



**GARUDA INDONESIA SPICE UP THE WORLD
THROUGH COLOURS MAGAZINE: A
CREATIVE STUDY IN INCREASING
THE AWARENESS OF
INTERNATIONAL
AUDIENCES**

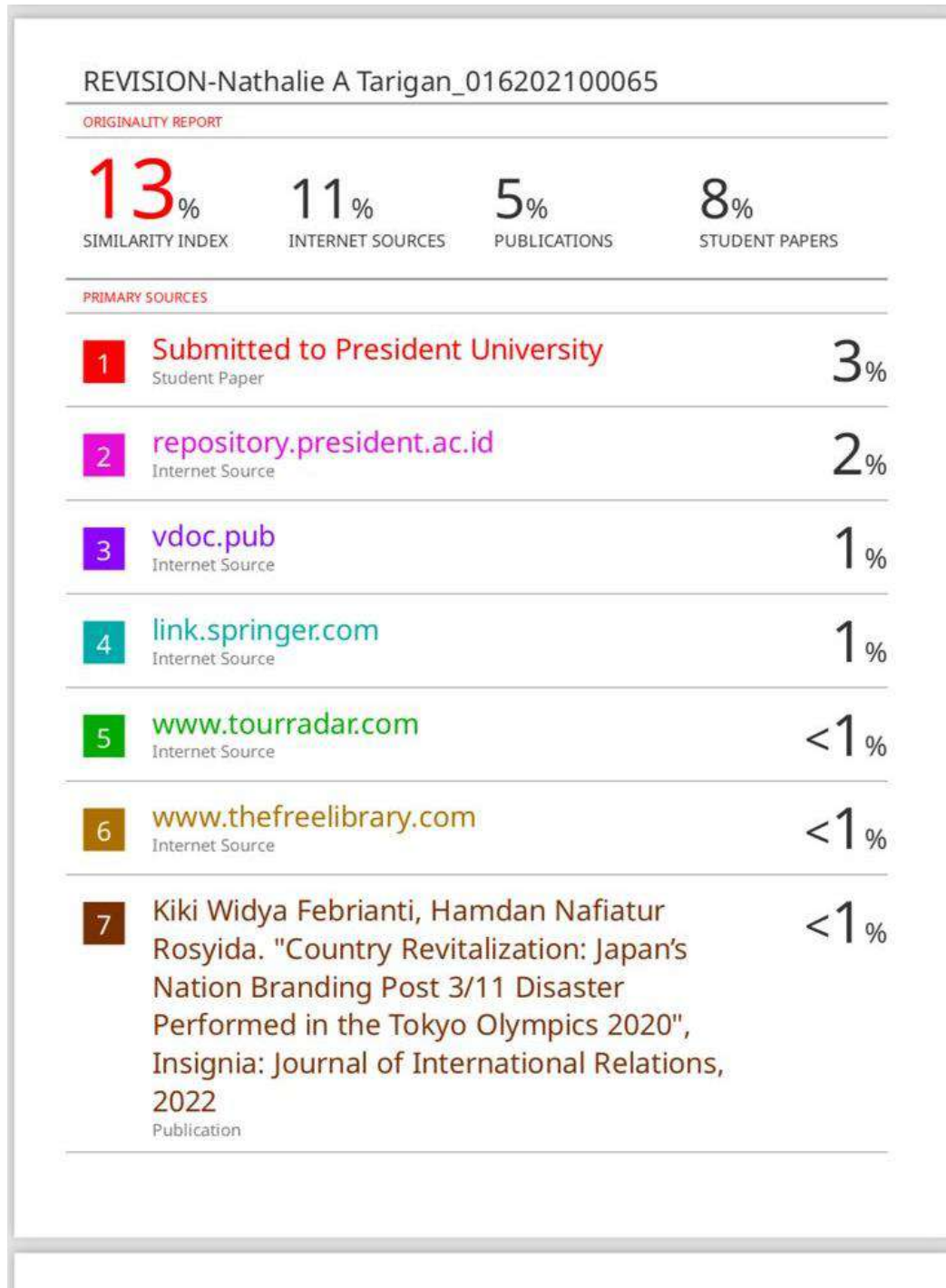
By

**NATHALIE ANGELITHA TARIGAN
ID number 016202100065**

**A thesis presented to the
Faculty of Humanities
President University
In partial fulfillment of the requirements to obtain
Sarjana Sosial (S.Sos)
Concentration in Globalization and Sustainability**

May 2024

TURNITIN PLAGIARISM TEST RESULT



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GARUDA INDONESIA SPICE UP THE WORLD THROUGH COLOURS MAGAZINE: A CREATIVE STUDY IN INCREASING THE AWARENESS OF INTERNATIONAL AUDIENCES By NATHALIE ANGELITHA TARIGAN ID number 016202100065 A thesis presented to the Faculty of Humanities President University in partial fulfillment of the requirements for Bachelor's degree in International Relations Concentration in Globalization and Sustainability May 2024 II PANEL OF EXAMINER APPROVAL The Panel of Examiners declare that the undergraduate thesis entitled "Garuda Indonesia Spice Up the World through Colours Magazine: A Creative Study in Increasing the Awareness of International Audiences" that was submitted by Nathalie Angelitha Tarigan majoring in International Relations from the faculty of Humanities was assessed and approved to have passed the Oral Examination on 28th June 2024. Panel of Examiner Abdullah Sumrahadi, S.IP., M.Sc., Ph.D. Chair of Panel Examiner Nino Viartasiwi, S.Sos., M.A., Ph.D. Examiner I Harryanto Aryodiguno, B.A., M.A., Ph.D. Examiner II III STATEMENT OF ORIGINALITY In my capacity as an active student of President University and as the author of the undergraduate thesis/final project/business plan (underline that applies) stated below: Name: Nathalie Angelitha Tarigan Student ID number: 016202100065 Study Program: International Relations Faculty: Humanities I hereby declare that my undergraduate thesis/final project/business plan entitled "Garuda Indonesia Spice Up the World through Colours Magazine: A Creative Study in Increasing the Awareness of International Audiences" is, to the best of my knowledge and belief, an original piece of work based on sound academic principles. If there is any plagiarism, including but not limited to Artificial Intelligence plagiarism, is detected in this undergraduate thesis/final project/business plan, I am willing to be personally responsible for the consequences of these acts of plagiarism, and accept the sanctions against these acts in accordance with the rules and policies of President University. I also declare that this work, either in whole or in part, has not been submitted to another university to obtain a degree. Cikarang, September 5, 2024 Nathalie Angelitha Tarigan IV SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST As a student of the President University, I, the undersigned: Name: Nathalie Angelitha Tarigan Student ID number:

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ABSTRACT

The term of Gastrodiplomacy has been widely discussed by researchers but it remains limited at this time. Gastrodiplomacy is a type of diplomacy through culinary arts. Currently, Indonesia is working on its Gastrodiplomacy and trying to achieve the goals of its current programs such as the Indonesia Spice Up the World program. Other research states that there are several key strategic aspects in the successful implementation of a Gastrodiplomacy campaign program. The concept of nation branding is fits with gastrodiplomacy program held which helps increase international awareness. Gastrodiplomacy itself is carried out not just for culinary purposes but success can be achieved with support from other sectors. Garuda Indonesia as one of the stated-owned enterprises, has implemented a strategy which is considered to be able to help elevate Indonesian gastrodiplomacy. Therefore, the topic that emerged in this research was to look at *“How and What kind of strategy that Garuda Indonesia gave to help raise the prestige of Indonesia’s Gastrodiplomacy from mid-2023 up to May 2024?”* This action taken by Garuda Indonesia could be a unique way to improve Indonesian Gastrodiplomacy in achieving its goals. With qualitative methods, it is hoped that the results of internet-based research data and literature study research can produce accurate data to support this research.

Keywords: Gastrodiplomacy, Colours magazine, Garuda Indonesia, Indonesia spice up the world, Nation branding

ABSTRAK

Fenomena Gastrodiplomasi sudah banyak dibahas oleh researcher saat ini namun tetap masih limited. Gastrodiplomasi merupakan jenis diplomasi melalui seni kuliner. Saat ini Indonesia sedang mengusahakan Gastrodiplomasi dan berusaha mencapai goals dari programnya saat ini seperti Indonesia Spice Up the World program. Penelitian lain menyebutkan bahwa terdapat beberapa kunci aspek strategi dalam kesuksesan terlaksananya sebuah program campaign Gastrodiplomasi. Konsep nation branding cocok dengan penyelenggaraan program gastrodiplomasi yang membantu meningkatkan kesadaran internasional. Gastrodiplomasi sendiri terlaksana tidak sebatas kepentingan kuliner saja, namun keberhasilan bisa tercapai dengan dukungan dan sokongan dari sektor lain. Garuda Indonesia selaku salah satu badan usaha milik negara sudah melakukan salah satu strategi yang dinilai dapat membantu elevate Gastrodiplomasi Indonesia. Oleh karena itu, topik yang muncul pada penelitian ini untuk melihat *“Bagaimana dan seperti apa strategi Garuda Indonesia dalam membantu menaikkan pamor Gastrodiplomasi dari pertengahan tahun 2023 hingga Mei 2024?”*. Tindakan yang dilakukan Garuda Indonesia tersebut bisa menjadi salah satu cara unik untuk meningkatkan Gastrodiplomasi Indonesia dalam mencapai tujuannya. Dengan metode kualitatif diharapkan hasil penelitian berbasis Internet dan penelitian studi pustaka dapat menghasilkan data yang akurat untuk mendukung penelitian ini.

Keywords: Gastrodiplomasi, Colours magazine, Garuda Indonesia, Indonesia spice up the world, Peningkatan citra negara

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