

CHAPTER I

INTRODUCTION

A. Background

Gastrodiplomacy is a form of diplomacy that uses food or culinary art. By using food or culinary instruments, cross-cultural understanding can be formed. This cross-cultural understanding has an important role in the interests of diplomacy in the context of international relations. Apart from diplomacy, gastrodiplomacy also plays an important role in increasing the nation's brand awareness. This is because by bringing food or culinary to the level of diplomacy, more and more nations are familiar with the food or cuisine of countries that practice gastrodiplomacy (KEMENDIKBUD, 2021).

Korean gastrodiplomacy is a way for the South Korean government to support its national interests by using Korean specialties, namely Kimchi. The South Korean government seeks to improve public diplomacy, increase exports, and encourage economic investment. The South Korean government is aware that brands from Korea are often mistaken for brands originating from Japan or China. Therefore, the South Korean government is trying to build public awareness of their country. The South Korean government then chose to use gastrodiplomacy as a way to build the country's brand image. Korea carried out a gastrodiplomacy campaign by using Korean specialties, namely kimchi, which was finally called Kimchi Diplomacy in a program with the theme Korean Cruise To The World. The South Korean government is accelerating the Kimchi Diplomacy Program, which goal is to increase international community interest in the culinary culture typical of South Korea. Furthermore, to gain international recognition and build a positive image for South Korea internationally (Mary Jo A. Pham 2013).

In Indonesia, K-Food products are starting to become popular along with the acceptance of Korean culture. The 2019 survey shows that 59.8% of Indonesians perceive Korean food as very popular, 26.8% as quite popular, 11.6 as popular for their fans, while 1.8% says that it is unpopular (Statista Research Department, 2021). Through this percentage it can be concluded that K-Food is quite popular for Indonesian people, accompanied by the influence of the existing taste profile, in which there is a dominance of sweet, spicy and rich spices which are considered to have similarities

with the taste preference of Indonesians. Indonesia is a country that occupies the fourth position of the country with the largest population in the world with a population of Indonesia reached 273,523,615 people (World Meter, 2021). Therefore, in terms of the food market, Indonesia is a potential market for other countries in marketing their food products. This can be seen from the many foreign foods that are popular in Indonesia (CNN, 2019). Thus, this opportunity is used by South Korea in marketing its food products. However, on the other hand, Indonesia is a country with the largest Muslim population in the world with 207.2 million people (Databoks, 2019). Unlike South Korea, in 2018 only 100,000 people adhered to Islam (Directorate General of Islamic Education, Ministry of Religion of the Republic of Indonesia, 2018). In addition, Korea is also a secular country where there is a separation between religion and state institutions, and the state is neutral in matters of religion (Constitutional Court of the Republic of Indonesia, 2021). The difference in the state's perspective on managing religion is a challenge for Korea in marketing its food products in Indonesia. From this explanation, this research seeks to answer the gastrodiplomacy strategy as a nation branding effort for South Korea in Indonesia as the largest Muslim country. Based on the SWOT analysis, it has been found that K-Food has strengths, weaknesses, opportunities and threats. Thus it was found that the strategy of Korean Halal Food as South Korean gastrodiplomacy could be an effort of Korean nation branding in Indonesia as the largest Muslim country in the world.

In the study entitled “Indonesia as a Potential Market for South Korean Gastrodiplomacy”, Trunkos (2013:4) states that soft power is the ability of a country to utilize its resources to influence other countries in a cooperative manner in achieving the desired results. South Korea is an example of a country that is relevant to this concept. This is because in the last few years, South Korea has been able to utilize its resources in achieving its goals through K-Wave which in the end can have a good impact, especially for the Korean economy. In Indonesia, K-Wave is very popular, as in 2019, Twitter announced that Indonesia is ranked third as the country that tweets the most about K-Pop artists, and ranks 2nd with a percentage of 9.9% as a country with video views (Won So, 2020). The existence of K-Pop idols also has a lot of influence on millennial preferences in various ways, one of which is food consumption (Sarajwati, 2020).

Pham (2013) states that to spread culture, the government uses food as an alternative. This is in line with what is understood by the Korean government, so that the diplomacy implemented by the South Korean government through this country's special food is an effort to promote Korean

culture, build Korean relations with foreign countries, as well as globalization of the Korean food industry (Zhang, 2015). The 2017/2018 Global Islamic Economy Report states that Indonesia is the number one country in consuming halal food in the world with a total consumption of USD 169.7 billion in 2016 (Thomson Reuters, 2017: 45). The high number of consumers of halal products has made Indonesia a potential destination for Korean gastrodiplomacy.

Barriers to South Korean Gastrodiplomacy in Indonesia, the existence of Indonesia's position as the largest Muslim country in the world causes differences in the religious majority of the two countries to become obstacles for the spread of South Korean food to the Indonesian market. The Government Regulation of the Republic of Indonesia number 69 of 1999 concerning food labels and advertisements, has regulated the obligation to put a halal label on every food which states that the food is halal and will be traded in Indonesian territory (JDIH BPK RI, 1999). In this case, food or beverage products that do not have the Halal label from the MUI will experience obstacles in exploring the Indonesian market. Even though according to the South Korean government, Samyang noodles themselves had previously received a halal certificate from KMF, but to enter Indonesia, imported Korean food products must have a halal logo from the MUI (Iswati, 2019: 462). This, of course, must be handled by the South Korean government to enter the Indonesian market with the MUI halal label.

In addition to regulatory obstacles, the lack of halal Korean food variants can be another obstacle for Korea in marketing its food products. In Korea itself there are several specialties that are commonly consumed by Korean people, including: (1) Bossam, (2) Gamjatang, (3) Sundae, (4) Samgyeopsal (Pork Belly), (5) Dwaegi Galbii (Marinated Grilled Pork) Ribs) (KTO, 2021). From the description above, it can be seen that most of the typical Korean food variants contain pork. In addition, Korea also has a culture of drinking alcoholic beverages, known as the culture of drinking sul. Since then, Korean society has begun to develop and produce alcoholic beverages (Gee, 1997: 223). This will certainly hinder them when they want to enter the Indonesian Muslim market because there is a ban on consuming food made from pork or alcohol because they are considered dirty and can harm themselves (CNN Indonesia, 2020). South Korea's efforts to maximize gastrodiplomacy through halal food responding to these obstacles. According to Leonardo (2002: 8) public diplomacy can be interpreted as a way for countries to build relationships by understanding culture, society and the needs of other countries to find common ground. Meanwhile, public diplomacy is included as a soft power instrument because it has a

function in promoting the national interests of a country by informing, providing understanding and influencing people abroad.

As explained above, South Korea is a country that mostly uses haram ingredients (pork, alcohol) in its food. This causes adjustments to be made to be consumed by the wider community in Indonesia.

B. Research Question

Based on the explanation that has been described in the background, the research questions are formulated as follows: **“How did Korean Government support the halal food access to Indonesia?”**

C. Theoretical Framework

To understand the existing problems, the author uses the concept of Public Diplomacy.

1. Public Diplomacy Concept

Public Diplomacy is a term that is often used to describe the state of the world after traditional diplomacy, a term used to describe the efforts made by the government of one country to communicate with the public in another country. Public diplomacy is understood as an official effort by the government of a country to build a communication environment abroad, where its foreign policy is carried out, with the aim of reducing misunderstandings and misperceptions that can complicate the country's relations with other countries.

Public diplomacy is generally understood as an effort to influence international public opinion to advance a country's national interests. These efforts are often achieved through the creation of communication networks as forums for promoting foreign policy. In collaboration with governments, the actors involved in these efforts are non-state actors such as mass media, NGOs, political parties, community groups, and individuals (e.g., religious leaders, artists, journalists). Many parties view public diplomas as nation-branding exercises, propaganda, or arts and cultural exchanges. However, public diplomacy is not limited in nature to these themes, but includes a broader range of substantive activities.

The concept of public diplomacy according to Leonardo (2002: 8) is defined as a way for countries to build relationships by understanding culture, society and the needs of other countries

to find common ground. In relations between countries, diplomacy by utilizing food culture which has the basic premise "the best way to win hearts and minds is through the stomach" (Rockower, 2014: 11-14). In this case, what can be done in gastrodiploamacy according to Zhang (2015: 258-591) are, 1) first, opening restaurants, franchising and selling food products in other countries, 2) second, hold a food festival, and, 3) third, engage in a coalition building strategy. Pham (2013: 1) defines gastrodiploamacy as the government's efforts to export culinary wealth to increase public awareness of the nation branding of a nation.

Public diplomacy requires communication skills because it is related to changes in people's attitudes, mutual understanding in viewing foreign policy problems. In the information age, public opinion can effectively influence government actions. World characteristics like this require information management to unite domestic and foreign problems. Public diplomacy in this way includes optimizing communication activities, namely collecting, processing and disseminating information for the benefit of the state. As former US Secretary of State George Shultz said, the raw material of diplomacy is information; how to obtain it, analyze it, and place it in the system (Schultz, 1997 quoted by Djelantik, 1994).

Jay Wang sees public diplomacy as a multidimensional concept and includes three main objectives, namely: (1) advancing state goals and policies, (2) a form of communication of values and attitudes, and (3) as a means of increasing mutual understanding and understanding. . trust between state and society. Referring to this goal, public diplomacy emphasizes messages that can be carried out by anyone. As a form of passive partition, it is necessary to develop a communication strategy in public diplomacy, namely a government communication strategy to regulate internal forces, such as using non-state groups (MNCs, NGOs) and external communication strategies targeting foreign publics. group.

It should also be noted that public diplomacy is almost the same as marketing. This equalization of functions has resulted in many countries failing in its implementation. Marketing is more about the process of sharing information that helps in identifying, stimulating, or satisfying what customers want. The market is different from the public. Markets are created and formed based on products and services, then segmented based on whether or not the product or service is used frequently. Meanwhile, the public functions by creating itself and is not the result of the creation of an organization, in this case the state. The public itself is formed by what the organization offers about itself (Kruckeberg & Vujnovic, 2005).

Why do I use Public Diplomacy because Public Diplomacy has included a lot of collaboration between the South Korean Government and the ESMA and MUI organizations to seek halal labels and be able to distribute food to Indonesia.

D. Hypothesis

The South Korean government in making the decision to certify its halal food by collaborating with ESMA and MUI to obtain a halal label to support its halal food access to Indonesia.

E. Scope of Research

In this writing, the author limits the focus of the discussion so that the goals in writing this scientific paper can be achieved and remain in accordance with the title that has been submitted. The scope of the research that the author determines is the Korean Government do to support the halal food diplomacy in Indonesia.

F. Research Methodology

This study uses a qualitative method with an analytical descriptive type of research to obtain in-depth data (Sugiyono, 2018). The data collection technique used was literature study using congruent methods in analyzing data.

G. Thesis Structure

To facilitate the discussion of the problems in this study, the researcher has compiled a research systematic, namely as follows:

1) CHAPTER I: INTRODUCTION

This chapter will discuss about the background, research question, theoretical framework, hypothesis, scope of research, research methodology, and thesis structure.

2) CHAPTER II: KOREAN GOVERNMENT SUPPORT THE HALAL FOOD DIPLOMACY IN INDONESIA.

This chapter will discuss and explain what the Korean Government does to support the halal food diplomacy in Indonesia.

3) CHAPTER III: CONCLUSIONS

This chapter will discuss a brief summary taken from the research that has been compiled and analyzed in the previous chapter.