



**SOUTH KOREA'S GASTRODIPLOMACY
IN INDONESIA DURING MOON JAE IN'S
PRESIDENCY**

UNDERGRADUATE THESIS

**Submitted as one of the requirements
to obtain Sarjana Sosial (S.Sos)**

By:

**INTAN NABILA PUTRI AMELIA
016202005023**

**FACULTY OF HUMANITIES
INTERNATIONAL RELATIONS
CIKARANG**

FEBRUARY, 2024

TURNITIN REPORT

THESIS DRAFT - Intan Nabila Putri Amelia - 016202005023
(English Vers)

ORIGINALITY REPORT

17 %	15 %	6 %	6 %
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	ejournal.umrah.ac.id Internet Source	1 %
2	repository.unas.ac.id Internet Source	1 %
3	repository.president.ac.id Internet Source	1 %
4	pasca.unila.ac.id Internet Source	1 %
5	www.eastwestcenter.org Internet Source	1 %
6	ejournal.unida.gontor.ac.id Internet Source	<1 %
7	www.kiep.go.kr Internet Source	<1 %
8	koreapost.com Internet Source	<1 %
9	www.statista.com Internet Source	<1 %

GPT ZERO REPORT



ABSTRACT

Intan Nabila Putri Amelia

International Relations 2020, President University

Thesis Title: *“South Korea Gastrodiplomacy in Indonesia During Moon Jae In’s Presidency”*

Thesis Adviser: Muhammad Sigit Andhi Rahman, Ph.D.

This thesis aims to find out how the implementation of South Korea's Gastrodiplomacy in the Moon Jae In Presidency era in Indonesia through the perspective of Liberalism initiated by John Locke, where this theory emphasizes how international relations actors cooperate and interact based on cooperative nature and peaceful methods, so that common goals can be achieved without conflict. This thesis uses a qualitative - descriptive approach in which the author collects data in the form of secondary data obtained from various sources. The final results of this thesis show how the implementation of South Korea's Gastrodiplomacy in Indonesia during the Moon Jae In’s Presidency was considered to be quite effective. Apart from the efforts of the South Korean government, several external factors such as the circumstances during Covid - 19 were favourable for the promotion of the culture and uniqueness of the country both virtually and directly.

Keywords: *Moon Jae In, Gastrodiplomacy, Liberalism, South Korea, Indonesia, Covid-19*

ABSTRAK

Intan Nabila Putri Amelia

International Relations 2020, President University

Judul Skripsi: “Gastrodiplomasi Korea Selatan di Indonesia Selama Masa Kepresidenan Moon Jae In”

Dosen Pembimbing: Muhammad Sigit Andhi Rahman, Ph.D.

Tesis ini bertujuan untuk mengetahui bagaimana pelaksanaan Gastrodiplomacy Korea Selatan di Era kepemimpinan Moon Jae In di Indonesia melalui perspektif Liberalisme yang digagas oleh John Locke yang dimana teori ini lebih menekankan bagaimana actor hubungan internasional melakukan Kerjasama dan berinteraksi dengan berlandaskan sifat kooperatif dan metode damai, sehingga tujuan bersama bisa dicapai tanpa melalui konflik. Tesis ini menggunakan pendekatan kualitatif – deskriptif yang mana penulis mengumpulkan data berupa data sekunder yang diperoleh dari berbagai sumber. Hasil akhir dari tesis ini menunjukkan bagaimana implementasi pelaksanaan Gastrodiplomacy Korea selatan di Indonesia pada era pemerintahan Moon Jae yang dianggap berjalan cukup efektif. Selain dari usaha para pemerintah korea selatan, beberapa factor eksternal seperti keadaan pada saat Covid – 19 beberapa menguntungkan untuk kegiatan promosi budaya dan keunikan negaranya baik secara virtual maupun langsung.

Kata Kunci: Moon Jae In, Gastrodiplomasi, Liberalisme, Korea Selatan, Indonesia, Covid-19

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim.

First of all, I would like to thank Allah SWT for bestowing His grace, guidance, and inayah to me so that I can complete the preparation of a thesis entitled "***South Korea Gastrodiplomacy in Indonesia During Moon Jae In's Presidency***" which is submitted as a requirement to obtain a Bachelor of Social Sciences degree at the Faculty of Humanities at President University. In the process of writing this thesis, I realize that I will not be able to complete it without the support and assistance of various parties. So, on this special occasion the author would like to thank:

1. My thesis Advisor, Mr. Sigit Andhi Rahman, Ph.D, for all the direction, help, advice, and very meaningful learning that has accompanied and guided me throughout the writing process of my thesis.
2. To Mr. Riski M. Baskoro, S.Sos., MA. and Mr. Muhammad Farid, S.S., MA. as my examiners, Thank you for the feedbacks and suggestions for improvement of my thesis.
3. All lecturers of International Relations who have provided a lot of useful knowledge during the early lectures to the end.
4. My wonderful mother, Gusniarti Indra, who always gave me meaningful prayers, love, and support. Also, my father who always gives me his prayers.
5. The greatest sister and best friend; Happy Firsty Amelia, the one who is always be there whenever I need her, always gave me psychological support and becomes a figure who is always through my thick and thin. Being the biggest source of enthusiasm and inspiration for the author.
6. My two younger brothers, Dailalul Khairath and Muhammad Ikhsanur Hakim who always support and pray for the author's health.
7. All friends from the International Relations Evening Class batch 2020 President University, especially Sabrina, Erika, Ariq, Sella and Rizkita who helped and accompanied the author. Thank you for your advice and motivation for the author.

TABEL OF CONTENT

THESIS ADVISOR RECOMMENDATION LETTER.....	i
DECLARATION OF ORIGINALITY	ii
PANEL OF EXAMINERS.....	iii
APPROVAL SHEET	iii
STATEMENT OF ORIGINALITY	iv
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST.....	v
ADVISOR APPROVAL FOR PUBLICATION	vi
TURNITIN REPORT	vii
GPT ZERO REPORT.....	viii
ABSTRACT.....	ix
ABSTRAK.....	x
ACKNOWLEDGEMENT.....	xi
TABEL OF CONTENT	xiii
CHAPTER I	1
INTRODUCTION	1
I.1. The background of the study.....	1
I.2. Problem Identification.....	4
I.3. Statement of the Problem	8
I.4. Research Objective.....	8
I.5. Research Significance.....	8
I.6. Theoretical Framework.....	9
1.6.1. Liberalisme.....	9
1.6.2. Public Diplomacy.....	10
1.6.3. Cultural Diplomacy	11
1.6.4. Gastrodiplomacy	12

1.6.5. National Interest.....	14
I.7. Scope and Limitation of the Study.....	16
I.8. Chapter Structure	16
I.9. RESEARCH METHODOLOGY	17
I.10. DATA COLLECTION METHOD AND DATA SOURCES.....	18
CHAPTER II.....	19
SOUTH KOREA FOREIGN POLICY DURING MOON JAE IN'S PRESIDENCY	19
II.1. Moon Jae In's Profile	19
II.2. South Korea Foreign Policy in the Moon Jae In's Presidency	20
II.3. New Southern Policy	23
II.4. Republic of Korea – Republic of Indonesia Joint Vision Statement for co- prosperity and Peace.	29
II.5. Sunshine Policy	29
II.6. Bilateral Relations between South Korea and Indonesia	32
II.7. Global <i>Hansik</i> : <i>Kimchi</i> Diplomacy.....	34
CHAPTER III.....	39
ANALYSIS OF SOUTH KOREA GASTRODIPLOMACY IN INDONESIA DURING THE ERA OF THE MOON JAE-IN'S PRESIDENCY.....	39
III.1. South Korea Gastrodiplomacy in Indonesia	39
III.2. Gastrodiplomacy during Moon Jae In's Presidency.....	42
III.2.1. Global <i>Hansik</i> : <i>Kimchi</i> Diplomacy	49
III.2.2. South Korea's Halal Gastrodiplomacy in Indonesia	52
III.3. Gastrodiplomacy during the Covid pandemic - 19.....	59
III.4. Analysis of Gastrodiplomacy in Indonesia during the Moon Jae In's Presidency.....	62
CHAPTER IV.....	66
CONCLUSION.....	66
BIBLIOGRAPHY.....	68
Books.....	68
Journals.....	69

Official Website	70
Internet Sources	71