

**COMPARATIVE ANALYSIS OF JAPAN AND SOUTH KOREA**

**GASTRODIPLOMACY STRATEGIES IN 2013 – 2017**

**UNDERGRADUATE THESIS**



**UNIVERSITAS  
ISLAM  
INDONESIA**

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**FACULTY OF PSYCHOLOGY AND SOCIO-CULTURAL SCIENCES**

**UNIVERSITAS ISLAM INDONESIA**

**2022**

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Proposed to the Department of International Relations  
Faculty of Psychology and Socio-Cultural Sciences  
Universitas Islam Indonesia

As a partial fulfilment of requirement to earn

Bachelor Degree in International Relations



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**VALIDATION PAGE**

**COMPARATIVE ANALYSIS OF JAPAN AND SOUTH KOREA  
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Defended in front of the  
Board of Examiners  
in the Department of International Relations  
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## STATEMENT OF ACADEMIC INTEGRITY

I hereby declare that this undergraduate thesis is the result of my own independent scientific work, and that all material from the work of others (in books, articles, essays, dissertations, and on the internet) has been stated, and quotations and paraphrases are clearly indicated.

No other materials are used other than those contained. I have read and understood the university's rules and procedures regarding plagiarism.

Making false statements is considered a violation of academic integrity.

*Yogyakarta, 6 June 2022*



*Dewita Putri Maharani*

## DEDICATION PAGE

I dedicate this research to:

**Papah Dr. Saifhul Anuar Syahdan, S.E., M.Si, Ak, CA and Mamah Greisiabi Barito S.E.**

Thank you for the support, love, prayers, motivation, hope, understanding, patience, and advice that both of you always give. Yaya's graduation was presented as a gift for Mamah and Papah's 23rd wedding anniversary.

**Keluarga Syahdan and Keluarga bi Barito**

Thank you for all the love and prayers.

**Damar Rifqi Anuar**

Thank you, my brother, Damar, for all the support.

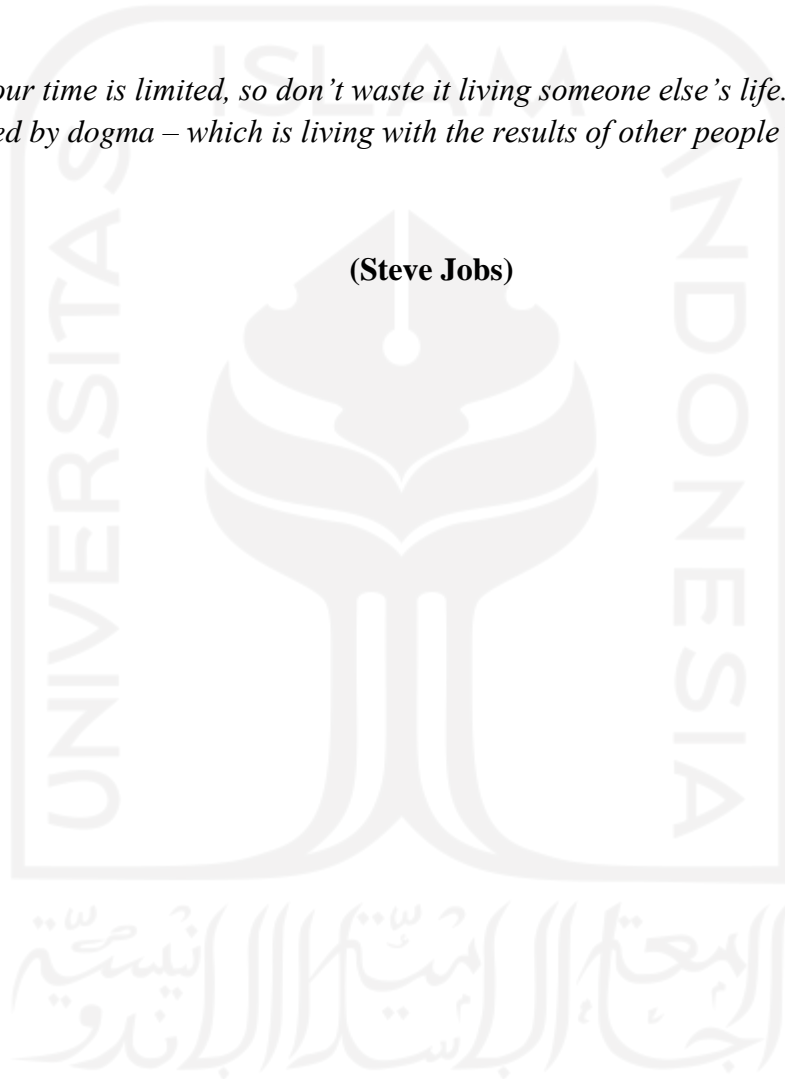
## MOTTO PAGE

*“The future belongs to those who believe in the beauty of their dreams.”*

**(Dewita Putri Maharani)**

*“Your time is limited, so don’t waste it living someone else’s life. Don’t be trapped by dogma – which is living with the results of other people’s thinking.”*

**(Steve Jobs)**



## INTRODUCTION WORD

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## LIST OF ABBREVIATIONS

JRO	: Japanese Restaurant Abroad
KFF	: Korean Food Foundation
JETRO	: Japan External Trade Organization
NAHF	: Nippon Asian Halal Food



## ABSTRACT

Gastrodiplomacy is a new practice in public diplomacy. Japan and South Korea participated in carrying out the gastrodiplomacy agenda. Japan started its gastrodiplomacy as an instrument of diplomacy in 2005 and then followed by South Korea in 2007. Gastrodiplomacy is a practice of communication between states to the public through food. Before officially starting its gastrodiplomacy agenda, Japan had already introduced washoku through manga and anime. Therefore, South Korea is trying to follow in the footsteps of Japan in introducing its country's specialties with the Global Hansik program which started in 2013. So this research aims to see the gastrodiplomacy strategy carried out by Japan and South Korea in 2013-2017. In looking at the gastrodiplomacy strategy carried out by the two countries, the author uses the gastrodiplomacy campaign element. Through this theory, the author sees how the strategies implemented by the two countries are through six elements, namely, the Gastrodiplomacy Campaign (Slogan, Logo, and Program), Product Marketing Strategy, Food Event Strategy, Coalition Building Strategy, Media Relations Strategy, and Education Strategy. The results of this study are, the two countries have implemented the six elements that have been mentioned, however, Japan in carrying out its strategy relies more on the private sector, while South Korea gastrodiplomacy is more centralized.

**Keywords:** *gastrodiplomacy, Japan, South Korea, gastrodiplomacy strategies, washoku, global hansik.*

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Since the end of World War II, diplomacy has become a new way to build international relations between countries. In international relations there is a practice that is well known in it, namely diplomacy. Diplomacy itself is an art of negotiating in reaching an agreement which later will affect the policy of a country by sending its representatives from each country. Over time, diplomacy does not only focus on affairs between one country and another but also on state relations with corporations, the international community, foreign investment, and others.

Over the years, diplomacy has evolved to develop various forms of diplomacies such as hard power and soft power. Taking the example of soft power according to Nye (2004) states that soft power is a diplomatic ability with elements of culture, political values, and policies (Nye, 2005). Within the soft power category itself, there is soft diplomacy which then has with its sub-category.

Following in the footsteps of other Asian countries, Japan started its gastrodiplomacy in 2005 with the "Shoku-bunkakenkyūsuishinKondankai" program or a committee that specifically examines culinary culture which aims to promote food as part of Japanese cultural products. The country itself has several programs carried out to advance the country's gastrodiplomacy. One example is holding a global campaign on sushi and a campaign through traditional culinary delights (washoku).

Meanwhile, in South Korea, the existence of a culinary policy as a diplomatic tool began with the leadership of President Roh Moo Hyun, namely the Global Hansik policy with the aim of transforming South Korean food into a global brand. One of the main focuses of global hansik policy is to collaborate in various groups such as companies, the public, and the mass media (Primayanti, 2013). There are recorded thousands of Japanese and Korean restaurants in the world. This indicates how serious the two countries are trying to build their country's brand. Each year, the two countries implement various programs to make their gastrodiploamacy a success. The Japanese Washoku program, which began in 2005, is part of Japan's efforts to increase the promotion of Japanese specialties to the world. The Japanese Washoku program is greatly helped by the existence of the Japanese Restaurant Organization (JRO). Quoted from the official JRO website, the Japanese Restaurant Organization is a non-profit organization with the aim of promoting Japanese restaurants abroad.

In 2007, South Korea released the Global Hansik program: Korean Cuisine to the World, a success throughout the world. There are several missions that need to be projected. The missions are to increase the number of Korean restaurants around the world to reach 40,000 qualified by government agencies, namely the Korean Food Foundation (KFF), increase investment in the South Korean food industry in expanding, list public figures used to advertise global hansik campaigns, and others. This mission is one of the long-term strategies of the South Korean government itself (Pham, 2013).

Based on the history between the two countries, South Korea has experienced a very long economic backwardness from Japan. The history of the



Japanese occupation of South Korea and the civil war that occurred in Korea and the IMF crisis experienced by South Korea, made the country once a poor country. Even though it was once a powerful country, Japan has also experienced destruction after the second world war. Japan needs a long time to recover its country's economy. Therefore, the two countries have something in common, namely they have experienced economic difficulties and now both countries have become one of the developed countries with several successful industries. One of them which is the food industry, where the gastrodiploamacy of the two countries can be considered successful even though Japan started its gastrodiploamacy earlier than South Korea.

In addition, traditional Japanese and South Korean foods have a lot in common. Take examples like kimbap which is similar to sushi, yakiniku which is similar to Korean bulgogi. The similarity of the food of the two countries is due to the influence of culture between each other. As an example of the resemblance of kimbap to sushi, according to Japan, the similarity between the two foods was caused during the Japanese occupation of South Korea when the Japanese introduced this food, which was then adopted by South Korea. Although the South Koreans did not confirm Japan's statement about the similarities between sushi and kimbap, according to them, rice wrapped in seaweed had been a traditional South Korean food long before the Japanese occupation.

Japan has also been known for its culture for a long time, the fame of anime and manga is one factor that helps Japanese gastrodiploamacy. In 2013, washoku was recognized by UNESCO as an Intangible Cultural Heritage (ICH). This indicates that Japan's gastrodiploamacy strategy has succeeded in shaping the

nation's branding and has also succeeded in promoting domestic goals in the formation of cultural identity. With Japan's success in introducing its traditional food, South Korea as a neighboring country then participated in pursuing Japan's success in forming a new image through gastrodiplomacy. Therefore, South Korea began to strengthen the gastrodiplomacy agenda by cooperating with several parties as South Korean gastrodiplomacy actors.

From the explanation above, the authors are interested in understanding further how the strategy comparison between Japan and South Korea is seen from several indicators such as the gastrodiplomacy campaign programs, efforts to market food products and images, international events related to the culinary field, efforts to build cooperation with a various related party, and media promotion.

## **1.2 Research Question**

Seeing from the background regarding the gastrodiplomacy program carried out by Japan and South Korea, the author draws a research question in the form: **"How is the gastrodiplomacy strategy implemented by Japan and South Korea in 2013-2017?"**

## **1.3 Research Objectives**

The Objective of this study are:

1. To understand the gastrodiplomacy applied by Japan and South Korea.
2. To analyze the comparison between Japan and South Korea gastrodiplomacy.
3. To understand the results of the Japanese and South Korean gastrodiplomacy strategy campaign in 2013-2017.

4. To understand the increase of Japan's gastrodiplomacy and how South Korea caught up with Japan.

#### **1.4 Research Scope**

The author will only explain how the gastrodiplomacy strategy was implemented by Japan and South Korea. Then, the author will also compare the gastrodiplomacy strategy between the two countries. Furthermore, the author will explain how gastrodiplomacy carried out by Japan and South Korea can have an impact on the two countries. So, this research will only focus on 2013-2017 because, in 2013-2017 during the reign of Park Geun-hye which began to focus on developing its national economic diversification (one of which was through an economy based on cultural products) and why Japan was chosen because to see how South Korea's strategy is to catch up with the longer-running Japanese gastrodiplomacy strategy.

#### **1.5 Literature Review**

As gastrodiplomacy began to develop, countries began commenced their own gastrodiplomacy agendas. Countries use this gastrodiplomacy agenda as an effort to build their country's national branding. Take Thailand for example with its slogan "Kitchen of The World" with the logo of three white petals, followed by Malaysia with the slogan "The Malaysia Kitchen Program". This was also of course done followed by Japan and South Korea. Japan although not formally, the slogan that is often referred to by Japan is "Striving for Japanese restaurants that are loved around the world", with its logo in the form of a white circle in a red circle, a pair of chopsticks, and cherry blossoms in the middle of the plate (Nurasdi, 2019). In the thesis by Aliffiyan Fajar Nurasdi (2019) "Upaya Jepang

Dalam Pendayagunaan Kuliner Tradisional (Washoku) Sebagai Instrumen Diplomasi Budaya Di Indonesia (Periode 2013-2018)” Japan has been very good at carrying out its cultural diplomacy. This can be seen from the efforts made by Japan by making efforts such as exhibitions (example: Ennichisai Festival), dissemination through the art of drawing (manga and anime), holding educational programs such as cooking demonstrations, and making literacy as outlined in the form of websites, and we can find books on various recipes and the history of Japanese food in the TJJ library. With the efforts already mentioned, Japan is oriented to influencing global public opinion that Japan it is a peace-loving country, and has an interesting culture, both modern and traditional, while recognizing Japan as a country that has and a unique culinary culture.

Furthermore, these two countries have a similar goal, to build a country's identity through culinary. However, apart from building a national identity, South Korea has a desire to improve its country's economy through its very diverse traditional foods. Culinary heritage has considerable strength or potential in strengthening the image of a country because the public tends to accept this culture (Rihadini, 2018). In contrast to South Korea, Japan has a target to increase the value of exports related to washoku. Eventually, it can be concluded that the main target of Japanese gastrodiplomacy is an increase in the country's economy.

In a journal written by Ramadhan et al. (2019) titled “Budaya Kuliner sebagai Soft Power: Studi Perbandingan Thailand dan Republik Korea” it is explained that gastrodiplomacy has significantly changed the image of Thailand and South Korea. Public opinion regarding Thailand before was a country that offers 'sex tourism' now has turned into a culinary destination country in

Southeast Asia. This is due to the selection of gastrodiplomacy as national branding and advancing quality control to export related to traditional Thai food. Furthermore, for South Korea, the public opinion of the United States of America towards South Korea has changed a lot since South Korea it began to run gastrodiplomacy (Ramadhan et al., 2019). This opinion has a good impact on the image of South Korea in the eyes of the public, besides that and its public opinion is also the basis for South Korea's foreign policy. This journal found that culinary can be used as an identity or national branding of a country. Culinary, media, and messages conveyed can change public opinion of a country.

The thesis written by Dewi (2019) titled “Gastrodiplomacy Jepang Di Indonesia Melalui Program Japan Halal Food Project” tries to examine the impact of Japanese gastrodiplomacy in Indonesia through Japan Halal Food project. Japan, through the Japan Halal Food Project in Indonesia, is doing its gastrodiplomacy smoothly. According to a survey conducted by JETRO, Japanese food is the favorite foreign food. Japan Halal Food, which was held in Indonesia, is a collaboration of the Ministry of Trade, Economy, and the Cool Japan Strategy Promotion Project of METI and First Co Ltd (Dewi, 2019). In this project, Japan is promoting its country's signature food targeting the Indonesian market. Besides promoting the typical food of its country, Japan also wants to convey the message that its country is a country that is friendly to Muslims. The purpose of using gastrodiplomacy by Japan is to strengthen diplomatic relations between the country and Indonesia.

From some of the studies above, research still focuses on the gastrodiplomacy of the two countries separately. Therefore, this study wants to try

to analyze the different strategies and goals of gastrodiplomacy between the two East Asian countries. Apart from that, as a differentiator from the existing research, in this study the authors want to further investigate how Japan and South Korea started their gastrodiplomacy.

## **1.6 Conceptual Framework**

### **1.6.1 Gastrodiplomacy**

As the main element for the foreign public to provide an understanding of culinary culture, gastrodiplomacy is a practice of state-to-public communication through food. According to Rockower (2012), Gastrodiplomacy is the act of winning hearts and minds through stomachs (Rockower, 2012). Gastrodiplomacy is a different term from culinary diplomacy and food diplomacy. At formal events, such as state dinners, culinary diplomacy focuses on the use of cooking as a form of cultural communication. Gastrodiplomacy is used in activities that are more informal and involve the public, such as festivals. Gastrodiplomacy is divided into two types, namely politerism gastrodiplomacy and paradiplomation gastrodiplomacy (Rockower, 2012).

Polymerism gastrodiplomacy explains the existence of cooperation among non-state actors and non-state actors because gastrodiplomacy requires collaboration between the two actors to eliminate the formal impression. Meanwhile, paradiplomacy gastrodiplomacy describes the sub-factors that carry out their own diplomatic activities. By comparing culinary diplomacy practices, Rockower offers several views on the features of gastrodiplomacy:

- a. Public diplomacy, which seeks to communicate more widely with foreign audiences about culinary culture and focuses on a wider audience than only at the elite level.
- b. Gastrodiplomacy seeks to promote the brand image of the food nation by cultural diplomacy, which then underlines and gives a knowledge of the national culinary traditions to the foreign public.
- c. Gastrodiplomacy is in the form of state to public relations.

According to Zhang, Robbitt & Sullivan, Ronald, and also Theaker & Yaxel who write about gastrodiplomacy, there are several elements that must be in a gastrodiplomacy campaign program, which are:

- a. Product Marketing Strategies

Product Marketing Strategies contains a strategy for how the gastrodiplomacy implementation process will be carried out, who is the actor, and about how to involve engaging the community in the process, as well as a strategy for selling the typical food products of a country to foreign tourists or foreign nationals. It could also be a strategy of developing a country-specific restaurant business in another country and the services involved in it.

- b. Gastrodiplomacy Campaign (Slogans, Logos and Programs)

Gastrodiplomacy actors choose the theme to communicate. It describes slogans or phrases slogan or phrase, logos and programmes programs used to attract the public and communicates the message appropriately and gives or creates the identity of the gastrodiplomacy campaign of the country.

- c. Food Events Strategy

It is an effort to promote the typical culinary of a country by participating in or holding a food festival event. This strategy is one of the strategies that is often carried out by countries in implementing their gastrodiplomacy.

d. Coalition-Building Strategy

It build partnerships with international organizations or industry partners who can support the implementation of the gastrodiplomacy program in order to support the gastrodiplomacy succession.

e. Media Relations Strategy

The use of social media as a gastrodiplomacy promotion tool that can be accessed by everyone.

f. Education Strategy

The strategy includes the presence of educational participation in promoting a particular food, for example holding a cooking class. Things like this are done to ensure that the food that will be sold or promoted abroad is guaranteed in terms of taste and quality. If later the participants from the cooking class held by a country are ready, the gastrodiplomacy program chain in promoting food abroad can run well.

## **1.7 Provisional Argument**

Based on the concept of gastrodiplomacy that has been described above, the author draws a temporary argument that the gastrodiplomacy strategies of Japan and South Korea have similarities. This can be seen from several aspects of the strategy that has so far been carried out by the two countries. Here are some strategies that may have something in common:



- a. Food Events Strategy.
- b. Media Relations Strategy.
- c. Education Strategy.

## **1.8 Research Method**

### **1.8.1 The Types of Research Methodology**

The method used in this research is a qualitative method. Qualitative methods focus require the author to describe and explain the research problem, events, and the data obtained. The data source is obtained by the author from journal articles, previous research, related books, and credible news. The focus of this research is to find differences or similarities in gastrodiplomacy strategies between the two East Asian countries, namely Japan and South Korea. In addition, the author will also examine the general results of the gastrodiplomacy of the two countries in 2013-2017.

### **1.8.2 The Subject and Object of the Research**

In a study entitled "COMPARATIVE ANALYSIS OF JAPAN AND SOUTH KOREA GASTRODIPLOMACY STRATEGIES IN 2013 – 2017" the author used two research subjects, namely the Japanese state which began to carry out its country's gastrodiplomacy by promoting its country's traditional food called woshoku. Then the second subject came from South Korea which also started its gastrodiplomacy in 2008 and campaigned for Korean Food for the World. The object of this research is the gastrodiplomacy strategies that are carried out by Japan and South Korea in 2013-2017.

### **1.8.3 Data Collection Methods**

In this qualitative research method, the author will use secondary data which is are data obtained from other parties where the data to be obtained is in the form of information carried out through data which then the author will use in this study. Data is obtained through sources of books, journals, websites, and news related to problem topics. The author also uses literature related to research and accesses several electronic sources such as JSTOR, Google Scholar, ResearchGate, and several other sources.

### **1.8.4 Research Process**

The description of the research implementation in this research design will be described in several steps:

**Stage 1.** Process and plan information for an investigation. These developments include the translation of information, checking materials, preparation of field information, or compilation and compilation of information into various data sources.

**Stage 2.** Read carefully all the information. The first step is to collect the overall feeling from the data obtained and think about general significance.

**Stage 3.** Write down and describe all the information that has been collected and made into a complete report.

**Stage 4.** Write an analysis of the information that has been obtained.

## **1.9 Thesis Outline**

**Chapter 1** is the introduction which contains the background of the problem, research question, research objectives, research scope, literature review,

conceptual frameworks, provisional arguments, research methodology, and systematic discussion.

**Chapter 2** is a discussion of the gastrodiploamacy strategy carried out by Japan and South Korea with the Zhang (2015) indicator.

**Chapter 3** is a discussion of the comparative analysis of gastrodiploamacy strategies carried out by Japan and South Korea.

**Chapter 4** is the conclusions and recommendations.



## CHAPTER II

### JAPAN AND SOUTH KOREA GASTRODIPLOMACY STRATEGY

Gastrodiplomacy has become a public diplomacy concept that has attracted the attention of many middle power countries. Gastrodiplomacy is one of the subjects of culinary cultural diplomacy in which food is used as a means of cultural communication in public diplomacy. In other words, gastrodiplomacy is a practice of government-to-public communication through food. Based on Rockower (2012), Gastrodiplomacy is the act of winning hearts and minds through stomachs (Rockower, 2012). Many countries in the world have started gastrodiplomacy as part of their public diplomacy.

Japan is an example of a country that started gastrodiplomacy in Asia. Started its gastrodiplomacy in 2005, the “*Shoku-bunkaken kyūsuishin Kondankai*” program. *Shoku Bunka* is a term that specifically examines culinary culture which aims to promote food as a product of Japanese culture (Rosliana, 2017). Then there was the Japanese gastrodiplomacy campaign program through traditional culinary delights (*washoku*). *Washoku* is an effort by the Japanese government to increase the promotion of Japanese food to the international world. Actors who have helped the Japanese government in developing the popularity of Japanese food include the Japanese Restaurant Organization. JRO is a non-profit organization whose goal is to introduce Japanese food to the international scene.

In South Korea in 2009, South Korean President Lee Myung Bak introduced the Korean Cuisine to the World campaign intending to introduce Korean food to the international scene. In the same year, the South Korean government established the Korean Food Foundation as a tool to introduce

Korean food to the international community. The Korean Cuisine to the World program makes *Kimchi* the main dish. Not only introducing traditional Korean food, this program also provides information about the history, the process of making it, and how to eat it. This program also improves the quality of South Korean food products that were previously not well known in the market.

As mentioned above, gastrodiplomacy is a communication tool between the government and the public through food. However, Gastrodiplomacy itself can be divided into two forms, namely Gastrodiplomacy Paradiplomacy and Gastrodiplomacy Polylateralism (Rockower, 2014). According to Zhang (2015), there are several elements in gastrodiplomacy that are very important for communication strategies such as branding themes, message appeals, strategies, and tactics (Zhang, 2015). Therefore, in this chapter, the author will write about the strategies of gastrodiplomacy between Japan and South Korea with these indicators. The author takes data from various sources randomly.

## **2.1 Gastrodiplomacy Campaign (Slogans, Logos, and Programme)**

Japan and South Korea have their own goals in carrying out their gastrodiplomacy programs. One of Japan's goals in implementing the gastrodiplomacy program is to use food as a tool that can promote a positive image of Japan in the international arena and also to know the situation of Japanese restaurants abroad (Farina, 2018). Similar to Japan, South Korea also has a goal to improve the country's positive image and also to make South Korean food a global brand.

### 2.1.1 Gastrodiplomacy Slogans and Logos

**Table 2.1 Slogans and Logos Gastrodiplomacy Japan and South Korea**

COUNTRY	SLOGAN	LOGO
JAPAN	“Loved Around the World”	 <b>JRO</b> Organization to Promote Japanese Restaurants Abroad
SOUTH KOREA	“Bibigo: Hot Stone”; "Taste of Korea"	

The table above shows one of the efforts made by Japan and South Korea through the slogan and logo of gastrodiplomacy. Japan does not have an official slogan for its Gastrodiplomacy program, but Japanese Restaurant Abroad or JRO is promoting it with “Striving for Japanese restaurants that are loved around the world.” which was later shortened to “Love Around the World” as a slogan for Japanese gastrodiplomacy. The logo of Japanese gastrodiplomacy itself consists of four elements, namely a white circle inside a red circle, depicting a plate and the national flag of Japan. Then there are a pair of chopsticks and cherry blossoms in the center of the circle (Zhang, 2015).

For South Korea, the CJ Group company uses typical South Korean food, namely *bibimbap* to make its slogan, "Bibigo" with the tagline "Taste of Korea". The word bibigo itself is a combination of the word *bibida* or mix in English and to 'go'. The logo of the campaign is the word Bibigo in the alphabet. The letter O represents the stoneware which is the utensil for cooking bibimbap. Then the letter I is described as a spoon and chopstick (Zhang, 2015).

### 2.1.2 Gastrodiplomacy Program

Apart from the existence of labels in the form of slogans and logos in implementing the gastrodiplomacy of Japan and South Korea, there are also other efforts made by the governments of the two countries. The efforts made by the governments of the two countries are to implement attractive programs that can support the continuity of the gastrodiplomacy of the two countries. This program is then an effort made by the government and other parties who support the gastrodiplomacy of their country. Then the author will mention efforts that have been made by Japan and South Korea in carrying out programs related to gastrodiplomacy through the table below.

**Table 2.2 Japan and South Korea Gastrodiplomacy Program**

<b>COUNTRY</b>	<b>GASTRODIPLOMACY PROGRAMME</b>
Japan	<ul style="list-style-type: none"><li>● Japanese Restaurant Overseas (JRO)</li><li>● Cool Japan</li></ul>
South Korea	<ul style="list-style-type: none"><li>● Korean Food Promotion Institute</li><li>● Global Hansik</li></ul>

#### 2.1.2.1 Japan's Gastrodiplomacy Program

##### A. Japanese Restaurant Overseas (JRO)

One of Japan's goals in implementing gastrodiplomacy is to increase the investment in economy, trade, and tourism. Then it is known that in implementing gastrodiplomacy in Japan, not only the government acts as an actor but there are also other actors involved. In addition, Japan also has a goal to change the image of its country in a more positive direction. Japan's concern about the quality of

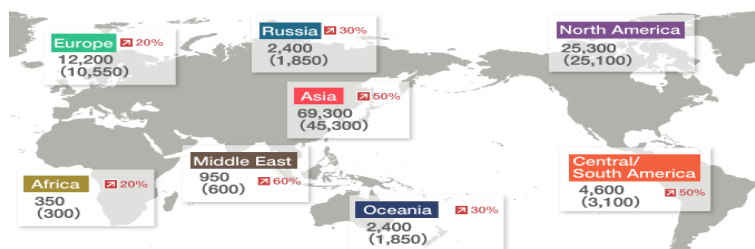
Japanese food has made the government of this country more active in rebranding the country's image.

The implementation of Japanese gastrodiploamacy program is implemented through the deployment of Japanese restaurants that meet government standards in various countries with the Japanese Restaurant Overseas or JRO program. JRO is a non-profit organization that works to make Japanese food culture available to the public around the world. Japanese food is an important element in the implementation of this program. To ensure the uniqueness of Japanese food, the core ingredients of Japanese food are only sourced from agricultural and marine products from Japan.

Japanese food is one of the most popular foods in the world, and this popularity causes many Japanese restaurants to spread all over the world. Reporting from the Nippon.com website (2018) in October 2017 there were 117,568 Japanese restaurants abroad, this data was obtained from the Ministry of Agriculture, Forestry, and Fisheries Japan. This data has increased by 30% from the previous data survey conducted in 2015 (Nippo.com, 2018).

**Picture 2.1 Increase in the Number of Japanese Restaurants Overseas**

Japanese Restaurants Overseas on the Increase



Created by Nippon.com based on research conducted by the Ministry of Foreign Affairs and data compiled by the Ministry of Agriculture, Forestry, and Fisheries. Figures in parentheses are for 2015; percentage growth is for 2015-17.

nippon.com

Source: (Nippon.com, 2018)



From the picture above, it can be seen that the largest increase was in Asia with an increase of 50% and the number of restaurant additions of 45,300 restaurants in 2017. Then there is Central/South America which also increased by 50% with the addition of 3,100 restaurants. Then there is the Middle East which has the biggest increase of 60% with the addition of 600 Japanese restaurants in its area.

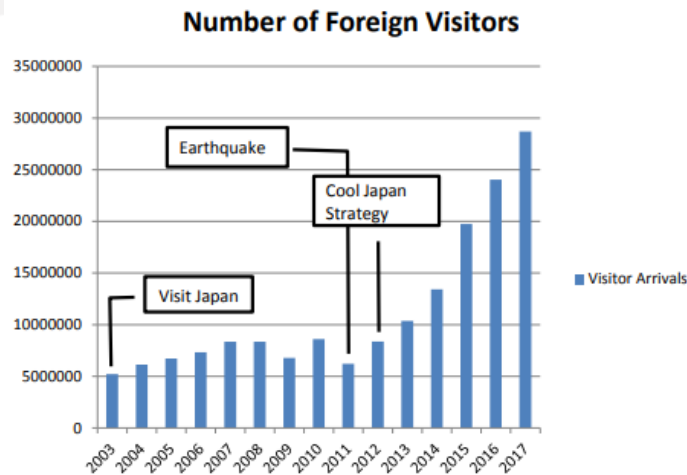
The Ministry of Agriculture, Forestry, and Fisheries Japan responded to this extraordinary increase due to the system launched in 2016 where this system existed to recognize several restaurants as “Japanese food and ingredient supporter stores overseas”. These restaurants will be certified “Japanese food and ingredient supporter stores overseas” if the restaurant uses staple ingredients produced directly in Japan. To get this certification, these Japanese food restaurants must meet several requirements. The requirement is to consistently provide dishes that use food and staple ingredients produced directly in Japan, including by explaining the menu served with these products, Then also by promoting and the appeal and characteristics of dishes and ingredients originating from Japan.

## **B. Cool Japan**

Like most countries in the world where the tourism sector is an important sector of the country, Japan also feels the same way. Because of that, the Japanese government finally held a program called Cool Japan. This program itself has a goal to develop

Japanese tourism. Prior to the Cool Japan program, in 2003 there was a Visit Japan program campaign. Even with the increase in the number of foreign visitors to Japan, this number does not show a significant increase.

**Picture 2.2 Japan Visitor Arrivals by the year 2013-2017**



Source: (Japan Tourism Statistics, 2018)

There is a very sharp increase in the number of foreign tourist arrivals experienced by Japan from 2012 to 2017. This is due to the policies implemented by the Japanese government. In 2012 the Cabinet of Japan approved the Tourism Nation Promotion Basic Plan based on the provisions of Article 10, paragraph (4) of the State Tourism Promotion Basic Law (Constitution No. 117 of 2006), establishing a basic plan for realizing a Tourism State (Japan Tourism Agency, 2017).

Cool Japan is a term used to define popular culture in Japan. Cool Japan itself is considered an activity that is familiar to the native Japanese community but it looks very foreign to people who come from outside Japan. The popularity of Japanese culture has

contributed greatly to building a positive image of the country. Because Cool Japan has the goal of not only improving the cultural economy of Japan but also enhancing the national image of the country itself.

Cool Japan is a form of Japanese gastrodiplomacy because apart from promoting popular cultures such as manga and anime, Cool Japan also promotes Japanese specialties. Japanese food is a huge attraction for other countries. According to the website fun-japan.jp (2018) based on the survey "Survey on Foreigner Consumption Trends in Japan in 2016" announced by the Ministry of Tourism of Japan, the expectation of tourists before visiting Japan is to enjoy Japanese cuisine with a survey result of 71%. Then it is followed by the desire to shop as much as 54.5% and enjoy the natural scenery as much as 47.9% (FUN! JAPAN Team, 2018).

#### **2.1.2.2 South Korea's Gastrodiplomacy Program**

##### **A. Korean Food Promotion Institute**

With the aim of improving the quality of life of people and developing the national economy through globalized Korean cuisine, a non-profit organization Korean Food Promotion Institution or previously known as the Korean Food Foundation was formed. Formed in 2010, this organization is supported by the Ministry of Agriculture, Food and Rural Affairs of South Korea. The organization cooperates with several other countries to promote Korean food.

In 2013, the Korean Food Promotion Institute took over the Korean Culinary School Support Project and the Overseas Korean Restaurant Support Project. Then in 2017 the Overseas Korean restaurant Consulting Project was assigned to the Korea Food Promotion Institute.

As one of the efforts of South Korea's gastrodiplomacy program, the Korea Food Promotion Institute has several main purposes, such as:

- a. Discovering, restoring, maintaining, and developing the original form through R&D focusing on the historical and cultural aspects of Korean Food (Korean Food Promotion Institute, n.d.).
- b. Promote the Korean Food industry, raise the status of Korean restaurants in the global market, secure the competitiveness of Korean Food Products, and lay the foundation for industrialization (Korean Food Promotion Institute, n.d.).
- c. Overseas expansion of Korean food (Korean Food Promotion Institute, n.d.).
- d. Promote and develop the excellence of Korean food in the domestic and foreign food industry, establish the legitimacy of Korean food, promote the Korean food industry, and pursue the overseas expansion of Korean food (Korean Food Promotion Institute, n.d.).

From 2013 until now there have been many achievements that have been obtained by the Korean Food Promotion Institute, some examples of these achievements are

- a. In 2013 they held a promotion of Korean Food for the 'HANSIK Tour in Shanghai'.
- b. From July to December 2013 conducted training for culinary experts in Korean cuisine (Korean food star chef, North Korean traditional food expert course)
- c. In 2014 held the 2014 Food Education Expo Korean Food Promotion Booth Operation.
- d. Participated in the 2014 Brazil Brand & Hallyu Expo (KBEE) to promote Korean food.
- e. In 2016 Madrid Fusion Participation in Korean Food Promotion.
- f. In 2017 the Korea-Turkish Food Culture Exchange Exhibition was held.

In addition to the examples already mentioned, there are many more examples of gastrodiplomacy efforts carried out by the Korean Food Promotion Institute (Korean Food Promotion Institute, n.d.).

## **B. Global Hansik**

Global Hansik is a gastrodiplomacy campaign effort carried out by South Korea since Lee Myung Bak's presidency. Hansik itself can be interpreted as "Korean Cuisine" and the addition of the word Global in front of the word Hansik is a desire to globalize Korean

food. Global Hansik itself was first announced by the Korean Ministry of Food, Agriculture, Forestry, and Fisheries in 2008.

The purpose of this campaign itself is to increase employment opportunities and Korean culinary experts, increase exports of Korean food and agricultural products and also change the country's image to become more positive. And to achieve these goals, the South Korean government then established the Korean Food Foundation (KFF), which has now changed its name to the Korea Food Promotion Institute.

From 2013 to 2015 the results of this global hansik campaign can already be seen. This phase is called the Result Phase where in this phase the campaign focuses on localizing the global Korean food business. There are several projects being prepared in this phase, such as taking on increasing responsibilities in the distribution and export of Korean food supply, identifying and assessing the Korean food logo and ambassador, holding several Korean food days are being held and Korean food towns are preparing for a comprehensive Korean cuisine exhibition. And finally, expanding the number of international Korean food cooking schools around the world as well as the area in which the Korean restaurant franchise can be expanded.

In addition, the Global Hansik campaign is also seen in the Drama and Film industries. As an example of Korean dramas that strongly expose Korean food, there are Korean dramas with the title

Let's Eat (2013), Let's Eat 2 (2015), Warm and Cozy (2015), and others. In addition, recently there was a film with the title Little Forest (2019) which very well explained South Korean specialties. The drama and film industry proves that this method is very effective in promoting Korean food internationally. According to Kim et al. (2012), International viewers' recognition of Korean food and traditional culture is increased through Korean TV food dramas, which leads to a better sense of South Korea's national image after first tasting Korean food (Kim et al., 2012).

## **2.2 Product Marketing Strategy**

A product marketing strategy promotes cuisine brands and food images throughout the world by establishing restaurant chains, developing franchisees, and encouraging the export of food-related products and services (Zhang, 2015). This strategy is one of the efforts of gastrodiplomacy, namely, to promote the export of food-related products.

### **2.2.1 Japan Product Marketing Strategy**

JETRO or Japan External Trade Organization is an organizational body associated with the Japanese government, which works to promote trade and investment relations between Japan and other countries in the world (JETRO: Japan External Trade Organization, n.d.). The Japan External Trade Organization, also known as JETRO, is an organization associated with the Japanese government. With the aim of promoting trade and investment relations between Japan and other countries in the world, JETRO also aims to promote Japanese exports to other countries. Despite having a fairly broad goal, JETRO has also

become one of Japan's marketing product strategies in carrying out its country's gastrodiplomacy. JETRO has a special division to concentrate on the culinary field, namely, The Japan Food Product Overseas Promotion Center. This division has a mission to plan strategy and implementation of branding and promotion of Japanese food overseas. Overseas corporate and individual members were also trained to address quarantine and cost difficulties in food materials.

One strategy to promote Washoku's Japanese gastrodiplomacy is to increase food exports from agriculture through the spread of Japanese cuisine throughout the world. Because Washoku itself is not only about ready-made food but also ingredients, products, and how to cook Japanese food. it is also Washoku culture.

Therefore, Japan is targeting an increase in the value of exports. Japan targets that by 2020 their exports in agriculture, forestry, and fisheries will reach a value of 1 trillion yen, and to achieve this goal, the Japanese government carries out several strategies to promote Washoku. First, increase export business. This effort will be carried out by a committee assigned by the Ministry of Agriculture, Forestry, and Fisheries. Then second, increase Japanese tourism. This increase in Japanese tourism can be one way to increase the marketability of Japanese food.

### **2.2.2 South Korea Product Marketing Strategy**

To help the development of Korean restaurants overseas, the South Korean government provides loans at low-interest rates with the aim that Korean restaurants abroad can renovate, and the government also provides payment consulting. In addition to providing loans, the South Korean government also provides grants to South Korean restaurant owners overseas.



One example of the implementation of this strategy is the Bibigo Korean restaurant. Founded by CJ Foodville Corp. in 2010. Bibigo then developed into restaurants in various parts of the world such as in Los Angeles, San Diego, Beijing, Shanghai, and Guangzhou. In addition to providing grants and loans to restaurant owners, the South Korean government also formed a consulting team for overseas Korean restaurants. This consulting group was then managed directly by KFPI and it was written on the KFPI official website that there were already hundreds of restaurants managed by KFPI.

They also appointed several figures who then had the responsibility to promote Korean food to the international public. For example, choosing the girl group Wonder Girls and boy band Super Junior who have the responsibility to promote South Korean food through interviews, tours, and commercial films (CF) (Ratri, 2018). They also appointed a non-celebrity person to be an ambassador.

South Korea also makes effective use of its network of Korean restaurants and store partners in other countries to exhibit Korean products on their shelves (Ongkowidjojo & Hikam, 2015). Also, it opened chain stores around the world.

### **2.3 Food Event Strategy**

Food event strategy is an effort to promote the typical cuisine of a country by participating in or holding an international food festival event. This strategy is one of the strategies that is often carried out by countries in carrying out their gastrodiplomacy. This strategy is the most frequently used strategy in promoting a country's gastrodiplomacy.

**Table 2.3 Japan and South Korea’s Food Event Strategy**

<b>COUNTRY</b>	<b>FOOD EVENT</b>
Japan	<ul style="list-style-type: none"><li>● Washoku World Challenge</li><li>● Japanese Cooking Class</li></ul>
South Korea	<ul style="list-style-type: none"><li>● K-Food Supporters</li></ul>

### **2.3.1 Japan Food Event Strategy**

#### **A. Washoku World Challenge**

The washoku world challenge is a competition about traditional Japanese food organized by the Ministry of Agriculture, Forestry, and Fisheries of Japan and intended for Chefs who are not from Japan but have a very high interest in Japanese specialties and have a high desire to improve their skills, abilities, and knowledge.

The Washoku World Challenge was first held in 2013 and later this event became organized by the Japanese government. The Competition is designed to identify talented individuals engaged in Japanese cuisine in different countries and to further popularize the unique appeal of Japanese food.

**Picture 2.3 Washoku World Challenge in 2017**



**Source:** [washoku-worldchallenge.maff.go.jp/](http://washoku-worldchallenge.maff.go.jp/)

Every year, this competition has different themes and each year the judges appointed are also different. In addition to the competition, participants will also receive special education related to the essence of Japanese cuisine. In addition, participants who make it to their finalist stage will be given a private lecture from a top Japanese chef. The assessment of the winners of this contest is seen from several aspects such as their understanding of washoku techniques, taste, appearance, originality, and viability in their home countries.

## **B. Japanese Cooking Class**

Japanese Cooking Class is also one of Japan's food strategies. The Japanese Ministry of Agriculture, Forestry, and Fisheries often hold Japanese Cooking Classes in various countries. For example, in 2017 a Japanese Cooking Class was held in Bangkok, Thailand. Takuji Takahashi, the third owner of KINOBU, a Kyoto cuisine restaurant and Japanese Cuisine Goodwill Ambassador demonstrated the beauty of Japanese-made food ingredients during his cooking demonstration in the class using wagyu beef, yellowtail fish, scallops, and other ingredients.

**Picture 2.4 Japanese Cooking Class in Bangkok**



**Source:** [tasteofjapan.maff.go.jp](http://tasteofjapan.maff.go.jp), 2017

In addition, in 2016, a Japanese Cooking Class was also held in Boston and Chile, taught by Masahiro Nakata, a famous Japanese chef and President of Kyoto Culinary Art College. He teaches both the public and professional chefs how to prepare and appreciate Washoku (traditional Japanese cuisine), including a cuisine and ingredient lecture as well as a culinary class using Japanese ingredients such as wagyu, yellowtail, and scallops. Guests left the workshop with a greater understanding of the unique attributes of Washoku as well as new skills to apply in their kitchens.

**Picture 2.5 Japanese Cooking Class in Boston**



**Source:** [tasteofjapan.maff.go.jp](http://tasteofjapan.maff.go.jp), 2016

Holding of the Japanese Cooking Class is one of Japan's gastrodiplomacy strategies that not only introduces Japanese food but also Japanese products and ingredients such as wagyu, yellowtail, and scallops. In addition, Washoku is spread by introducing the culture of preparing and appreciating traditional Japanese food itself.

### **2.3.2 South Korea Food Event Strategy**

#### **A. K-Food Supporters**

K-Food Supporters (Korean Food Supporters) is an event program designed to provide the most recent Korean food news and enjoyable events for those who enjoy Korean cuisine and want to learn more about it in the United States. Aiming to promote Korean food and raising awareness of South Korean food in the United States, this program is sponsored by the Ministry of Agriculture, Food and Rural Affairs of Korea and hosted by Korea Agro-Fisheries and food trade corporation (aT center).

K-Food Supporters invites anyone who has social media to join the event they organize. This online event is quite unique because to join a public event, you are only required to register on the kfoodsupporters.com website. Then those who have been selected as K-Food Supporters will obtain a K-Food Box. Then participants are asked to take a photo with their K-Food Box and upload it on their social media and complete another mission and the chosen person will win \$1,000. The Korean food given to the K-Food Box is very diverse from such as snacks to Korean side dishes, Kimchi.

**Picture 2.6 K-Food Supporters Logo**



**Source:** kfoodsupporters.com

With easy terms and attractive prizes, this gastrodiplomacy effort has also attracted a lot of public attention. It can be seen from the membership options listed on the website. There are 4 membership distributions on the website, namely 1) K-Food Lover which is intended for new members, 2) K-Food Supporter is intended for members who have been selected as K-Food Supporters, 3) K-Food Expert is intended for members who have completed their first and last mission 4) K-Food Master is intended for members who have completed all missions.

#### 2.4 Coalition Building Strategy

Coalition Building Strategy is to build partnerships with international organizations or industry partners who can support the implementation of the gastrodiplomacy program to support the gastrodiplomacy succession.

To implement this strategy, Japan and South Korea made several efforts such as

**Table 2.4 Japan and South Korea Coalition Building Strategy**

COUNTRY	EFFORTS
Japan	<ul style="list-style-type: none"> <li>● Human resources were developed through collaborations with international culinary groups.</li> <li>● Analyzed abroad needs for Japanese food, gave information to corporate members in Japan, and collaborated with local media to do public relations for Japanese cuisine.</li> </ul>
South Korea	<ul style="list-style-type: none"> <li>● Collaboration with the Korean Culture Center in Los Angeles</li> <li>● Collaboration with the French culinary school Le Cordon Bleu for the publication of a cookbook with Korean-French fusion cuisine.</li> </ul>

## 2.5 Media Relations Strategy

Media Relations Strategy is the use of social media as a gastrodiplomacy promotion tool that can be accessed by everyone.

To implement this strategy, Japan and South Korea made several efforts such as

**Table 2.5 Japan and South Korea Media Relations Strategy**

COUNTRY	EFFORTS
Japan	<ul style="list-style-type: none"><li>● Published a culinary magazine in Japan and English.</li><li>● Appearance in the Manga and Anime.</li><li>● The use of social media.</li><li>● The use of influencers.</li></ul>
South Korea	<ul style="list-style-type: none"><li>● Using Youtube as the Promotion Tools.</li><li>● Using PSY Twitter and Facebook to promote the ongoing event.</li><li>● Advertisement in several media.</li><li>● Interviews with several media.</li><li>● Appearance in the newspaper.</li><li>● Appearance in K-Drama, K-Movie and K-Reality Show.</li></ul>

### 2.5.1 Japan Media Relation Strategy

In carrying out its gastrodiplomacy strategy, Japan also uses the media as a tool in helping its gastrodiplomacy agenda. One of the media chosen by Japan as a means of gastrodiplomacy is print media. Japanese print media is a magazine/journal devoted to discussing food. Take the example of a journal that focuses on Japanese foods. The Japan Food Journal has collaborated with the Ministry of Agriculture and Forestry since 1943. The Japan Food Journal is a source of the latest news from various segments of the food industry. In February 2016 there were as many as 94,500 copies of the paper that had been distributed

(The Japan Food Journal, n.d.). In a special edition of Ramen, the journal discusses the latest trends in Ramen. From the ramen menu that is trending in Japan to interesting facts about ramen. In this journal, Japan tries to introduce and show that even though ramen is not an 'authentic' Japanese food, it can now be known worldwide and become a trend among many people. Foods such as Sushi and Yakiniiku are also thoroughly reviewed in different journal editions.

Picture 2.7 Japan Food Journal Ramen Edition



Source: <https://info.nissyoku.co.jp/>

In addition to publishing through print media, Japan also carries out this strategy through entertainment media. The appearance of Japanese food in anime and manga has been done long before Japan officially started its gastrodiploamacy agenda.

Taking the example of the manga and anime series Food Wars! Shokugeki no Soma. In this anime and manga, it's about a cooking school. The appearance of typical Japanese food menus in the manga and anime then attracted fans to want to try it right away. Not a few growers who took part in the challenge to recreate the foods featured in the manga and anime.



**Picture 2.8 Anime Food Wars! : Shokugenki no Soma**



**Source:** Anime Food Wars!: Shokugenki no Soma

In addition, this strategy also uses social media and influencers as one of its gastrodiploamacy actors. Taking the example of the Twitter account @Tokyofoodcast, which is a food and sake enthusiast who often posts photos and videos related to sake and Japanese specialties. Apart from @Tokyofoodfest, there are many accounts of Japanese influencers who also frequently post Japanese food.

### **2.5.2 South Korea Media Relations Strategy**

In collaboration with PSY's big Hallyu meaning, the South Korean government is trying to attract many fans by promoting South Korean specialties through Youtube, Facebook, and Twitter channels.

In 2013, South Korea carried out its gastrodiploamacy agenda by holding an event campaign with the title "PSY BIBIGO". In the event's campaign, PSY held a quest to become his personal chef. This search was then voiced by PSY on his personal Twitter account page, namely @psy\_oppa. The purpose of this personal chef search is to accompany PSY when he goes on a world tour. In addition, another purpose of this campaign is to increase Bibigo awareness and sales in markets outside South Korea (campaignasia.com, 2013). In addition to increasing

brand awareness, this campaign is also expected to increase awareness of other South Korean specialties.

Not only through Twitter, but this campaign is also posted on the Bibigo Global Facebook page. Then Bibigo Global also uploaded a chef search video, starring PSY.

**Picture 2.9 PSY Needs A Chef Campaign**



**Source:** twitter.com (@psy\_oppa) / youtube.com (Gentleman PSY Go! Bibigo!)

Just like Japan, South Korea also uses entertainment media as one of its strategies in carrying out its gastrodiplomacy agenda. The appearance of these typical Korean foods can be seen in several K-Drama, K-Movie and K-Variety Shows.

Taking the example of the drama Lets Eat in 2013. In this drama, many Korean foods often appear, besides that the main character also explains how the food tastes. This drama is very good at introducing Korean specialties. In addition to the drama Lets Eat, the appearance of South Korean specialties is also often on K-Variety Shows such as Running Man. The Running Man variety show itself often plays its games in a typical Korean restaurant, so they often introduce these foods.

**Picture 2.10 Korean Food Appearance in Let's Eat (2013) and Running Man (2015)**



## 2.6 Education Strategy

Education strategy entails engaging in culinary education through instructional programs and participatory events to ensure food image consistency and long-term relationships with food enthusiasts.

It has two aspects. To assure consistent quality of the cuisine, the sponsoring countries first trained and qualified cooks before sending them overseas. Second, educational programs for foreign audiences were developed in order to improve their hands-on experience and eventual identification with a country's cuisine.

**Table 2.6 Japan and South Korea Education Strategy**

COUNTRY	EFFORTS
Japan	<ul style="list-style-type: none"> <li>● Holding cooking classes in several countries.</li> <li>● Holding seminars about Japan Gastrodiplomacy/Cuisine in several countries.</li> <li>● Festivals.</li> </ul>
South Korea	<ul style="list-style-type: none"> <li>● Holding cooking class.</li> <li>● Korean Traditional Food Major at various University.</li> <li>● Festivals.</li> </ul>

### 2.6.1 Japan Education Strategy

#### A. Seminar on Japan Halal Food Project 2013

The Japan Halal Food Project Seminar was held in Tokyo, Japan on December 4, 2013. This seminar and business matching discussed the export of Japanese food products to the Indonesian market. This seminar involved companies from Japan and Indonesia to develop business in the halal food sector.

At this seminar, companies are given the opportunity to find out how to get a halal certificate and the opportunity to start a halal food business. This seminar discusses how to start a halal market and develop a business using the concept of halal food. In developing the halal Japanese food industry, it involves many parties, one of which is Japanese food and restaurant companies in Indonesia and this seminar was also held in the following year, 2014, 2015, and 2016.

This seminar also reviewed issues related to the market lawful. This seminar is supported by the Nippon Asian Halal Association (NAHA) as an association that will provide halal certificates for food.

## **B. Japan Vietnam Festivals 2016**

At the JVF 2016, the Ministry of Agriculture, Forestry, and Fisheries (MAFF) ran a stand to promote Japanese culinary and cultural traditions. The event took place over two days, on November 19 and 20, 2016. In total, around 220,000 people attended. It held workshops as well as a quiz about the secrets of Japanese food, and it drew a diverse spectrum of people during the event. Japanese Dashi and green tea are also available to participants.

**Picture 2.11 Japan Vietnam Festivals 2016**



**Source:** [tasteofjapan.maff.go.jp/](http://tasteofjapan.maff.go.jp/)

## **2.6.2 South Korea Education Strategy**

### **A. School of Culinary Art (Global Korean Culinary Art)**

One of South Korea's educational gastrodiploamacy strategies is to hold a special major to study Korean Culinary which is open to Korean students and to international students. One example of a university in South Korea that has a major in Korean Culinary is Woosong University and Kyunghee University.

In this major, students are expected to be able to understand education about traditional Korean food for scientific and technical understanding of Korean cuisine (Woosong University, n.d.). Then several universities that have this major collaborate with many culinary schools from many countries.

### **B. K-Food Festival 2017 in Jakarta**

Korea Festival 2017 was held in Jakarta on September 21-24, 2017. Held by the Ministry of Agriculture of South Korea, this event aims to introduce Korea from all factors. In addition to conducting competitions, at this festival there is also a cooking demonstration of K-Food and also in this festival 300 servings of giant bibimbap can be enjoyed by visitors. In addition, in this festival there is also a special section that sells Korean food products that can be purchased by visitors.

**CHAPTER III**  
**COMPARATIVE ANALYSIS OF JAPAN AND SOUTH KOREA**  
**GASTRODIPLOMACY STRATEGY**

In the previous chapter, the author has explained in detail about the strategies adopted by Japan and South Korea in implementing their gastrodiplomacy. Then In this chapter, the author will conduct a comparative analysis and analyze the implementation and effectiveness of the strategies that the two countries have implemented.

**3.1 Comparative Analysis**

Judging from the previous discussion, it can be seen that the strategy adopted by Japan and South Korea are very unique. Nation branding is essential for a country since it is related to a country's personality, self-esteem, image, and good name and trust, which will boost a country's added value. So then the formation of the slogan for the gastrodiplomacy of the two countries became a brief description for branding their country through gastrodiplomacy.

**3.1.1 Gastrodiplomacy Campaign (Slogan, Logo, and Programme)**

It can be seen that Japan does not have an official slogan to carry out its strategy, but with the JRO then an informal slogan and logo were formed such as “Love Around the World” with a white circle inside a red circle, depicting a plate and the national flag of Japan with chopsticks and cherry blossoms inside. In contrast, to South Korea which seems very serious in determining its slogan and logo. By cooperating with a Hallyu singer who was on the rise at the time, namely PSY, South Korea used the slogan "Bibigo: Hot Stone" and "Taste of Korea" with PSY's face logo and the tagline PSYGO BIBIGO. The slogans of Japan and South

Korea themselves can be said to be very memorable such as Loved Around the World and Taste of Korea are taglines that are very easy to remember.

However, the Japanese slogan is not an official slogan announced by the Japanese government, unlike the South Korean slogan, it which more memorable. It is possible that the Japanese slogan tagline will not leave a lasting impact since it is so big and can be confusing. Because unlike to the South Korean slogan used officially by its gastrodiplomacy actors and clearly describes its diplomacy program, this Japanese slogan is only used by JRO (Japanese Restaurant Abroad) which is one of the actors of Japanese gastrodiplomacy and is not a slogan official in running the gastrodiplomacy.

In carrying out its gastrodiplomacy program, Japan started first compared to South Korea. Japan started its gastrodiplomacy in 2005 by promoting Japanese food as a part of Japanese culture. Japanese gastrodiplomacy programs, namely Japanese Restaurant Abroad and Cool Japan, can help increase foreign interest in 'getting to know' Japanese food. With a very significant increase in the number of Japanese restaurants abroad in 2017, as much as 30% from 2015, illustrates that the campaign carried out by Japan is quite successful (Nippo.com, 2018).

Then although three years later than Japan, South Korea is also able to carry out its country's gastrodiplomacy program well. This can be seen from the phases made by the South Korean government to support the sustainability of the country's gastrodiplomacy. The first phase, The Initial Phase, lasted for the first 3 years of the program from 2008 to 2010. This phase is focused on introducing South Korean specialties globally. Then the second phase, the Main Execution Phase, took place in 2011-2012 when the South Korean government started

pioneering their foreign market and provided funding to South Korean restaurants located abroad. Then the third phase in 2013-2015, the phase where the South Korean government localized the Global Hansik project and realized the projects that had been prepared by the South Korean government. and then the final phase namely the Maturing Phase began in 2016. This phase is considered a strengthening phase from the achievement of the previous phase. During this period, the South Korean government strengthened cooperation with the food industries in South Korea, while also increasing support for events related to the implementation of South Korean gastrodiplomacy.

### **3.1.2 Product Marketing Strategy**

Japan and South Korea have their own way of product marketing strategy. Japan through JETRO focuses on increasing export numbers for food products and raw ingredients. In addition to focusing on increasing export numbers, Japan through the Ministry of Agriculture, Fishery and Forestry Japan they also respond to differences in import restrictions in each country.

Meanwhile, South Korea, apart from prioritizing exports, they also provide a program to provide funding for Korean food restaurants overseas. Giving Loans and Grants to restaurant owners aims to help restaurant owners to develop and renovate their restaurants so that Korean restaurants can compete with local restaurants. In addition, they also opened a local market that sells food products directly from South Korea.

The South Korean government has also appointed several K-Pop influencers to promote Korean foods and products, as well as the emergence of



traditional Korean foods in K-Drama and K-Variety Shows as one of South Korea's product marketing efforts. These two countries have different strategies, however, both are considered quite good in carrying out their respective product marketing.

### **3.1.3 Food Event Strategy**

In the Food Event strategy indicator, it can be seen that these two countries have very interesting food events. Japan carries out its gastrodiplomacy by making a competition for foreign chef in Washoku World Challenge. The washoku world challenge is a competition about traditional Japanese food organized by the Ministry of Agriculture, Forestry, and Fisheries of Japan. This event is having the aim to identify talented individuals engaged in Japanese cuisine in different countries and to further popularize the unique appeal of Japanese food. Unlike Japan, South Korea actually uses PSY's popularity to carry out its gastrodiplomacy program. In addition, South Korea is also very unique in carrying out a strategy to introduce its food by inviting people who are interested in South Korean food to join as K-Food Supporters. This food event, which was held by South Korea, also used social media to attract people's attention and gave gifts, which were K-Food Boxes containing various Korean foods.

### **3.1.4 Coalition Building Strategy**

In the Coalition Building Strategy indicators, Japan and South Korea have differences. Japan is more focused on collaborating with international culinary groups and more on analyzing the needs needed by foreign parties for Japanese food. South Korea cooperates a lot with foreign parties to introduce South Korean food. Japan cooperating with Nippon Asian Halal Food to deploy the program

Japan Halal Food in Indonesia meanwhile South Korea collaborating with a Culinary School Le Cordon Bleu on releasing a fusion culinary food of French and Korean food.

### **3.1.5 Media Relation Strategy**

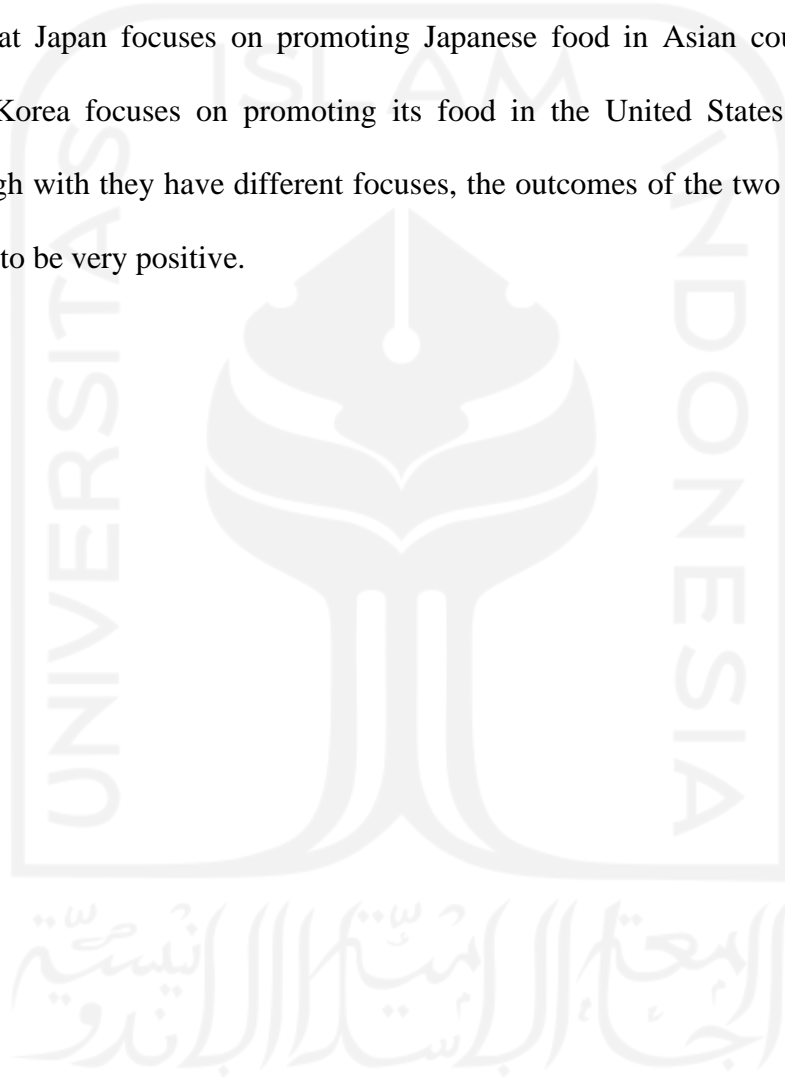
For the Media Relation Strategy indicator, Other than using the printed media such as Magazine, Japan also uses social media to promote its gastrodiploamacy program. Beside of that they also use the media entertainment to promote the gastrodiploamacy campaign. By having the washoku appearance in many anime and manga, also having a special documentary that are talking and promoting the Japanese traditional food. South Korea also using social media to promote its food this can be seen in the use of Twitter, Facebook, and Youtube as media that participate in promoting their country's gastrodiploamacy. Not only the usage of the social media, South Korea also use the entertainment media such as the food appearance on certain K-Drama, K-Movies, and K-Variety Show.

### **3.1.6 Education Strategy**

In the education strategy indicator, Japan and South Korea both carry out a strategy to hold cooking classes to promote and introduce their special foods. Beside that they also having festivals as one of their efforts on education strategy. Japan holding seminars on Japan Halal Food as part of the washoku program and South Korea having a Korean Traditional Food Major in their few university that open for the international students to learn about Korean traditional food.

With the analysis above, it can be seen that there are many similarities and differences in carrying out the gastrodiploamacy strategy carried out by Japan and South Korea. In addition, these two countries have different goals from each other

in carrying out their country's gastrodiplomacy. Both countries are very innovative and creative in carrying out their country's gastrodiplomacy projects. Japan and South Korea have different focuses on intensifying their gastrodiplomacy strategies. Japan gastrodiplomacy heavily rely on private institution (JRO), while Korean gastrodiplomacy is more centralized. It can be seen that Japan focuses on promoting Japanese food in Asian countries, while South Korea focuses on promoting its food in the United States and Europe. Although with they have different focuses, the outcomes of the two countries can be said to be very positive.



## CHAPTER IV

### CLOSING

#### 4.1 Conclusion

Gastrodiplomacy is a practice of state-to-public communication through food. Gastrodiplomacy is the act of winning hearts and minds through stomachs. Gastrodiplomacy is a new trend of public diplomacy. Thailand is one of the countries that started gastrodiplomacy earlier than other countries. Started in 2002, then it was followed by other countries such as Japan, Malaysia, South Korea, Peru, and others.

Each country has its own goals in carrying out gastrodiplomacy. There are countries that want to change their nation's branding and there are countries that use gastrodiplomacy to improve their economy and tourism. Countries like Japan carry out gastrodiplomacy campaigns to improve their economy, trade, and tourism. Meanwhile, South Korea carried out its gastrodiplomacy campaign campaigns with the aim of changing the nation's branding. The selection of the years 2013-2017 in this study was due to in 2013-2017 during the reign of Park Geun-hye, South Korea began to focus on developing its national economic diversification (one of which was through an economy based on cultural products) and why Japan was chosen because to see how South Korea's strategy is to catch up with the longer-running Japanese gastrodiplomacy strategy.

However, to achieve the goals desired by the two countries, there are several strategic indicators that the two countries must achieve. Quoted from the journal Juyan Zhang, the indicators are the Gastrodiplomacy Campaign (Slogans,

Logos and Programs), Product Marketing Strategy, Food Events Strategy, Coalition-Building Strategy, Media Relations Strategy, and Education Strategy.

Japan and South Korea implement the above strategy in a similar but different way. Both countries have their respective advantages and disadvantages in carrying out their gastrodiplomacy strategy. As in the first indicator, namely the Gastrodiplomacy Campaign (Slogans, Logos and Programs). On this indicator, South Korea is superior to Japan in determining the official slogan and logo for its country's gastrodiplomacy campaign. South Korea has labeled its gastrodiplomacy campaign “The Taste of Korean” and uses the word Bibigo logo in the alphabet. The letter O represents the stoneware which is the utensil for cooking bibimbap. Then the letter I is described as a spoon and chopstick. Meanwhile, Japan has not yet decided on an official slogan and logo for its country's gastrodiplomacy campaign. Until now recently, Japan has unofficially used the slogan “Loved around the World” as its slogan and its gastrodiplomacy logo consists of four elements, namely a white circle inside a red circle, depicting a plate and the national flag of Japan and a pair of chopsticks and cherry blossoms in the center of the circle.

In the product marketing strategy, the two countries focus on increasing the number of exports related to their country's special foods. And in the food event strategy, the two countries are quite active in holding food events. Like While Japan which holds Cooking Class in various countries in Asia and America, Then there is South Korea which is aggressively holding food events in America and Europe.

In the coalition-building strategy, the two countries are quite active in collaborating with external parties that can support the gastrodiploamacy of the two countries. Apart from collaborating with external parties, the use of media is also one of the strategies used by the two countries. Japan specifically publishes magazines and journals that discuss Japanese specialties. Meanwhile, South Korea uses social media to spread its special food.

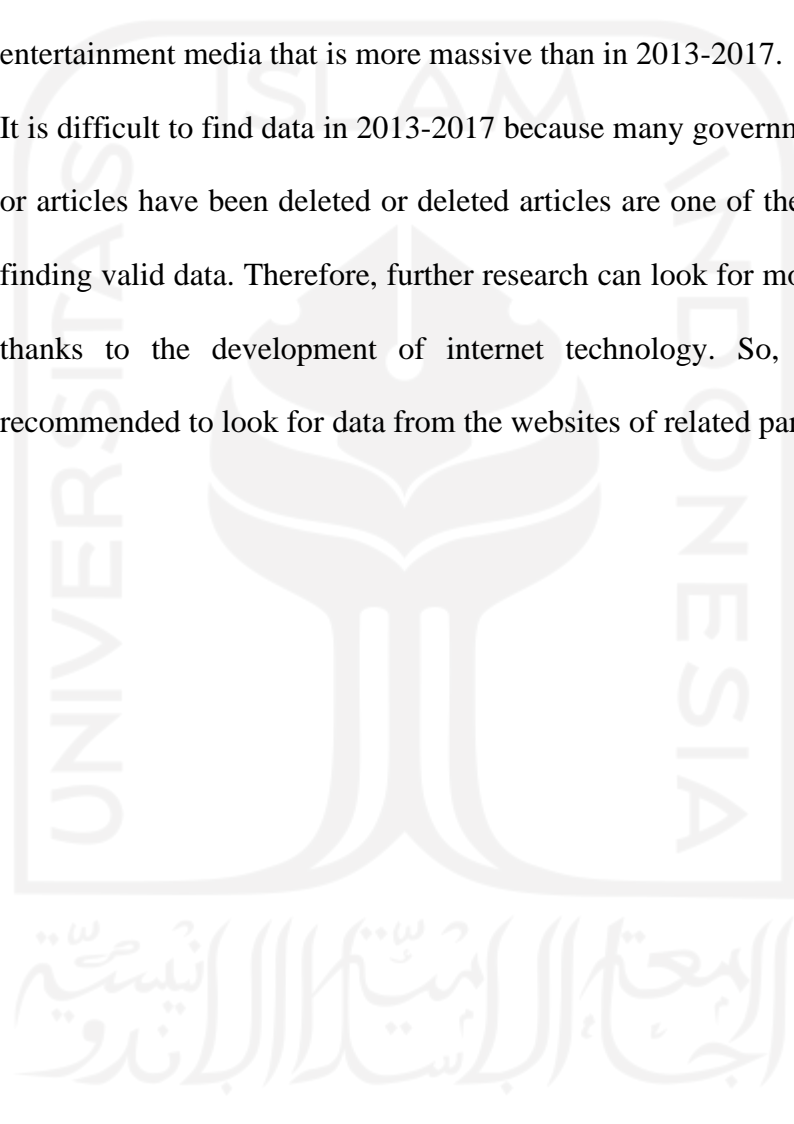
Finally, in the education strategy, Japan holds cooking classes every year in several countries and also holds seminars related to gastrodiploamacy projects. For South Korea, the government is building majors related to Korean Culinary Arts at several universities in South Korea which opens up opportunities for international students to study there.

If we look at the strategies that have been carried out by the two countries, it can be seen that Japan is more dependent on private institutions to run its gastrodiploamacy campaign. Meanwhile, South Korea carries out its gastrodiploamacy more centralized by implementing a strategy through government institutions that have been formed for gastrodiploamacy. In addition, despite being left behind by Japan. South Korea in 2013-2017 has begun to be able to catch up with Japan.

## **4.2 Recommendations**

Based on the conclusions of the research in this concluding chapter, which states that Japan and South Korea can both implement gastrodiploamacy in their countries well, the researcher provides several suggestions or recommendations as follows:

1. Because the scope of this research is only in 2013-2017, the results or effectiveness of the Japanese and South Korean gastrodiplomacy strategies may still change. Therefore, further research will be very interesting if it discusses the Gastrodiplomacy of Japan and South Korea in the following years due to the existence of newer programs and also the use of entertainment media that is more massive than in 2013-2017.
2. It is difficult to find data in 2013-2017 because many government websites or articles have been deleted or deleted articles are one of the obstacles in finding valid data. Therefore, further research can look for more valid data thanks to the development of internet technology. So, it is highly recommended to look for data from the websites of related parties.



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