

## **GASTRODIPLOMACY: Branding Efforts "City of Randang Payakumbuh" in Improving the Economy in the Rendang Industry and Culinary Tourism Sector (Case study on Dapur Rendang Mutiara, the Pioneer of Exportin West Sumatra Indonesia)**

Yesi Puspita<sup>1</sup>, Engkus Kuswarno<sup>2</sup>, Evie Ariadne Shinta Dewi<sup>3</sup>, Nindi Aristi<sup>4</sup>

### **Abstract**

*Branding "city of Randang" since 2018, Payakumbuh City has been actively building awareness among the public, both internally and externally. Communication External Payakumbuh built one of them through rendang culinary diplomacy. Talking about diplomacy, one diplomacy that can improve the national image so that the people of a country are interested in what our country has is the gastrodiploMACY method which uses food and drinks or culinary offerings as instruments. Rendang diplomacy gastronomic activities from Payakumbuh, the 'city of inflammation,' are actively carried out by Dapur Rendang Mutiara. Dapur Mutiara Payakumbuh is the pioneer of exporting instant seasoned rendang in West Sumatra. Dapur Mutiara is the only small and medium industry (IKM) in Payakumbuh that has entered an official export contract to the European market. The culinary diplomacy carried out by Dapur Rendang Mutiara is very simple but has an extraordinary impact. Initial communication via Facebook chat with friends who live in Germany. From the first order, it continued with discussions on large-scale orders in Zoom meetings, and the choice fell on rendang pasta. Then, the promotion of Rendang Mutiara began to be intensively carried out by the Rang Minang Hamburg (RMH) association through live streaming, which was followed by many Indonesians in Europe, including chef influencers and blue tick celebrities who played an active role in promoting Dapur Mutiara rendang. The delicious rendang from Dapur Mutiara brought him together with the owner of Toko Indonesia Hamburg. The discussion continued from social media to a direct meeting for a cooperation contract between Dapur Rendang Mutiara (Payakumbuh City) and the Buyer (Toko Indonesia Hamburg, Germany). A 10-year cooperation contract was established to deliver 1.5 tons of rendang paste monthly. As a result, the culinary rendang of Payakumbuh city of Randang became increasingly popular, and the economy increased and made rendang a culinary tourism destination.*

**Keywords:** Branding, City of Randang, Diplomacy, Gastronomy.

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<sup>1</sup> Universitas Padjadjaran, Indonesia, yesi20001@mail.unpad.ac.id

<sup>2</sup> Universitas Padjadjaran, Indonesia, kuswarno@unpad.ac.id

<sup>3</sup> Universitas Padjadjaran, Indonesia, evie@unpad.ac.id

<sup>4</sup> Universitas Padjadjaran, Indonesia, nindi@unpad.ac.id

## INTRODUCTION

Dapur Mutiara Payakumbuh is actively carrying out culinary diplomacy. Dapur Mutiara is one of the SMEs (small and medium industries) assisted by the Industrial Service, the Payakumbuh City Cooperative, and the MSME Service. The big breakthrough that Dapur Mutiara made was an export contract with buyer PT. Indonesian Store, Hamburg, Germany. It is no joke that this cooperation contract will last for the next 10 years. As a pioneer in the first rendang pasta export in West Sumatra, perhaps even Indonesia. Talking about import-export, gastrodiplomacy activities themselves are a country's efforts to increase a country's exports and commodities. As explained earlier, gastrodiplomacy is an effort to improve a country's economy through brand awareness. According to Mary Jo Pham (2013), gastrodiplomacy is a practice carried out by the government to export its country's culinary heritage, which makes this a public diplomacy effort to increase brand awareness and encourage investment and economic trade.

Gastrodiplomacy emerged after the Cold War after non-traditional issues heavily influenced international relations. In the era of globalization, the flow of human travel worldwide has increased due to increased travel between countries for various purposes. Today's modern humans have inevitably become participants in social networks and become "borderline cutters between countries" (Zhang, J, 2015). This affects changing views on eating patterns that are considered healthy. A trend has emerged that the diet of Western nations is starting to be considered unhealthy and is suspected to be the cause of non-communicable diseases (NCD), namely diseases caused by wrong diet and lifestyle. This trend causes them to look for new types of healthy food and turn to the East with healthy food from Asia (Juyan Zhang, 2015). Middle-power countries use the appeal of non-western food to promote food culture and position their countries internationally. Among them, Thailand, Taiwan, South Korea, and Japan are countries that have successfully taken advantage of this situation. Gastrodiplomacy is often called the flag that can follow the fork, helping to understand a nation's culture through food. One of the essential characteristics of culture is that culture needs to be learned and shared (Larry A, Samovar, et al., 2010).

The concept of eating culture, how food is made and served, makes food a symbol of cultural identity and a tool for cultural assimilation between nations. This has been recognized worldwide, including in 2008, when UNESCO recognized the Japanese tea-drinking procession as part of the "intangible cultural heritage" of the Japanese nation (Pujayanti, Adirini, 2017). The appeal of the tea-drinking tradition as an element of the world's intangible cultural heritage provides an understanding of Japanese culture. Thailand is an example of a developing country that has succeeded in building soft power through gastrodiplomacy. Taking advantage of its typical food, Thailand changed the image of its country from a country of sex tourism to a country with delicious culinary delights. The Thai government is building as many Thai restaurants abroad as possible to promote Thai cuisine and culture abroad. Thai cuisine is becoming known to the international community and helping the country's image to improve. These countries sell their food culture as a national brand. This happens because typical food is essential to the nation's life, representing its history, traditions, and culture.

The development of gastrodiplomacy makes it easier for cultural transmission because by experiencing their food culture, we have learned to know that nation. The power and connection of food and nationalism have made food a tool of international relations (Sam Chapple-Sokol, 2013). Developing countries use gastrodiplomacy to form national branding (Paul et al., 2011). Gastrodiplomacy is a strategy so that developing countries are better known and receive more sympathy from the international community. Indonesia can imitate Japan and Thailand's steps to make its national cuisine famous internationally.

Indonesia has culinary potential that is in demand abroad. Several Indonesian dishes selected in CNN's World's 50 Best Foods list include satay, fried rice, and even rendang Padang, occupying the first position in 2011. Rendang is back on the 50 list in first place, followed by fried rice in second place for best food in 2017. This typical Minang food is back on the list of the 50 best foods and is in 11th position according to CNN in 2021. With this award and popularity, rendang has become culinary diplomacy to improve the branding of the Indonesian state, especially the Payakumbuh area, which makes rendang a city branding (Elke & Eugenio (in Malik, 2017). Rendang is a typical Indonesian dish originating from Minang. The popularity of rendang is worldwide. Rendang is cooked long until the water content is significantly reduced. This makes the rendang last longer even if it is not refrigerated. Rendang is a local Minangkabau food known worldwide because of the Minang people's habit of migrating and trading food (Inventory of Protection of Cultural Works Randang Minangkabau).

The Payakumbuh City Government has made various efforts to build Payakumbuh's branding as "the City of Randang" by building communication between countries to introduce Payakumbuh's rendang products. Diplomatic activities are required to be more significant and influential in national interests. Alternative diplomacy has emerged in the form of gastrodiplomacy, namely cultural diplomacy that uses food to increase the nation's brand awareness. While there are many ways for a country to define and visualize its identity, food is very tangible. The basic premise is that "the best way to win hearts and minds is through the stomach" (Paul et al., 2011). This strategy seeks to export cultural artifacts to the broader world through national dishes or, more broadly, national cuisine (Noor et al., Awang, 2014). Food and the symbols it represents can be used to communicate ideas, values, identities, attitudes, and different social classes. This is why food has been an essential part of traditional diplomacy since ancient times (Juyan Zhang, 2015).

Nowadays, diplomacy is no longer just for governments and countries but is starting to involve other international actors who can influence a country's policies, as well as the involvement of its people. The international community sees the image of a country from the products that country produces, such as culture, tourism, politics, business, and so on. Image or branding is created to create a good image of a country, and this can improve the country in the economic and tourism sectors where the international community is interested in the products resulting from this image, and this is the goal of a country's soft power (Rana, Kishan S, 2011). Diplomacy is no longer only aimed at the government and state level. However, it has shifted to international actors who influence policymakers in the country, including the people of each country. Regarding attracting sympathy from the international community, gastrodiplomacy plays a role because this strategy always involves the public in the diplomatic process. Gastrodiplomacy helps attract public interest in getting to know and sympathize with the country better.

Payakumbuh City declared city branding as "the City of Randang " in 2018. Payakumbuh focuses on developing the rendang industry. This follows data on MSME actors registered with the Cooperative and MSME Service and with the Payakumbuh City Industry Service, where there are 50% percent of Rendang business actors. Rendang Village is the only rendang village in Indonesia. Rendang village is a destination for culinary tourism, shopping for rendang products, and a promotional hut as a rendang market. Rendang provides strong inspiration that the identity of a place cannot be separated from its past and will permanently be attached to its ethnicity, culture, and socialization. This is related to developing the identity of the city of Payakumbuh as "the City of Randang " to maintain rendang as local wisdom and a global cultural heritage. Randang means the same as rendang, interpreted based on the local Minang language. Rendang Minangkabau is one of the targets for proposing "intangible cultural heritage," which is currently in process due to limited manuscripts. Randang is part of cultural wealth in terms of traditional food. The word Randang itself is mentioned in the Classical Malay Literature

Hikayat Amir Hamzah in the 1550s (Inventory of Protection of Cultural Works Rendang Minangkabau). Rendang for Minang people is not just food but is part of the culture, resulting from local Minangkabau wisdom passed down from generation to generation.

With branding "the City of Rendang ", The City of Payakumbuh has directly stated that tourism development focuses on the culinary industry, especially the rendang industry, and this has been confirmed by the Mayor and Deputy Mayor of Payakumbuh in the regional development strategic plan for the next 5 - 25 years. Apart from exporting to Hamburg, Germany, Rendang Mutiara has prepared itself by collaborating with Saudi Arabia for the needs of the 2024 Hajj season. Dapur Mutiara is preparing for sustainable exports while other producers are competing to send rendang products as personal shoppers (jastip) or for online orders and souvenirs for tourists visiting Payakumbuh City. In efforts to improve the regional economy and culinary tourism, there is potential that can become an attraction and can increase and attract visits from foreign tourists who are experiencing a decrease in interest in visiting by placing the community as the main actor, namely to enjoy the process of processing rendang (marandang) as a gastronomic tourism attraction so that in the future, Payakumbuh will be known as the culinary tourism city of Rendang. "The city of Payakumbuh has made rendang its city identity as well as a superior product for MSMEs and industry as well as cultural tourism and culinary tourism through Payakumbuh branding." the City of Rendang." This was reinforced by the direction of the President of the Republic of Indonesia, Joko Widodo, that each region should compare according to the potential of the region itself at the National Coordination Meeting (Rakornas) of Regional Heads and Forkopimda in 2023 at SICC, Bogor.

Indonesia's culinary potential, specifically in this research, is rendang culinary originating from Payakumbuh City, West Sumatra so that it can be optimized as a tool to build the Payakumbuh City brand in particular and the Indonesian state brand in general. Can the introduction of Payakumbuh rendang improve the image and trust in Indonesia as a country that organizes gastronomic diplomacy? This research aims to strengthen external public communication through culinary diplomacy or Gastrodiplomacy. How Payakumbuh rendang can be developed as an instrument of Indonesian cultural diplomacy at the international level and how Payakumbuh rendang gastronomic diplomacy contributes to promoting tourism and the local economy in Payakumbuh. The research results will provide input into the direction of Payakumbuh regional policy after the upcoming 2024 general election season.

### Branding

According to the American Marketing Association (AMA), branding is a name, term, sign, symbol, design, or a combination of these things. The purpose of branding or branding is to identify the products or services produced so that they differ from those produced by competitors (Rangkuti, 2009). Ries & Ries (in Rahmanto, 2020) stated that branding is the most crucial marketing goal and the glue that binds various marketing functions. Marketing is branding. These two concepts are so intertwined that they are difficult to separate. Branding becomes a kind of "initial seller" for a product to consumers (Rahmanto, 2020).

In short, branding is the most efficient way to sell. Branding specific products allows consumers to use the brand as a guide or reference and consistency of quality and allows producers to communicate specific images and aspects of certain products. From the various explanations above, it can be concluded that a brand is a marker of a product or service consisting of visual elements (logo, mascot, and packaging) and verbal elements (name, tagline, and jingle) that differentiate it from similar competitors. Not only as a marker, have brands had meaning related to the product's performance. A good brand can, of course, be embedded in the minds of consumers. So branding, according to Swasty (2016), is the entire process of selecting value elements and what promises an entity

(product, service, company, etc.) has, whereas here, what is meant is randang). This is why companies in this research need the government to improve branding. Besides leading the market, branding is also an effective way to gain the trust and loyalty of customers in this research called the external and internal public.

Kertajaya said the benefits of branding a city include instilling influence in the minds of the target market (investors or tourists). Second, creating awareness and a sense of belonging internally; third, differentiating the region from other cities; fourth, exploring the unique side of the city. Fifth, it instills a solid identity for a city. Sixth, inviting and offering the advantages of the city to the target market (Kertajaya in Rahmanto, 2020).

Meanwhile, Straub and Attner (1994) state that "branding is a name, symbol, design or combination of them that identifies the goods or services of a company." From this definition, branding is a name, symbol, design, or combination that identifies a company's goods or services. Straub and Attner (1994) state that a brand consists of three parts: first, Name (branding name): a form of words, letters, or a combination of both used to provide a distinctive characteristic. Second, Branding mark: a symbol or design used to characterize and differentiate itself from other brands. Third, Character (branding character): a symbol to show the qualities of a human being.

Thus, branding becomes a comprehensive aspect. According to Heading (in Rangkuti, 2009), a brand is an entity that can be recognized and contains specific values, which produce many concepts, such as brand awareness, brand value, branding positioning, branding personality, branding relationship, and so on.

#### Nation Branding

Regarding nation branding, Teslik (2007) stated that nation branding focuses on developing a positive image that aims to support the presence and influence of a country on the international stage. Apart from that, Gudjonsson (2005) also believes that nation branding is a tool to change the views, habits, and identity of a country's image in a positive way. 16 According to Simon Anholt (2007), nation branding is related to national identity, politics and competitiveness. Economy. That every country wants to manage its country's image in the international world. Simon Anholt (2007) was also the originator of the concept of nation branding in 1996 to help countries develop strategies, policies, innovation, and investment.

Nation branding itself is also related to the concept of brand image. The brand image is based on every country starting to compete in domestic and foreign markets, aiming to attract tourists, make investments, and increase exports. In this regard, it is explained through 3 concept models that can form a brand identity or brand image: nation-brand identity, communicators of nation-brand identity, and nation-brand image (Dinnie, 2008).

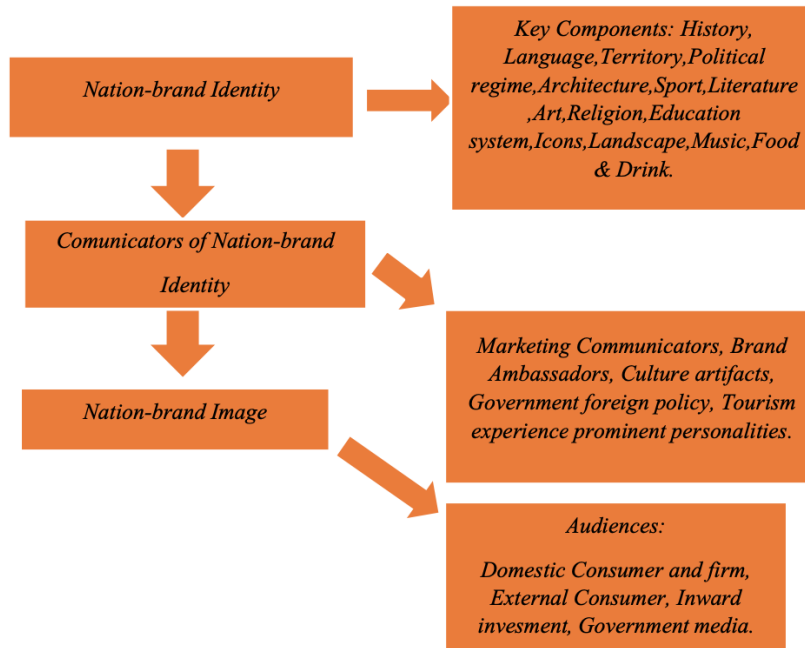


Figure 1. Nation-brand image concept map (Dinnie, 2008).

To build a nation-brand image, each country focuses on identity components and communicators to develop the nation-brand. For example, some countries can benefit from multiple and successful exports of certain products. Therefore, efforts to integrate exports of specific products communicate their nation-brand identity. The export and import of goods and other objects can be used as products of the country's image, whether tourism, culture, sports, etc. Whatever route is chosen, various countries in the global economy are finally realizing the importance of developing a nation-brand or image of a country (Dinnie, 2008). The conceptual model of the nation-brand image shows and recognizes the multifaceted nature of the nation-brand construction. Critical components of nation-brand identity, such as history, tourism, sports, culinary, and so on, represent the essence of a nation or country. Through these long-lasting characteristics, identity communicators or communicators of nation-brand identity are revealed to promote the nation-brand identity, both tangible and intangible. This model shows how the nation-brand image is derived from the nation-brand identity, which is promoted through communicators of nation-brand identity such as diaspora, Brand Ambassadors, embassies, and so on.

In this context, the nation-brand identity itself is *rendang* culinary, a typical food originating from Minang, an Indonesian dish sold at specific events or festivals. This culinary specialty represents the identity of a country, which is shown to an audience, namely other countries or the international community, which is expected to attract that audience so that the nation-brand image of a country can increase. The communicators of nation-brand identity actors in this research are the Payakumbuh City government and IKM Dapur Mutiara, actively promoting *rendang* culinary delights. The impact of gastrodiploacy carried out by these early actors was then strengthened by buyers, RMH affiliates, program celebrities, and influencers as well as chefs who helped build and instill *rendang* as a nation-brand identity so that it could improve the image of the Payakumbuh area "the city of *randang*" and the country of Indonesia in generally by attracting investors and tourists to improve the economy and culinary tourism.

Nation branding is often applied and utilized in developing countries (Rockower, 2010). The reason is that information flows in the world are dominated by developed countries, which causes a lack of information flows from developing countries. This impacts the

world community's ignorance and misunderstanding of developing countries. That is why developing countries must take advantage of their soft power through nation-branding activities so that other more developed countries recognize them. Gastrodiplomacy can be a strategy for developing countries to demonstrate their existence to the world. As research by Nirwandu and Awang (2014) explains, gastrodiplomacy is a program to improve the image of a country so that people can know and recognize a country through its special products or food. Juyan Zhang (2015) also stated that culinary delights can be used as branding for a country, which is used to communicate ideas, values and identity. This is proven by the fact that at every critical state meeting, culinary is one of the essential things in entertaining visiting guests, because culinary is used as a symbol that represents the importance of relations between these countries. In this case, national branding or national values and national identity in each country's culinary food directly reflects everything about a country, from its geography, history, culture and society, because it provides a special sensory window into a country's culture for tourists. who want to taste it (Hall et al.; B. 2003).

### City Branding

Kertajaya in Rahmanto stated that city branding is the idea and process of instilling "spirit" into the city, which then "spirit" becomes the driving force for the body or physical development of the city. City branding is a new phenomenon that is based on corporate branding theory and marketing concepts which were then adapted according to Kavaratzis (in Rahmanto, 2020). Like corporate branding, city branding is more complex than products because corporations can be intangible and consist of individuals with diverse behaviors, beliefs and values . To be successful, total support from all elements is needed (Eahmantro, 2020).

Kavaratzis (in Yananda and Salamah, 2014) believes that city branding is understood as a means of achieving a competitive advantage to increase investment from tourism and as an achievement of community development. Strengthening local identity and residents' identity with their city and activating all social groups to avoid exclusion and social unrest. A city with strong branding can be different from other cities. Apart from that, through city branding, you can win competition between cities, build a clear identity and strong associations, and embed positive attributes to position yourself and compete with other cities. Besides that, place branding is more in line with corporate branding than product branding (Balmer and Gray in Yananda & Salamah, 2014).

City branding is one of the concepts of branding. Branding is a concept created to develop a product. Meanwhile, city branding is a city marketing strategy to strengthen relationships and build a good image of the city with visitors (Kavaratzis, 2004; Zhou & Wang, 2014 in Lutfhi, 2018).

Cai (2002) defines destination branding as selecting consistent mixed elements to identify and differentiate them through a positive image-building process. Image change requires time and a long process due to the work of government, business, and society. The region must change what it does and change the way and plans it does so. There are no short events and wonders through advertisements, logos, and slogans. In line with Morgan & Pritchard (2004) said that for a brand to be truly successful, the vision must also be reflected in the product and service experience. "For a brand to be genuinely successful, the vision must also be reflected in the product and service experience."

Kavaratzis (2009) suggest eight interrelated categories in managing city branding, including 1) vision and strategy (determining the city's vision for the future and building a clear strategy to realize it); 2) internal culture (spreading brand orientation through the city managers and marketing); 3) local communities (prioritizing local needs, involving city residents and entrepreneurs in building and developing brands); 4) synergy (obtaining approval and support from all stakeholders and preparing balanced participation); 5) infrastructure (providing for basic needs, paying attention to those that cannot be met due



to expectations created by the brand); 6) cityscapes and gateways (the ability to build an environment to represent the city that strengthens or destroys the city brand); 7) opportunities (indicating opportunities for individuals and companies with various potentials); 8) as well as communication (messages communicated internally and on target).

### Gastrodiplomacy

Gastrodiplomacy is also related to nation branding, according to Rockower (2014), stating that gastrodiplomacy itself is the use of food as a communication practice from the state to the public, because food can be felt through the physical senses which makes food a diplomatic tool. According to him, gastrodiplomacy itself is an effort to brand its products through cultural diplomacy, which highlights and promotes awareness and understanding of national culinary culture with the wider foreign community (Rockower, 2014). Gastrodiplomacy is a long-term strategy in showing a country's culture to the international public with food as a medium because food symbolizes a country's identity (Ruddy, B, 2014). Rockower said gastrodiplomacy requires public involvement in its implementation, which is in line with public diplomacy in general which state actors carry out with the public (State to Public) and individuals with individuals (Individual to individual). He also explained that gastrodiplomacy would not be separated from cultural aspects, because of the emotional connection between cultural and culinary understanding. Gastrodiplomacy aims to increase the global community's understanding and familiarity with a country's culinary heritage. Gastronomy is part of culture which has the potential to become a medium for increasing ties with other individuals and international relations (Rockower, 2014). Gastrodiplomacy is a government practice in exporting national culinary heritage as part of public diplomacy in developing national brand awareness, economic investment and trade, and personal cultural involvement, making it a communication tool that creates potential benefits for developing countries. Conduct exploration and then differentiate their cultural and culinary assets to develop future exports, tourism and nation branding (Mary Jo Pham, 2013).

The definition of gastrodiplomacy itself refers to organized activities and events by citizens abroad that are related to culinary and gastronomy or related matters. So gastrodiplomacy is closely related to a country's economic and foreign policy, especially in economic and cultural diplomacy to achieve national interests (Purwasito, Andrik, 2016). Various culinary riches have become the identity of a country and can attract the global community. Culinary can be used as non-verbal communication that can influence global public perception by increasing brand awareness for a country (Rockower, P, 2011). Indonesia itself has so much culinary heritage from the archipelago, it would be a shame if this culinary heritage could not be promoted abroad. Therefore this method of diplomacy or gastrodiplomacy could be a way for a country to promote its culinary heritage.

Gastrodiplomacy is a part of public diplomacy that can play a role in helping the government's communication process with the foreign public. Gastrodiplomacy uses food to increase the nation's brand awareness, emphasizing values that convey a picture of a country's culture. Gastrodiplomacy is an alternative for countries to project their influence to the public of other countries (Rockower, 2014). Food is a compelling means of non-verbal communication to change international public perception and promote the country globally. While there are many ways for a country to define and visualize its identity, food is very tangible. In the last ten years, gastrodiplomacy has developed for developing countries to promote themselves globally (Ruddy, B, 2014). This is a form of the soft power approach (Paul et al., 2012). Gastrodiplomacy was developed because diplomacy was not only aimed at government and state levels but also international actors at the public level by shifting to the actors that influence policymakers in the country, such as businesses, media, interest groups, and individuals in each country. This form of



diplomacy increases the country's "selling power" in international forums and strengthens bargaining power.

#### Culinary tourism

Food-themed tourism has long been identified as a critical element of destination competitiveness. Many visitors/tourists who stop by tourist attractions want to taste the typical food from that place. Culinary tourism can be defined narrowly as tourists visiting food producers, restaurants, food-related festivals, and other places where specialty foods and ingredients are produced, sometimes served directly by professional chefs (Hall & Mitchell, 2001). However, culinary tourism can also be broadly defined as tourists' participation in food-related activities during travel, such as purchasing local food and consuming local cuisine (Hall & Mitchell, 2001; Shenoy, 2005). Enjoying delicious food, eating typical foods and experiencing cultural traditions related to food are experiences often sought by modern tourists (Hornig & Tsai, 2012). Compared to other travel activities, food tourism often knows no seasons, and food can usually be consumed outside of seasonal restrictions. So, tourists will be able to enjoy this culinary tourism.

Culinary is a supporter of natural and cultural tourism activities. Culinary tourism is expected to become one of the mainstays of Indonesian tourism, which will support the achievement of the target of 20 million foreign tourist visits to Indonesia in 2019. The Ministry of Tourism is trying to increase the potential of the culinary economy as the spearhead of tourism through gastronomic programs. In this program, foreign tourists visit a country for the recreational purpose of enjoying the country's typical food. This includes visits to food-producing areas, food festivals, farmers markets, cooking events and demonstrations, tasting quality food products and food-related tourism activities. This food tourism is expected to provide experience from learning different cultures. Specialty foods can be part of their strategy to expand public diplomacy. The richness of a nation's variety of food becomes the nation's attraction in international eyes. In a nation's food traditions, national personality values are passed down from generation to generation. Culinary experiences offer the foreign public a way to interact informally with different cultures more intimately through taste. With this new culinary experience, they are expected to learn about other cultures.

Furthermore, cultural diplomacy also has the potential to contribute to the economy if it receives support and funds. Cultural diplomacy is an innovation in state diplomatic practice to promote the advantages of cultural existence, spread influence and take maximum advantage of national interests. The attraction of diplomacy can attract tourists who come and buy the cultural products.

## **METHODOLOGY**

This research uses a qualitative approach. This research will produce discoveries that cannot be achieved using statistical procedures, so that it will produce data in the form of speech or writing and the behavior of the people being observed (Kriyantono, 2010). Merriam in Creswell (1998), states that in qualitative research, the role of theory is less clear than in quantitative research because the model is inductive, namely in the order: 1). Gathering information, 2). Asking questions, 3). Building categories, 4). Looking for patterns (theory), and 5). Building a theory or comparing the patterns of other theories.

The research method used in this research is the case study method. Stake (in Hamzah, 2020) states that case study research aims to reveal the distinctiveness or unique characteristics of the cases studied. Therefore, everything related to the case, such as its nature, activities, function, history, physical environmental conditions, and various other things related to and influencing it, must be studied thoroughly and comprehensively. Based on the cases raised in this research, the appropriate type of case study is an in-depth case study (intrinsic case study). An in-depth case study is a research carried out to

examine a special and unique case, namely by placing a case that represents other cases, where the uniqueness and uniqueness raised is that it is a pioneer and the only IKM (small and medium industry) that has a cooperation contract for the export of rendang pasta. Diplomatic Sizing the Payakumbuh area as well as the country of Indonesia to become a culinary tourism destination and development of the rendang industry. This Stake statement is also reinforced by Creswell (in Hamzah, 2020) that an in-depth (intrinsic case study) is research conducted on cases with high specificity and uniqueness. This research focuses on the case itself, whether as a location, program, event, or activity. In-depth case study research is similar to narrative research. However, it has a more detailed study procedure for the case and its relationship to the surrounding environment in an integrated and candid manner. Specifically, in-depth case study research is context- or locus-bound (site-case). This type of research intends to build something other than a theory, but it can become a theory if it is the only case in the world.

The subjects in this research were the parties involved in Payakumbuh's rendang gastronomy diplomacy. To analyze the details about gastronomy, using a purposive sampling technique (informant criteria), selected informants were obtained based on criteria set by researchers divided into two informants, namely the government and SMEs. Informants representing government elements based on departments that are closely related to branding the city of Randang in preparing the rendang industry and culinary tourism, namely: Regional Head, Department of Industry and Trade, UPTD Rendang, Department of Tourism, Youth and Sports, Department of Communication and Information Technology, Department of Cooperatives and MSMEs. The two SMEs, Dapur Mutiara, are pioneers who have brought Rendang exports to Europe. Data in qualitative research is differentiated into primary data and secondary data. Primary data is obtained from the first data source or first-hand in the field. In contrast, secondary data is data obtained from a second source or is complementary so that it helps researchers if primary data is limited or difficult to obtain, for example, other people (closest) or through documents (photos, daily notes, newspapers, transaction records) (Kriyantono, 2010). Primary data was obtained through in-depth interviews and observations from research informants, while secondary data was obtained from documentation in the form of previous research, books, print media (newspapers and magazines), and websites, as well as photos or videos related to this research

## RESULTS AND DISCUSSION

How can diplomatic gastronomy create greater awareness of a region's culinary riches in the outside world? The public diplomacy carried out is not only G2G (Government to Government) or G2P (Government to Public), but where there is direct awareness from business actors which is not only intended as a means of commercialization but also to build the nation's image. Public diplomacy is closely related to the emergence of global civil society (Pujayanti, 2017). The concept of global civil society is a reflection of social reality with the development of supranational social and political participation where groups of citizens, social movements and individuals are engaged in dialogue, debate, confrontation and negotiation with each other and various government actors - international, national and local - as well as the world business.<sup>18</sup> An explanation of this was given by Jan Melissen in *New Public Diplomacy*. Public diplomacy can be better understood in the context of broader changes in diplomatic practice (Jan Melissen, 2005). In the new public diplomacy the role of the public is expanded, not only from being passive or as a target to also being active or as an actor. Nation brands are developed using a network-based approach which is two-way or two-way street (McClellan, Michael, 2004). Synergy between new public diplomacy actors, both state actors and non-state actors, continues to aim at national interest goals. One of the goals of public diplomacy from a country is to encourage people from other countries to come to a country, either to vacation, study and consume goods from that country. A cultural

approach through the introduction of P2P (Public to Public) or citizen diplomacy (Mark Leonard, 2009).

Gastrodiplomacy is often termed as the flag that can follow the fork, helping to provide an understanding of a nation's culture through its food. One of the important characteristics of culture is that it needs to be learned and shared (Samovar, 2010). Payakumbuh city's rendang diplomatic gastronomy is an effort to promote the region's typical culinary delights to the outside world through collaboration between the government, culinary experts and tourism practitioners. The aim of this gastronomic diplomacy is to increase the presence of Payakumbuh city rendang on the international stage, attract tourists to visit the area, and support local economic development through the promotion of local products.

Gastrodiplomacy is currently a tool for creating cross-cultural understanding, with the hope of increasing international interaction and cooperation. The food and beverage industry is one of the things that is projected to be a sector that drives national economic growth, therefore this is a potential that must be exploited by Indonesia especially Payakumbuh in increasing brand awareness through the food industry in the international market with the typical "city of randang" rendang product. Chesna Anwar, Director of Institutional Relations at LPEI also said that we can follow Thailand's example, gastrodiplomacy is trade diplomacy which aims not only to promote its cuisine abroad, but also to increase its attractiveness in terms of cultural values, and also encourage economic growth through food exports and tourism (Isnaini, Husni, 2022). There are six types of strategies in implementing gastrodiplomacy, namely: a.) Product marketing strategy, b.) Food event strategy, c.) Coalition building strategy, d.) The use of opinion leaders strategy, e.) Media relations strategy, f.) The education strategy (Juyan Zhang, 2015).

Product marketing strategy is a gastrodiplomacy strategy or effort in promoting a culinary or food ingredient by developing a restaurant or franchise. In this case, Dapur Mutiara, representing the Payakumbuh City Government, has been one step ahead from the start with products available in Indonesian stores spread across European countries. With an extensive communication network, networking is created for the European market. The Dapur Mutiara business is relatively new, starting out in the rendang business, but its popularity and market reach has truly outpaced its players SMEs/MSMEs who were previously engaged in the rendang business. For this restaurant or franchise, currently it is just planning, both at the Payakumbuh government level and Dapur Mutiara as an export pioneer is pioneering so that this can be realized soon. With this article, it can be used as a reference for determining Payakumbuh regional policies under new leadership for 2024-2029.

The Payakumbuh government itself is also trying in accordance with the regional budget to diplomacy Payakumbuh rendang at banquets and rendang cooking with the 2020 World Expo Dubai and visits to the Esenyurt-Istanbul Government of Turkey. The diplomacy carried out by Dapur Rendang Mutiara was very simple but had an extraordinary impact. The initial communication was from a friend's acquaintance who lives in Germany. From the first order, it continued with large-scale ordering discussions and the choice fell on pasta. Then the promotion of Rendang Mutiara began to be intensively carried out by the Rang Minang Hamburg (RMH) association through live streaming which was followed by many Indonesians in Europe, even Bunda Corla, a celebrity who was followed by many blue tick accounts, did not miss out on promoting Dapur Mutiara rendang. Another figure who was the first to actively participate in rendang gastrodiplomacy was an influencer Chef William Wongso is famous for his rendang diplomacy. He often participates in diplomatic events by presenting his cooking activities to international audiences and has also brought out Payakumbuh's typical rendang several times. Rendang culinary is not only distinctive, authentic and delicious, but also has a meaning/message of philosophical value. This is an advantage in the attraction of cooking rendang

(marandang) while being educated about the philosophy of rendang. Rendang and the ingredients used to make rendang have deep meaning, so rendang storytelling is part of the "marandang" attraction and can be a complete package tour offer with delicious culinary delights that will be served. The delicious rendang from Dapur Mutiara finally reached the owner of Toko Indonesia Hamburg. After the discussion continued from social media to a direct meeting for a cooperation contract between Dapur Rendang Mutiara (Payakumbuh City) and the Buyer (Toko Indonesia Hamburg, Germany). A cooperation contract was established for 10 years with the delivery of 1.5 tons of rendang paste every month, as a result, the culinary rendang of Payakumbuh city of rendang became increasingly popular, and the economy increased and made rendang a culinary tourist attraction.

Dapur Rendang Mutiara is one of the MSMEs that focuses on promoting rendang abroad. The concrete step that has been taken is to obtain a contract to export rendang pasta to the European market. The communication process between countries starts with chat via the Facebook application. The initial stage is an introduction to one of the migrants who joins Hamburg Minang Association (RMH) which will thereafter be abbreviated as RMH, Germany. RMH then ordered 15 kg of Dapur Mutiara rendang. After that, there was a second order, which also came from RMH members, namely a husband and wife who are active in promoting typical Indonesian cuisine. After tasting the taste and deliciousness of Dapur Mutiara's rendang, they included Mutiara's rendang as one of the products they would bring to every international exhibition on the European continent and beyond. Rendang's diplomacy continues to the buyer owner of the Indonesian Shop whose network extends throughout Europe. In the fourth stage, there are discussions about large-scale and long-term export demand. At this stage there is a trial and error test to determine a more appropriate formulation to suit the tongues of Europeans (including Indonesian migrants). The next stage is an agreement that there will be an MoU for a 10 year cooperation contract between Dapur Rendang Mutiara and Toko Indonesia. Then the Dapur Mutiara Rendang began to take care of the administration of the export contract which was quite complicated to obtain the legality of the export permit. The final stage of this Cooperation contract is a banquet to the buyer's country as well as a direct meeting between the two parties also attended by several RMH representatives.

Apart from official and formal channels, culinary diplomacy is also carried out through non-formal channels by several MSME players in Payakumbuh rendang to penetrate the international market. This strategy is known as *jastip* or hand carry. For this unofficial route, the Payakumbuh rendang branding has spread to international locations such as the US, UK, Japan, Arabic, the Netherlands and Germany. Even though the public and many tourism actors in the region claim to be unfamiliar with the term *gastrodiplomacy*, in a simple form they have implemented it. Like grassroots diplomacy. Grassroots *gastrodiplomacy* has been carried out in the area of origin of the typical rendang food, Payakumbuh City. Payakumbuh "the city of randang" has the only rendang village in Indonesia. This Rendang village was designated as the One Village One Product (OVOP) Program in 2007 based on Ministry of Industry Regulation Number 78/M-IND/9/2007. OVOP is the development of SMEs in one region to produce a unique local product of global class by utilizing the surrounding resources. Rendang is an authentic specialty food belonging to the Minang tribe based on local wisdom.

Diplomatic gastronomy can create greater awareness of a region's culinary riches in the outside world in several ways. First, by presenting typical food from the region at international events or festivals, it will attract the attention and interest of people from various countries. This can make them interested in trying and learning more about the culinary delights of that area. Dapur Mutiara, with the help of post-covid RMH ties, in 2022 will begin to intensively participate in food festivals and exhibitions. Some of the activities participated in include: Expo in Paris on September 10 2022, Asean Women Entrepreneurs Network Award by IWAPI on October 6 2022 in Jakarta, Trade Expo 37<sup>th</sup>

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Indonesia on 19-23 October 2022, Asean Summit Labuan Bajo on 23 May 2023, 14<sup>th</sup> Indonesia Trade and Tourism Promotion in Cambodia 4-7 August 2023, 63<sup>rd</sup> Tong-Tong Fair di Malieveld The Hague August 31 – September 10, 2023, and upcoming event, Trade Expo Indonesia 38<sup>th</sup> Indonesia 18-23 October 2023.

Second, collaboration with international restaurants or chefs can help promote regional specialties abroad. By holding special events or special menus featuring local food, you can increase its exposure and popularity among tourists or local residents. For this activity, apart from chef Wongso who actively promotes rendang through rendang cooking, this activity was also carried out by the RMH association in promoting Dapur Mutiara rendang. The activity of cooking together is called "rampant" and was performed to increase the attention and interest of the diaspora and European citizens in front of festival audiences and live streaming.

Third, use social media and other digital platforms to introduce regional culinary riches. Through photos, videos and stories on social media, people can learn and learn more about the typical food of a region without having to go there in person. The use of social media is not just for posting but also as a tool for commerce. Almost all media platforms from social media to marketplaces help MSMEs (Micro, Small and Medium Enterprises) to penetrate national and international markets.

Finally, active participation in international meetings and conferences on gastronomy is also a way of diplomatic gastronomy to create greater awareness. By sharing knowledge and experience with culinary experts and practitioners from various countries, you can build a reputation and positive image about a region's culinary delights. This activity is similar to the first activity, but Payakumbuh government personnel are also required to be proactive, even though they are hampered by calculating the budget that will be disbursed by the region. From the results of observations and interviews, it is known that gastronomic diplomacy activities are still minimal, this right can be seen in the diplomatic activities originating from the regional budget which have only been carried out twice during the five-year short-term work program. This implies that the government is not yet aware of the impact of gastronomic diplomacy on improving the regional economy and culinary tourism that will be achieved in the future. Through these efforts, diplomatic gastronomy can create greater awareness of a region's culinary riches in the outside world, increase tourist interest in visiting, and support regional economic development through the promotion of local products.

## **CONCLUSION**

Gastronomic diplomacy helps build understanding and appreciation of other countries' food cultures and also creates business and tourism opportunities. Diplomatic gastronomy can help build regional branding in several ways. First, by highlighting regional specialties and culinary culture, diplomatic gastronomy can introduce a positive image of the region to the outside world. This can attract tourist interest and create awareness about the region's culinary riches. Apart from that, diplomatic gastronomy can also strengthen regional identity and promote local culinary excellence. By exploring and popularizing regional specialties, diplomatic gastronomy can help build the region's image as a unique and exciting culinary destination. Through food and culinary exchanges between countries, diplomatic gastronomy can expand business networks and cooperation between regions and international partners. Collaboration in the culinary sector can provide new opportunities to promote local products and improve the regional economy. So, gastronomy diplomacy plays an essential role in building regional branding by introducing local culinary riches, strengthening regional identity, and opening up opportunities for international cooperation.

From this research, it is known that the rendang diplomacy activities of Dapur Mutiara, Payakumbuh City, Indonesia, are:

1. **Food Diplomacy:** Food diplomacy or culinary diplomacy is a form of diplomacy that uses food as a tool to build relationships between countries. As one of Indonesia's typical culinary delights, Rendang can be an effective diplomatic tool for promoting Indonesian culture abroad.
2. **Public Diplomacy:** Rendang culinary diplomacy can also be used to improve the Indonesian state's image. By serving delicious and classy rendang at various international events, Indonesia can build trust and a positive impression of its culture and traditions.
3. **Economic Diplomacy:** Rendang is a popular food with great economic potential. By introducing rendang to the international market, countries can increase exports of their food products and help drive related economic sectors, such as agriculture, livestock and fisheries.
4. **Cultural Diplomacy:** Rendang is a dish that is rich in taste and uses traditional Indonesian spices. Rendang and activity rampant have a strong meaning and philosophy. By promoting rendang, the Payakumbuh region, Indonesia, can introduce their culinary traditions to the world and strengthen and preserve its cultural identity.
5. **Tourism Diplomacy:** Rendang culinary is also an exciting tourism attraction. Through attractions rampant Tourists can participate in cooking while listening to storytelling about the meaning and philosophy of rendang, as well as enjoying the results of their cooking by eating "bajamba" to attract the attention of tourists to visit Payakumbuh, the "city of randang", Indonesia.

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