

ABSTRAK

Pada abad ke-21, *gastrodiplomacy* diawali oleh Thailand dengan melakukan kampanye berupa “*Thailand Kitchen for The World*”. Sejak adanya kampanye tersebut membuat negara-negara seperti Malaysia dan Indonesia ikut serta meramaikan adanya kampanye mengenai *gastrodiplomacy*. Malaysia pada tahun 2006 mulai mempromosikan negara nya sebagai pusat makanan halal serta membuat kampanye bernama “*Malaysia Kitchen for The World Programme*” (MKP) pada tahun 2010 dengan mempromosikan masakan khas nya di beberapa negara seperti Inggris, Amerika, Australia, dan Tiongkok yang memiliki populasi serta peluang pemasaran yang besar. Indonesia memulai *gastrodiplomacy* pada pemerintahan Susilo Bambang Yudhoyono dengan membentuk peran *Indonesia Diaspora Network Global* pada *Indonesia Culinary Task Force* yaitu sebuah platform sebagai ajang promosi, peningkatan serta membawa masakan tradisional dan modern Indonesia ke ranah internasional serta membuat kampanye bernama “*Wonderful Indonesia*” yang memiliki pilar *Sensory Wonders* didalam salah satu dari lima pilar didalamnya. Pada penelitian ini, penulis tertarik untuk memahami lebih lanjut bagaimana komparasi strategi Malaysia dan Indonesia dilihat dari beberapa indikator seperti *Gastrodiplomacy Campaign (Slogans, Logos and Programme)*, *Product Marketing Strategy*, *Food Events Strategy*, *Coalition-Building Strategy*, *Media Relations Strategy* serta *Media Relations Strategy*.

Kata Kunci: *Gastrodiplomacy, Malaysia, Indonesia, Komparasi.*

ABSTRACT

In the 21st century, gastrodiplomacy was initiated by Thailand by conducting a campaign in the form of "Thailand Kitchen for the World". the existence of these campaigns made countries such as Malaysia and Indonesia participate in enlivening the campaign on gastrodiplomacy. Malaysia in 2006 began promoting its country as a center for halal food and made a campaign called "Malaysia Kitchen for the World Program" (MKP) in 2010 by promoting its specialties in several countries such as Britain, America, Australia and China which have great populations and marketing opportunities. Indonesia started gastrodiplomacy in Susilo Bambang Yudhoyono's administration by forming the role of the Indonesia Diaspora Global Network in the Indonesia Culinary Task Force, a platform as a venue for promotion, improvement and bringing traditional and modern Indonesian cuisine to the international realm and creating a campaign called "Wonderful Indonesia" which has a Sensory Wonders pillar inside one of the five pillars inside. In this study, the authors are interested in further understanding how the comparative strategies of Malaysia and Indonesia are viewed from several indicators such as Gastrodiplomacy Campaign (Slogans, Logos and Programs), Product Marketing Strategy, Food Events Strategy, Coalition-Building Strategy, Media Relations Strategy and Media Relations Strategy.

Keywords: *Gastrodiplomacy, Malaysia, Indonesia, Comparison.*