

**KOREAN HALAL FOOD GASTRODIPLOMACY TOWARD  
INDONESIA**

**UNDERGRADUATE THESIS**



**UMY**

**UNIVERSITAS  
MUHAMMADIYAH  
YOGYAKARTA**

**Unggul & Islami**

**WRITTEN BY:**

NABILA PARWI 20190510233

**SUPERVISOR:**

Prof. Dr. Tulus Warsito, Msi./

**INTERNATIONAL PROGRAM OF INTERNATIONAL RELATIONS**

**DEPARTMENT**

**FACULTY OF SOCIAL AND POLITICAL SCIENCE**

**UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

**2023**

# **TITLE PAGE**

## **KOREAN HALAL FOOD GASTRODIPLOMACY TOWARD INDONESIA**

Submitted to fulfill the requirement of bachelor degree of International Program of International Relations (IPIREL) Faculty of Social and Political Sciences Universitas Muhammadiyah Yogyakarta

### **UNDERGRADUATE THESIS**

Compiled and written by:

**Nabila Parwi 20190510233**

Supervisor:

**Prof. Dr. Tulus Warsito, Msi.**

**INTERNATIONAL PROGRAM OF INTERNATIONAL RELATIONS DEPARTEMENT  
FACULTY OF SOCIAL AND POLITICAL SCIENCE UNIVERSITAS  
MUHAMMADIYAH YOGYAKARTA 2023**

# STATEMENT OF AUTHENTICITY

## STATEMENT OF AUTHENTICITY

I am the undersigned:

Name : Nabila Parwi

NIM : 20190510233

Major : International Program of International Relations Department (IPIREL)

Focus: Diplomacy

Thesis Title : Korean Halal Food ~~Gastrodiplomacy~~ Toward Indonesia.

Hereby declares that the undergraduate thesis under the title Korean Halal Food Toward Indonesia has never been proposed to pursue a bachelor degree in Universitas Muhammadiyah Yogyakarta or in other colleges.

In this undergraduate thesis, I certify that the intellectual content of this thesis, I certify that the intellectual content of this thesis is the product of my own work and my own opinion as well as all the assistance received in preparing this thesis and sources have been acknowledging. The contents are truly the work and the opinion of my own and I did not do plagiarism in ways that are inconsistent with the prevailing ethic in the scientific community.

I made this statement in real and if in the future there is a mistake in this statement, then I am willing to accept academic sanction in accordance with the applicable rules at Universitas Muhammadiyah Yogyakarta.

Yogyakarta, January 5 2024



Nabila Parwi

## EPIGRAPH

Maybe I made a mistake yesterday, but yesterday's me is still me. I am who I am today, with all my faults. Tomorrow I might be a tiny bit wiser, and that's me, too. These faults and mistakes are what I am, making up the brightest stars in the constellation of my life. I have come to love myself for who I was, who I am, and who I hope to become.

– Kim Namjoon

Those who don't have a dream, it's okay, it's okay if you don't have a dream. You just have to be happy.

– Min Yoongi

Maybe I made a mistake yesterday, but yesterday's me is still me. Today, I am who I am with all my faults and my mistakes. Tomorrow, I might be a tiny bit wiser, and that'll be me too.

– BTS

No matter who you are, where you're from, your skin color, your gender identity, just speak yourself.

– BTS

## PREFACE

*Bismillahirrohmanirrohim*

*Assalamu'alaikum Wr.Wb*

All praise and gratitude the writer wishes to the presence of Allah SWT because of His Grace and Hidayah so that the writer is being able to complete this undergraduate thesis with the title: *Korean Halal Food Gastrodiplomacy Toward Indonesia*. Salutation and greetings are always poured to the Prophet Muhammad SAW who brought the people from the realm of darkness to the bright world.

This thesis was compiled to fulfil one of the requirements to completing the study and in order to obtain a Bachelor's degree in International Program of International Relations, Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta.

The author realizes that the preparation of this thesis still has many shortcomings and still far from the perfection, this is due to the limited ability that the author has. However, the author hopes that this thesis can provide many benefits to the readers.

The completion of this thesis cannot be separated from the guidance and support of many parties, therefore on this occasion, the author would like to thank as much as possible to:

1. Dr. Ir. Gunawan Budiyanto, M.P as Rector of Universitas Muhammadiyah Yogyakarta.
2. Dr. Takdir Ali Mukti, S.Sos., M.Si as Dean of Faculty of Social and Political Sciences.
3. Dr. Sugito, S.IP., M.Si as Head of International Relations Department.
4. Mr. Zain Maulana, Ph.D as Director of International Program for International Relations (IPIREL).
5. Prof. Dr. Tulus Warsito, M.Si as my supervisor, thank you for all of the patience and willingness to take the time to guide me during this process of the thesis.
6. Drs. Husni Amriyanto Putra, M.Si and Ms. Grace Lestariana Wonoadi S.IP., M.Si, as thesis examiners, thank you for the guidance, advices, suggestions, and criticism that have been given in this thesis.
7. All lectures and staffs of the International Relations Department of Universitas Muhammadiyah Yogyakarta.

In the end, for all the shortcomings and imperfections of this thesis, the author expects input, criticism and constructive suggestions towards the improvement and refinement of this thesis. Finally, hopefully, this thesis will give benefit to the development of science.

Yogyakarta, January 5<sup>th</sup> 2023

Nabila Parwi

## **TRIBUTE PAGE**

Alhamdulillahirabbil'aalamin, all praise and gratitude I wishes to the presence of Allah Subhanahu Wa Ta'ala, for launching and providing convenience in writing this thesis and passing this all well. Salutation and greetings are always poured to the Prophet Muhammad SAW who brought the people from the realm of darkness to the bright world. Furthermore, I dedicate this thesis to:

Both Author's Parents

**Ayahanda Subiyono and Ibunda Sumarti**

Who always give love, prayer, and infinite moral and material encouragement. Thank you for always being the greatest strength and for giving everything the best for me.

## ACKNOWLEDGEMENTS

Spiritually and morally supported during college and thesis writing times, I personally would like to also thank:

1. My God, Allah SWT because of His grace and gift that give strength to the author in completing this thesis.
2. My beloved parents, Mr. Subiyono and Mrs. Sumarti for all the best efforts, help, encouragement and prayers that have been given to me unceasingly.
3. My beloved sisters and brothers, Sri Maryanti,S.T, Annisa Fitria Kusumaningrum,S.T, Riyo Adi Suseno,Amd.Kom and Bripka Ardi Tri Apriyanto for all the prayer, counsel, support during this thesis process.
4. My beloved nephew, Reyza, Azka, Zain and Azriel for all the prayers, happy time, and help that always provided.
5. Myself, Nabila Parwi, I know you are struggle sometimes but in case I don't tell you enough, you're doing amazing. You've grown so much and acknowledge your worth. You've value yourself and willing to deal with all complaints. Thank you for being you and much love for you.
6. My day-one best friends, Paras Anugrah Zalmadanisa and Fitriah Islamiah Askhari who always listen to my complaints, supporting me, accompany the painful and happy process and provide input to me in working on this thesis.
7. My partner in sad and happy times, Kesuma Ardhana Oerika who always accompanies me when I'm in trouble when it's up and down, and always tries to be there when I need help, and when I want to end this life.
8. My injury time best friends,Aura Ijriana, Rizka Saputri, Adam Rizki Hidayat, Faris Daeng Masiga, Sasa, Cipa, Defina, Nanda, who being anything for my last-minute in collage.
9. My long-lasting high school best firends, Arini, Dinda, and Dwi who always supported me even we are separated by a long distance
10. My office colleagues fellas, mas Mudrik, mas Reza, mas Rizal, Gadis, Tiara, and Ratna which always keeps me sane at work and who being anything for my last-minute in collage.
11. All unmentioned parties and friends of the author who have given prayers and supported me a lot by discussing and helping me finish this thesis.

# TABLE OF CONTENTS

TITLE PAGE .....	ii
ENDORSEMENT PAGE.....	iii
STATEMENT OF AUTHENTICITY .....	iv
EPIGRAPH.....	v
PREFACE .....	vi
TRIBUTE PAGE .....	vii
ACKNOWLEDGEMENTS .....	viii
ABSTRACT.....	ix
TABLE OF CONTENTS.....	x
TABLE OF FIGURE .....	xi
LIST OF ABBREVIATIONS.....	xii
<b>CHAPTER I.....</b>	<b>1</b>
<b>INTRODUCTION .....</b>	<b>1</b>
A. Background .....	1
B. Research Question .....	4
C. Theoretical Framework.....	4
1. Public Diplomacy Concept .....	4
D. Hypothesis.....	6
E. Scope of Research .....	6
F. Research Methodology .....	6
G. Thesis Structure .....	6
<b>CHAPTER II.....</b>	<b>8</b>
<b>KOREAN GOVERNMENT SUPPORT FOR THE HALAL FOOD DIPLOMACY IN INDONESIA. ....</b>	<b>8</b>
Traditional Food in South Korea .....	8
Development of Halal Food Labeling in South Korea and Indonesia.....	11
Korean Government Support the Halal Food Diplomacy in Indonesia.....	19
<b>CHAPTER III.....</b>	<b>24</b>
<b>CONCLUSION .....</b>	<b>24</b>
<b>REFERENCES .....</b>	<b>26</b>



## **TABLE OF FIGURE**

- Figure 2.1 : Korean Traditional Food (Kimchi)  
Figure 2.2 : Submission of LPPOM MUI Cooperation Agreement Letter to President  
Director of VDF Korea  
Figure 2.3 : MUI Halal Certification Process Flowchart  
Figure 2.4 : Halal Certification from KMF  
Figure 2.5 : ESMA Logo  
Figure 2.6 : MOU Signing

## LIST OF ABBREVIATIONS

MARFA	: <i>Ministry of Agriculture, Food and Rural Affair</i>
KTO	: <i>Korean Tourism Organization</i>
ESMA	: <i>Emirates Authority for Standardization and Metrology</i>
LPPOM	: <i>Lembaga Pengkajian Pangan, Obat-obatan, dan Kosmetika Majelis Ulama Indonesia.</i>
SJH	: <i>Halal Assurance System</i>
WHW	: <i>World Halal Week</i>
BPJPH	: <i>Halal Products Organizing Agency</i>
IHW	: <i>Indonesia Halal Watch</i>
MUIS	: <i>The Singapore Islamic Religious Council</i>
SMIC	: <i>Standards and Metrology Institute for Islamic Countries</i>
ILAC	: <i>International Laboratory Accreditation Cooperation</i>
ISO	: <i>International Organization for Standardization</i>
IEC	: <i>International Electrotechnical Commission</i>
AIDMO	: <i>Arab Industrial Development and Mining Organization</i>
GSO	: <i>Standardization Organization for the Gulf Cooperation Council</i>
TBT	: <i>Technical Barriers to Trade</i>
CABs	: <i>Conformity Assessment Bodies</i>
MRAs	: <i>Mutual Recognition Agreements</i>
ECAS	: <i>Emirates Conformity Assessment Scheme</i>
EQM	: <i>Emirates Quality Mark</i>
ENAS	: <i>Manages the National Accreditation Scheme</i>