



**THE ROLE OF INDONESIA DIASPORA IN THE
PHILIPPINES IN SUPPORTING INDONESIAN
GASTRODIPLOMACY**

UNDERGRADUATE THESIS

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By

CLAIRE AMANDA SEPHANIAH MANOPPO

016202100143

**FACULTY OF SOCIAL SCIENCE AND EDUCATION
INTERNATIONAL RELATIONS STUDY PROGRAM**

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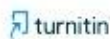
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ABSTRACT

Nowadays, there are many different types of diplomacy practices, as one example is gastrodiploamacy. Where through food, a country can become an international attraction. The state of Indonesia itself uses this practice of diplomacy. Gastrodiploamacy certainly cannot stand alone, where policies are needed that are of course led by the government.

However, not only the government, but also the government can provide more access to all activities related to gastrodiploamacy to non-government actors, for example, the diaspora. Indonesia and the Philippines have good diplomatic relations. Through a long historical background, there is a lot of cooperation and there are also many Indonesia diaspora in the Philippines. This research will focus on gastrodiploamacy strategies carried out by non-state actors through gastronomic products, namely Indonesia restaurants. This research uses a mixed method and focuses on the theory of gastrodiploamacy according to Paul S. Rockower, who explained that gastrodiploamacy is a government medium in the strategy of spreading cultural diplomacy by using taste to increase awareness of the uniqueness of a nation's culture and promote a country's typical food. In this study, it was found that the Diaspora as a non-state actor, can carry out Indonesia's gastrodiploamacy in the Philippines. This can be seen from the number of Filipino citizens who visit typical Indonesia restaurants in the Philippines, and the brand awareness of Indonesia's gastronomic products in the Philippines.

Keywords: Gastrodiploamacy, Indonesian Diaspora, Indonesian Culinary, Bilateral Relations, Embassy of Indonesia in Manila

ABSTRAK

Dewasa ini, sudah banyak sekali ragam praktek diplomasi, sebagai salah satu contohnya yaitu gastrodiplomasi. Dimana melalui makanan, suatu negara dapat menjadi daya tarik internasional. Negara Indonesia sendiri menggunakan praktek diplomasi ini. Gastrodiplomasi tentu tidak bisa berdiri sendiri, di mana diperlukan kebijakan yang tentunya dipimpin oleh pemerintah.

Namun tidak hanya pemerintah, melainkan juga pemerintah dapat memberikan akses lebih kepada semua kegiatan yang berkaitan dengan gastrodiplomasi kepada aktor non-pemerintah sebagai contohnya yaitu diaspora. Indonesia dengan Filipina memiliki hubungan diplomatik yang baik. Melalui latar belakang sejarah yang panjang, menyebabkan ada banyak sekali kerjasama yang terjalin dan juga ada banyaknya diaspora Indonesia yang berada di Filipina. Penelitian ini akan berfokus pada strategi gastrodiplomasi yang dijalankan oleh non-state actors melalui produk gastronomi yaitu restoran Indonesia. Penelitian ini menggunakan metode campuran dan berfokus pada teori Gastrodiplomasi menurut Paul S. Rockower, yang menjelaskan gastrodiplomasi merupakan media pemerintah dalam strategi menyebarkan diplomasi budaya dengan menggunakan rasa untuk meningkatkan kesadaran akan keunikan budaya suatu bangsa dan mempromosikan makanan khas suatu negara. Dalam penelitian ini, ditemukan bahwa Diaspora sebagai non-state actors, dapat menjalankan gastrodiplomasi Indonesia di Filipina. Hal ini dapat dilihat dari banyaknya Warga Negara Filipina yang berkunjung ke restoran khas Indonesia di Filipina, dan adanya brand awareness terhadap produk gastronomi Indonesia yang ada di Filipina.

Kata Kunci: Gastrodiplomasi, Diaspora Indonesia, Kuliner Indonesia, Hubungan Bilateral, Kedutaan Besar Republik Indonesia di Manila

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This research was created because of my interest in gastrodiplomacy where food can be a diplomatic tool. Apart from that, I have also lived in the Philippines and many Indonesian Diasporas run restaurants with Indonesian menus. Because there are lots of Indonesian restaurants in the Philippines, especially in Manila. I also want to look further at how the Indonesian diaspora in the Philippines has a role in carrying out gastrodiplomacy especially through the Indonesian restaurants they own and also active participation in every event organized by the Indonesian Embassy in Manila and also the Philippines government.

During the preparation of this research, I experienced many obstacles, but thanks to help, guidance, and cooperation of various parties, I was able to complete this research well. So, with humility and respect, the author would like to thank:

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Finally, the author realize that this thesis still has many shortcomings, therefore, I will be grateful to receive criticism and suggestions for perfection. Hopefully, my thesis can be useful for others and add new insight and knowledge for academics in International Relations and complement previous research studies related to this topic.

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