

**IMPLEMENTATION OF THE GASTRO DIPLOMACY STRATEGY
USING COFFEE BY INDONESIA TOWARDS THE NETHERLANDS**

UNDERGRADUATE THESIS



**UNIVERSITAS
ISLAM
INDONESIA**

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**DEPARTMENT OF INTERNATIONAL RELATIONS
FACULTY OF PSYCHOLOGY AND SOCIO-CULTURAL SCIENCES**

UNIVERSITAS ISLAM INDONESIA

2024

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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's degree in international relations



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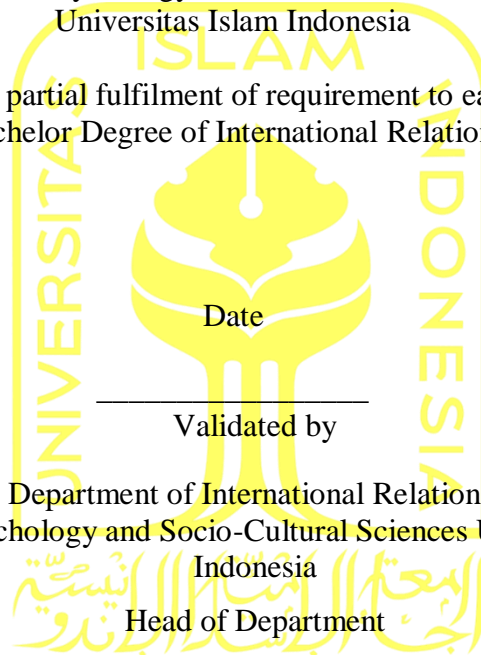
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AUTHORIZATION PAGE

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Defended in front of Board of Examiners
in the Department of International Relations
Faculty of Psychology and Socio-Cultural Sciences
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Date

Validated by

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Indonesia
Head of Department

Name of Head of Department

Board of Examiners

Signature

- 1 **Examiner 1**
- 2 **Examiner 2**
- 3 **Examiner 3**

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, 15 January 2024



Andhika Maulana Yusuf

MOTTO



“Hard work beats talent when talent fails to work hard.”

(Kevin Durant)

“Everything has to be earned, not handed to you.”

(Kyrie Irving)

“The best way out is always through problems.”

(Robert Frost)

“Karena sesungguhnya sesudah kesulitan itu ada kemudahan, sesungguhnya sesudah kesulitan itu ada kemudahan.”

(QS. Al-Insyirah: 5-6)

DEDICATION



Tugas Akhir berupa Skripsi yang masih jauh dari kata sempurna ini semoga dapat menjadi persembahan nyata penulis dalam proses meraih masa depan yang lebih baik, terkhusus untuk:

Diri sendiri, yang selalu berjuang dan tidak menyerah;

Bapak Didi Karyadi dan Ibu Dina Asiani, yang selalu memberikan do'a, dukungan dan semangat dalam keadaan apapun;

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Tugas Akhir berupa Skripsi ini disusun untuk memenuhi sebagian persyaratan akademik dalam memperoleh gelar Strata 1 (S1) Sarjana Hubungan Internasional pada Fakultas Psikologi dan Sosial Budaya Universitas Islam Indonesia. Penulis menyadari bahwa dalam penulisan ini memiliki banyak kekurangan dan ketidaksempurnaan sehingga kritik dan saran yang bersifat membangun sangat diterima untuk pengembangan ilmu pengetahuan kelak. Penulis mengucapkan terima kasih sebesar-besarnya kepada semua pihak yang telah membantu serta memudahkan pengerjaan skripsi ini hingga selesai, khususnya kepada:

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CHAPTER I

INTRODUCTION

1.1 Background

Diplomacy is the art and practice of negotiating by a person (called a diplomat) who usually represents a country or organisation. The word diplomacy itself is usually directly related to international diplomacy which usually takes care of various matters such as culture, economy and trade. Usually, people think of diplomacy as a way of gaining an advantage with smooth words. Diplomacy has become a vital part of the country's life and is the main means of dealing with international problems so that world peace can be achieved. By means of diplomacy, the government runs it in order to achieve its goals and get support from the principles it adheres to. Diplomacy, which is a political process, is primarily intended to maintain a government's foreign policy in influencing the policies and attitudes of other state governments. As a political process, diplomacy is also part of an effort to influence each other which is very broad and convoluted in international activities carried out by governments and international organisations to enhance their goals through diplomatic channels. (Setiawan, 2016, 1-2)

Diplomacy is influenced by globalisation which covers all aspects of global community life. This has an effect on the form of diplomacy which was originally in the form of hard power diplomacy, now it is increasingly expanding to include soft power diplomacy. The definition of power itself is often debated because the way to understand it varies from one to another. According to Joseph Nye, "Power is one's ability to affect the behaviour of others to get what one wants. There are three basic ways to do this: coercion, payment and attraction". In international

relations, power functions as a tool used by a country in achieving its national interests which are realised through diplomacy. Hard power diplomacy refers to efforts made to change the attitude of a party by threatening to use military force or influence it using strong economic power. (Ranti, 2021, 1-2)

Along with the increasing complexity of issues in international relations, diplomatic activities are required to play a more significant and effective role for the national interest. This gave rise to an alternative diplomacy in the form of gastrodiploamacy, namely cultural diplomacy that uses food as a means to increase the nation's brand awareness. While there are many ways for a nation to define and visualise its identity, food is one that is very real. The basic premise is "the best way to win hearts and minds is through the stomach". This strategy seeks to export cultural artefacts to the wider world in the form of national dishes, or more broadly, national cuisines. Food and the symbols it represents can be used to communicate different ideas, values, identities, attitudes and social classes. This is why food has been an important part of traditional diplomacy since ancient times. (Pujayanti, 2017, 38-39)

Gastrodiploamacy is part of public diplomacy and cultural diplomacy, which is a subtle way to increase appreciation, build mutual understanding and improve the image of the nation. Gastrodiploamacy is one element in cultural diplomacy through introduction to the culture of eating. Rich variety of the food of a nation is the main attraction in the eyes of the international community. In the food tradition of a nation, there are inherited national personality values. Culinary experience offers to foreign public informal ways of interacting with that culture differently in a more familiar way through flavour. With this new culinary experience, they are

expected to know other cultures. Food is a very powerful means of non-verbal communication to change international public perceptions and promote the country on the global stage. For many citizens of the world who do not travel abroad, the culinary approach can be a powerful attraction to get to know and visit other parts of the world that they have not known about through the taste of other countries' food. This diplomacy gives an overview of a country's culture in terms of food, how the food is made, served, and becomes a symbol of cultural identity. It becomes an instrument for creating cross-cultural understanding with the hope of increasing international interaction and cooperation. Not only food, Indonesian branding besides food is also a diplomatic tool such as coffee beans which are one of the food ingredients to make coffee drinks. (Pujayanti, 2017, 39)

The history of coffee in Indonesia began in 1696 when the Dutch brought coffee from Malabar, India, to Java. They cultivate the coffee plant at Kedawung, a plantation located near Batavia. However, this attempt failed because the plant was damaged by earthquakes and floods. The second attempt was made in 1699 by bringing in coffee tree cuttings from Malabar. In 1706 samples of coffee produced from plants in Java were sent to the Netherlands for research at the Amsterdam Botanical Gardens. The result was a great success, the coffee produced is of very good quality. Furthermore, this coffee plant is used as a seed for all plantations developed in Indonesia. The Netherlands also expanded the area of coffee cultivation to Sumatra, Sulawesi, Bali, Timor and other islands in Indonesia. In 1878 a heartbreaking tragedy occurred. Almost all coffee plantations in Indonesia, especially in the lowlands, are damaged by leaf rust disease or *Hemileia vastatrix*

(HV). At that time all coffee plants in Indonesia were Arabica (*Coffea arabica*). (Risnandar, 2022)

To overcome this, the Netherlands brought in a species of coffee liberika (*Coffea liberica*) which is thought to be more resistant to leaf rust disease. Until a few years ago, liberica coffee replaced arabica coffee in lowland plantations. In the European market, at that time, Liberica coffee was valued the same as Arabica. But apparently the Liberika coffee plant also experienced the same thing, damaged by leaf rust. Then in 1907 the Dutch brought in another species, namely Robusta coffee (*Coffea canephora*). This time the effort was successful, so far Robusta coffee plantations in the lowlands have survived. After Indonesian independence in 1945, all Dutch coffee plantations in Indonesia were nationalised. Since then the Netherlands is no longer a supplier of world coffee. (Risnandar, 2022)

Coffee plants were introduced to Indonesia in 1696 by the Dutch, but this first attempt failed. This effort was repeated again in 1699 and was successful, then coffee plantations were developed on the island of Java. More than a century later, almost half of the plantations in Java cultivated coffee plants. The type of coffee that was meant for the first time was Arabica. Arabica coffee plantations in Java at that time developed rapidly, because the coffee produced in Java had good quality and was very popular with Europeans. Before 1900 Arabica coffee was the main export commodity for the Dutch East Indies Government because almost all exported coffee at that time consisted of arabica types and only 10-20% consisted of liberica types. Arabica coffee then spread to other islands such as Sumatra, Sulawesi, Bali and others, but the area of plantations outside Java is not as large as in Java. The golden age of arabica coffee in Java in particular and Indonesia in

general began to fade after symptoms of Leaf Rust (*Heinlein vastatrix*) attack appeared. These symptoms began in Java in 1878. (Khalisuddin et al., 2012, 54)

Indonesian gastrodiplomacy in the Netherlands is still mostly initiated by Indonesian representatives in the Netherlands, especially by the Indonesian Embassy in the Netherlands, which takes the form of exhibitions, festivals, workshops, and cooking competitions. But it seems that this is still not enough to reach Dutch people who live in small towns, although there is still a need for improvement in big cities in the Netherlands such as Amsterdam, The Hague and others. Indonesia's gastrodiplomacy strategy in the Netherlands is still inadequate because it has not fully empowered the Indonesian diaspora. If you look in the mirror with other countries such as Thailand, they already have a capable gastrodiplomacy strategy so that their soft diplomacy is successful. Empowerment of the diaspora through Go-Digital MSMEs can be a new breakthrough for strengthening Indonesian gastrodiplomacy in the Netherlands, considering that there is potential with the large number of Indonesian diaspora in the Netherlands. (BRIN, 2021)

Based on the above background, it can be concluded that gastrodiplomacy is soft power diplomacy in the form of cultural diplomacy that uses food as national branding. Gastrodiplomacy is an alternative diplomacy in which this diplomacy uses food as a tool to introduce a country.

1.2 Research Question

Based on the above background, the main research question can be formulated as follows :

1. How is the implementation of the gastro diplomacy strategy using coffee by Indonesia towards the Netherlands?

1.3 Research Objectives

With reference to the formulation of the problem in this study, the objectives of this research are:

1. To analyse the impact of diplomacy occurring by the two countries using the theory of gastro diplomacy.

1.4 Research Scope

This study covers all coffee companies that export coffee beans. As we know, Indonesia is one of the largest coffee bean producing and exporting countries in the world. This research is measured by how much coffee beans are exported and also the impact of diplomacy experienced by the two countries concerned in 2018-2022. The data used in this study were obtained from various sources, namely the Central Bureau of Statistics, and in a form of literature study.

1.5 Literature Review

This research is a continuation of previous studies that have researchers done. The author uses previous research as material comparison with research topics on gastrodiploamacy between Indonesia and Netherlands.

Diplomacy is often interpreted simply as relations between countries. But literally according to the definition of The Chamber's Twentieth Century Dictionary, diplomacy is the art of negotiating, especially regarding agreements between countries. Meanwhile, according to the Oxford English Dictionary,

diplomacy is a management of international relations through negotiations, in which these relations are harmonised and regulated by ambassadors or diplomats. A similar opinion was expressed by Geoffrey McDermott who said that diplomacy is a consideration in international relations. Meanwhile Ellis Briggs said that diplomacy is an official business activity by sending someone to represent the government. Based on the definition according to the dictionary and also the experts, it can be concluded that diplomacy is the management of international relations between countries in the world which involves the art of negotiating or negotiations and is carried out by representatives of the government of a country which are then referred to as ambassadors or diplomats. (Alexandra & Mujiono, 2019, 3)

There are many kinds of diplomacy as stated by Roy (1991) that diplomacy is categorised according to the method used in diplomatic relations. The types of diplomacy are:

- Commercial Diplomacy, namely diplomacy based on the assumption that a compromise settlement between the disputants through negotiations is generally more profitable than the total destruction of the enemy. In commercial diplomacy, it is known as economic diplomacy as dollar diplomacy.
- Democratic Diplomacy, namely diplomacy that must be carried out in a frank and open manner and obtain full supervision from the public. An important factor for realising democratic control over diplomacy is the issue of ratification of agreements by the legislature.

- Totalitarian diplomacy, its growth is due to various factors, including extremism in nationalism and in the economy. Concerning the worship of patriotism and loyalty to the country. Economic nationalism reinforces the tendency towards nationalism.

Diplomacy Through Conferences became a model in the twentieth century.

Diplomacy is not possible with ordinary diplomacy because there are many important issues that require the right decisions between allied countries, for example in the face of war. The type of diplomacy is through organised and permanent conferences with the formation of the League of Nations, and after the second world war the United Nations (UN) was formed. Diplomacy conducted by the UN is often called multilateral diplomacy, conference diplomacy, and public diplomacy, because UN conference diplomacy is often carried out in front of the public. (Ma'mun, 2012, 60-61)

- Covert Diplomacy Represents tacit views by representatives of countries without publication. The country's representatives negotiate secretly, both bilaterally and multilaterally, out of public view. Preventive Diplomacy, used by third world countries by keeping disputes in the third world to remain local by seeking protection at the United Nations because they do not want to get involved in the conflicts of major countries, which results in becoming one satellite country or another.
- Resource Diplomacy, namely diplomacy that uses natural resources to support the strength of a country. For countries that do not have resources, they will try to control areas that have these resources.

In addition to the various types of diplomacy above, according to the Ministry of Foreign Affairs of the Republic of Indonesia (2004) in practice, many other diplomatic methods have developed, such as: (Ma'mun, 2012, 60-61)

- Covert diplomacy, namely diplomacy carried out by one or several parties to create situations and conditions that benefit them before negotiating.
- Machiavelli Diplomacy, namely diplomacy based on the understanding that all means are permitted to achieve a goal.
- Gunboat Diplomacy, namely diplomacy by using threats and sending warships.
- Ping pong Diplomacy, which is a method of approach, for example before increasing in the opening of diplomatic relations, holding a ping pong match between the United States and the PRC during the reign of President Nixon.
- Humanitarian Diplomacy, namely cooperation between nations within the framework of the United Nations or not, to provide humanitarian assistance to nations affected by natural disasters, war victims, refugees, and others.
- Diplomatic Meeting (Encounter Diplomacy), namely diplomacy in a seminar between countries with an interest in seeing negotiations that have been held in a broad historical context. Cultural diplomacy, namely activities to better introduce the homeland through national culture such as holding cultural exhibitions, and others.

Public diplomacy according to Nancy Snow (2009) is something that is unavoidably related to power, especially that which is soft power that does not directly influence culture, values, and ideology. (Ma'mun, 2012, 60-61)

Gastro diplomacy is part of public diplomacy which can play a role in assisting the government's communication process with foreign publics. Gastro diplomacy uses food as a means to increase national brand awareness emphasising values that contain a picture of a country's culture. Gastro diplomacy is an alternative for countries to project their influence on the public of other countries.

24 Food is a very powerful means of non-verbal communication to change international public perceptions and promote countries on the global stage. While there are many ways for a country to define and visualise its identity, food is one that is very real. (Pujayanti, 2017)

According to experts on the meaning of coffee, "The word Coffee" originally came from the Turkish language, kahveh, which was taken from the Arabic 'qahwah'. Kahveh is not the name of the plant but has become the name of the drink, which actually means wine in Arabic. That's the history of coffee. According to Sir James Murray, editor in chief of the Oxford dictionary, the word coffee is probably of African origin, and has something to do with the name of Kaffa, a town in Shoa, where coffee plants grow. However, the word qahwah does not mean fruit or plants, because coffee plants are called bunn in Arabic and in the Shoa area they are called bn. Sir James Murray also describes how to write the word coffee in European languages. In French it is written caf, and in Italian it is written caffe. In English it is written coffee and in Dutch it is written koffie. According to him, the "o" in English and Dutch represents the "au" note, which is called "ahv" in Turkish. (Inez, 2017)

The types of coffee that are famous in Indonesia are robusta (*Coffea canephora*) and arabica (*Coffea arabica* L.). According to the Ministry Agriculture

(2017), in 2016, production of Indonesian coffee reached 693.3 thousand tons. Robusta coffee has a proportion of 81%. the total production of coffee in Indonesia and the rest is arabica coffee. West Java included in the coffee production centre the largest arabica in Indonesia by total production up to 9.37 thousand tons per year. Apart from Arabica and Robusta coffee, there are other types of coffee that are not inferior well-known, namely liberica coffee (*Coffea liberica*). The number of liberica coffee is still very limited in Indonesia. This coffee has a characteristic pungent aroma compared to Arabica and Robusta coffee. (Pusat Penelitian Biosains dan Bioteknologi Institut Teknologi Bandung, 2018, 3)

Currently, Indonesia is one of the countries that has the most types of coffee origins, or commonly referred to as single-origin. The term single origin is used to further limit the very diverse origins and varieties of coffee, to make it more specific, unique and limited. Thus, to explain single-origin coffee, the variables that need to be considered include the specific area, region, or area where the coffee is grown, such as Gayo coffee, Mandailing coffee, Toraja coffee, and others. Even what is referred to as a certain area can be further narrowed down by which garden or whose garden the coffee is planted. The next variable is the variety or type of coffee beans planted. Most of the coffee grown in Indonesia is Robusta type coffee, the rest is Arabica type and the one that has recently started to be in great demand is the Liberika type. The three types of coffee each have several varieties, such as Robusta coffee which has Wulung coffee clones, Kali Bendo, and many more. The term clone has the same meaning as variety, but is only used for Robusta coffee, while Arabica and Liberika still use the term variety. Arabica coffee types have more varieties, including Typica, Bourbon, Geisha varieties, and very diverse

derivative varieties. Meanwhile, Liberica coffee has the Excelsa variety, and several others which are crossed with Arabica. (Widiastutie et al., 2022, 181)

Therefore, this study aims to discuss and develop research on gastro diplomacy using coffee as a tool of diplomacy. Based on the references above, the authors found that there was a lack of information about gastro diplomacy using coffee, where coffee is one of the ingredients that is in demand by the whole world. The gastro diplomacy discussed above uses typical food as a diplomatic tool and does not use coffee as a diplomatic tool. Therefore, the author will update previous research by discussing gastro diplomacy using Indonesian coffee.

1.6 Research Framework

This research uses the theory of international cooperation and the gastrodiploamacy approach. International Cooperation can be defined as the cooperation of a country with another country to achieve a goal. Meanwhile, gastrodiploamacy is part of public diplomacy that uses food as a means to increase a country's brand awareness. This cooperation between countries is carried out in order to meet the needs needed by both countries. According to the journal written by Juyan Zhang, there are 3 elements needed in gastrodiploamacy, namely branding themes, messages, and strategies and tactics. Branding themes are ideas that are promoted or sold to audiences. Messages are messages conveyed to audiences that include ethos, logos, or pathos to be remembered. Strategies are game plans or concepts for how these goals can be achieved. Tactics are tools used to fulfil campaign strategies. The results of this study are expected to be useful in providing an overview of the impact of diplomacy between the two countries through the

export of coffee beans. Then this research is also expected to contribute ideas to the academic world about the cooperative relationship between the two countries concerned. This research was made with the intention of providing insight and knowledge about the diplomatic relations between the two countries through the export of coffee beans. (Zhang 2015)

1.7 Provisional Argument

As for the provisional arguments that can be concluded, Diplomacy has various types and various ways to do it, for example, gastro diplomacy. Gastro diplomacy is an alternative diplomacy carried out by the government using food as a diplomatic tool. As one of the largest coffee producing countries in the world, Indonesia has been exporting to various countries, especially to the Netherlands. According to Juyan Zhang, there are three elements that need to be implemented for successful gastro diplomacy, namely branding themes, messages, strategy and tactics. Therefore, the use of coffee as a tool of diplomacy is a very good opportunity for Indonesia to compare signature coffee to the Netherlands.

1.8 Research Method

1.8.1 Types of The Research

The research method used in this thesis is a qualitative method. Qualitative methods have a rich set of tools that can be used to deepen the insights under study. The descriptive qualitative method of analysis was chosen because this method is in accordance with the conditions of the data source which is processed through literature study. The use of this research method is adapted to the main objective of

the research, namely to analyse the effect of Indonesian diplomacy on the Netherlands through the export of coffee beans.

1.8.2 Subject and Object of The Research

Gastro diplomacy is an alternative diplomacy that can be used as a soft power diplomacy tool using food. Gastro diplomacy is carried out to create national branding in other countries using the typical food of each country. Coffee beans are a food ingredient used to make coffee drinks. Indonesia is the fourth largest country in the world as an exporter of coffee beans to various countries. Based on Indonesia's historical line, the Netherlands is one of the countries that carried out forced cultivation in Indonesia, especially coffee plants.

1.8.3 Method of Data Collection

The method used in data collection is by using articles, journals, and also using data reports in the Central Statistics Agency.

1.8.4 Process of The Research

The data that has been collected from various sources will be analysed in several stages and will be explained in detail.

1.9 Thesis Outline

This research is divided into four chapters which consist of sub-chapters. The chapters are as follows.

A. Chapter I : Introduction

This chapter contains the research background, problem formulation, research objectives, significance, research scope, literature review, theoretical basis, and research methods.

B. Chapter II : Branding

In this chapter the author tries to explain the branding themes of Indonesian coffee diplomacy towards the Netherlands using coffee.

C. Chapter III : Messages, Strategies, and Tactics

In this chapter, the author tries to analyse and discuss the messages, strategies, and tactics that Indonesia wants to deliver towards the people In the Netherlands through coffee.

D. Chapter IV : Conclusion

Concludes the analysis of the Indonesia coffee gastro diplomacy towards the Netherlands.

CHAPTER II

BRANDING THEMES

2.1 Indonesia Coffee Branding

Every country needs an image to become its identity in the international community so that it is more easily recognized and remembered. Just as we know Thailand as a country with beautiful tourist spots and Tom Yum as delicious food, or we know the BMW car brand and then immediately point to Germany, a country indirectly has an image that results from what its people deliberately introduce to other countries. The image that is deliberately introduced and shown by a country to other countries becomes the branding of that country.

Nation Branding that can be produced from the travel industry area, one of which can depend on food as a special instrument. Gastronomic diplomacy is the most well known apparatus in public diplomacy. Furnished with blades, forks and banners and utilising eateries to advance culture and food and offer the special variety of every food from different nations. Previous US Secretary of State Hillary Clinton even once expressed that the utilisation of food in diplomacy is a well established technique utilised in political practices. Aside from that, during the 2000s, a few nations had proactively carried out gastro diplomacy. Gastro diplomacy is the underlying drive of culinary tact sent off by the Government of Thailand in 2002 to empower more individuals all over the planet to eat Thai food. Another model is Korea with kimchi diplomacy and Malaysia with the Malaysian Kitchen project. (Sekretariat Kabinet Republik Indonesia 2017)

Coffee is one of the commodities used to promote Indonesian culture abroad as well as having potential value to support the nation's economy. Coffee diplomacy

will become a new tool to strengthen bilateral relations between Indonesia and various countries. This shows Indonesia's great potential to use coffee as a tool of cultural and economic diplomacy. The culture of drinking coffee in various regions in Indonesia is the affinity of the Indonesian people, which is associated with the values of tolerance and peaceful problem solving mechanisms. In the context of international relations, the two diplomas aim to form a positive national image of Indonesian culture, as well as create opportunities for economic cooperation to improve the welfare of the Indonesian people. (Widiastutie et al. 2022, 189)

Coffee produced by Indonesia is a culinary commodity with enormous potential to be used as a medium for this gastrodiplomacy technique. Gastrodiplomacy techniques are used to increase the income of the country in question, promote the country's tourism, open business relations, even to spread influence abroad. Gastrodiplomacy techniques are closely related to the concept of soft power because gastrodiplomacy uses culinary arts which are part of the culture of a society, and these diplomatic techniques also provide non-military influences. Coffee Diplomacy itself is a work program initiated by the Government of Indonesia under the leadership of President Joko Widodo with the aim of increasing Indonesia's economic value. Indonesia as an agricultural country as well as one of the world's largest coffee producers certainly has potential, both economically and commodity-wise, where coffee beans from Indonesia cannot be underestimated in the international market. By combining it with the multitrack diplomacy method, the plantation sector, especially coffee, has succeeded in significantly increasing state revenues. According to data from the Indonesian Coffee Exporters and Industry Association, since 2014 there has been a significant increase in the number

of Indonesian coffee exports. (Jamalullail 2022)

Coffee diplomacy is a new style of diplomacy using coffee as its main instrument. Diplomacy like this has existed before with various forms and the use of various instruments. In accordance with the main goal of diplomacy is to reach mutual agreement and achieve national goals, coffee diplomacy itself has the goal of increasing exports and promoting Indonesian coffee in the world (Shertina 2019, 136-145). Coffee diplomacy presents a non-formal, relaxed, yet beneficial atmosphere for the Indonesian people. Bilateral and multilateral approaches are still relevant for promoting Indonesian values through coffee, as well as for generating more economic impact. Cultural and economic diplomacy through coffee will strengthen Indonesia's positive image, while increasing its welfare (Asri 2020). A multilateral approach to Indonesian coffee diplomacy through several activities carried out by the government in multilateral settings, such as in ASEAN, the European Union and the United Nations. Meanwhile, a bilateral approach to expanding coffee diplomacy to other countries is often carried out by Indonesian Embassies or Indonesian Consulates abroad. Besides that, coffee diplomacy within the framework of gastrodiploamacy, which is a public diplomacy, can also be carried out by non-governmental actors in various forms according to the level, profession and activities of these actors. Thus, coffee diplomacy is not only implemented in Government to Government (G to G) manner, but can also be implemented in Government to Business (G to B), Government to People (G to P) as well as Business to Business (B to B), or Business to People (B to P), and even People to People (P to P). (Widiastutie et al. 2022, 189-190)

Brand strategy is part of the concept of brand management as well as to

realise the development of products, where marketing management is needed which consists of planning, analysis, strategy, development and brand auditing. Brand strategy is a choice of marketing strategy to build identity or character to be seen superior and different from other tours. Brand Strategy is the management of a brand where there are activities that regulate all elements with the aim of forming a strong brand. Brand management is needed to create and maintain products, so brand planning is the beginning of making a brand, then brand analysis to determine the right brand by conducting research and analysis of customers and competitors as well as self-analysis. Strategy formulation includes developing goals, mapping opportunities and threats, establishing objectivity, generating alternative strategies, and selecting strategies to be implemented: Strategy implementation can be referred to as action within strategy, because implementation means also mobilising to change the formulated strategy into action. (Amalia, Mikasari, and Rais 2022, 18)

The implementation of gastro diplomacy in a country's foreign policy certainly functions to achieve the goals that have been set. The purpose of implementing gastro diplomacy is mostly to shape and enhance nation branding in the eyes of the international public. As stated by Pham, in implementing food gastro diplomacy it is used by the state to promote culture, form nation branding, attract the attention of foreign tourists, globalise the national food industry and build relations with the international public community. Rockower also stated that gastro diplomacy aims to gain recognition and understanding of international culinary traditions which are aimed not only at diplomats but also at a wider audience and the public. (Ranti 2021, 32-33)

The implementation of gastrodiploamacy is not carried out as a single fighter

by the government. But by several actors, both state and non-state, who then walk together and synergize with each other to work together and support each other in carrying out gastro diplomacy. State actors or also commonly known as elite actors in which there are heads of state, ambassadors, diplomats and other high-ranking state officials. Then for non-state actors who play a role in gastro diplomacy, they include food companies, NGOs or communities, chefs, food vloggers, diaspora and publication media. Even though they work together, the actors involved in the practice of gastro diplomacy have their own roles to avoid overlapping tasks and functions. (Ranti 2021, 36)

Wonderful Indonesia is a branding nation made by the Ministry of Tourism and is a continuation from the slogan Visit Indonesia. Wonderful Indonesia slogan created to support the promotion of Indonesian tourism and create a good image for Indonesia with a few new programs by the Indonesian Ministry of Tourism Started in 2011, Wonderful Indonesia was able to increase the number of foreign tourist arrivals every year. In 2009 the number of foreign tourists there were recorded 6.32 million people, continuing to increase to 7.64 foreign tourists in 2011 and reaching 15.81 people in 2018 which is equivalent to 2.5 times the number of tourists in 2009. If you look at the last 5 years (2014- 2018) it can be concluded that the average growth of foreign tourists reaches 14% annually. There is a reason for using the slogan "wonderful Indonesia" which is to represent the beauty of nature, cultural diversity as well as the hospitality of Indonesia's people. The use of this branding will become a national identity. The word wonderful is used to symbolise amazement at aspects of nature and people that promise exciting new experiences. (Rozy 2020, 53-54)

At the beginning of its formation, Wonderful Indonesia or Pesona Indonesia has three main messages, namely Indonesian Culture which has diverse cultural wealth in terms of ethnicity, language, traditions and customs. Second, Indonesia's natural wealth is the most beautiful in the world, seen from the beauty of its underwater, beaches, mountains, forests and has biodiversity. And the third is Creative Work which represents the creative power of the Indonesian people in creating works that can attract the attention of the international community to brands in Indonesia. (Wonderful Indonesia 2018)

The Wonderful Indonesia Diaspora Restaurant Co-Branding Program is a program belonging to the Ministry of Tourism of the Republic of Indonesia which conducts promotional collaborations with various Indonesian restaurants spread all over the world belonging to the Indonesian diaspora. This program started on November 11 2018, and collaborated with around 100 diaspora restaurants spread across the world, including France, Australia, Canada, China, Germany, Denmark, Spain, Finland, England, Hong Kong, Italy, South Korea, Malaysia, Netherlands, United Arab Emirates, Sweden, Singapore, Turkey, United States of America. Among these countries, the main target countries for this program are Australia, Singapore, Malaysia, China, Hong Kong, the Netherlands, France, England, Germany, Denmark, Finland and the United States. (Ramadhan 2020, 57)

Even though Wonderful Indonesia's branding has gone global in the field of coffee gastrodiplomacy, there are still deficiencies in this branding because the coffee produced by Indonesia still uses the names of their respective regions so that outside consumers do not know if the coffee originates from Indonesia. Recently in 2018, BEKRAF (Creative Economy Agency) created the logo and brand "Kopi

Indonesia" as a forum to unite coffee originating from various regions in Indonesia into one brand, namely "Kopi Indonesia". However, the Indonesian Coffee brand is still in the development stage in entering the international arena. (Hidayat 2018)

2.1.1 Indonesia Coffee Branding in Netherlands

Indonesia is one of the largest coffee exporting countries in the world. Indonesia's position is in fourth place after Brazil, Vietnam and Columbia. Based on data from the Central Statistics Agency (BPS), national coffee exports in 2017 grew 12.56% to 464 thousand tons from the previous year. Likewise, the value of exports rose 17.48% to US\$ 1.18 billion or around Rp. 15.9 trillion. The United States (US) is the largest coffee market for Indonesia. At least 63 thousand tons or 13% of the total national coffee exports were sent to the US with a value of US\$ 256 million. Other main export destination countries for Indonesian coffee are Malaysia, Germany, Italy, Russia and Japan. The total area of the archipelago's coffee plantations reaches 1.23 million hectares (ha), consisting of 1.18 million ha of smallholder plantations, 22,525 ha of large state plantations, and 25,493 ha of private large plantations. Several types of coffee from Indonesia that are famous in the world include Toraja coffee, Lampung coffee, Mandailing coffee, Aceh coffee, and Bali civet (luwak) coffee. (Burhanuddin 2018)

The Specialty Coffee Association of America has designated Indonesia as the 2016 Official Portrait Country which is considered capable of enhancing national branding or Indonesia's image at the international level as the world's best coffee producer. According to the International Coffee Organization (ICA), Indonesia ranks 4th as the largest coffee producer in the world in 2014 with an

estimated production of 622 thousand metric tons per year. Indonesian Arabica coffee is quite well known in the world, thus placing Indonesia as the 2nd exporter of Arabica specialty coffee in the world with volumes reaching 150 thousand tons of exports per year. (ANTARA Kantor Berita Indonesia 2016)

Indonesian Coffee Diplomacy began with the 2012 Indonesian Coffee Festival. Reported by Kompas.com it was stated that the 2012 Indonesian Coffee Festival was an effort to popularise Indonesian Coffee both internationally and locally. Over time, Coffee Diplomacy began to develop, from what was just a festival at first, to crawling onto the negotiating table. However, Coffee Diplomacy began to grow rapidly in 2018, marked by an increase in the value of Indonesian coffee exports to foreign countries. (Erianto 2021, 15-16)

According to the Deputy for Marketing Development II of the Ministry of Tourism, Nia Niscaya, the Ministry of Tourism deliberately continues to involve coffee diplomacy. Because now coffee has become a lifestyle for people in various parts of the world in different ways and cultures. Therefore, according to him, this coffee diplomacy is very appropriate so that coffee becomes a separate brand that reminds the world community about Indonesia. (Warta Ekonomi 2019)

Many countries are the destination for this coffee export, one of which is the European Continent. In Europe, the Netherlands, Belgium and Germany are potential markets for Indonesian coffee exports. The European Union is currently the world's largest coffee consumer in the world, reaching 2.4 million tons per year or 24 percent of the world's total coffee consumption. The Netherlands is one of the potential markets for Indonesian coffee in Europe. The value of Indonesian coffee exports in 2017 was recorded at US\$9.2 million with an increasing trend over the

last five years of 23.4 percent. The average Dutch drinks four cups of coffee a day. This shows a huge market potential for Indonesian coffee in the Netherlands. The initial coffee export transaction from Indonesia to the Netherlands reached US\$5.6 million consisting of US\$2.5 million in purchase contracts and the remaining US\$3.1 million in the form of memorandums of understanding. (Sulistiyono 2022)

According to the Indonesian Embassy in the Netherlands, precisely in Hague, the Indonesian Coffee Festival took place at the New Babylon Meeting Center building during June 17-18, 2016 thanks to the collaboration with the Dutch Indonesian Student Association (PPI) and their branches in the Hague. The Indonesian Ambassador to the Kingdom of the Netherlands, Wesaka Puja, said that coffee is one of Indonesia's export products. The head of the committee from PPI Den Haag, Priska Astarari, said that this joint activity was a place to promote Indonesia from the other side, namely from the economic side. "Seven companies from Indonesia were invited to this festival, namely Adena Coffee, Javanusa, De Ngokow Coffee, Ephraim Coffee, Daya Asasta, Mr. O and Blanco Coffee and Book," said Priska. (Kawilarang 2016)

As for gastrodiploamacy actors who have recently been engaged in coffee such as BEKRAF (Creative Economy Agency) in collaboration with AKSI (Indonesian Specialty Coffee Association) which built the name "Indonesian Coffee" as the branding of Indonesian coffee itself. The aim of developing "Indonesian Coffee" is to become Indonesian coffee branding which includes coffee from the regions of each coffee specialty and does not use regional names as the coffee branding itself. (Burhanuddin 2018)

Daroe Handojo, deputy chairman of the SCAI (Specialty Coffee

Association of Indonesia) said, the reason for launching the Indonesian Coffee Logo was because so far there was no such thing as Indonesian coffee. There is coffee from various regions in Indonesia. The idea for the Indonesian Coffee Logo emerged during a meeting at the Indonesian Embassy in Prague, Czech. At that time it was one of the coffee importers who felt confused about the existence and identity of Indonesian coffee. Then one of the embassy staff suggested that a single identity be created that unites the various Indonesian copies. (Burhanudin 2018)

Table 1. Indonesia Coffee and Indonesia Gastrodiplomacy Logos

Name	Logo
Wonderful Indonesia	 <p>The logo for 'Wonderful Indonesia' features the words 'wonderful indonesia' in a lowercase, sans-serif font. To the right of the text is a stylized graphic composed of several colorful, flowing lines in shades of blue, orange, purple, and green, resembling a coffee plant or a dynamic swirl.</p>
Kopi Indonesia	 <p>The logo for 'Kopi Indonesia' features the word 'KOPI' in a large, bold, brown, serif font. Below it, the word 'INDONESIA' is written in a smaller, brown, sans-serif font, with the letters spaced out and slightly arched.</p>

Source: Logo Wonderful Indonesia (kemenparekraf.go.id) 2023

Logo "Kopi Indonesia" Menyatukan Berbagai Kopi Nusantara

Kompas.id 2023

The Indonesian coffee market in the Netherlands is one of the most promising in Europe. In 2020, Indonesia's coffee exports to the Netherlands reached 5.6 million dollars, with an increasing trend. In the last five years, Indonesia's coffee exports to the Netherlands have increased by 23.4 percent. According to the Trade Attaché of the Indonesian Embassy in The Hague, Sabbat Christian Jannes, a number of potential buyers expressed interest in making purchases. "Daarnhouwer, one of the largest coffee importers in the Netherlands, is interested in exploring several varieties of coffee which are seen as having outstanding quality and taste," he explained. (KEDUTAAN BESAR REPUBLIK INDONESIA 2021)

Based on the writing above, Indonesia is still in the development stage in carrying out coffee gastrodiplomacy in the Netherlands. Even though the Netherlands is a potential market, there are still deficiencies in comparing Indonesian coffee because Indonesian coffee itself still uses its own regional name. With the creation of the "Indonesian Coffee" brand developed by BEKRAF (Creative Economy Agency), it is hoped that this brand can be the first step to open opportunities for Indonesian coffee gastrodiplomacy under the supervision of Wonderful Indonesia as Indonesia's slogan.

CHAPTER III

MESSAGES, STRATEGIES AND TACTICS

3.1 Messages in Coffee Gastrodiplomacy

Food is a very effective nonverbal means of changing public perceptions and promoting a nation internationally. Subsequently, gastrodiplomacy involves food as a way to build the nation's brand awareness and underline the qualities that contain the personality or culture of a country. The food approach is the most effective way for a lot of people who have never traveled abroad to learn about and visit other countries through the taste of the food. (Rockower 2011)

Gastronomy is everything related to art and philosophy, as well as the study of the selection, preparation, production, presentation and enjoyment of various foods and beverages. One of the interesting things is that gastronomy has an important role in solving various problems in the country with other nations through the existence of culinary diplomacy, known as gastrodiplomacy. Recognized by the Ministry of Foreign Affairs (Kemenlu), gastrodiplomacy is one of the ways in which Indonesia and other countries establish long-term relationships and cooperation. Apart from increasing brand awareness, gastronomy is also an effort to introduce Indonesian food to other countries. For gastrodiplomacy, it is the same as diplomacy in other sectors that have been carried out by Indonesia, including economic diplomacy, cultural diplomacy, defense diplomacy, and so on. (Afrillia 2021)

3.1.1 Message and Food Appeal

Culinary promotion messages that carry an essential part of their culture means assuming the appeal of cuisine is a fundamental part of a nation's culture and

therefore cannot be separated from other cultural heritage. This moral message placing food as part of a country's cultural heritage provides an additional purpose for marketing food-related products and services such as tableware and restaurant design. Japan maintains that Japanese food culture includes not only ingredients and cooking techniques, but also tableware and furnishings, architecture, therefore food culture reflects Japanese culture as a whole. Thai gastrodiplomacy explains in detail how Thai people cook in traditional Thai wooden houses. Naturalness and Environmentalism is a gastrodiplomacy message that emphasizes that a nation's food comes from nature and describes cleanliness as healthy food. Peru highlights the natural origins of its food as fresh produce unique to the Amazon, Andes and Pacific Coast. Peru, in the Mistura Campaign as its gastrodiplomacy, prides itself on its awareness of the limitations of natural resources with its concern for biodiversity and its policy of prohibiting the harvesting of river prawns and black shells. The last message is the beauty in food presentation which is carried out in Thai gastrodiplomacy which emphasizes neatness, delicacy, and the beauty of the presentation of Thai cuisine. (Weni 2021, 37)

In terms of carrying a moral message, the Ministry of Tourism's Culinary Diplomacy policy seems to be clearer in carrying a message of diversity. This can be seen from the selection of 5 (five) national foods in 2018 which previously numbered 30 in 2013. Of the many national foods selected, the five Indonesian specialties illustrate the diversity from rendang which is the most typical food from the province of Padang, Soto which is a typical food for the people of the Island of Java, Sate itself is a food that carries a message of diversity because satay in Indonesia has many types from each region and its ingredients, Gado-Gado which

is a famous food from the Indonesian capital, and Nasi Goreng illustrates the diversity of flavors in Indonesian cuisine. In addition, the message of diversity itself is also illustrated by the many different spices in each of the foods chosen to be national food. (Weni 2021, 37-38)

The coffee industry in Indonesia has experienced ups and downs in the past. After the “glory of forced cultivation”, the downfall of the coffee industry began when an epidemic of leaf rust hit in 1878. West Java became the worst affected area due to the pest attack. This outbreak killed almost all Arabica coffee plants in Indonesia. After the epidemic, the Dutch East Indies government brought in the Robusta coffee in 1900. This type of coffee was known to be more disease resistant and required easier growing and maintenance conditions, but its production yield was much higher than Arabica coffee. Robusta coffee can grow at an altitude of only 800 meters above sea level. This is what causes Robusta coffee to grow faster, reaching more than 80% of the area of coffee plantations in Indonesia. (Indana 2023)

Apart from being a companion drink when socializing, coffee apparently has its own role in traditional rituals in several places in Indonesia, especially in Java. One of the rituals performed at the Solo Palace which is carried out every Tuesday and Thursday is to give offerings to Kyai Petruk to protect the dining room at the Palace. This offering consists of white rose petals, incense, tea and coffee. Coffee in this case is believed to be the drink of the gods, which is used to provide enlightenment and connection to the spiritual world. In addition, coffee also plays an important role in other rituals. During the Javanese New Year celebration (Kirab Pusaka), the sacred Buffalo is fed bananas and coffee before the celebration begins.

Previously, this ritual was only performed when a big problem occurred to the community; but since President Suharto ruled, he made it a rule to perform this ritual every year. (Gumulya and Helmi 2017, 161-163)

Countries modify the message they want to convey through food in the gastrodiploamacy campaign. Most of the time, the message is positive and can attract the interest of foreigners in participating in the promotion's food consumption. In 2015, Juyan Zhang wrote a journal that outlines six messages that various nations used to develop strategies for gastrodiploamacy campaigns. The following table provides a summary of the author's explanation of Juyan Zhang's six moral messages:

Table 2. Message and Food Appeal

Message	Country
Healthiness (Kesehatan)	Japan and South Korea
Diversity (Keberagaman)	Peru, Japan, Malaysia, and Taiwan
Mysticism and Exoticism (Mistisme dan Eksostisme)	Peru, South Korea, Malaysia, and Taiwan
Essential Part of National Culture (Bagian esensial budaya nasional)	Japan, Thailand, Taiwan, and Peru
Naturalness and Environmentalism (Alami dan Lingkungan)	South Korea, Peru, and Taiwan
Beauty in Food Presentation (Keindahan dalam presentasi makanan)	Thailand, Peru, and Japan

Source: <https://ijoc.org/index.php/ijoc/article/view/2847> (2015)

From the table above, it can be seen that each country chooses to carry more than one message of a gastrodiploamacy campaign. Starting from a health message, this message emphasizes that the food promoted by Japan and South Korea is a healthy food that does not cause disease like junk food. The message of diversity to be conveyed means that a country has diversity seen from its diverse food. Mysticism and Exoticism brought about as a message of gastrodiploamacy emphasizes that the original cuisine of a country is imbued with a certain mystery and therefore becomes something exotic (Zhang 2015). From this message, the country promotes the culinary heritage that these countries have with ancestral and cultural values. Peru, South Korea, Malaysia and Taiwan carry this moral message in their gastrodiploamacy strategy. Peru introduces its national cuisine as a culinary tradition that has been around for centuries. (Zhang 2015)

Taste of Amsterdam is an annual culinary festival and is usually held at Amstelpark, Amsterdam. All visitors have the opportunity to taste the best dishes from mid-range and top-class restaurants in the Netherlands. Indonesia's participation in the 2016 Taste of Amsterdam is Indonesia's diplomatic mission in the Netherlands with the theme Indonesia Coffee House. Wesaka Puja as Ambassador of the Republic of Indonesia to the Netherlands stated that the relationship between the two countries is embodied in the famous expression "You are what you eat" and therefore "Eat, drink and be merry!". The reason for establishing the Indonesian Coffee House at Taste of Amsterdam is that people need to drink and eat to be happy. Coffee is the best drink to accompany Indonesian food. However, coffee is not just a drink, but one of Indonesia's ten main export commodities. Currently, Indonesia is also home to the richest diversity of specialty

coffees such as Luwak, Toraja, Aceh Gayo, Papua, Bali Kintamani, Flores, and many more. (Tjam 2016)

3.2 Strategies and Tactics in Gastrodiplomacy

Gastro diplomacy is closely linked to public diplomacy and cultural diplomacy. Public diplomacy involves international actors engaging with foreign publics to conduct foreign policy. It aims to realize a country's national interests through information, understanding, and influence. Public diplomacy interactions focus on government-to-people relations, creating a positive image of the international community. Cultural diplomacy, a component of public diplomacy, is also related to gastro diplomacy. (Ranti 2021, 34) Indonesian gastrodiplomacy is a cultural understanding and non-conventional diplomacy that aims to bring citizens closer without political ties. It involves active and creative building of networks to market Indonesian culinary internationally, not only as a gastrodiplomacy move but also as an effort of economic diplomacy. Gastrodiplomacy promotes culinary and cultural heritage, building cultural understanding and creating bonds of taste between citizens of different countries. Strengthening gastrodiplomacy can be a means of multitrack diplomacy for Indonesia. (Pujayanti 2017, 46)

Indonesia has not established a centralized gastrodiplomacy campaign like Taiwan or South Korea, but Minister of Foreign Affairs Retno Marsudi highlighted its importance in improving the country's image and developing the food industry abroad. The role of food as a national identity can strengthen Indonesia's soft power. Despite not launching a large campaign like Thailand's Kitchen of The World, Indonesia is introducing its unique culinary delights through various strategies.

(Imanuella and Aryani 2020) Gastrodiplomacy development in Indonesia lacks a systematic, measurable, and integrated strategy, making it difficult to achieve maximum results and economic impact. To expand the Indonesian culinary market share, efforts should be made to promote Indonesian culinary delights abroad, as the food industry is a key driver of the people's economy, especially the micro class, which generates job vacancies. (Pujayanti 2017, 46)

Indonesia, a major coffee producer and exporter, faces challenges in the coffee industry, including a lack of extensive plantations. The country's coffee plantations, covering 1.24 million hectares in 2017, are primarily cultivated by small-scale farmers. Over 90% of these plantations are robusta, with 933 hectares of robusta and 307 hectares of arabica. If farmers switch to palm oil and cocoa, which offer higher yields, the area of coffee plantations may decrease. The forestry sector, which controls 60-70% of Indonesia's land, must address this challenge, as these commodities are the most suitable for the Social Forestry program in forest areas. (Widiastutie et al. 2022, 192) Indonesia has been implementing gastrodiplomacy through various initiatives, including cultural festivals, the Restaurant Task Force project in the United States, the World Food Festival in Hanoi, and the Tong Tong Festival in The Hague. In 2012, the Ministry of Tourism established the 30 IKTI program to preserve traditional Indonesian cuisine. In 2018, the Ministry of Tourism created its own national branding, Wonderful Indonesia in the Diaspora Restaurant Co-Branding program. However, the program faces challenges in reaching the G2B Government-to-Business level, as the government cannot make decisions that benefit only one party. Financial support and the availability of original Indonesian raw materials remain major challenges for

gastrodiplomacy actors, requiring solutions from the central government for its success. (Diahtantri, Fathun, and Ma'arif 2021, 5)

The Indonesian Coffee Diplomacy began in 2012 with the 2012 Indonesian Coffee Festival, aimed at popularizing Indonesian coffee internationally and locally. Over time, it evolved into a negotiating tool, with a rapid growth in 2018 due to increased value of Indonesian coffee exports to foreign countries. (Erianto 2021, 15-16) Juyan Zhang's book compares gastrodiplomacy strategies of six countries, including Thailand and Japan, and identifies three important dimensions in public diplomacy: soft power, strategic planning, and tactics. Each strategy has its own key indicators, making it crucial for successful gastrodiplomacy campaigns. Joseph Nye's work further emphasizes the importance of soft power in public diplomacy. (Weni 2021, 39-48)

These strategies include:

3.2.1 Product Marketing Strategy

This strategy rests on marketing the food brand and image to the world through establishing restaurant chains, developing franchises, and promoting exportable products and food-related services. This strategy fulfils the main objective of gastrodiplomacy which is to promote the export of food-related products. In this strategy, the government plays an important role as a policy maker and diaspora communities as policy actors. The Thai government is trying to expand Thai restaurants in the world which are then used as distributors or containers for export of Thai food and products. This strategy is carried out by examining and selecting Thai restaurants and then awarding the Thai Brand logo and the form of control is to carry out periodic inspections.

The annual culinary promotion themed "Taste of Amsterdam," held at Amstelpark Amsterdam, the Netherlands, succeeded in creating a record of enjoying authentic Indonesian coffee that reached 5,314 people. In 2016, the Indonesian Embassy in The Hague presented the Indonesia Coffee House, which was opened by Ambassador I Gusti Agung Wesaka Puja and attended by a number of businessmen interested in importing Indonesian coffee, journalists, travel agents and other invitees. Ambassador Puja said that the Taste of Amsterdam activity is an event for Indonesian culinary diplomacy. This year is the third time the Indonesian Embassy in The Hague has participated in this event. In 2016, the theme of the event was the promotion of Indonesian coffee. (Newswire 2016)

Picture 1. Indonesian Booth in Taste of Amsterdam



Source: Exotic Taste of Indonesia in Amsterdam

<https://backpanel.kemlu.go.id/PublishingImages/taste2019.jpg>

Picture 2. Ambassador of the Republic of Indonesia at Taste of Amsterdam



Source: H.E. Wesaka Puja, Ambassador of the Republic of Indonesia, Danang Waskito, First Secretary with the chefs. ([Indonesia at Taste of Amsterdam 2016 - Diplomat magazine](#))

Picture 3. Indonesia Coffee House Menu at Taste of Amsterdam

INDONESIA COFFEE HOUSE BY INDONESIA SATU		taste OF AMSTERDAM @AEG
Jajanan Pasar	FL 4	
3 ZOETE INDONESISCHE DELICATESSEN		
Sate Ayam	FL 5	
GERICHTE KIPSHESJES		
Sate Kambing	FL 6	
GERICHTE LAMSHESJES		
Soto	FL 5	
TRADITIONELE INDONESISCHE SOEP		
Ketoprak	FL 4	
VEGETARISCH TAHOE GERICHT MET PINDASAU		
Coffeeales	FL 6	

Source: [Sate please 😊! Dit is het Taste menu van Indonesie volgende week! #sate #kambing #indonesiasatu #taste #soto #foodporn | Instagram](#)

Based on the picture above, it can be concluded that the product marketing strategy that are implemented by Indonesia are well executed even though this strategy only uses one gastrodiplomacy platform, namely Taste of Amsterdam held in the Netherlands.

3.2.2 Food Festival Strategy

In this gastrodiplomacy strategy, the government of a country involves staging events or participating in existing international events to promote food to foreign communities. This is perhaps the most widely used strategy by various countries in their gastrodiplomacy programs. South Korea tends to take advantage of major international events such as the Davos Forum in Switzerland and film festivals. Peru holds its own large-scale event, the annual Mistura fiesta. Malaysia sponsors several small scale events. The following is a list of food festivals from several countries that use the event as a vehicle for channeling gastrodiplomacy. Food festivals have become part of the routine programs of the Indonesian government both domestically and abroad. For food festivals, the Indonesian Embassy and Consulates often play a major role in organizing or the participation of Indonesian representatives in food festivals abroad.

The annual culinary promotion with the theme "Taste of Amsterdam," which was held at Amstelpark Amsterdam, Netherlands, succeeded in creating a record for 5,314 people enjoying authentic Indonesian coffee. Minister Counselor for Social and Cultural Affairs at the Indonesian Embassy in The Hague, Azis Nurwahyudi to Antara London, said that this activity was an annual culinary promotional event from various restaurants in Amsterdam, the Netherlands for the

upper middle class. The Indonesian Embassy in The Hague participated with the theme Indonesia Coffee House to encourage the promotion of Indonesian coffee. It was also attended by the Indonesian Minister of Foreign Affairs, Retno Marsudi, when transiting in Amsterdam from Paris to Jakarta. This year the Indonesian Embassy in The Hague presented the Indonesia Coffee House which was opened by Ambassador I Gusti Agung Wesaka Puja attended by a number of entrepreneurs interested in importing Indonesian coffee, journalists, travel agents and other guests. Ambassador Puja said that the Taste of Amsterdam activity was an event for Indonesian culinary diplomacy. This year is the third time the Indonesian Embassy in The Hague has participated in this event. In 2016 the theme of the activity was the promotion of Indonesian coffee. (EKONOMI BISNIS 2016)

3.2.3 Coalition-Building Strategy

Coalition building strategies involve building partnerships with like-minded organizations to expand messaging channels and networks. The culinary campaign invites the hotel and tourism industries as partners to carry out gastrodiploamacy. The hotel and tourism industry must have direct contact with the culinary sub-sector and having resources can have a major influence on the target of gastrodiploamacy. Other partners include diplomatic organizations, such as embassies and cultural centers, and foreign grocery stores.

The Trade Attaché (ATDAG) promoted 36 varieties of specialty coffee produced by 22 farmers from various regions in Indonesia at the 2021 Indonesia Coffee Cupping (ICC) event in The Hague, Netherlands. This activity is the result of collaboration between the Indonesian Embassy in The Hague and Indonesian

farmers, Coffee Cupping International, Diplomat TV, Astra International, CSA Logistics, and Marriott Hotels. Present at the event were coffee stakeholders such as coffee buyers and importers in the Netherlands, baristas, cuppers, coffee vloggers, and the media. The Indonesian Ambassador to the Netherlands, Mayerfas, said that this activity was a forum for Indonesian coffee farmers to meet importers and roasters in the Netherlands. This activity also promotes Indonesian coffee to Dutch and European consumers. Meanwhile Atdag at The Hague Sabbath Christian Jannes said that Indonesian coffee has great potential in the Dutch and European markets. The Netherlands, with a population of around 17 million people, is one of the largest coffee consuming countries. In 2020, most coffee drinkers in the Netherlands consumed 4 to 6 cups of coffee per day. (AgroFarm 2021)

3.2.4 Opinion Use Strategy

This strategy uses opinion leaders in certain targeted areas and includes celebrities to increase awareness and credibility of food brands. This strategy was carried out in the gastrodiplomacy campaigns of Malaysia and South Korea. South Korea has tapped rapper Psy as its food ambassador and added Korean Kimchi to the UNESCO Intangible Cultural Heritage list. Malaysia invites the collaboration of an artist named Caroline MiLi, one of the first Youtuber chefs who is domiciled in the UK as a global representative for cooking channels from the internet. The actions of this strategy include seeking support from UNESCO as well as international celebrities and also holding dinner parties for celebrities.

Indonesia, through the Ministry of Tourism, has not directly implemented this strategy since gastrodiplomacy began in 2018. Indonesia's opportunity to

implement this strategy is to utilize the YouTube media channel, whose demand is always increasing.

3.2.5 Media Relations Strategy

Media relations is very important for gastrodiplomacy campaigns. Media relations strategies use traditional media, social media, and websites to increase interaction and build long-term relationships with target audiences. Social media, such as YouTube and Twitter, play a very important role. For example, the South Korean Gastrodiplomacy Campaign capitalized on the global sensation created by Psy's YouTube popularity.

Through Instagram, the media relations strategy carried out by Taste of Amsterdam can be used as an example of the strategy used to introduce Indonesian coffee in the Netherlands. Through the Ministry of Foreign Affairs website, Indonesia became one of the participants who joined the Taste of Amsterdam festival event. Unfortunately, through Taste of Amsterdam Instagram, there are no posts about the Indonesia Coffee House booth but only the Indonesia Coffee House menu posted as marketing through social media. Not only Instagram, through the 1:30-minute after movie video on Taste of Amsterdam's YouTube account, there is no footage of Indonesia Coffee House but only cinematic videos depicting the excitement of the event.

3.2.6 Education Strategy

The educational strategy brings culinary education engagement through teaching programs and participatory events to ensure food image consistency and

long-term relationships with foodies around the world. This strategy has two aspects. First, countries that practice gastrodiploamacy train and certify their cooks before they work abroad to ensure consistent quality cooking. Second, teaching programs for foreign communities are created to increase their direct experience and get to know the cuisine of a country firsthand.

The doors of Indonesian gastrodiploamacy have already started to open, judging by the gastronomic diploamacy practiced by the Ministry of Tourism of the Republic of Indonesia. The Indonesian government is pursuing an intriguing alternative as the spirit of Indonesian gastrodiploamacy begins to breathe. After much debate about Indonesia's prospects and potential to engage in gastrodiploamacy outside of food festivals, the Ministry of Tourism took significant action in 2018 with a more defined focus on culinary diploamacy. In order to explain the impact of the program's results until 2021, Mr. Binol, Senior Advisor for Strategic Brand & Reputation Management at Kinanti and RedMaroon Ministry Tourism and Creative Economy, claims that this program has not been evaluated or measured. (Weni 2021, 39-48)

Based on the paragraphs above, Indonesia's coffee diploamacy education strategy has not yet been implemented in the Netherlands because it is still in the development stage.

CHAPTER IV

CONCLUSION

4.1 Conclusion

The implementation of Indonesian coffee gastrodiplomacy in the Netherlands has not yet been fully implemented. The implementation of the gastrodiplomacy strategy using coffee by Indonesia towards the Netherlands is divided into 3 aspects, namely branding theme, message, strategies and tactics. These aspects are the key to the success of coffee gastrodiplomacy implemented by Indonesia in the Netherlands. From using Wonderful Indonesia and Kopi Indonesia as Indonesia's branding theme, conveying messages in the form of "You are what you eat" and then "eat, drink, and be merry!" which was said by Wesaka Puja, who acts as the Indonesian ambassador to the Netherlands, and used strategies and tactics in the form of a food festival held by Taste of Amsterdam. However, there are several strategies that were not implemented due to the Indonesian government's lack of attention to coffee diplomacy. The coffee diplomacy carried out by Indonesia in the Netherlands is a potential where both countries can have bilateral relations and improve Indonesia's economy. Not only Indonesia, coffee farmers throughout Indonesia can feel the impact of this economic increase.

Table 3. Conclusion

NO	GASTRODIPLOMACY STRATEGY	DETAILS
1.	Branding Themes	- Wonderful Indonesia Using Wonderful Indonesia as the theme and slogan for Indonesia Coffee Diplomacy, it is

		<p>hoped that Wonderful Indonesia can be used as the medium of Indonesia Coffee gastrodiplomacy.</p> <ul style="list-style-type: none"> - Kopi Indonesia <p>Still in the development process, it is hoped that under the supervision of Wonderful Indonesia, Kopi Indonesia can be the coffee brand of Indonesia itself and can be introduced worldwide someday.</p>
2.	Messages	<p>Based on Wesaka Puja who was the Indonesian ambassador to the Netherlands, stated that relations between the two countries were based on the famous expression "you are what you eat" and therefore "Eat, drink, and be merry!". The reason this statement was created was so that people at the Taste of Amsterdam festival had to drink and eat to be happy.</p>
3.	Strategies and Tactics	<p>There are several strategies that was mentioned above but only several strategies that are implemented. That strategies are :</p> <ul style="list-style-type: none"> - Product Marketing Strategy <p>This strategy are implemented but only by doing promoting strategy through Taste of Amsterdam since 2016.</p>

		<ul style="list-style-type: none"> - Food Festival Strategy This Strategy are implemented but only joining one food festival which is Taste of Amsterdam. - Coalition Building Strategy This strategy are implemented through The Trade Attache (ATDAG) with collaborations with the Indonesian Embassy in the Netherlands, Indonesian farmers, Coffee Cupping International, Diplomat TV, Astra International, CSA Logistics, and Marriott Hotels. - Opinion Use Strategy This strategy are not implemented - Media Relation Strategy This strategy are implemented but the only evidence can be found are only from Ministry of Foreign Affairs website. - Education Strategy This strategy are not implemented <p>Those strategies are well implemented because the government took action to those strategies. The rest of the strategies are not implemented because they're still under the development of</p>
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		the government.
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Of the 6 strategies, only 4 strategies were successfully implemented by Indonesia, namely Product Marketing Strategies, Food Festival Strategies, Coalition Building Strategies, and finally Media Relations Strategies. Of the 4 strategies, Product Marketing Strategies were successfully implemented with the Indonesian Stand which introduced not only Indonesian food but also coffee at the Taste of Amsterdam Food Festival. Then there are also Food Festival Strategies that were also successfully implemented even though Indonesia only participated in one festival, namely Taste of Amsterdam. Then Coalition Building Strategies were successfully implemented due to collaboration with organisations that work together to promote Indonesian coffee. And finally there are Media Relation Strategies which are also successfully implemented but the evidence that can be used for this strategy is only found on the Ministry of Foreign Affairs website.

4.2 Recommendation

Considering that Indonesian coffee gastrodiplomacy has not yet been fully implemented in the Netherlands, the government is expected to focus more on preparing branding themes, messages, and strategies and tactics. This is very important in developing the Indonesian economy and promoting Indonesian coffee. Apart from that, this is also important to build bilateral relations between Indonesia and the Netherlands.

On the other hand, we still could see a big potential of coffee as an economic commodity towards the Netherland's market. Therefore, it is recommended to develop this research to be focusing more on the political economic sector, by

looking deeper at the opportunity to boost coffee export towards the market.

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