



Washoku gastrodiplomacy to Increase Traditional Japanese Food Brand Awareness in Indonesia in 2016–2021

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Sosial (S.Sos.)**

By:

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FACULTY OF HUMANITIES

INTERNATIONAL RELATIONS STUDY PROGRAM

CIKARANG

JANUARY 2023

PANEL OF EXAMINERS' APPROVAL SHEET

The Panel of Examiners declare that the final project entitled "Washoku gastrodiplomacy to Increase Traditional Japanese Food Brand Awareness in Indonesia in 2016–2021" that was prepared and submitted by Meilinda Anastasia Sembiring in International Relations in the Faculty of Humanities has been assessed and approved to have passed the Oral examination on 27 January 2023

The panel of Examiners:

A handwritten signature in black ink, appearing to read "Farid", enclosed within a hand-drawn triangular border.

(Muhammad Farid, S.S., M.P.A)

Chair – Panel of Examiners

Final Project Advisor

A handwritten signature in black ink, appearing to read "Sigit", enclosed within a hand-drawn triangular border.

(Muhammad Sigit Andhi Rahman, Ph.D.)

Reviewer

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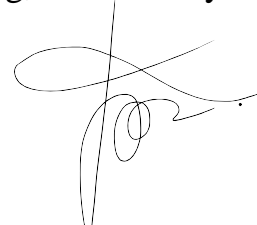
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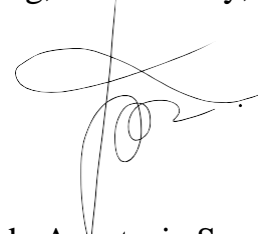
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Turnitin Report

Washoku gastrodiplomacy to Increase Traditional Japanese Food Brand
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Abstrak

Gastrodiplomacy merupakan cara baru yang cukup populer untuk menyamarkan ambisi kepentingan nasional Jepang dalam hubungan diplomatik dengan Indonesia. Jepang dikenal sebagai negara yang memiliki cukup kekuatan di berbagai belahan dunia khususnya di Asia. Hal ini berkaitan dengan produk-produk yang dipopulerkan oleh Jepang salah satunya melalui makanan tradisional Jepang. Dari banyaknya produk-produk tersebut kemudian Jepang menyusun sebuah strategi Cool Japan yang digunakan sebagai salah satu alat diplomasi budaya. Berdasarkan hal tersebut, penulisan ini akan membahas sejauh mana Jepang melakukan gastrodiplomasi terhadap Indonesia melalui kampanye Washoku. Analisis ini akan dilakukan dengan menggunakan teori publik diplomasi dari Joseph S. Nye dengan memfokuskan pada keunikan kuliner Jepang, salah satunya, Washoku. Upaya gastrodiplomasi Washoku ini ditujukan untuk lebih mempopulerkan masakan Jepang di luar negeri, dan pada akhirnya memiliki dampak yang sangat signifikan bagi perkembangan Jepang dalam berbagai sektor seperti pariwisata dan juga memberikan citra yang baik bagi negara Jepang.

Kata Kunci: Jepang, Gastrodiplomacy, Washoku, National Interest

Abstract

Gastrodiplomacy is a new and widely used strategy for covering Japan's national interests in diplomatic relations with Indonesia. Japan is considered a country with significant power in many areas of the world, especially in Asia. Thus, a reference to Japanese-popularized products, one of which is traditional Japanese food. From these many products, Japan created the "Cool Japan" strategy, which was used as a cultural diplomacy tool. This study will explore to what extent Japan conducted gastrodiplomacy towards Indonesia through washoku campaign. This analysis will be carried out using Joseph S. Nye's public diplomacy theory, with a focus on the uniqueness of Japanese food, one of which is Washoku. This washoku gastrodiplomacy effort aims to further promote Japanese food abroad and will ultimately have a big impact on Japan's development in many industries, including tourism, in addition to providing Japan a good image.

Keywords: Japan, Gastrodiplomacy, Washoku, National Interest