



**"A Comparative Study Between Japan and Indonesia
Gastro Diplomacy Strategies"**

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ABSTRACT

This study conducts a comparative study of the gastrodiploamacy strategies between Japan and Indonesia, examining how both countries utilize their rich culinary heritage to enhance cultural diplomacy. Japan and Indonesia were chosen for their unique and globally recognized culinary traditions, as well as their different approaches to promoting national cuisines internationally. This study uses a qualitative method with a comparative case study approach. This approach allows for an in-depth analysis of gastrodiploamacy strategies in Japan and Indonesia with a focus on the similarities, differences and outcomes of each strategy in promoting cuisine as a cultural diplomacy tool. The research also draws on Juyan Zhang's gastrodiploamacy model as an analytical framework to assess the strategies of each country's approach in enhancing cultural attractiveness and culinary identity at the international level. This comparative study examines each country's strategies, individuals (including actors and non- state actors), and promotional techniques. The limitations of this study are the focus on publicly available data and the qualitative assessment of the impact of each strategy on international perceptions of Japanese and Indonesian cuisine. This research seeks to provide insights into effective culinary diplomacy practices that can inspire further development of cultural diplomacy initiatives around the world.

Keywords: Comparative Study, Gastrodiploamacy, *Washoku*, Wonderful Indonesia, Indonesia Spice Up the World, JETRO

ABSTRAK

Penelitian ini melakukan studi perbandingan strategi gastrodiplomasi antara Jepang dan Indonesia, meneliti bagaimana kedua negara memanfaatkan warisan kuliner mereka yang kaya untuk meningkatkan diplomasi budaya. Jepang dan Indonesia dipilih karena tradisi kuliner mereka yang unik dan diakui secara global, serta pendekatan yang berbeda dalam mempromosikan kuliner nasional di dunia internasional. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus komparatif. Pendekatan ini memungkinkan analisis mendalam mengenai strategi gastrodiplomasi di Jepang dan Indonesia dengan fokus pada persamaan, perbedaan, dan hasil dari masing-masing strategi dalam mempromosikan kuliner sebagai alat diplomasi budaya. Penelitian ini juga mengacu pada model gastrodiplomasi Juyan Zhang sebagai kerangka analisis untuk menilai strategi pendekatan masing-masing negara dalam meningkatkan daya tarik budaya dan identitas kuliner di tingkat internasional. Studi komparatif ini mengkaji strategi, individu (termasuk aktor negara dan aktor non- negara), dan teknik promosi masing-masing negara. Keterbatasan penelitian ini adalah fokus pada data yang tersedia untuk umum dan penilaian kualitatif terhadap dampak dari setiap strategi terhadap persepsi internasional tentang masakan Jepang dan Indonesia. Penelitian ini berusaha untuk memberikan wawasan tentang praktik diplomasi kuliner yang efektif yang dapat menginspirasi pengembangan lebih lanjut dari inisiatif diplomasi budaya di seluruh dunia.

Kata kunci: Gastrodiplomasi, *Washoku*, Wonderful Indonesia, Indonesia Spice Up the World, JETRO, Studi Komparatif

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APPENDIX I

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