



**THE IMPLEMENTATION OF INDONESIAN
GASTRODIPLOMACY BY THE INDONESIAN EMBASSY IN
MANILA, PHILIPPINES YEAR 2023**

UNDERGRADUATE THESIS

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

By

JENNIFER PUTU LEGIYATI

ID 0162102100059

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

CIKARANG

DECEMBER 2024

TURNITIN SIMILARITY CHECK



GPTZERO SCORE CHECK

[illegible]

ABSTRACT

This research discusses the implementation of gastrodiploamacy as Indonesia's cultural diplomacy strategy through the Indonesia Spice Up The World (ISUTW) program conducted by the Indonesian Embassy in Manila in 2023. Gastrodiploamacy is used to strengthen the positive image and improve bilateral relations between Indonesia and the Philippines. This research contributes to the understanding of the importance of culture-based diplomacy in strengthening bilateral relations and highlighting Indonesia's culinary identity at the international level. This study makes a significant contribution to the study of gastrodiploamacy, especially from the perspective of state actors.

This research adopts a qualitative approach with field observation, in-depth interviews, and document analysis methods. The main focus of this research is the role of the Indonesian Embassy in Manila year 2023 in promoting Indonesian spices and food through activities such as culinary festivals, cultural exhibitions, and collaboration with local chefs and restaurants. The implementation of this program includes activities such as the Indonesian Food Festival, International Bazaar, and culinary promotion through digital media aimed at attracting the attention of the Filipino public to the uniqueness of Indonesian cuisine. This holistic approach is a clear example of the power of gastrodiploamacy in building meaningful and sustainable international relations. The Indonesian Embassy in Manila plays an important role in implementing gastrodiploamacy as part of cultural diplomacy, making a significant contribution in strengthening Indonesia-Philippines relations.

Keywords: Gastrodiploamacy, Indonesia Spice Up The World, cultural diplomacy, Embassy of the Republic of Indonesia in Manila.

ABSTRAK

Penelitian ini membahas implementasi gastrodiplomasi sebagai strategi diplomasi budaya Indonesia melalui program Indonesia Spice Up The World (ISUTW) yang dilakukan oleh Kedutaan Besar Republik Indonesia (KBRI) di Manila pada tahun 2023. Gastrodiplomasi digunakan untuk memperkuat citra positif dan meningkatkan hubungan bilateral antara Indonesia dan Filipina. Penelitian ini memberikan kontribusi pada pemahaman tentang pentingnya diplomasi berbasis budaya dalam memperkuat hubungan bilateral dan menonjolkan identitas kuliner Indonesia di tingkat internasional. Studi ini memberikan kontribusi signifikan terhadap kajian gastrodiplomasi, terutama dari perspektif aktor negara.

Penelitian ini mengadopsi pendekatan kualitatif dengan metode observasi lapangan, wawancara mendalam, dan analisis dokumen. Fokus utama penelitian ini adalah peran KBRI Manila tahun 2023 dalam mempromosikan rempah dan makanan khas Indonesia melalui kegiatan seperti festival kuliner, pameran budaya, serta kolaborasi dengan chef dan restoran lokal. Implementasi program ini mencakup kegiatan seperti Indonesian Food Festival, Bazar Internasional, dan promosi kuliner melalui media digital yang bertujuan menarik perhatian publik Filipina terhadap keunikan kuliner Indonesia. Pendekatan holistik ini menjadi contoh nyata kekuatan gastrodiplomasi dalam membangun hubungan internasional yang bermakna dan berkelanjutan. KBRI Manila memainkan peran penting dalam mengimplementasikan gastrodiplomasi sebagai bagian dari diplomasi budaya, memberikan kontribusi signifikan dalam memperkuat hubungan Indonesia-Filipina.

Kata kunci: Gastrodiplomasi, Indonesia Spice Up The World, diplomasi budaya, Kedutaan Besar Republik Indonesia di Manila.

ACKNOWLEDGEMENT

"I can do all things through Christ who strengthens me." – Philippians 4:13

First and foremost, I would like to express my deepest gratitude to the Almighty God for His endless blessings, guidance, and strength throughout the journey of completing this thesis. His blessings have been my source of courage and perseverance, allowing me to overcome every challenge and obstacle along this journey. Without His grace, this work would not have been possible.

I would also like to express my deepest gratitude to all lecturers at President University who have taught and guided me during my studies. Thank you for providing valuable knowledge and opening my horizons. The teaching and guidance from the lecturers have helped me become a better person and more prepared to face future challenges. Without the knowledge and guidance from the lecturers, I would not be able to achieve what I have achieved today.

My sincerest appreciation goes to my thesis advisor, Sir Riski M. Baskoro, for his invaluable guidance, encouragement, and insightful feedback throughout the research process. His expertise and dedication have been a tremendous source of inspiration and have greatly enriched the quality of this thesis.

My sincere gratitude goes to the staff and officials at the Embassy of the Republic of Indonesia in Manila, who provided me with support and access to the necessary data during my internship in 2023. Their cooperation and willingness to share insights were instrumental in shaping the direction of this research.

I would like to take a moment to acknowledge myself for the hard work, dedication, and perseverance I have put into this research. This journey has been both challenging and rewarding, and I am grateful for the personal growth I have experienced along the way.

To my beloved family, thank you for your unconditional love, endless support, and prayers. Your encouragement has been my greatest motivation. I am especially grateful to my parents, for instilling in me the value of education and

resilience, and to my grandma and my one and only sister for their understanding and cheer throughout this journey.

Last but not least, to my dearest bestfriends, especially Intan, Claire, and Adrian thank you for your companionship, words of encouragement, and shared laughter that have lightened this challenging journey. Your support and presence have been a source of strength, and I am blessed to have you in my life. Hopefully we can continue to support each other and share happiness in every achievement in the future.

To everyone who has been part of this journey in one way or another, thank you. May this thesis serve as a reflection of all the support and guidance I have received. This achievement is as much yours as it is mine.

TABLE OF CONTENTS

PANEL OF EXAMINERS APPROVAL SHEET	i
THESIS ADVISOR RECOMMENDATION LETTER	ii
STATEMENT OF ORIGINALITY.....	iii
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST.....	iv
ADVISOR APPROVAL FOR PUBLICATION	v
TURNITIN SIMILARITY CHECK.....	vi
GPTZERO SCORE CHECK.....	vii
ABSTRACT.....	viii
ABSTRAK.....	ix
ACKNOWLEDGEMENT.....	x
TABLE OF CONTENTS	xii
LIST OF TABLES.....	xiv
CHAPTER 1-INTRODUCTION	1
1.1 Background of Study.....	1
1.2 Literature Review	6
1.3 Problem of Identification.....	8
1.4 Research Question.....	9
1.5 Research Objective and Significance	9
1.5.1 Research Objective.....	9
1.5.2 Significance of Research	9
1.6 Theoretical Framework	10
1.6.1 Gastrodiplomacy	10
1.7 Research Methods.....	11
1.7.1 Qualitative	12
1.7.2 Field Observation.....	12
1.8 Scope and Limitation	13
1.9 Thesis Structure	14
1.9.1 Chapter 1 - Introduction	14
1.9.2 Chapter 2 – The Development of Bilateral Relations Between Indonesia and The Philippines.....	14
1.9.3 Chapter 3 - "Indonesia Spice Up The World" Program.....	14

1.9.4 Chapter 4 - The implementations of Indonesia Spice Up The World as Indonesia Gastrodiplomacy in the Philippines.....	14
1.9.5 Chapter 5 - Conclusion.....	15
1.10 Definition of Terms.....	15
1.10.1 Embassy of the Republic of Indonesia (KBRI).....	15
1.10.2 Indonesia Spice Up The World (ISUTW)	15
CHAPTER II- THE DEVELOPMENT OF BILATERAL RELATIONS BETWEEN INDONESIA AND THE PHILIPPINES.....	16
2.1 The history of bilateral relations between Indonesia and the Philippines.....	16
2.1.2 Political and Security Relations	17
2.1.3 Economic Relationship.....	18
2.1.4 Socio-Cultural Relationships	20
2.2 Culture as a Strengthening Aspect of Bilateral Relationships.....	21
CHAPTER III- "Indonesia Spice Up The World" Program.....	24
3.1 Historical Background: Nusantara The Land of Spices.....	24
3.1.2 The Rise of Indonesian Gastrodiplomacy.....	26
3.1.3 The Indonesia Spice Up The World Program	28
3.1.4 The Actor of Indonesia Spice Up The World.....	30
3.1.5 The Specific Actor Ministry of Foreign Affairs: Embassy of Indonesia in Manila.....	32
CHAPTER IV- The implementations of Indonesia Spice Up The World as Indonesian Gastrodiplomacy in the Philippines	35
4.1 Implementation of ISUTW by the Indonesian Embassy in Manila.....	35
4.2 Indonesian Gastrodiplomacy through Culinary Exhibition and Indonesian Food Festival	36
4.2.1 Implementation of Indonesian Gastrodiplomacy through Scholarship Promotion.....	38
4.2.2 Social Media and Digital Campaigns	40
4.2.3 Indonesian Gastrodiplomacy through Chef Collaboration.....	40
4.2.4 Indonesian Gastrodiplomacy through Indonesian Restaurants in the Philippines	42
4.2.5 Indonesia's Gastrodiplomacy through Familiarization Trip	45
4.3 ISUTW as a Progressive Step in Indonesia-Philippines Diplomacy	47
CHAPTER V-CONCLUSION.....	51
Bibliography	53
APPENDICES	60

LIST OF TABLES

- Table 1 : List of activities that have been implemented by the Indonesian Embassy in Manila throughout 2023
- Table 2 : Diagram of the government conducting gastrodiplomacy through the “Indonesia Spice Up The World” program as a special branch of cultural diplomacy

APPENDICES

APPENDIX 1 – Diplomatic Reception 2023



Source: KBRI Manila, 2023

APPENDIX 2 – Asian Festival 2023 at UP Diliman



Source: Daily Tribune, 2023

APPENDIX 3 – Indonesia Bazaar 2023



Source: KBRI Manila, 2023

APPENDIX 4 – ASEAN Food Festival (AFF) 2023



Source: KBRI Manila, 2023

APPENDIX 5 – Familiarization Trip for specialty Coffee and Cacao filipino buyers



Source: asej, 2023

APPENDIX 6 – The 78th of Indonesia Armed Forces Day



Source: KBRI Manila, 2023

APPENDIX 7 – The Nusantara: Indonesia Object ‘d Arts Exhibition in University of Santo Thomas (UST) Museum



Source: KBRI Manila, 2023

APPENDIX 8 – International Bazaar 2023



Source: KBRI Manila, 2023

APPENDIX 9 – World Bazaar Festival



Source: KBRI Manila, 2023

APPENDIX 10 – Asian Eats Festival at Shangri-La Manila



Source: KBRI Manila, 2023

APPENDIX 11 – Indonesia Bazaar 2023



Source: KBRI Manila, 2023

APPENDIX 12 – Taste of The World by Adamson University



Source: KBRI Manila, 2023