts will be associated with phenomena, cases, conflicts and issues which are happening in international relations field. Researcher is collecting information that related to topic issues, both from journals and books, which can be guidance in making the analysis.

I.8.2. Research Instrument

In this research, the Qualitative method is strengthened by information and data, whether primary data and secondary data, to analyze the phenomenon that becomes the topic of research. The primary and secondary data are combined to support the analysis of the research.

One of prominent aspects of this research is the use of literature as the basic of research. Through library research, by collecting books from library and using internet as media to get the sources, the literature from experts and researchers are collected. Not only citing literatures like journals, books, and reports, but also by exercising the information from official website and media as secondary data.
Since this research is focusing on Gastrodiplomacy of Thailand in Indonesia, some information and data from the Embassy office of Thailand and Indonesia Embassy in Bangkok are also collected. The process of collecting data is done through some interview with Staff in Embassy and mini research to the offices.

I.9. Definition of Term

Globalization

Globalization is a condition when the people are connecting to each other in much simpler way; shortening the distances, abbreviating time, and creating a new globalized world.\textsuperscript{44}

Soft Power

Soft power, contrary with hard power, is ability of countries to make the others want what the outcomes one wants, by introducing, approaching and convincing the others in more subtle.\textsuperscript{45}

Public Diplomacy

Public diplomacy is a vehicle for dissemination of ideas, interests, concepts, and the approaches that define foreign policy and the defense of the national interest as further bilateral relationship and policy in multilateral forum.\textsuperscript{46}

Gastrodiplomacy

The power of culture existed in many ways. It is the whole complex of distinctive objects, intellectual, spiritual, and emotional traits that typified a community or citizenship, including lifestyle, fundamental human rights governmental systems, practices and credence.


\textsuperscript{45} Ibid.

Nation Branding

Nation brand can be defined as the exclusive, multi-dimensional intermingle of aspects that provide the nation with culturally positioned differentiation and significance for all of the nation’s target audiences.

National Cuisine

A state’s gastronomic capacity is represented by its uniqueness within the state and beyond. The intrinsic connection between state’s gastronomic culture and the past is an inheritance that tells apart a state from other states.

National Identity

Identity can be defined as the connection between the individual and the world they live in. Usually, it is described as socially recognized by others. Symbols and representations are important in the production of identities. How we speak, the clothes we wear, badges, scarves, uniforms, or flags, all other symbols of identity. In fact, the organizations of society, class, gender, ethnicity and places are important in shaping the national identity and part of the culture of a society.

1.10. Thesis Structure

Chapter I - Introduction

This very first chapter introduces readers about the topic that being researched, reason of the research, and how the research contributes to an understanding of arguments for the study are presented with a literature or study that strengthen and substantiate the arguments for the study presented. There is also an explanation on how the research was conducted.

Chapter II – Thailand Gastrodiplomacy in Indonesia

In this chapter, the researcher wants to explain about the Thailand Gastrodiplomacy in Indonesia, Thailand Policy about National Branding 4.0, Tourism and The Globalization of Thailand Cuisine.
Chapter III - Thailand Kitchen of the World Program Cuisine

In responding the data on the previous chapter, the researcher identifies and interprets the major findings of Thailand Kitchen of the world policy, History overview about Kitchen Of the World and The Globalization of Thailand Food and Thai Cultural.


Through this chapter, it will analyse and draw a relation from Chapter 2 and 3. This will be the main core of this thesis since it will answer the research question in the Chapter 1.

Chapter V – Conclusion and Recommendation

This will be last chapter where the researcher will write conclusion on facts and finding during this research.
CHAPTER II

THAILAND GASTRODIPLOMACY IN INDONESIA

In 2002, Thailand started to focus on the use of Gastrodiplomacy by establishing Gastrodiplomacy division in the Ministry of External Affairs of Thailand. The use of Gastrodiplomacy is assessed by experts as the significant efforts in shaping the image of countries. The image of countries is becoming important since the people may freely judge the country and can, directly or indirectly, impact some important sectors for the country. The knowledge of people about the other countries will impact to the many opportunities that can be conducted. Good perceptions may significantly start any occasion in terms of economy, politic, business, and social.

In this chapter discuss about the researches and discussion from experts, related to the topic of this thesis. This chapter is important and can be used as bases in examining about phenomenon that related to Thailand Gastrodiplomacy.

II.1. Thailand – Indonesia Relation

The bilateral relationship between Indonesia and Thailand has been established since March 7 1950. This bilateral relationship is more numerous done in the economic field. As for Indonesia's main export products to Thailand among others mineral products, crude oil, iron ore, coal, machinery and equipment, chemical products, spare parts and accessories vehicles, machinery and electrical equipment, seafood products, pulp and paper, and paper products. While Indonesia imports from Thailand, among others automobiles, tribes spare parts and accessories, machinery and equipment, chemical products, polymers and propylene, iron and steel, tapioca products, machinery and parts spare temperature

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47 Bajunid, “The Indonesian Independence League”,: 122; Coast, Recruit to Revolution: 58; and National Archives The Hague (NL-HaNA), Directie Verre Oosten, 2.05.52, inv.nr. 412, Polderman to DIRVO, 16 June 1948, 2497/0.201.205/48
control, motorcycle and spare parts and accessories, metal products and steel, rice, sugar, textiles and clothing, as well as food products.

This bilateral relationship is getting worse reinforced by implementation signing a Memorandum of Understanding Export Development Cooperation Between Directorate General of Export Development National Ministry of Trade RI and the Department of International Trade Promotion Ministry of Commerce Thailand on September 25, 2013 in Bangkok, Thailand.\textsuperscript{48} This cooperation is intended for increasingly improving the second cooperation countries in the development of export for maximizing benefits from ASEAN Economic Community (AEC) 2015.\textsuperscript{49}

In addition to fostering bilateral relations government to government, Indonesia and Thailand has also established relationships parliament to parliament. At the date of September 15, 2015, Cooperation Agency Parliamentary Inter Parliament has inaugurated the establishment of 49 Bilateral Cooperation Groups, and the Thai Parliament included in inside. With the GKSBDPR RI Parlement Thailand are expected further strengthening bilateral relations both countries within the framework of implementation the role of Parliamentary Diplomacy.\textsuperscript{50}

On this visit, GKSBDPR RI-Parliament of Thailand discuss about Illegal, Unreported and Unregulated (IUU) Fishing; Terrorism and Radicalism; Trade and Investment; as well as preparation both countries in implementation ASEAN Economic Community (MEA). The Thai government has several was taken over through a military coup. On when the military coup, indeed a lot there was violence against the people Thailand that does not support the Government so the political stability of Thailand becomes disturbed and the people feel insecure.

\textsuperscript{50} Bilateral Relation Between Thailand-Indonesia with GKSBDPR RI parlement Retrieved August 18, 2017 from http://www.pattayamail.com/business/moc-thai-indonesia-trade-relations-have-been-strengthened-2895
However, with the great support the Thai people against the draft the new constitution indirectly show people's support for Military involvement in the political system Thailand. Thai people want the existence of political stability and the creation of a sense secure. Therefore, despite the Government Thailand will be led by military, but will not have a negative impact of bilateral cooperation between Indonesia and Thailand. This prediction refers to the coup military that occurred in May 2014 and then in where the relationship of economic cooperation remains well established between the two countries.

On May 21-25, 2014, Ministry of Trade of Indonesia through Directorate General of Export Development National (PEN) in collaboration with Trade Attachés in Bangkok succeed promote food products and beverages processed in Indonesia THAIFEX-World of Food Asia Exhibition 2014.51 Besides, still on the same occasion, Indonesia through PT Indofood Fritolay Makmur as well has been awarded as the best distributors in Southeast Asia and Barista Indonesia Roga Rayoga also succeeded won three out of four awards Roaster's Choice Award 2014 for category latte, brewer, and steampunk. High value requests and awards received Indonesia is proof of cooperation the economy of Indonesia and Thailand is still continues to run well even then there was a military coup in Thailand.

In addition, Indonesia also has power high bargain for Thailand. Thailand requires Indonesian support for include Thai products certified halal to the Indonesian market. No that's it, Thailand also needs Indonesian market is great to for marketing its products. Besides that, Indonesia also has an interest national like, Indonesia expect number of cases of IUU Fishing in the region Indonesia by Thai fishermen will decreasing. Indonesia also wanted to develop cooperation in the field tourism development by learning from Thailand which is one of the goals major international tours. Besides that, Indonesia also expects cooperation the economies of Indonesia and Thailand intertwined and have no impact negative despite a military coup in Thailand.

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II.2. Thailand National Branding

Thailand is well known for its tagline “Amazing Thailand.” However, as this is mainly linked to the promotion of tourism or destination branding, the Thai government has, in recent years, been trying to showcase its other facets and attributes in order to push the country’s capabilities forward and send a compelling message to the international community that the country is more than a Southeast Asian country that is merely famous for its natural beauty.

Thailand, as appeared in a number of well-known publications, polls and surveys, is one of the most desirable places in the world to live, work and visit. Its people are considered friendly, its landscapes are breathtaking and its culture and heritage are unique. It has been competing in the global marketplace based on its natural resources and relatively low labor cost, which give it comparative advantages and made Thailand a regional production hub. The Thai government, in an attempt to maintain its status in the global marketplace launched several projects including the “Bangkok Fashion City” to promote the fashion industry and local designers, “Kitchen to the World”, in order to promote Thai agri-export sector and “Health Hub of Asia” for the promotion of healthcare, spa and Thai traditional massage. Further, the country has also adopted the famous tourism campaign “Amazing Thailand”, which the country has long adopted throughout the past decade after the failure to replace it with the new “Thailand Unforgettable” campaign in 2006 (the Tourism Authority of Thailand (TAT) scrap the new campaign and return to ‘Amazing Thailand’ in 2007. Interestingly, with all the government’s effort in position and branding Thailand as the hub of numerous campaigns, has mentioned that there is “still lack of attention from the domestic consumers who are considered to be one of the important players in the building of strong nation brand”.

53 Ibid
II.3. Branding Post-coup Thailand

Following the 22 May 2014 coup, the NCPO scrapped nation branding strategy of the ousted government of Yingluck Shinawatra. Initiated in 2012, Yingluck’s government hired branding consultant Tyler Brûlé,55 owner of international marketing agency Winkreative, to devise a new branding strategy that would restore investors’ confidence in Thailand after the severe 2011 floods.56 Brûlé audited existing communication strategies of various ministries and governmental agencies, and proposed a unified branding strategy under a new slogan – Modern Thailand – and a simple set of monochrome logos. The Modern Thailand branding strategy presented little known facts about Thailand’s manufacturing and infrastructure, and the country’s hospitality, which – according to the promotional materials – would make Thailand a perfect place for doing business. Based on Winkreative’s website, the Modern Thailand campaign consisted of a short film series, biannual Modern Thailand magazine, TV advertisements, global print campaign and an international retail concept.57 The campaign was also advertised in Brûlé’s magazine Monocle – a popular global affairs magazine with international circulation. The Yingluck administration presented the Modern Thailand brand to the Swiss government during its 2013 European tour.58 Despite the obvious economic focus, Yingluck’s branding initiative was not only about increasing foreign investors’ confidence but it was also about repairing the government’s badly damaged reputation by their mismanagement of the 2011 floods.59 The 2014 coup put an abrupt end to the Modern Thailand brand which disappeared almost completely from the public domain. The NCPO’s approach to nation branding was markedly different to that

56 Author’s interview with an informant from the National Economic and Social Development Board (NESDB), 18 November 2016.
59 Ibid
of Yingluck and her administration. As a successful businesswoman, Yingluck approached nation branding from a purely marketing perspective.

Hence, the Modern Thailand campaign did not go beyond the newly established façade of the Modern Thailand slogan and logos. This might partly explain why the campaign disappeared so quickly after the fall of Yingluck’s government as it had not gained substantial momentum and sufficient public awareness. The NCPO, on the other hand, did not seem particularly concerned about the visual aspects of nation branding - the junta did not hire an international branding consultant, nor created a new slogan or a logo for the post-coup Thailand. The junta’s understanding of and approach to nation branding was rooted in the military concept of information operations (IO). As Yin and Taylor explained, Thailand’s IO activities differed from the classic western definitions of IO as coordinated use of psychological operations, military deception, electronic warfare, computer network operations and operational security since Thailand lacked advanced military technology capabilities and human resources necessary to conduct such IO. Instead, Thailand’s IO consisted of activities conducted by the government and/or military that sought to influence domestic populations as well as foreign audiences. Traditionally, these activities included royal propaganda, media control and censorship, psychological operations and, more recently, nation branding. Nation branding in the post-coup Thailand thus sought to influence – or to manage and align – people’s attitudes and behaviors with the junta’s own vision of Thailand as a creatively modernizing, yet culturally unique and socially traditional country.

The junta’s nation branding vision for post-coup Thailand needed to be understood in a broader political context of the last decade characterized by an ongoing political turmoil. Despite various street protests that frequently plagued Thailand for over a decade, the ongoing political turmoil was essentially an intra-

elite conflict between the traditional elites – military, monarchy and bureaucracy – and the Shinawatras – Thaksin Shinawatra was the country’s prime minister between 2001 and 2006; his sister Yingluck was prime minister between 2011 and 2013; both were deposed in military coups – and their political allies. In many respects, the 2014 coup was a re-take on the 2006 coup that had failed to remove Thaksin’s influence over Thai politics; all elections that took place in between the two coups (in 2007, 2011 and 2013) were won by pro-Thaksin parties. Rebranding Thailand away from the Shinawatras and strengthening the position of the traditional elites were the two main objectives behind the junta’s post-2014 nation branding efforts. Following the coup, the NCPO first launched a ‘happiness’ campaign to soften domestic and international opposition towards the coup and strengthen the well-known association of Thailand as ‘the Land of Smiles.’ Bizarre military-organized happiness festivals flooded streets of Bangkok in an apparent move to show to the world and Thais themselves that the life under the NCPO – and the traditional establishment it represented – was happy, peaceful and orderly unlike the ‘messy’ years under the Shinawatras. In another move, Prayut launched a weekly TV and radio program titled ‘Returning Happiness to the People’ where he would discuss his visions, policy plans and success stories. The format of these programs was conspicuously similar to Thaksin’s weekly radio program during his 2001-06 premierships.

When Prayut became the country’s prime minister in August 2014, he complained about the lack of Thainess – the vague concept of what makes Thai people Thai – around him. For example, they promoted loyalty to the nation-religion-king triad, deference to one’s elders and/or superiors, honesty, generosity, pursuit of greater social good over individual’s interests, frugality, upholding of the philosophy of sufficiency economy of HM King Bhumibol, and learning the

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65 For further information, see Duncan McCargo and Ukrist Pathmanand, The Thaksinization of Thailand (Copenhagen: Nias Press, 2005), 168-72.
true meaning of the democracy with the king as head of state (a phrase officially used since 1980 denoting an autocratic, usually military-led, form of governance). After Prayut included his twelve values of Thainess into the government’s eleven-point policy agenda for the post-coup Thailand, Thainess became one of the core themes of the junta’s nation branding. Prayut even declared 2015 the ‘Discover Thainess’ year with a matching tourism campaign and many ministries included promotion of Thainess and Thai manners into their agendas for the year. The junta’s Thainess campaign was a highly politicized branding exercise to strengthen socio-political position of the traditional elites by promoting social values conducive to authoritarian rule. When the junta seized power in 2014, they promised to heal Thailand’s dwindling economic performance. Thailand’s economy had suffered badly as a result of political crisis that preceded the coup. Although the coup put a stop to political protests and restored superficial notions of peace in the country, it sent further shockwaves through many sectors of Thailand’s already fragile economy. Compared to 2014, international tourist arrivals were down by 8.7 per cent while foreign investment contracted by 10 per cent in the first ten months of 2015. Despite fierce criticism of Yingluck’s fiscal policies – especially the controversial and costly rice-pledging scheme where the government bought rice from farmers at rates 50 per cent higher than average market prices and then struggled to re-sell it. The junta adopted many of Yingluck’s economic policies from the 2014 budget in addition to their own public spending stimulus packages and infrastructure projects. These measures, however, proved insufficient to recover the country’s falling economic performance and economic forecast remained bleak throughout

67 For example, the Bangkok Metropolitan Culture Council that falls under the Ministry of Culture organised competitions in Thai manners at schools across Bangkok. Author’s interview with an official from the Bangkok Metropolitan Culture Council, 20 September 2016.
70 Ibid.
2015. Increasing household debt, falling exports, low consumer and foreign investor confidence were at risk of undermining the junta’s support among those who had originally endorsed the 2014 coup.

In September 2015, the NCPO reshuffled the cabinet and brought in Somkid Jatusripitak as the new Deputy Prime Minister and Finance Minister, and Suvit Maesincee as the Deputy Commerce Minister. Somkid and Suvit were Thaksin’s former intellectual aides, they both hold marketing doctorates from the Kellogg School of Management at Northwestern University and were mentees of American marketing guru Philip Kotler. Together with Kotler, Somkid and Suvit co-authored a book on nation branding called “The Marketing of Nations: a strategic approach to building national wealth.” Bringing in Somkid and Suvit was a tactical move on the junta’s side as Somkid was behind many popular economic policies of Thaksin’s government that came to be known as ‘Thaksinomics.’ Once in office, Somkid launched more stimulus packages aimed at Thailand’s rural populations, increased incentives for foreign investors, endorsed junta’s infrastructure projects and prepared strategies for strengthening domestic private sector through a creation of specialist manufacturing hubs and new tourist destinations, while Suvit came up with the junta’s flagship branding project: Thailand 4.0.

II.4. Thailand 4.0

Launched in April 2016, Thailand 4.0 project resonated with Klaus Schwab’s idea of fourth industrial revolution – a rapid development of digital technologies across all industries that had changed modes of production, consumption, service provision but also the way people live, work and relate to each other. Thailand 4.0 essentially promised an economic upgrade that would align the country with the new digital age. An infographic video produced by the Ministry of Commerce (MoC) explained that Thailand’s economic development

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started in the 1.0 age of agriculture, followed by the 2.0 age of light industry and the current 3.0 age of heavy industry. Having reached the 3.0 age two decades ago, Thailand had not been able to move on and was now trapped at the middle-income level with an annual economic growth of only 3-4 per cent. How can Thailand escape the middle-income trap? According to the video, Thailand needed to enter the digital 4.0 ages to become a high-income country. To transition from 3.0 to 4.0, Thailand needed to have an innovation-driven value-based economy in the spirit of ‘works less, get more’. The video then outlined five key areas of focus – food, agriculture and biotechnologies; public health and medical technologies; robotics and smart technologies; digital technologies; and culture, creative industries and high-value services – and illustrated how life in the 4.0 age will look like.

On the surface, Thailand 4.0 offered an attractive vision of the country moving towards economic prosperity. Suvit described Thailand 4.0 project as part of Thailand’s nation branding that focused on the country’s economic position. The idea behind the project was to help differentiate Thailand from its neighbors when competing for foreign investment and to overcome the middle-income trap. Value creation, distributed capitalism and sustainable development were the project’s three main buzzwords. Despite the apparent focus on the country’s economic positioning, foreign investors were not the primary target audience of the Thailand 4.0 project nor were the upgrading the country’s industrial and service sectors the project’s top priority. As Suvit explained, this branding project was aimed at Thai people since to get to Thailand 4.0, the country needed to first have Thai people 4.0. And how would Thai people 4.0 look like? According to Suvit, they would be global, digital, capable, and socially responsible. To achieve this, a society-wide education reform was needed to make Thai people purposeful, innovative, resourceful and mindful – the four key skills that would characterise Thai people in the 4.0 age. Suvit concluded that it was not the economy that would differentiate Thailand from its neighbours – and the world – but Thai

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75 The Thailand 4.0 video is available in Thai. Retrieved October 7, 2017 <https://www.youtube.com/watch?v=OEiY3rQZpNo>
76 Ibid.
77 Ibid.
people. Thailand 4.0 was a prima facie example of internally-focused nation branding. At its core, the Thailand 4.0 project was effectively ‘selling’ an appealing vision of their future selves to the Thai people in exchange for their support, trust and loyalty to the military government. A series of infographics titled “Thailand 4.0 Policy for Easy Comprehension” that were posted on Suwit’s official Facebook page, made this core message even more explicit: a Thai man – who conspicuously looks like Prayut - was visited by his future self who came from the Thailand 4.0 age and told him that the country’s future depended on him. The future self then described Thailand 4.0 as an age of security, wealth and sustainability showing the man images of Thai farmers with iPads, old people aided by robots and a society of smart-looking entrepreneurs and neatly-dressed high-skilled workers. If progress, innovation and improved quality of life were the true objectives behind the Thailand 4.0 project, it would be difficult to fault the project except that it was initiated by an unelected government. However, under the surface the Thailand 4.0 branding project was nothing more than an empty branding exercise of the ruling junta aimed at enhancing their legitimacy by showing Thai people, and the world, that the NCPO had a long-term economic strategy. As a skilled marketer, Suwit was employed to deliver and promote the junta’s economic vision and that was exactly what he did. However, when asked about examples of actual policies that would underpin the Thailand 4.0 project, Suwit did not have concrete answers as policy creation was a responsibility of individual ministries. However, many governmental officials across different ministries were themselves confused about what Thailand 4.0 was and how to achieve it. And despite all the talk of digital Thailand 4.0, faxing was still a popular way of communication at different ministries and various governmental agencies in 2016. Yet, by presenting this vision of a creatively modernizing Thailand the NCPO wanted to show Thai people the benefits of military over civilian rule. Under an elected government, Thailand 4.0 project would be at risk every time a new government came to power. However, long-term prosperity

78 The Thailand 4.0 video is available in Thai. Retrieved October 7, 2017 <https://www.youtube.com/watch?v=OEfY3rQZpNo>
79 Ibid.
80 Ibid.
could be guaranteed under the junta. The NCPO even made Thailand 4.0 project part of its 20-year National Reform Strategy; a strategy enshrined in the country’s draft constitution that made it binding for elected governments to follow. 81

Essentially, Thailand 4.0 was a political facelift for post-coup Thailand and the junta. The project sought to strengthen the position of traditional elites by placing them at the heart of economic development. Under Thailand 4.0, the country would follow HM King Bhumibol’s philosophy of sufficient economy as one of the drivers of economic development82. Formulated in the 1970s, Bhumibol’s sufficiency was based on values of personal moderation, prudence and social immunity.83 It was an inherently conservative, inward-looking and anticapitalist approach to economy and economic development and, arguably, a stark contrast to the digital capitalism proposed by Thailand 4.0. Bhumibol’s sufficient economy was a response to the unbridled capitalism of the 1970s and 1980s during which Thailand was achieving double-digit growth on annual basis. As a result, the king’s idea did not gain in popularity until the 1997 Asian crisis, when the country was struck by unprecedented economic meltdown. Due to the strict lese majeste laws, there was little open criticism of Bhumibol’s philosophy in Thailand but those who dared to speak out argue that sufficiency economy was yet another political tool of the traditional elites aimed at maintaining the country’s rigid social hierarchy system.84 Personal moderation, prudence and social immunity are hardly aspirational values when it comes to economic development, especially in the digital 4.0 ages. Furthermore, Bhumibol’s philosophy shifted responsibility for economic development from the government to individual citizens; a failure of development conveniently became an individual’s failure. Located within context of Buddhist belief of merit-derived social hierarchy system, Bhumibol’s sufficient economy thesis justified and normalized economic and social inequality. Bhumibol’s call for moderation was rather paradoxical seeing that he was ranked as the world’s richest monarch with

82 Ibid.
83 Ibid.
84 Ibid.
an estimated wealth of 30 billion US dollars in 2011. The junta’s decision to promote economic development in tandem with sufficiency economy thus sought to contain people’s economic – and relatedly socio-political – aspirations that could threaten the power and position of the traditional elites. Interestingly, the junta did not expect foreign investors to follow the sufficiency path, which made the alleged benefits of this philosophy and junta’s commitment to it at best questionable.

What did Thai people make of Thailand 4.0? Most participants of the six focus groups conducted by the author between September and November 2016 had not heard of Thailand 4.0 before. Those who had heard about the project were still unsure what it was about. All focus group participants were shown the MoC video about Thailand 4.0 (discussed earlier in this section) and then asked to discuss it in relation to what the video was about, why the government made such a video, who the target audiences were, and how the video made them feel. Most focus group participants were university students, one group consisted of university lecturers, and one of villagers fond of the Shinawatras. At least one focus group was conducted in each of the four main regions: the north (Chiang Mai), northeast (Ubon Ratchathani), central (Bangkok), and the south (Hat Yai; upper south). As a result of the decade long political conflict, the author expected the fiercest opposition to the project in the north and northeast – the Shinawatras’ strongholds – and strongest support in the upper south – anti-Thaksin and proestablishment. However, this was not always the case. Although participants in the upper south were most inclined to view the project in a positive light, they expressed some doubts about the project’s feasibility. Their doubts were mostly related to the length of time necessary for this project to succeed and the limited time the junta had on their hands. One participant did not like the project as they believed the digital age was not in line with Thailand’s aptitude –

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86 No focus groups were conducted in the three Malay-border provinces – known as ‘Deep South’ – due to security concerns.
Thailand needed to follow the sufficiency path of HM King Bhumibol instead.\textsuperscript{87} This was despite the video making explicit references to sufficiency. The participants in the upper south were also most inclined to express hope in the video and the government with one participant suggesting that Thai people needed to help the government achieve Thailand 4.0 by starting from themselves. The video’s final call for action clearly resonated with this participant.

Yet, participants in the upper south were not the only ones inspired by the video. Rather surprisingly, a group of pro-Shinawatra villagers in the northeast were also inspired by the video and expressed similar attitudes to the participants in the upper south: they too felt that they should start with self-development and were keen to spread the video’s message to their common villagers.\textsuperscript{88} Thailand 4.0 had similar appeal to the Shinawatras’ populist policies that were widely supported by Thailand’s rural populace. However, unlike the participants in the upper south, the villagers in the northeast did not express hope in the military government. Their motivation to take up action was based on their mistrust of the military government and its commitment to the next general elections. One participant aptly captured the general mood by saying: “We can do this ourselves, we don’t need to wait for the [civilian] government or election. If we wait, when will we get it?” There was definitely a sense of frustration among the villagers about the course of Thai politics even though the video stroke all the right cords. Ultimately, who was behind the video mattered more than its content.\textsuperscript{89}

The most negative feelings towards the video were expressed by participating students in Bangkok and the northeast, and lecturers in the northeast who described Thailand 4.0 as mere propaganda and political necessity for the junta to stay in power. Participating students and lecturers in the northeast also expressed feelings of alienation as they believed the project would benefit mainly urban Thais.\textsuperscript{90} There was a sense of disenchantment among the northeastern participants in that the government had never asked people in the provinces what

\textsuperscript{87} Focus group with university students in Hat Yai, 11 November 2016.
\textsuperscript{88} Focus group with Red-Shirt villagers in Ubon Ratchathani, 14 October 2016.
\textsuperscript{89} Focus group with villages in Ubon, op.cit.
\textsuperscript{90} Focus group with university students in Ubon Ratchathani, 13 October 2016; Focus group with university lecturers in Ubon Ratchathani, 13 October 2016.
they actually needed; some thought that the junta was pursuing the Thailand 4.0 project because of an international development trend. Although the participants from these three groups were not strictly against the ideas presented in the video, they were skeptical about the junta and their altruism. Participants in the north were less skeptical about the junta’s intentions. They were, however, largely pessimistic about the junta’s abilities to carry out a project premised on modern digital technologies. As one of the participants noted, the junta government consisted of a largely old military entourage who was not that up to date with modern technologies themselves. Nevertheless, some participants still expressed hope in the project and its feasibility. Despite the different feelings and opinions, all participants agreed that the video – and the related project – was aimed at Thai population at large. Most participants believed that video targeted mainly young generations, such as students and young adults, as these sections of Thai society could potentially benefit from the project. As one participating student in Bangkok noted, the junta’s focus on young people was also very pragmatic – they were the next generations of voters and potential critics of the junta. Following the coup, Thai students were among the most vocal critics of Prayut and the ruling junta. The junta’s obsession with promoting Thainess and Thailand 4.0’s focus on re-education clearly placed young people at the center of their post-coup nation branding activities. Overall, most participants criticized the video for being too vague on how Thailand 4.0 could be achieved. The vision of a creatively modernizing Thailand was not strong enough to diffuse concerns most participants had over the project’s feasibility under the military regime.

II.5. Thailand Gastrodiplomacy

The Thai government has discovered that foreigners quite like Thai food. There are about 5,500 Thai restaurants around the world. In a plan ambitiously called Global Thai, the government aims to boost the number to 8,000 by 2013.  

91 Focus group with university students in Chiang Mai, 19 October 2016.  
92 Focus group with university students in Bangkok, 28 October 2016.  
This, it is argued, will not only introduce deliciously spicy Thai food to thousands of new tummies and persuade more people to visit Thailand, but it could subtly help to deepen relations with other countries.

More modestly, the Thai government aims to make it easier for foreign restaurants to import Thai foods, to help them to hire Thai cooks and sometimes to benefit from soft loans. It has been much encouraged that Tommy Tang, a Thai chef working in the Indonesia, has said that he plans to open Thai restaurants there during the next five years.\textsuperscript{95} Mechai Viravaidya, a Thai senator, has opened a branch in Bucharest of Cabbages and Condoms, a restaurant he runs in Bangkok. The senator’s noble aim is to promote birth control and fight the spread of AIDS. Romanian gourmets can only be intrigued.

The strength of a national culinary diplomacy programme is its use of soft power and cultural communication, which allow nations with less military, political, or economic strength to put their imprint on the world around them. Bátora writes that ‘for small and medium-sized states, public diplomacy represents an opportunity to gain influence and shape international agenda in ways that go beyond their limited hard power resources’.\textsuperscript{96} As discussed above, cuisine can be an effective way to put under-recognized countries on the map, particularly when the government initiates the project.

This is exactly what has been happening over the past decade. So-called middle powers, mostly in South-East Asia, have initiated culinary diplomacy campaigns to lead their charge onto the world stage. The beginning of an internationally recognized use of culinary diplomacy took place in 2002-2003 when the government of Thailand launched a programme called ‘Global Thai’.\textsuperscript{97} The stated mission of the project was to increase the number of Thai restaurants in the world. When the programme was announced, The Economist suggested that

\textsuperscript{95} Tommy Tang, a Thai chef working in the Indonesia, during the next five years, Retrieved October 21,2017 from http://www.pbs.org/food/chefs/tommy-tang/
more Thai restaurants would not just have economic effects, but that ‘it could subtly help to deepen relations with other countries’.  

The Thai government has also initiated the ‘Thailand: Kitchen of the World’ project. Run by the Foreign Office of the Government Public Relations Department, the campaign aims to teach about the history and practice of Thai cuisine both in Thailand and abroad, as well as to give a special ‘Thailand’s Brand’ certificate to Thai restaurants abroad that satisfy the criteria of Thailand’s Ministry of Commerce. This is multi-layered nation-branding — the government, in order to build up Thailand’s reputation, has encouraged more Thai chefs to open restaurants abroad, but in order to maintain a certain level of quality the government has also created a brand to certify restaurants. The programme has been wildly successful: from 5,500 restaurants at the launch of the campaign; to 9,000 by 2014; and to 13,000 in 2017.

The Importance of Thailand Gastrodiplomacy has made Indonesia know about Thailand culinary. On 7 April 2017, Mr. Pitchayaphat Charnbumidol, Ambassador designate of Thailand to Indonesia, presided over the opening ceremony of Thailand Festival 2017 at Central Park Mall in Jakarta. Visitors cordially invited to enjoy Thai cultural performances, Thai food and other Thai products as well to celebrate Songkran Festival. The event is organized by the Tourism Authority of Thailand in cooperation with the Royal Thai Embassy and other agencies under the Team Thailand.

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CHAPTER III

THAILAND GASTRODIPLOMACY “KITCHEN OF THE WORLD” PROJECT CUISINE

This chapter describe about Thailand on the phenomenon of globalization, the use of Gastrodiplomacy and Kitchen of The world Project. The globalization as the starting point when the people are getting more power to induce others, and on the other hand, there is also possibility to be influenced, which lead to the use of soft power and conducting gastrodiplomacy. The use of gastrodiplomacy and Kitchen of The world Project gives impacts to many sectors such as politics, economy, social, culture, etc. Those sectors are being the most important aspects for countries, and it is possibly being the basic points in pursuing national branding.

This type of diplomacy and Kitchen of the world project is intensively practiced by Asian countries in gaining dominance in region or continent. Approaching the foreign people is assessed as an effective way to get more dominance across the country’s borders. The two leading economic country in Asia, South Korea and Thailand, are not only rival in economy, but also competing to get forward in performing gastrodiplomacy to the rest of Asian countries.

This research describe about interaction with Government agencies, enterprises and other actors in the sector and study of literature on the subject, an attempt is made to understand how Thailand could transform its culinary sector from a subsistence crop oriented system to becoming a global producer to feed the world.
Although most people believe in the uniqueness of authentic Thai traditional cooking, Thai cuisine has been a product of transnational interactions for centuries. What are known as Thai food today are in fact a combination of indigenous foods and the influences of Indian and Chinese culinary traditions. In the 15th century, Khmer cooks introduced Indian food – such as curries and boiled red and white sweets – to Ayuttaya’s court. Fish sauce, which is a condiment and crucial ingredient in almost every Thai dish, is a Chinese invention. Earlier contact with Western cultures in the 17th century left a culinary legacy in Kanom Thong Yip, a Thai dessert modified from a French or Portuguese dish. Chilies were introduced by the Portuguese in the 16th century and in combination with fish sauce, galangal, and lime, they give a distinctive flavor to Thai dishes today.

III.1. Class and Regional Diversity

Thai restaurants overseas derive from Central Thai Bangkok cuisine in which regional cuisines are under-represented. Although Som Tam, Laab, Gai Yaang and Crying Tiger Beef are originally from the Northeast (Isan), they have been embraced in central Thai Bangkok restaurants due to internal migration of people from the Northeast to Bangkok. However, these north-eastern dishes are

modified and refined when served in Bangkok restaurants. The version of *Larb, Som Tam, Gai Yaang*, and Crying Tiger beef served in Thai restaurants overseas is the Bangkok Thai version of Isan food. These dishes are not recognized as regional varieties but represented as “Thai food” when presented to a global clientele. Northern and Southern dishes do not integrate into Bangkok restaurants to the same extent as Isan food and therefore do not appear on overseas Thai restaurants’ menus.

“Thai food” as promoted overseas reflects the hegemony of central Thai cuisine and glosses over regional diversity. Thai restaurants in global cities that emphasize artful presentation of food and elaborate serving dishes are inevitably performing the class dimension of Thai food. As Van Esterik points out, class differences in Thai cuisine are determined not in the food structure but in scale of elaboration; upper class cuisine or palace cuisine is distinguished by more dishes on the table, artful decoration that requires skill and time, and refined combination of tastes. “Thai food,” as presented globally, with the emphasis on elaborated presentation is therefore closer to upper class cuisine, while the advertisement of Thai restaurants overseas as a legacy of refined culinary art makes direct reference to palace cuisine. The “globalization of Thai food” often leads to the illusion of the homogeneity in Thai eating customs when only selected parts of them are represented.

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103 Ibid.
III.2. Strategies and Action Repertoires

![Thailand Kitchen of the World Logo]

Figure 3.1: *Thailand Kitchen of the world logo*

*Source: Thailand Royal Embassy*¹⁰⁴

Campaign strategies are summarized based on systematic documentation and categorization of action repertoires that are employed to fulfil the strategies. Action repertoires are grouped by nation for comparison.

A product marketing strategy markets cuisine brands and food images in the world through establishing restaurant chains, developing franchisees, and promoting export in food-related products and services. This strategy fulfils a key objective of gastrodiplomacy: to promote export of food related products. The Thai government made efforts to expand Thai restaurants in the world to use them as a channel to export Thai food and products. It inspects and selects Thai restaurants and awards them a Thailand’s Brand logo and conducts periodic checks. The Thailand campaign notes that neatness, delicacy, and exquisiteness of the presentation are an essential characteristic of Thai cuisine. Thailand’s campaign explains in great detail how Thai people cook in traditional wooden Thai houses.

Thailand Gastrodiplomacy Strategies and Action Repertoires: Product Marketing:

- Certified overseas restaurants based on inspection and certain criteria. The criteria require that the restaurants must run for at least one year; be open at least five days each week; be certified by credit card companies; employ Thai chefs with Thai cooking training; use raw materials and equipment from Thailand in certain proportion; and have at least six Thai dishes on the menu.

Thailand Gastrodiplomacy Strategies and Action Repertoires: Education

- The Ministry of Labour set up guidelines to train Thai cooks and teach them how to purchase store raw materials.
- Provided theoretical and practical cooking courses
- The Oriental Hotel Apprenticeship Program offered Oriental Professional Thai Chef Program and the Oriental Thai Cooking School to train those who want to work as chefs in overseas restaurants
- Dusit Thani College, Suan Dusit International Culinary School, and Rajamangala Institute of Technology provided professional Thai cooking programs

III.3. Thailand Kitchen of the World Project

The Global Thai and Kitchen of the World programmes raise an obvious facet of culinary diplomacy that may challenge its status as a purely cultural and political pursuit. With the clear goal of increasing the number of Thai restaurants worldwide, the Thai government was making an economic move — more Thai chefs working in foreign cities to support diaspora populations, purchasing Thai ingredients and thereby adding to the Thai economy. This aspect of culinary diplomacy is indeed present and is a major driving factor for many of the national programmes described in this article. It is also an underlying factor in nation-branding, as discussed above. Economic motivation does not undermine the

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intercultural and diplomatic importance of the Global Thai programme, however, nor of any culinary diplomacy programme. With each new Thai restaurant, an unofficial embassy opens and a new opportunity for cross-cultural interaction is established.

Till the 1970’s, Thailand did not figure as a significant player in the international agribusiness trade. Traditionally an exporter of agricultural produce confined to rice, pineapple and sugar, today, Thailand is the only net food exporter in Asia and has the capacity to produce far more than its population consumes.\(^{106}\) Thai food exports exceed imports by a broad margin. Over the past three decades, Thailand has successfully utilized innovations in agricultural research and technology to develop a vibrant and dynamic agricultural sector. Through technology transfer and a combination of perseverance and aggressive determination on the part of the private sector, the business of food production for export has flourished. Simultaneously, an economy with sustained growth has resulted in a strong domestic demand for processed foods.

Today, Thailand is the world’s top exporter of rice; canned pineapples, pineapple juice and concentrate, and are among the top ten exporters of seafood, frozen shrimp and frozen chicken, with agricultural exports accounting for roughly 15% of total exports. Following the 1997 financial and economic crises, Thailand’s agricultural exports increased significantly, particularly in rice, rubber, shrimp, poultry, cassava, and corn, demonstrating the capacity of the agriculture sector to respond to an otherwise critical situation. The transformation of the Thai agriculture economy made possible reduction of poverty in rural areas of the country from around 30% right up to the early 1980’s to fewer than 10% today, due to a buoyant economy combined with appropriately targeted poverty alleviation initiatives of the Government.\(^{107}\)


Hence, the government has set up the strategies for Thai cuisine to the world with the main aims as the followings:\textsuperscript{108}

- To be one of the five world food exporters within 2-3 years with the highest creditability in safety, health and sanitation,
- To promote more export of raw materials and additional ingredients for Thai recipes,
- To encourage Thai restaurants abroad to be tourist information centers together with the marketing of One Tumbon One Product,
- To support the increase of Thai restaurant businesses abroad with the services of the real Thai taste and international standard.
- Conducting Thai Food Festivals overseas.

Thai Government under Prime Minister Yingluck Shinawatra has a policy to promote “Thai Kitchen to the World,” affirming Thailand as a major food export country that can contribute to food security under changing world condition, in which global warming and natural disaster may lead to food shortage. “Thai Kitchen to the World” project was started in year 2002 and aims to promote Thai food products creating awareness of food security and producing high-quality foods complying with international standards at competitive prices. Government’s strategies are covering the whole process from finding materials to adding product value and assisting distribution.

III.4. Food Industry of Thailand: Kitchen of the World

The combination of abundant natural resources, investment in technology, continuous R&D in the area of food safety and a commitment to international quality standards has helped Thailand’s food industry continue to develop and grow. Thailand remains the only net food exporter in Asia, and is one of the world’s top producer of food products such as rice, canned tuna, frozen seafood,

chicken and canned pineapples. This is why so many people worldwide have dubbed Thailand as the “Kitchen of the World”.

In 2015, Thailand exported approximately US$30 billion of food products to major countries such as Japan, the U.S, China, UK and ASEAN countries. Moreover, The National Food Institute (NFI) projections that Thailand’s food industry in 2017 will increase by 6.8%. Important Thai food exports are in fisheries, meats, cereals, fruits, and vegetables.109

Seasoning and ingredients are the key components that greatly effect the food industry, and combining these with Thailand’s advantage in food processing has brought the country to global prominence for better products. The abundant supply of raw material for seasoning and ingredients production coupled with the potential for development local skill to manufacture speciality food products, such as specific for development local skill to manufacture specialty food products, such as specific seasonings, make the country an appealing destination for investment in this sub-sector.

III.5. Halal Food: Fast Growing Sector

Thailand also has a sizeable Muslim population, particularly in its southern provinces. This provides the country with great experience in preparing Halal food. This expertise is being put to good use thanks to the government’s support of food production projects, including livestock, poultry, fisheries, fruit and vegetables, as well as processed and ready-to-eat food. Moreover, its tropical climate and abundant natural resources gives Thailand the potential to become a regional centre for Halal food.

Thailand’s avowed aim of becoming the ‘World’s Kitchen’ has been boosted by new funds and a five-year strategic plan to promote ‘Halal’ food production and food standards to the world’s 1.9 billion Muslim consumers (Business Report Thailand, 2015). The new plan was developed by the Industry Ministry and the National Food Institute with input from the Central Islamic

109 The Thailand Board of Investment retrieved November 8, 2017 from (BOI): http://www.boi.go.th
Committee of Thailand and calls for up to Thai Baht (THB) 5 billion to be invested to raise export shipments of Halal food, and subsequently to be raised by 10% each year of the plan from 2015 to 2017.\textsuperscript{110} The term Halal exports include Halal contents and preparation, as well as the slaughtering of the animals as prescribed by Muslim (Syari`ah) law. The Government has clearly identified a growing niche market, as can be seen from the dramatic rise in Halal exports, which was worth THB 5.19 billion in 2008, an increase of 53.3% from THB 3.38 billion in 2007. In 2009, Thailand Halal exports surged to THB 8.36 billion and the trend reflects an enormous potential growth in future.\textsuperscript{111}

To actively and continuously promote Thailand Halal food in the world the Thai Government has created a specific agency in charge of the job. Jointly, the sub-committee coordinating export-oriented food and Halal food accreditation under National Bureau of Agricultural Commodity and Food Standards (ACFS) and the Halal Standard Institute of Thailand (HSIT) under the Central Islamic Committee of Thailand have established Thailand’s Halal food accreditation system which complies with international standards and the Halal food standard of United Arab Emirates (Saksit Khoonratanasiri, 2011).

The system is designed to educate, upgrade and encourage all interested entrepreneurs to take up their products to international standards. Thai entrepreneurs are encouraged to venture into this business and prepare themselves with useful information. Hence, Halal Standard Institute of Thailand (HSIT, 2012) of the Central Islamic Committee of Thailand (CICT) works together with the Office of Tourism Development (OTD) of the Ministry of Tourism and Sports (MOTS) to organize seminars on “Developing Halal Food Service for Tourism” in 2009 and 2011 with the aim to make Thai SMEs aware of MOTS policies to support Halal food service and to move in the right directions according to prescribed Halal services principle.

\textsuperscript{110} The Thailand Board of Investment retrieved November 8, 2017 from (BOI): http://www.boi.go.th
\textsuperscript{111} Ibid.
The Halal Standard Institute of Thailand (HSIT, 2012) of the Central Islamic Committee of Thailand (CICT), the Department of Export Promotion (DEP) of the Ministry of commerce (MOC) and the Halal Science Center (HSC) of Chulalongkorn University jointly have held Halal food exhibition in THAIFEX – World of food ASIA 2016 under the slogan “One Country One Logo” so as to present unity of Halal certification nationwide. The only organization authorized to approve the Halal logo is the CICT where the HSC provides services of examining the product scientifically. In addition, there were several other beneficial activities for operators in food industry such as exhibitions called “Food of Thailand” that emphasized on food safety, “Design in Thailand”, and “Halal” held by HSIT and many seminars at Impact Muangthong Thanee on May 13 to 17, 2016.112

Indonesia is Muslim country; most of their populations are Muslim. Moreover, they were the member of leader of Muslim country exporter Halal products; meanwhile, Thailand was not. In the event of pushing Thailand to be the center of Halal products, the turning point should has been considered are: reforming the reliability, identity and national cooperation. The only one advantage of Thailand is the preparedness of food manufacturer system.

The various brands of Halal products from various countries with disrupted format of packaging may make confused to the consumer. This is the problem that needs a solution to distinguish Thai Halal products. One of many ways is setting new marketing strategy. The marketing strategy consist of 4 essential elements for brand building process that focus on different aspects of the product; Benefit, Attribute, Value and Personality. An outstanding branding with suitable identity is an alternative way to setting brand identity, sustainable the products, services and value added. Strong organization could be further more development, widely competitive in all situations and all regions. One of the objectives of this research is to setting the design trends of Thai Halal products packaging for Muslim country, especially Indonesia.

112 Design in Thailand”, and “Halal” held by HSIT and many seminars at Impact Muangthong Thanee on May 13 to 17, 2016 https://issuu.com/the-halal-journal/docs/mayjune2016__20100721_093430
III.6. Thai Cuisine Internationally

Thai cuisine was not widely served outside of Thailand until the past few decades. A large number of foreign visitors were first exposed to Thai food in the 1960s, the beginning of the international tourism industry in Thailand. American servicemen experienced Thai food while in the country trips during the Vietnam War. Thai restaurants overseas began as sources of local food for Thai immigrants in London, Chicago, New York and Los Angeles; by the early 1990s there were over two hundred Thai restaurants in Los Angeles alone.\textsuperscript{113} In the 1970s, there were only four Thai restaurants in Indonesia but now two to three hundred restaurants are serving Thai food in the city.\textsuperscript{114}

Although popularly considered a single cuisine, Thai cuisine is more accurately described as four regional cuisines corresponding to the four main regions of the country: Northern, Northeastern (or Isan), Central, and Southern, each cuisine sharing similar foods or foods derived from those of neighbouring countries and regions: Burma to the northwest, the Chinese province of Yunnan and Laos to the north, Vietnam and Cambodia to the east and Malaysia to the south of Thailand. In addition to these four regional cuisines, there is also the Thai Royal Cuisine which can trace its history back to the cosmopolitan palace cuisine of the Ayutthaya kingdom (1351–1767 CE).\textsuperscript{115} Its refinement, cooking techniques and use of ingredients were of great influence to the cuisine of the Central Thai plains. Thai cuisine and the culinary traditions and cuisines of Thailand's neighbors have mutually influenced one another over the course of many centuries. Regional variations tend to correlate to neighbouring states (often sharing the same cultural background and ethnicity on both sides of the border) as well as climate and geography. Southern curries tend to contain coconut milk and fresh turmeric, while north-eastern dishes often include lime juice. The cuisine of Northeastern (or Isan) Thailand is similar to southern Lao cuisine whereas northern Thai cuisine shares many dishes with northern Lao cuisine and the

cuisine of Shan state in Burma. Many popular dishes eaten in Thailand were originally Chinese dishes which were introduced to Thailand mainly by the Teochew people who make up the majority of the Thai Chinese. Such dishes include *chok* (rice porridge), *kuai-tiao rat na* (fried rice-noodles) and *khao kha mu* (stewed pork with rice).

Although Thai food has just begun to reach a global clientele, it has rapidly gained international popularity. According to a survey on cuisine perception conducted by the Kellogg School of Management and Sasin Institute, Thai food is ranked at number four—after Italian, French, and Chinese for the food that first comes to the minds of respondents when asked to name ethnic cuisines. It is ranked number six behind Italian, French, Japanese, Chinese, and Indian for the question “what is your favourite cuisine?” There are 6,875 Thai restaurants overseas as of 2016: 49% of them are in the United States and Canada; 20% are in Europe, 15% in Australia and New Zealand, 14% in Asia and 2% in other countries. In part, Thai food attracts a Western audience as a healthy and non-fattening diet. The cover of a Thai cookbook published in the United States advertises Thai cuisine as “Healthful and slimming,” and describes it as “the newest exotic cuisine sweeping the country.” Thai restaurants overseas might have begun as sources of local food for Thai immigrants but most Thai restaurants in metropolitan cities today market non-Thai customers, particularly Westerners in Europe and North America.

### III.7. The Globalization of Thai Food and Thai Cultural Nationalism

The popularity of Thai food in the international arena boosted nationalism among Thais and the state embraces this nationalist sentiment to market Thai culture overseas. Iwabuchi uses the term “soft nationalism” to refer to the narcissistic discourse developed among a group of people who celebrate the

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117 Thailand’s gastro-diplomacy - Like the cuisine, like the country retrieved November 15, 2017 from [http://www.economist.com/node/999687](http://www.economist.com/node/999687)

realization that their group identity has been accepted or recognized outside the group.\textsuperscript{119} Thai “soft” nationalism has grown according to the commodification of Thai culture, particularly in the form of tourism, the industry that constitutes the country’s major revenue. Craig Reynolds notes that Thai cultural nationalism developed from the marketing of Thai culture overseas has resulted in the phenomena wherein Thai nationals take up the image of the country sold to foreigners as their self-identity.\textsuperscript{120} The recognition of Thai cuisine overseas has shown a similar impact of cultural nationalism as in Thai tourism. Thai media support the promotion of Thai food abroad and set up a distinction between authentic Thai restaurants and pseudo-Thai restaurants run by non-Thai owners. There is a public concern that under-qualified, pseudo-Thai restaurants serve “distorted, less than authentic Thai food” and will potentially damage the reputation of Thai cuisine in the eyes of foreigners. A columnist of a local newspaper in Thailand expresses his concern of Thai food overseas and his support for the Kitchen of the World project: \textsuperscript{121}

\begin{quote}
The biggest problem of Thai food overseas today is the fact that there are numerous Thai restaurants run by non-Thai owners that produce the imitation of Thai food. Foreigners who eat in these restaurants misunderstand that the pseudo Thai food is actually the Thai taste and the real Thai taste (in a real Thai restaurant) is not authentic. It’s time to let the world experience real authentic Thai food.
\end{quote}

Thai restaurants overseas derive from Central Thai Bangkok cuisine in which regional cuisines are under-represented. Although Som Tam, Laab, Gai Yaang and Crying Tiger Beef are originally from the Northeast (Isan), they have been embraced in central Thai Bangkok restaurants due to internal migration of people from the North-east to Bangkok. However, these north-eastern dishes are

\textsuperscript{120} Crang, Philip, Claire Dwyer, and Peter Jackson 2003 Transnationalism and the space of commodity culture. Progress in Human Geography 27(4): 438-456.
\textsuperscript{121} A columnist of a local newspaper in Thailand expresses his concern of Thai food overseas and his support for the Kitchen of the World project (www.thairath.co.th./thairath1/2546)
modified and refined when served in Bangkok restaurants. The version of Larb,

*Som Tam, Gai Yaang,* and Crying Tiger beef served in Thai restaurants overseas is the Bangkok Thai version of Isan food. These dishes are not recognized as regional varieties but represented as “Thai food” when presented to a global clientele. Northern and Southern dishes do not integrate into Bangkok restaurants to the same extent as Isan food and therefore do not appear on overseas Thai restaurants’ menus. “Thai food” as promoted overseas reflects the hegemony of central Thai cuisine and glosses over regional diversity.

Thai restaurants in global cities that emphasize artful presentation of food and elaborate serving dishes are inevitably performing the class dimension of Thai food. Van Esterik points out, class differences in Thai cuisine are determined not in the food structure but in scale of elaboration; upper class cuisine or palace cuisine is distinguished by more dishes on the table, artful decoration that requires skill and time, and refined combination of tastes. “Thai food,” as presented globally, with the emphasis on elaborated presentation is therefore closer to upper class cuisine, while the advertisement of Thai restaurants overseas as a legacy of refined culinary art makes direct reference to palace cuisine. The “globalization of Thai food” often leads to the illusion of the homogeneity in Thai eating customs when only selected parts of them are represented.

### III.8. Thai Cuisine as the Part of Kitchen of the World Project

Thai cuisine and the culinary traditions and cuisines of Thailand's neighbours have mutually influenced one another over the course of many centuries. Regional variations tend to correlate to neighbouring states (often sharing the same cultural background and ethnicity on both sides of the border) as well as climate and geography. Southern curries tend to contain coconut milk and fresh turmeric, while north-eastern dishes often include lime juice. The cuisine of

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123 Ibid.
124 Ibid.
North-eastern (or Isan) Thailand is similar to southern Lao cuisine whereas northern Thai cuisine shares many dishes with northern Lao cuisine and the cuisine of Shan state in Burma. Many popular dishes eaten in Thailand were originally Chinese dishes which were introduced to Thailand mainly by the Teochew people who make up the majority of the Thai Chinese.\textsuperscript{125} Such dishes include \textit{chok} (rice porridge), \textit{kuai-tiao rat na} (fried rice-noodles) and \textit{khao kha mu} (stewed pork with rice). The Chinese also introduced the use of a wok for cooking, the technique of deep-frying and stir-frying dishes, and noodles, oyster sauce and soybean products.

\textbf{III.8.1. Serving of Thai Cuisine}

Thai meals typically consist of either a single dish or it will be rice (khao in Thai) with many complementary dishes served concurrently and shared by all. It is customary to serve more dishes than there are guests at a table.

Thai food was traditionally eaten with the right hand but it is now generally eaten with a fork and a spoon; this was introduced as part of Westernization during the reign of King Mongkut, Rama IV.\textsuperscript{126} It was his brother, Vice-king Pinklao, who, after watching demonstration of Western dining etiquette by American missionary Dr. Bradley, chose only the Western-style fork and spoon from the whole set of table silverware to use at his own dining table.\textsuperscript{127} The fork, held in the left hand, is used to push food into the spoon. The spoon is then brought to the mouth. A traditional ceramic spoon is sometimes used for soups. Knives are not generally used at the table. Chopsticks are used primarily for eating noodle soups, but not otherwise used.\textsuperscript{128} It is common practice for Thais and hill tribe peoples in north and northeast Thailand to use sticky rice as an edible implement by shaping it into small, and sometimes flattened, balls by hand.

\textsuperscript{125} Van Esterik, Penny 1992 From Marco Polo to McDonald's: Thai Cuisine in Transition. Food and Foodways 5(2):177-193
\textsuperscript{126} Ibid.
\textsuperscript{127} Cuisine of Thailand retrieved November 15, 2017 from (http://www.dmoz.org/Home/Cooking/World_Cuisines/Asian/Thai/) at the Open Directory Project
\textsuperscript{128} Van Esterik, Penny 1992 From Marco Polo to McDonald's: Thai Cuisine in Transition. Food and Foodways 5(2):177-193
which are then dipped into side dishes and eaten. Thai-Muslims frequently eat meals with only their right hands.

Thai food is often served with a variety of sauces (nam chim) and condiments. These may include phrik nam pla/nam pla phrik (consisting of fish sauce, lime juice, chopped chilies and garlic), dried chili flakes, sweet chili sauce, and sliced chili peppers in rice vinegar, sriracha sauce, or a spicy chili sauce or paste called nam phrik. In most Thai restaurants, diners can find a selection of Thai condiments, often including sugar or MSG, available on the dining table in small containers with tiny spoons. With certain dishes, such as khao kha mu (pork trotter stewed in soy sauce and served with rice), whole Thai peppers and raw garlic are served in addition. Cucumber is sometimes eaten to cool the mouth after particularly spicy dishes. They often also feature as a garnish, especially with one-dish meals. The plain rice, sticky rice or the khanom chin (Thai rice noodles) served alongside a spicy curry or stir-fry, tends to counteract the spiciness. A Thai family meal will normally consist of rice with several dishes which form a harmonious contrast of ingredients and preparation methods. The dishes are all served at the same time. A meal at a restaurant for four people could, for instance, consist of fish in dry red curry (chuchi pla), a spicy green papaya salad with dried prawns, tomatoes, yardlong beans and peanuts (som tam thai), deep fried stuffed chicken wings (pik kai sot sai thot), a salad of grilled beef, shallots and celery or mint (yam nuea yang), spicy stir fried century eggs with crispy basil (khai yiao ma phat kraphao krop), and a non-spicy vegetable soup with tofu and seaweed (tom chuet taohu kap sarai) to temper it all.

III.8.2. Selected Ingredients of the Thai Cuisine

Thailand has about the same surface area as Spain and a length of approximately 1650 kilometers or 1025 miles (Italy, in comparison, is about 1250 kilometres or 775 miles long), with foothills of the Himalayas in the north, a high plateau in the northeast, a verdant river basin in the centre and tropical rainforests

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129 Thai government public relations department: Famous Thai dishes retrieved November 15, 2017 from (http://thailand.prd.go.th/ebook/kitchen/content/ch5.html)
and islands in the south. And with over 40 distinct ethnic groups with each their own culture and even more languages, it doesn't come as a surprise that Thai cuisine, as a whole, is extremely varied and features many different ingredients and ways of preparing food. Thai food is known for its enthusiastic use of fresh (rather than dried) herbs and spices. Common herbs include cilantro, lemongrass, Thai basils and mint. Some other common flavours in Thai food come from ginger, galangal, tamarind, turmeric, garlic, soy beans, shallots, white and black peppercorn, kaffir lime and, of course, chilies.

- Pastas and sauces

The ingredient found in almost all Thai dishes and every region of the country is nam pla, a very aromatic and strong tasting fish sauce. Fish sauce is a staple ingredient in Thai cuisine and imparts a unique character to Thai food. Fish sauce is prepared with fermented fish that is made into a fragrant condiment and provides a salty flavour. There are many varieties of fish sauce and many variations in the way it is prepared. Some fish may be fermented with shrimp and/or spices. Pla ra is also a sauce made from fermented fish. It is more pungent than nam pla, and, in contrast to nam pla which is a clear liquid, it is opaque and often contains pieces of fish. To use it in som tam (spicy papaya salad) is a matter of choice. Kapi, Thai shrimp paste, is a combination of fermented ground shrimp and salt. It is used, for instance, in red curry paste, in the famous chili paste called nam phrik kapi and in rice dishes such as khao khluk kapi.

Nam phrik are Thai chilli pastes, similar to the Indonesian and Malaysian sambals. Each region has its own special versions. The wording "nam phrik" is used by Thais to describe any paste containing chilies used for dipping. Curry pastes are normally called phrik kaeng or khrueang kaeng, litt. Curry ingredients) but some people also use the word nam phrik to designate a curry paste. Red curry paste, for instance, could be called phrik kaeng phet or khrueang kaeng phet in Thai, but also nam phrik kaeng phet. Both nam phrik and phrik kaeng are prepared by crushing together chillies with various ingredients such as garlic and

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shrimp paste using a mortar and pestle. Some *nam phrik* are served as a dip with vegetables such as cucumbers, cabbage and yard-long beans, either raw or blanched.

One such paste is *nam phrik num*, a paste of pounded fresh green chilies, shallots, garlic and coriander leaves. The sweet roasted chili paste called *nam phrik phao* is often used as an ingredient in Tom yam or when frying meat or seafood, and it is also popular as a spicy "jam" on bread. The dry *nam phrik kung*, made with pounded dried prawns (*kung haeng*, Thai: กุ้งแห้ง), is often eaten with rice and a few slices of cucumber. The soy sauces which are used in Thai cuisine are of Chinese origin and the Thai names for them are (wholly or partially) loanwords from the Teochew language: *si-io dam* (dark soy sauce), *si-io khao* (light soy sauce), and *taochiao* (fermented whole soy beans). Namman hoi (oyster sauce) is also of Chinese origin. It is used extensively in vegetable and meat stir-fries.

- Rice and noodles

Rice is a staple grain of Thai cuisine, as in most Asian cuisines. The highly prized, sweet-smelling jasmine rice is indigenous to Thailand. This naturally aromatic long-grained rice grows in abundance in the verdant patchwork of paddy fields that blanket Thailand's central plains. Steamed rice is accompanied by highly aromatic curries, stir-fries and other dishes, sometimes incorporating large quantities of chili peppers, lime juice and lemon grass/maenglak. Curries, stir-fries and others may be poured onto the rice creating a single dish called *khao rat kaeng* (Thai: ข้าวราดแกง), a popular meal when time is limited. Sticky rice (*khao niao*) is a unique variety of rice that contains an unusual balance of the starches present in all rice, causing it to cook up to a sticky texture. Sticky rice, not jasmine rice, is the staple food in the local cuisines of Northern Thailand and of
Isan (North-eastern Thailand), both regions of Thailand directly adjacent to Laos with which they share this, and many other cultural traits.\footnote{Vegetables, spices and fruits of Thailand Retrieved December 29, 2017, from (http://www.luczaj.com/tajlandia.htm)}

Noodles are popular as well but usually come as a single dish, like the stir-fried phat thai or in the form of a noodle soup. Many Chinese dishes have been adapted to suit Thai taste, such as kuai-tiao ruea (a sour and spicy rice noodle soup). In Northern Thailand, khao soi, a curry soup with bami (egg noodles), is extremely popular in Chiang Mai. Noodles are usually made from either rice flour, wheat flour or mung bean flour and include six main types. Rice noodles are called kuai tiao in Thailand and come in three varieties: sen yai are wide flat noodles, sen lek is thin flat rice noodles, and sen mi (also known as rice vermicelli in the West) is round and thin. Bami is made from egg and wheat flour and usually sold fresh. It is similar to the Chinese mee pok and lamian. Wun sen are extremely thin noodles made from mung bean flour which are sold dried. They are called cellophane noodles in English. Khanom chin is fresh Thai rice vermicelli made from fermented rice, well-known from dishes such as khanom chin kaeng khiao wan kai (rice noodles with green chicken curry).\footnote{Ibid.}

- Vegetables, herbs and spices

Thai dishes use a wide variety of herbs, spices and leaves rarely found in the West, such as kaffir lime leaves (bai makrut). The characteristic flavor of kaffir lime leaves appears in nearly every Thai soup (e.g., the hot and sour Tom yam) or curry from the southern and central areas of Thailand. The Thai lime (manao) is smaller, darker and sweeter than the kaffir lime, which has a rough looking skin with a stronger lime flavor. Kaffir lime leaves are frequently combined with garlic (krathiam), galangal (kha), lemongrass (takhrai) and/or Thai lemon basil (maenglak), turmeric (khamin) and/or fingerroot (krachai), blended together with liberal amounts of various chillies to make curry paste. Fresh Thai basils are also used to add spice and fragrance in certain dishes such as Green curry, of which kraphao has a distinctive scent of clove and leaves which are often tipped with a
maroon color. Further often used herbs in Thai cuisine include phak chi, (cilantro or coriander), rak phak chi (cilantro/coriander roots), culantro (phak chi farang), spearmint (saranae), and pandanus leaves (bai toei). Other spices and spice mixtures in Thai cuisine include phong phalo (five-spice powder), phong kari (curry powder), and fresh and dried peppercorns (phrik thai).

Besides kaffir lime leaves, several other tree leaves are use in Thai cuisine such as cha-om, the young feathery leaves of the Acacia pennate tree, used cooked in omelettes, soups and curries and raw in salads of the Northern Thai cuisine. Banana leaves are often used as packaging for ready-made food or as steamer cups such as in ho mok pla, a spicy paté made with fish and coconut milk. Banana flowers are also used in Thai salads or minced and deep fried in to patties. The leaves and flowers of the neem tree (sadao) are also eaten blanched. Five main chilies are generally used as ingredients in Thai food. One chili is very small (about 1.25 centimetres (unknown operator: u'strong' in)) and is known as the hottest chili: phrik khi nu suan ("garden mouse-dropping chili"). The slightly larger chili phrik khi nu ("mouse-dropping chili") is the next hottest. The green or red phrik chi fa ("sky pointing chili") is slightly less spicy that the smaller chilies. The very large phrik yuak, which is pale green in color, is the least spicy and used more as a vegetable. Lastly, the dried chilies: phrik haeng are spicier than the two largest chilies and dried to a dark red color.

Other typical ingredients are the several types of eggplant (makhuea) used in Thai cuisine, such as the pea-sized makhuea phuang and the egg-sized makhuea suai, often also eaten raw. Although broccoli is often used in Asian restaurants in the west in phat thai and rat na, it was never actually used in any traditional Thai food in Thailand and is still rarely seen in Thailand. Usually in Thailand, khana is used, for which broccoli is a substitute. Other vegetables which are often eaten in Thailand are thua fak yao (yardlong beans), thua ngok (bean sprouts), no mai (bamboo shoots), tomatoes, cucumbers, phak tam leung (Coccinia grandis), kha na (Chinese kale), phak kwangtung (choy sum), cha om (tender Acacia pennata

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leaves), sweet potatoes (used more as a vegetable), a few types of squash, phakatin (Leucaena leucocephala), sataw (Parkia speciosa), tua phū (Winged beans) and kapōt corn. Among the green leafy vegetables that are usually eaten raw in the meal or as a side dish in Thailand, the most important are: Phak bung (morning-glory), hōrapha (Thai basil), bai bua bok (Asian pennywort), phak kachēt (water mimosa), phak kat khao (Chinese cabbage), kra thin Thai (ipil-ipil), phak phai (Praew leaves), phak kayang (Rice Paddy Herb), phak chī farang (Eryngium foetidum), phak tiu (Cratoxylum formosum), phak "phaai" (Yellow Burr Head) and kalampī (cabbage). Some of these leaves are highly perishable and must be used within a couple of days. Several types of mushroom (het) also feature in Thai cuisine such as straw mushrooms (het fang) and white jelly fungus (het hu nu khao).

- Fruits

Fruit forms a large part of the Thai diet and are customarily served after a meal. Although many of the exotic fruits of Thailand may have been sometimes unavailable in Western countries, many Asian markets import such fruits as rambutan and lychees. In Thailand one can find papaya, jackfruit, mango, mangosteen, langsat, longan, pomelo, pineapple, rose apples, durian and other native fruits. Chantaburi in Thailand each year holds the World Durian Festival in early May. This single province is responsible for half of the durian production of Thailand and a quarter of the world production.

The fruit of the tamarind is used to make sour dishes, and palm sugar, made from the sap of certain Borassus palms, is used to sweeten dishes. From the

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From (http://www.fao.org/docrep/004/ac145e/AC145E02.htm)
coconut palm come coconut sugar, coconut vinegar, and coconut milk. The juice of a green coconut can be served as a drink and the young flesh can be eaten. Apples, grapes, pears and strawberries, which do not traditionally grow in Thailand, have become increasingly popular in recent years. They are being grown locally in the cooler highlands and mountains of Thailand, mainly in the North, but now most are imported from China.  

138 Vegetables, spices and fruits of Thailand retrieved November 8, 2017 from (http://www.luczaj.com/tajlandia.htm)
CHAPTER IV

KITCHEN OF THE WORLD PROJECT GENERATE THAILAND PUBLIC DIPLOMACY AS GASTRODIPLOMACY IN INDONESIA

The international community sees the image of a country from its products, including its tourism, business, and politics. The image of the country has significance because every country is trying to give a good picture. A good image will have an impact among others on the international prestige of the country, the increase of tourism, and the economy. The effort to build a good image is closely related to the ability of soft power.

The unique characteristics of Thai cuisine are regarded as evidence of Thailand's elegant culture and the people's remarkable ingenuity. It is a popular alternative for international consumers looking for a change from the usual. One important aspect that has brought Thai food so much recognition is the neatness, the delicacy, and the exquisiteness of the presentation. In addition, the combination of high nutritional value with the concentrated, delicious, unique taste gives a strong impression of how advanced Thailand is in the art of cooking.

IV.1. Thailand National Interest

Gastrodiplomacy is part of public diplomacy that can play a role to assist government communication process to public overseas.\textsuperscript{139} Thailand Gastrodiplomacy use food as a means to increase the brand awareness of the nation emphasizes the values that contain the picture of a country's culture. Gastrodiplomacy be an alternative for countries to project their influence to the public of other countries Thailand used Kitchen of The World Project to Promote their Influence to other countries especially Indonesia. Food becomes a powerful non-verbal communication tool for changing international public perceptions and promoting the country on a global stage. Although there are many ways for a

\textsuperscript{139} Interview with Mr.Thanatip Upatising (Attche social and Culture Affairs ) in Thailand Embassy in Jakarta on Tuesday, 9 2017, 11:00AM.
country to determine and visualize his identity, food is a very real one. Over the past ten years, gastrodiplomacy has evolved as a way for developing countries to promote themselves on the global stage. This is a form of soft power approach. Thailand Gastrodiplomacy developed because diplomacy is no longer only intended for government and state only, but international actors at the public level.

Thailand is one of a successful developing country developing soft power through gastrodiplomacy. Utilizing the typical food, Thailand changed the picture of their country from the country of Lady-boy tourism into a country with delicious culinary. The Thai government built as many overseas Thai restaurants as possible to promote Thai culinary and culture abroad. Thai cuisine became known to the international community especially in Indonesia and helped the country's image get better in this case Thailand do promotion to increase national branding in Indonesia with conduct Thailand food festival each year and make the Thailand Restaurant.

Thailand culinary has a strong position in the international arena such in Indonesia. The Thai government has quickly captured the Health Food of Asia trend by developing the "Global Thailand" program since 2002. The country has given an important role to restaurant owners as non-state-of-the-art gastrodiplomacy actors and puts Thai restaurants as their 'cultural ambassadors' abroad. Thailand's Foreign Ministry is directly involved in the development of gastrodiplomacy, every Thai embassy gets a target to continue to increase the number of Thai restaurants in the country where they serve. We can see Indonesia many Thailand Restaurant open since 2012 and still up until 2017(see on the Table IV.1: Writer Analysis).

The Thai government provides incentives for people who open Thai restaurants abroad and maintain a strict standardization of the flavor of food to be sold both at home and abroad. Thailand which forms the Tourism Authority of Thailand with the Division of Thai Export Promotion which is a special section that regulates the standardization and policies related to Thai cuisine. The

140 Ibid.
A restaurant will be able to logo from the Thai government after the standardization process.\textsuperscript{141} The Thai government's efforts to preserve the flavor of traditional cuisine and grow the business to fame around the world are quite successful. Almost in the entire world's big cities there is a Thai restaurant especially in Indonesia.

The success of some developing countries to improve nation branding and economy with the support of gastrodipomacy is a wakeup call for Thailand to immediately build a similar strategy. The Ministry of Foreign Affairs social and culture needs to arrange a grand design of Thai culinary diplomacy as part of Thailand soft power diplomacy.\textsuperscript{142} This is among others aimed to make Thai cuisine more widely known by the international community and Thailand culinary can be an important part of the global culinary repertoire. Culinary promotion through gastrodipomacy will not only represent the look of the culture, but also will bring benefits to Thailand.

**IV.2. Behind the Construction of the “Authentic Thai food”**

Globalization discussion that emphasizes hybridity and the mosaic model of the cultural mix is based on the assumption that all actors participate in the process equally, ignoring internal hierarchy among them. Cook and Crangdo not completely agree with this notion of a random cultural blend and argue for the consideration of complex contextualization behind the “staging and reconstruction of cultural difference in a globalization of diversity."\textsuperscript{143} Following this argument, I want to point out that the construction of “authentic Thai food” on the world stage is embedded in complex social and economic dynamics both within the nation state and in the transnational arena.

Fundamentally, the concept of national cuisine is an invented tradition. In his analysis of Indian cookbooks, Appadurai illustrates that class is an important

\textsuperscript{141} Interview with Mr. Thanatip Upatising (Attche social and Culture Affairs) in Thailand Embassy in Jakarta on Tuesday, 9 2017, 11:00AM.

\textsuperscript{142} Ibid.

factor that shapes the construction of Indian national cuisine.\textsuperscript{144} In a similar light, Wilk contends that “real Belizean food” is a recent invention created in the process of de-colonization and also in response to intrusive foreign cultures; he emphasizes that the meaning of national cuisine is changing and shifting over time.\textsuperscript{145} Thai national cuisine is also a construction and the “authentic Thai food” promoted internationally is a product of nationalism as well as the market economy.

In addition, some culinary Thailand also has a strong branding in the world community, for example, fresh tamarind soup is Tom Yum. The Thailand government also supports providing Thai cooks for every Thai restaurant they overseas. This has a positive effect in favour of the Thai economy with increasing agricultural exports, the outflow of HR Chef Outsiders, and supporting increased tourism. Thai airlines have an obligation to assist agricultural export expeditions, especially Thai ingredients and spices to all destinations. Thai government also seeks to incorporate Thai cuisine in a famous international cooking school course, for example Le Cordon Blue cooking school in France, so culinary Thailand also famous and spread all over the world. Gastrodiplomacy Thailand in Kitchen of The World project helps the Thailand to the global community and helps the promotion of Thailand culture and their culinary in Indonesia to enhance Thailand Image.\textsuperscript{146}

IV.3. “Authentic Thai food” Enhance National Branding in Indonesia

Thailand is well known for it tagline “Amazing Thailand”. However, as this is mainly linked to the promotion of tourism or destination branding, the Thailand government has, in recent years, been trying to showcase its other facets and attributes in order to push the country’s capabilities forward and send a

\textsuperscript{146} Royal Thailand Embassy in Jakarta interview with Mr. Thanatip Upatising (Attache Social and Culture Affairs) on Tuesday, 9-01-2018, 11:00AM
compelling message to the international community that the country is more than a Southeast Asian country that is merely famous for its natural beauty.

The campaign of branding Thailand, Kitchen of the world focuses on defining the most compelling qualities of the country to increase the awareness of Thailand’s diverse businesses, investments, commercial, tourism and hospitality and service capabilities to support Thailand in its engagement in international sphere. Thus, the campaign’s objectives of branding Thailand must focus on the promotion of Thailand in all areas such as investment tourism aspects to enhance the depth and profitability of Thai’s participation in the global, economy, Culture and Food through trade and investment. The outcome of the campaign must reflect how the population perceived Thailand and what strength it should focus on in order to broadening its image in the international arena.

‘Kitchen of The World’ is designed to reiterate the positive image of Thailand Food to the world, through a consolidate message voted and voiced by the Thai population.\(^{147}\) The message voted by the Thailand population is used as guidance for the government to concentrate on the area, which the population sees as the strength of the country and a strong attribute that could differentiate Thailand from the rest of its competitors. They trying to make Thailand restaurant in overseas to make people well-known about Thailand food or culture and make a good Image of Thailand.

Thai restaurants overseas might have begun as sources of local food for Thai immigrants, most of them are now marketing foreigners. Menus of Thai restaurants overseas look more or less the same with similar lists of dishes that are already known internationally. A Thai restaurant (Thai-Alley) manager Mr.Thanapon Lesuanseri in Jakarta reveals that he design his menu on another Thai restaurants in Seattle and the dishes he included are those that foreign customers know and like. He adds that customers tend to order the same dishes when they return to the restaurant.

\(^{147}\) Royal Thailand Embassy in Jakarta interview with Mr. Thanatip Upatising (Attche Social and Culture Affairs) on Tuesday, 9-01-2018, 11:00AM
The Thai government seems to encourage Thai restaurants overseas to use uniform menus. At a seminar organized by the Thai government as part of the project “Kitchen of the World” that aims at promoting Thai restaurant business overseas, Ajarn Amaraporn Wongphak, a speaker from Suan Dusit University, provided a list of the 13 Thai dishes that are most popular among foreigners. In order, these are: Padthai, Roast Duck Curry, Tom Kha Kai, Pork Satay, Tom Yam Ghoong, Catshew nut Chicken, Chicken Green Curry, Kang Panaeng, Pad Kra-Prao, Tod Mun, Yam Nua, Gai Haw Bai Teuy, Gai Yaang, and Som Tam. These dishes are on almost every overseas Thai restaurant’s menu while other everyday food for Thais such as Nam Prig (Chili paste of various ingredients), Kaeng Som (spicy and sour fish-based soup with vegetables), or Lon (fermented soybean in coconut milk) are not available. These dishes have strong smell and are not favorable to most foreign customers and therefore do not appear in the international market. As the globalization of Thai food is a market driven process, “Thai food for foreigners” or “Thai food for Indonesian” are promoted and represented as “Thai cuisine” on the world stage.

IV.4. “Kitchen of the World” Project in Indonesia

The Thai government has participated in the globalization of Thai cuisine. The current government under the Prime Minister Thaksin Shinawatra has launched the “Kitchen of the World” project, which aims at promoting Thai food in the international arena. The goal of the project is to increase the number of Thai restaurants overseas and especially in Indonesia. Start from 2012- 2017 Thailand already establishes many restaurants in Indonesia.

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<td>9</td>
<td>Coca Suki</td>
<td>2015</td>
<td>BRI Center Park Lantai 8, Jl. Jenderal Sudirman Kavling 44-46, RT.14/RW.1, Bendungan Hilir, RT.13/RW.1, Bend. Hilir, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10210</td>
</tr>
<tr>
<td>10</td>
<td>Signature Restaurant</td>
<td>2015</td>
<td>Hotel Indonesia Kempinski, Jl. M.H Thamrin No. 1, RT.1/RW.5, Menteng, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10310</td>
</tr>
</tbody>
</table>
Table IV.1: Writer Analysis

<table>
<thead>
<tr>
<th>No.</th>
<th>Restaurant Name</th>
<th>Year</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Tamnak Thai Restaurant</td>
<td>2015</td>
<td>Menteng Central - First Floor, Jl. H.O.S. Cokroaminoto No.78 - 80, Menteng, RT.2/RW.5, Menteng, Jakarta Pusat, Central Jakarta City, Jakarta 10310</td>
</tr>
<tr>
<td>12</td>
<td>Chandra Fine Thai Cuisine</td>
<td>2015</td>
<td>Plaza Senayan Lantai P4 Unit CP No. 414, Jalan Asia Afrika No. 8, RT.1/RW.3, Gelora, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10270</td>
</tr>
<tr>
<td>13</td>
<td>Larb Thai Cuisine</td>
<td>2016</td>
<td>Blok LC 7, Jl. Boulevard Bar. Raya Blok LC7 No.26, RT.13/RW.7, West Kelapa Gading, Kelapa Gading, North Jakarta City, Jakarta 14240</td>
</tr>
<tr>
<td>14</td>
<td>Jittlada Thai Cuisine</td>
<td>2016</td>
<td>Senayan City, Jl. Asia Afrika No.2, RT.1/RW.3, Gelora, Tanah Abang, Central Jakarta City, Jakarta 10270</td>
</tr>
<tr>
<td>15</td>
<td>Suan Thai</td>
<td>2017</td>
<td>Jl. Cideng Timur No.59, RT.4/RW.6, Petojo Sel., Gambir, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10160</td>
</tr>
<tr>
<td>16</td>
<td>Greyhound Caffe</td>
<td>2017</td>
<td>Grand Indonesia West Mall Ground floor G-20A, Jalan M.H. Thamrin No.1, Kebon Melati, Tanah Abang, Jakarta Pusat, Kebon Melati, Jakarta, 10310</td>
</tr>
<tr>
<td>17</td>
<td>Boat Noodles Indonesia</td>
<td>2017</td>
<td>Gandaria City, Lantai upper ground, Jl. Sultan Iskandar Muda, RT.10/RW.6, Kby. Lama Utara, Kby. Lama, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12240</td>
</tr>
</tbody>
</table>

Sources: Royal Thailand Embassy in Jakarta interview with Mr. Thanatip Upatising (Attche Social and Culture Affairs) on Tuesday, 9-01-2018, 11:00AM

The government encourages Indonesia investors to invest in Thai restaurants overseas and provide support in the forms of training, information, and financial loans. As of 2015, the Thai government had approved a 500 million baht budget for the project and held a seminar on November 16, 2016 at Merchant
Court Hotel, Bangkok, for interested individuals.\textsuperscript{150} Officials in the government hope that the project will generate foreign income not only from the sales of food and service overseas but also from adding value to agricultural and food products which have been Thailand are leading exports. Royal Thailand Embassy in Indonesia due to promote their influence they held many event to promote their food and culinary through making event in Indonesia so they will well known about Thailand taste.

<table>
<thead>
<tr>
<th>NO</th>
<th>Event</th>
<th>Date</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Festival Songkran</td>
<td>2 – 3 April 2015</td>
<td>Central Park Mall, Jakarta</td>
</tr>
<tr>
<td>2.</td>
<td>Indonesia – Thailand Food Business Networking</td>
<td>16 April 2015</td>
<td>Jakarta International Expo Kemayoran Hall D, Meeting room D2</td>
</tr>
<tr>
<td>3.</td>
<td>Experiencing Thailand</td>
<td>1 - 31 May 2015</td>
<td>All Hero Branches</td>
</tr>
<tr>
<td>4.</td>
<td>Thailand Food Festival</td>
<td>1 – 8 April 2016</td>
<td>Lagoon Café, The Sultan Hotel &amp; Residence, Jakarta</td>
</tr>
<tr>
<td>6.</td>
<td>Thailand Festival</td>
<td>7 – 9 April 2017</td>
<td>Central Park Mall, Jakarta</td>
</tr>
<tr>
<td>7.</td>
<td>Thailand Inspiration</td>
<td>7 – 8 May 2017</td>
<td>Emporium Mall Pluit</td>
</tr>
<tr>
<td>8.</td>
<td>Thailand Halal Assembly 2017</td>
<td>30 November – 3 December 2017</td>
<td>Jakarta International Expo</td>
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</table>

\textit{Table IV.2: thaikitchenindo2015-2017}

The event of Thailand Embassy in Indonesia is trying to make a good image of Thailand to Indonesia people and also promote Their culture in Indonesia.\textsuperscript{151} Since 2015-2017 every single event that held by Royal Thailand Embassy in Indonesia always make something different to make fresh air to Indonesian people so they will know about Thai food and also Thai culture. It is the strategy to make Indonesian people curious about the cuisine and about their culture; it is a good start to also attract Indonesian people to come to Thailand.

\textsuperscript{150} Biz Week Web Site, Business and General News in Thai language, Retrieved 20 Nov 2017 \textlangle http://www.bangkokbizweek.com/20040703/foodbiz/index\textrangle

\textsuperscript{151} Interview with Mr. Thanatip Upatising (Attche social and Culture Affairs ) in Thailand Embassy in Jakarta on Tuesday, 9 2017, 11:00AM.
In promoting Thai cuisine internationally especially in Indonesia, the government prioritizes standardization and quality. One of the government’s procedures to control the standard of Thai restaurants overseas is awarding the “Thai Select” label to qualified restaurants. Thai Airways International and the Tourism Authority of Thailand will be the government’s agents in charge of selecting qualified Thai restaurant overseas. Thai Airways International will transport food items from Thailand to Thai restaurants in destination countries to guarantee freshness of food products.

Culinary is a supporter of natural and cultural tourism activities. Culinary tourism is expected to become one of the main stay of Thailand tourism which is supporting the achievement of the target of 20 million foreign tourists visit to Thailand in 2019. The Ministry of Tourism seeks to increase the economic potential of culinary as the spearhead of tourism through the gastronomic program. In this program, foreign tourists visit a country with the purpose of recreation to enjoy the typical food of the country. Including visiting food producing areas, food festival events, farmers markets, cooking and demonstration shows, and tasting quality food products and food-related tourism activities. The food tour is expected to provide experience, the result of different cultural learning processes.

IV.5. Mixing and Matching of Thai Food in Indonesia

One predominant theme that recurs in globalization discussion is fluidity and transformation of cultural forms in transnational space. As a result of global transactions, cultural forms in today’s world are fundamentally fragmented and overlapping, possessing no static boundaries, structures, or regularities. Globalization produces the postmodern condition in which plurality.

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deformation, reformation, and blending challenge the notion of a singular culture bounded to a place or a group.154

Thai food, a representative of Thai culture, undergoes the processes of blending and reformation as it travels into transnational space. I noticed this transformation of food and service from my experience at Thai restaurants in Pacific Place, and I interviewed two restaurant owners on their strategies in managing Thai restaurant businesses. Pacific Place has a relatively small Thai community and its Thai restaurants mainly serve local (Indonesian) clientele. According to two restaurant owners I interviewed, 85-90% of the clientele are Indonesian-Foreigner, while 10-15% are Asians, of which only 0-1% are Thais.155 Although emphasizing the authentic Thai taste, Thai restaurants in Pacific Place adapt the recipes, serving processes, and service systems to suit the local culture’s dining customs. Adaptation is, according to restaurant owners, a necessary step they take to keep the business running.

Thai restaurants in Pacific Place, follow Asian ways of serving a meal in courses: the dinner starts with an appetizer, usually soup or salad, followed by the main dishes. In the traditional style of Thai dining, all non-dessert dishes are served at the same time and are all considered main dishes. Soup and salad can be eaten with rice, constituting a main dish. A typical Thai meal may consist of two or three (or more) dishes of soup or curry and stir fried or deep fried dishes to share, with rice served in personal plates. Dishes that are put together should make a good combination, allowing various but harmonized flavors in a meal. 156

A Thai restaurant manager in Pacific Place explains that Indonesian, the major clientele of the restaurant, like to having rice with the main dishes and with

156 Thai-Alley Restaurant Manager interview with Mr.Thanapon Lesuanseri at Pacific Place 5th Floors, Jalan Jendral Sudirman No.52-53, Senayan, Kebayoran Baru, RT.5/RW.3, Senayan, Kby. Baru, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12190 in Wednesday 18-01-2017, 13:00PM.
soup. The Manager said “We have to learn and adapt (to suit the taste of the customers)”.

Having foreign customers in mind, Thai restaurants in Pacific Place are careful in serving spicy food. Menus of Thai restaurants normally indicate the level of hotness for each dish, ranging from mild to very hot. Most restaurants have both Indonesian and Thai on the same menus but the Thai versions are usually in smaller print. Thai restaurants in Pacific Place invented new dishes such as Tom Yam Pak or vegetable in Tom Yam soup. The dish is unheard of for most Thais because in Thailand Tom Yam is always cooked with chicken or seafood.

As there are a significant number of vegetarians in Indonesia, Thai restaurants adjust the recipe and substitute vegetables for chicken or seafood. Thai restaurants in Pacific Place serve vegetarian spring rolls, while in Thailand spring rolls always have ground pork in them. Other than providing more vegetarian choices, one restaurant indicates on its menu that all meat dishes can be substituted with tofu or vegetables. Thai restaurants overseas also adapt some recipes according to the availability of ingredients. For example, basil is substituted for Bai Krapao, an herb that is not always readily available in North America.

IV.6. Promote Thailand Food in Global Stage and Indonesia

The construction of “Thai food” on the global stage is a process that involves various actors who interact at different levels. It demonstrates that cultural transformation, hybridization, and creolization in the globalized world are not context free and there is always complex dynamics behind the perceived cultural mix. In the globalization of Thai food, business owners and recently the Thai government are active agents who shape the representation of Thai food

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158 Ibid.
159 Ibid.
globally. The process is market driven with the emphasis on selling Thai culture to foreign customers.

This international commodification of Thai culture has in turn promoted cultural nationalism among Indonesian. As in the Thai tourism campaign, the globalization of Thai cuisine supported by the government reflects the role of the state in guiding and stimulating cultural nationalism. Cook and Crang rightly point out that it is more productive to connect culture to political economy. The internationalization of Thai cuisine demonstrates that cultural globalization and economic globalization are complexly intertwined and need to be examined simultaneously.

Thai restaurants in foreign countries especially in Indonesia require special cooking spices imported from Indonesia to maintain authentic taste. A multiplier effect is expected for the benefit of Indonesia’s agricultural exports and packaged food products, as is the case with the agricultural and food packaging industries of Thailand. Thai restaurants abroad act as personal buyers for their food and agricultural products so that they are not affected by international food safety regulations.

Thailand is able to accelerate socio-economic development based on their culinary culture by capitalization through the process of modernization. The government needs to build strong synergy between related parties so that gastrodiplomacy succeed in bringing concrete results, in the form of economic improvement obtained from multiply impact of its follow-up activities. Among them are the carrying capacity of the tourism industry in the country, the increase of export of agricultural products and authentic Thai cooking spices, the opening of job vacancies chefs and teachers of Thai cuisine abroad. Therefore there needs to be a strong synergy between all related parties to unite all the potential and resources owned by Thailand related to gastrodiplomacy.

161 Interview with Mr. Thanatip Upatising (Attache social and Culture Affairs ) in Thailand Embassy in Jakarta on Tuesday, 9 2017, 11:00AM.
In terms of Thai gastrodiplomacy the success of activities is more determined skills and political will Ambassador Thailand in Indonesia. The Thai ambassador needs to be active and creative in establishing a network to market Indonesian culinary internationally, not only as a gastro-technological step but also as an effort of economic diplomacy. Thailand Gastrodiplomacy is a culture understanding in the form of non-conventional diplomacy that is expected to bring closer citizens between countries without political ties. This innovation is seen more effectively to increase international awareness of the state through the promotion of culinary and cultural heritage. Thailand tries to understand the culture of Indonesian food and local wisdom in the food processing is expected to awaken cultural understanding and create a bond of feeling that closer relations between citizens in Indonesia. Thus gastrodiplomacy can be a means of multitrack diplomacy for Thailand which deserves to be strengthened to Indonesia.

Thailand Public diplomacy The Ministry of Foreign Affairs Social and Culture is more directed to political interests to strengthen Indonesia's role in international and enhancement of Thailand's image through a series of activities including Presidential Friends of Indonesia, Interfaith Dialogue and Empowering the Moderates, Thailand Arts and Culture Scholarship and Indonesian Channel, Outstanding Student for the World, Public Diplomacy Campaign, Ambassador, Updates from the Region, Diplomatic Gathering, Public Lecture, Public Service, Promotion and Community Outreach MKAA (Museum of Asian-African Conference), Publication of Diplomacy Tabloid.162

Thailand gastrodiplomacy policy implemented integrated with cultural events that mostly take place sporadically. The Foreign Ministry's foreign ministry of social and culture was conducted by organizing cultural events with Indonesian cuisine at the Thai embassy as well as the homes of Thai diplomats. The Thai Embassy in various countries also often holds a Thai food festival in Indonesia since 2015-2017.163

162 Interview with Mr. Thanatip Upatising (Attache social and Culture Affairs) in Thailand Embassy in Jakarta on Tuesday, 9 2017, 11:00AM.
163 Ibid.
<table>
<thead>
<tr>
<th>No</th>
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<td>Lagoon Café, The Sultan Hotel &amp; Residence, Jakarta</td>
</tr>
<tr>
<td>5</td>
<td>A Touch of Thailand</td>
<td>20 May – 16 June 2016</td>
<td>Ranch Market &amp; Farmer Market Branches</td>
</tr>
<tr>
<td>6</td>
<td>Thailand Festival</td>
<td>7 – 9 April 2017</td>
<td>Central Park Mall, Jakarta</td>
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**Table IV.3: thaiKitchenindo2015-2017**

Ministry of Foreign Affairs of Social and Culture in Indonesia, is more acting as a facilitator of overseas activities and hopes that other related institutions or other non-state actors are more involved in developing gastrodiplomacy.\(^{164}\)

Gastrodiplomacy development does not have a systematic, measurable and integrated strategy concept, making it difficult to obtain maximum results and economic impact. For further development of gastrodiplomacy needs to be improved and become an important part of Thai economic diplomacy. Thai culinary promotion efforts should be done overseas for Thai culinary market share is increasingly widespread because the food industry is one of the drivers of its special economic people in Thailand. Various food industries, especially the micro class continues to grow, which means more open wide job vacancies for Indonesian Society.

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\(^{164}\) Amazing Thailand Interview with Mr. Jiroj Thanapat, atThe Plaza, Jl. M.H. Thamrin No.28 - 30, RT.9/RW.5, Gondangdia, Menteng, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10350 on Thursday 11, 2017, 13:20PM.
CHAPTER 5
CONCLUSION

Kitchen of The World is a strategy to strengthen Thai diplomacy because this issue is not only limited to promoting Thai food abroad, but also related to economic and political interests. Gastrodiplomacy is increasingly needed to strengthen Thai diplomacy and Thailand National Branding in Indonesia. The advantages of this long-term, public-targeted strategy can play a compelling role in the international and Indonesia community's sympathy. In addition to minimizing the negative impact of news coverage related to the country concerned, gastrodiplomacy also help increase the economic potential. Therefore the role of the Ministry of Foreign Affairs of Tourism as the main actors of the implementation of gastrodiplomacy is necessary.

Thailand should capitalize on this global development by more creatively exploiting its existing culinary potential to find a gap in the competitive advantage of the economy. This can happen when gastrodiplomacy become one of the priorities in Thai foreign policy. Indonesia’s culinary potential has not been optimally utilized and has clear regulation, so culinary and gastrodiplomacy has not been considered an important issue. Gastrodiplomacy efforts to strengthen Thai public diplomacy is not enough anymore just a festival or culinary event that is packed in various cultural events and tourism promotion abroad solely. There needs to be synergy between related institutions with clear, concrete and structured objectives for the development of national gastrodiplomacy programs.

Thailand Gastrodiplomacy is a technique of the soft power of the nation through the introduction of a nation's culinary wealth that is actually very closely related to the agenda of achieving other national interests. Tourism is placed as one of the priority sectors in the Government with a target of 20 million tourists by 2019. Culinary as part of the tourism industry is expected to contribute to the target. Efforts to advance Indonesian culinary through gastrodiplomacy are a joint work that requires connectivity between ministries, regions and private parties.
concerned. However, efforts to strengthen the gastrodiplomacy by relying on the actors only diplomacy without a single common goal to be achieved and the presence of institutions that will become leading sector will experience many obstacles. Each party will work alone without the target unity to be achieved. All relevant international actors must work together and the government should formulate a roadmap and a grand design for the development of gastrodiplomacy and implementation of its policy implementation.

Thai restaurants in foreign countries especially in Indonesia require special cooking spices imported from Indonesia to maintain authentic taste. A multiplier effect is expected for the benefit of Indonesia’s agricultural exports and packaged food products, as is the case with the agricultural and food packaging industries of Thailand. Thai restaurants abroad act as personal buyers for their food and agricultural products so that they are not affected by international food safety regulations.

Thailand is able to accelerate socio-economic development and brand awareness based on their culinary culture by capitalization through the process of modernization. The government needs to build strong synergy between related parties so that gastrodiplomacy succeed in bringing concrete results, in the form of economic improvement obtained from multiply impact of its follow-up activities. Among them are the carrying capacity of the tourism industry in the country, the increase of export of agricultural products and authentic Thai cooking spices, the opening of job vacancies chefs and teachers of Thai cuisine abroad. Therefore there needs to be a strong synergy between all related parties to unite all the potential and resources owned by Thailand related to gastrodiplomacy.
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NNT. (2011, April 25). MOC: Thai-Indonesia trade relations have been strengthened - Pattaya Mail. Retrieved from http://www.pattayamail.com/business/moc-thai-indonesia-trade-relations-have-been-strengthened-2895


A Friends of Thailand Dinner, Mr. Pitchayaphant Chambhumibol hosted a Friends of Thailand Dinner at the Thai Residence. Promote Bilateral Relation Between Thailand and Indonesia
Dinner in honour of Director General for Protocol and Consular hosted dinner at Thai Residence
Ambassador of Thailand presided over the opening ceremony of Thailand Festival 2017

Ambassador of Thailand President Mr. Pitchayahant Chamhumidol over the Opening ceremony of the Thailand Festival 2017
Amazing Thailand Agricultural Product 2017 in Bali. Mr. Pitchayaphant Chamhumidol presided over the opening ceremony of Amazing Thailand Showcase about Thai Food from Thai restaurants in Bali.
THAILAND FESTIVAL IN INDONESIA
INTERVIEW TRANSCRIPT

Thai-Alley Interview with

Mr. Thanapon Lesuanteri (Thai-Alley Manager) at


Wednesday 18-01-2018, 13:00PM

Steven Wijaya: Do you know Kitchen of The World Program?

Mr. Thanapon Lesuanteri: Yes, I know about Kitchen of The World program because Thai-Alley as the part of Kitchen of The world program which is we served based on Thai originality and we also developed the recipe so can be blend the taste with Indonesian People flavour.

Steven Wijaya: Where do the customer come either local people or Foreigners?

Mr. Thanapon Lesuanseri: 85-90% of the clientele are Indonesian, while 10-15% are Asians, of which only 0-1% are Thais. Most of them come from Indonesian because the curious about Thai food and how was the taste is same like Indonesia or not. But we glad that we can give the touch of thai taste combined with Indonesia so they like it.

Steven Wijaya: How about the quality of the food?

Mr. Thanapon Lesuanseri: About the quality of cuisine, clearly no doubt. Thai Alley has Thai SELECT certification from the Department of International Trade Promotion (DITP), Ministry of Commerce of Thailand-directly.

What does it mean?

By possession of the Thai SELECT certificate it proves that Thai Alley Restaurant has complied with international standards established by Royal Government of Thailand. Not only in terms of originality taste / taste, but also in terms of service (ranging from friendliness, tidiness, ability of the chef, to the way of presentation), restaurant atmosphere (interior and exterior design), to food presentations.
Of the 6 SELECT Thai certificates issued by DITP for Indonesia, 2 of them are Thai Alley bagged. For each Pacific Place outlet and Gandaria City.

In 2013, to fulfill one of the requirements of Thai SELECT certification eligibility, a Thai cuisine restaurant must have been running for at least 6 months on the filing date. But starting in 2015, the active operational period is tightened again to be at least 2 years.

To make it more difficult, the testing done by this DITP team is confidential. Once the application is accepted, assessed and deemed qualified administrative (such as menu list, menu recipe, restaurant photo, legal certificate of ownership, etc.), then they send a professional representative to the restaurant listed for further evaluation.

Steven Wijaya: How About Chef in Thai-Alley?

Mr. Thanapon Lesuanseri: Each Thai Alley outlet is guarded by a Thai chef (top level) and assisted by 2-3 chef de partie who are responsible for each section. Although the term Thai chef used here is more emphasis on their home country, does not mean they are not experts in the field, yes.

Let's take an example, Chef Wut, for example. This small body-dipped chef has secretly pocketed more than 20 years of experience as a Thai restaurant chef in various Asian countries with Thai cuisine specialties. There was no special cooking education he had ever taken. Skill possessed at this time purely obtained by self-taught.

Such self-learning characters are also shared by three other Thai chefs, such as; Charoen Phranon (nickname: Chef Dam - Gandaria City), Phaithun Phanomsoet (nickname: Chef Ole - Puri Indah Mall), and Buntam Warasit (nickname: Chef Buntam - Summarecon Mal Serpong).

All of them, including Chef Wut, were handpicked by a very senior Thai head chef - both in terms of age and experience - whose name was deliberately kept secret.

When asked, "Where is the strength of each of these chefs?" Then the answer is; Their skills are equivalent, with an average experience of 15-20 years, special Thai cuisine. So, talking about ability, certainly no doubt, right.
INTERVIEW TRANSCRIPT

Royal Thailand Embassy Interview with

Mr. Thanatip Upatising (Attche Social and Culture Affairs)

Kawasan Mega Kuningan, Jl. DR. Ide Anak Agung Gde Agung Kav. NO. 3.3 (Lot 8.8), RT.1/RW.2, Kuningan Tim., Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12950

Tuesday, 9-01-2018, 11:00AM

Steven Wijaya: What is Thailand gastrodiplomacy?

Mr. Thanatip Upatising: Thailand Gastrodiplomacy is as the part of public diplomacy that can play a role to assist government communication process to public overseas. The Thai government built as many overseas Thai restaurants as possible to promote Thai culinary and culture abroad. Thai cuisine became known to the international community and helped the country's image get better in this case Thailand do promotion to increase national branding in Indonesia with conduct Thailand food festival each year. Gastrodiplomacy Thailand in Kitchen of The World project also helps the Thailand to the global community and helps the promotion of Thailand culture and their culinary in Indonesia to enhance Thailand Image.

Steven Wijaya: Do you think Kitchen of The World Program can enhance national branding especially in Jakarta?

Mr. Thanatip Upatising: Yes, Kitchen of the world use a means to increase the brand awareness of the nation emphasizes the values that contain the picture of a country's culture. 'Kitchen of The World’ is designed to reiterate the positive image of Thailand Food to the world, through a consolidate message voted and voiced by the Thai population. The message voted by the Thai population is used as guidance for the government to concentrate on the area, which the population sees as the strength of the country and a strong attribute that could differentiate Thailand from the rest of its competitors. They trying to make Thailand restaurant in overseas to make people well-known about Thailand food or culture and make a good Image of Thailand.
Steven Wijaya: How many time Thailand do the festival in Jakarta?

Mr. Thanatip Upatising: We held Thailand festival in Jakarta usually 2-4 times in 1 year and we also do the Diplomatic dinner with the Indonesian government staff almost every month. (see on Table IV.3: thaikitchenindo2015-2017).
INTERVIEW TRANSCRIPT

Amazing Thailand Interview with

Mr. Jiroj Thanapat (Tourism Affairs)

The Plaza, Jl. M.H. Thamrin No.28 - 30, RT.9/RW.5, Gondangdia, Menteng, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10350

Thursday 11, 2017, 13:20PM

Steven Wijaya: What do you think about Kitchen of the world Program?

Mr. Jiroj Thanapat: Kitchen of the world is the effective program as we can say now days. Why? Because Kitchen of The world can enhance brand image of Thailand not just brand image we also promote our culture how Thai food taste and how we serve it. The unique of kitchen of the world, every restaurant that being establish we make it the environment of the place look like little bit Thai to make more interesting for the people who comes.

Steven Wijaya: How was the impact of Kitchen of the World effect to tourism sector?

Mr. Jiroj Thanapat: The impact of Kitchen of the world quite significant we can say Kitchen of the world as Culinary tourism is expected to become one of the mainstay of Thailand tourism which is supporting the achievement of the target of 20 million foreign tourists visit to Thailand in 2019.

Steven Wijaya: Is Kitchen of The world one of Thailand strategy to attract Indonesia tourist to come to Thailand? How you implement it?

Mr. Jiroj Thanapat: For now yes, because Kitchen of the world as I say before it is very effective not just to make brand awareness but also can be used to attract tourist. We tried our best to promote our culture through Kitchen of The world and plus we can get more attract tourist because they will curious about Thailand.

In this case the Ministry of Foreign Affairs of Social and Culture, especially the Embassy of Thailand in Indonesia and Amazing Thailand is more acting as a facilitator of overseas activities and hopes that other related institutions or other non-state actors are more involved in developing gastrodiplomacy.