

SOUTH KOREA'S EFFORTS IN INDONESIA THROUGH KIMCHI GASTRO DIPLOMACY TO IMPROVE NATIONAL BRANDING

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Abstract:

This study will analyze South Korea's gastro-diplomacy efforts to improve national branding in Indonesia from 2015 to 2018 using the Korean Wave. This study also discusses South Korea's initiative to preserve its culture through food, including kimchi. South Korea makes these efforts to attract the global world and strives to continue to build a good image. Seeing that South Korea, with its Drama and K-pop culture, has been glanced at by international countries, South Korea is trying to market its food products. This study aims to analyze the gastro-diplomacy efforts carried out by South Korea to further promote South Korean food culture in Indonesia by using qualitative descriptive methods. Data sources were obtained from book documents, research journals, and credible internet media as supporting primary sources related to South Korean gastro diplomacy. According to the study's final findings, using kimchi gastro diplomacy in Indonesia has increased the number of kimchi lovers, South Korean restaurants in Indonesia, and imports and exports, especially in the food industry. Because the taste of South Korean and Indonesian cuisine is similar, Indonesian people easily like South Korean cuisine. Therefore, gastro diplomacy is used by South Korea to further promote South Korean food culture, especially in the field of cuisine.

Keywords: South Korea, Gastrodiploamacy, Nation Branding, Kimchi, Indonesia

INTRODUCTION

In the past, South Korea was known to excel in manufacturing and industrial development. However, along with the development of culture as a diplomatic tool, South Korea is trying to build its national image by spreading its culture to attract the attention of foreigners. The South Korean government is trying to carry out gastro diplomacy through K-wave. Gastrodiploamacy, which South Korea carries out, offers culinary products with a distinctive taste; some people may not be able to enjoy South Korean food, but others may like it. Therefore, efforts are made to maintain the authenticity of South Korean food, but according to the tastes of other foreigners.

Initially, South Korean gastro diplomacy was disorganized and unfocused, with little attention paid to specific food or cuisines such as bibimbap, tteokbokki, kimbap, bulgogi, and kimchi. Despite its growing global appeal, South Korean food has not been widely used as a diplomatic instrument. However, the South Korean government has begun to pay greater attention and take initiatives in the culinary field to strengthen its cultural identity and enhance its reputation abroad.

One of the South Korean government's efforts to introduce its special foods was realized through the Korean Cuisine to The World program, Global Hansik, in 2009. The government chose kimchi from the program's efforts as its main instrument for gastro diplomacy efforts. The South Korean government's efforts to obtain kimchi status as South Korea's national food include researching how to make kimchi, the curing process, kimchi content, etc. The South Korean government also took the initiative to export kimchi to the international community actively. Kimchi



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has an important role in its global distribution, considering that kimchi is widely available internationally.

The South Korean government supports the distribution of kimchi, so it is hoped that it can penetrate the world market. One of the efforts of the South Korean government to introduce kimchi to the world, including Indonesia, has been through routine promotional activities since 2013. It is done to get to know South Korean specialties in Indonesia better, with various promotions such as making online shopping applications, holding food events, and using social media (Maharani, 2019).

To explore South Korea's gastro diplomacy, the author explores several previous studies that explain similar topics. The author sees that South Korea utilizes the K-wave culture to introduce food culture to the world. The gastro-diplomacy efforts are structured with policies that can improve good cooperative relations.

According to research by Pham, South Korean gastro diplomacy has succeeded in increasing nation branding while also increasing the South Korean economy through investment in tourism and trade (Pham, 2013). The same is valid with Herningtyas explained South Korea's success in popularizing food with a Muslim majority in various countries (Herningtyas, 2019).

In Naufal's research, he explained that the South Korean Cuisine to the World program could improve the South Korean industry, increase investment rivalry, and support local businesses (Naufal, 2020). In Arina, Elyana, and Tri's research, it is explained that South Korea seriously handles kimchi as one of the gastro-diplomacy tools to help popularize kimchi as a food that is acceptable throughout the world and ultimately can increase kimchi exports (Arina Nihayati, Elyana Ade Pratiwi, 2022).

By considering the history, benefits, and characteristics of kimchi, as well as various previous studies that discuss South Korean gastro diplomacy and its influence on its national branding, the author is interested in conducting research that discusses the topic of South Korean efforts in Indonesia through kimchi gastro diplomacy to improve nation branding.

METHODS

The author uses a descriptive qualitative research method. Because it is to the needs of the research, in general, the research will focus on history, community behavior, and social activities. The reason for using this research method is because the object of research is a social reality that is considered a dynamic phenomenon. This research helps provide an overview and explanation of South Korea's initiative to improve its national branding through kimchi food gastro diplomacy to Indonesia in 2015-2018. In this study, the author wants to study the phenomenon of South Korea's efforts through kimchi gastro diplomacy in Indonesia by maintaining national branding. This research is also inseparable from the involvement of state and non-state actors. This study uses two types of data sources, namely primary and secondary. Primary data uses interview techniques with students of Kyunghee University, South Korea, and secondary data by collecting library data, articles, journals, and internet media such as official websites related to information on South Korean gastrodiploamcy activities.

RESULT AND DISCUSSION

Gastrodiplomacy. According to Paul S. Rockower, "The best way to win hearts and minds is through the stomach"(Rockower, 2011). According to Rockower, gastro diplomacy is an opportunity to introduce its specialties, which can increase public awareness of a country. According to him, the



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formal implementation of gastro diplomacy can be an official government program designed to introduce its country's specialties as a diplomatic goal a country.

Rockower characterizes the practice of gastro diplomacy into three categories. Public diplomacy aims to communicate with foreigners about culinary culture on a broader scale rather than focusing on the elite level alone. Two, in practice, gastro diplomacy seeks to improve the image of food through the cultural diplomacy of the country they have. Third, gastro diplomacy is a relationship between the state and the public.

So, the concept of gastrodiploamcy is used by researchers to explain the role of gastrodiploamcy carried out by South Korea, which introduced kimchi food to Indonesia as a characteristic of South Korea. A country-to-country approach or a country-to-people approach can spread good national values. South Korea strives to popularize its food culture throughout the international world so that foreign people will become more familiar with South Korean food and be interested in their country. The image of a country that creates a positive perception from other countries is important. In the science of international relations, nation branding is used as a diplomatic tool in the form of soft power (Fani Amelia Putri, 2021).

Nation Branding. Simon Anholt also explained that "nation branding is associated with national identity, politics, and economic competitiveness." Where each country certainly wants to develop and maintain its image in the international world. Because Nation branding is a means to build and maintain a foreign public perception of a country, nation branding can help positively change a country's perception without coercion (Anholt, 2005). Anholt explained the indicators on the six pillars as the background of a country to build the country's image: tourism, exports, governance, people, investment and immigration, culture, and heritage.

According to Keith Dinniese, Nation branding strategy is essential for a country. All countries are racing to form and manage their reputation to be shown or introduced to the international arena. This study used several variables: national brand advertising, customer and citizen relationship management (CRM), and national brand ambassadors. Maintaining a positive image and reputation is something that a country must do because if a country has a sour and negative reputation or image, then the country will have difficulty in establishing relationships or competing with other countries (Fani Amelia Putri, 2021). Researchers use the concept of nation branding to explain that South Korean food and cuisine can be a tool to improve the national image of South Korea.

South Korean Gastrodiploamcy. Gastrodiploamcy was carried out by South Korea by spreading globally through K-Wave, another meaning of the popular South Korean wave. Initially, the global community only knew South Korea through K-POP songs or from the storyline of South Korean TV dramas that were in demand, and these two aspects of South Korean culture have received more attention from the global community for years.

At first, South Korean food was still less well-known, but not long after the spread of South Korean culture, namely K-Wave, food also received international attention. Therefore, the international community's attention is not only on the actors, actresses, and dramas on TV but also on the culinary delights served. Seeing this phenomenon, South Korea has shifted from government-oriented to public-oriented diplomacy. It has made South Korea start using culinary as a tool for diplomacy (Arina Nihayati, Elyana Ade Pratiwi, 2022).

South Korea's gastro diplomacy began during the era of President Moon Hyun Roh in 2003-2008. They founded the institution Korea Foundation for Cultural Industries Exchange (KOFICE). President Moon transformed South Korean food into a global brand. The policy was implemented through cooperation with various groups such as companies, mass media, and social communities.



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Then, under the leadership of President Lee Myung-bak, South Korea's gastro diplomacy policy was continued with the Global Hansik program: Korean Cuisine to the World, often called "Kimchi Diplomacy." This program aims to introduce food to the global community to understand South Korean cuisine better. This program seeks further to increase the number of South Korean restaurants worldwide. This policy is a way to be more effective in spreading South Korean influence. This policy is an effective way to spread South Korean influence to the global community (Istad, 2016).

Through this program, the South Korean government, in its gastro diplomacy efforts through the Global Hansik program, has the following missions:

1. It aims to establish South Korean restaurants with a target of 40,000 worldwide.
2. It can promote various South Korean dishes to become one of the five most favorite dishes in the world.
3. Utilizing soft power by using South Korean and international artists as brand ambassador icons in food promotion activities.
4. Can increase in the South Korean food industry worldwide.
5. Establishing South Korean cooking classes in the field of education.
6. Establishing a kimchi institution to develop a variety of fermented South Korean vegetables and foods to be enjoyed by the international community.
7. The potential of social media and society can create a positive opinion among the global community regarding promoting South Korean food (Maharani, 2019).

The strategies used by South Korea to carry out its gastro diplomacy are:

1. The government is trying to run the Hansik program: Korean cuisine to the world. The Hansik program is the first strategy to use South Korea's national cuisine, often referred to as kimchi food, as the primary tool for diplomacy. Hansik was introduced by South Korea precisely in 2008.
2. Korean Food Globalization: This applies to the spread of food through education and mass media. Therefore, South Korea conveys globalization through the media to the international community. In addition, through teaching in the program carried out by South Korea, culinary work training is invited to find out the stability of their country's image.
3. Food Promotion Institute or the Korea Food Foundation aims to improve the community's quality of life (Tamamy, 2018).

Nation Branding South Korea Through Kimchi Gastrodiplomacy. In its development, South Korea's efforts to see K-Wave have influenced the world community's positive perspective through its culture. Efforts to improve South Korea's image have grown since Lee Myung-bak was elected president. Many things are done to promote the country, including language, entertainment industry, Hallyu, and others (Hikam, 2015).

Before using food gastro diplomacy as a means of increasing national branding, South Korea has made efforts to implement it through several strategies, namely in the field of Korean Wave cultural diplomacy, where the spread of this culture is very fast by making efforts in k-drama, k-movies, and k-pop which underlies South Korea making nation branding efforts for its country. Besides models and beauty, South Korea is famous for its culture, which has its characteristics. Therefore, models and beauty can be used to create an image of South Korea. In tourism, due to efforts to spread South Korean culture, South Korea has become a tourist destination because people are interested in South Korean culture (Hasyati, 2023).



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Therefore, South Korea conducts gastro diplomacy on its special foods to maintain its national branding, one of which is kimchi, a food that is a source of pride for South Korea. It is evidenced by the existence of the Kimchi Museum in Seoul in 1986, which South Korea founded. The museum often holds events to promote kimchi products and provides facilities for people wanting to make kimchi. With this, the government also helps build and maintain South Korea's special foods to remain better known to foreign countries.

Kimchi. Developing and transforming throughout history, kimchi has been a typical South Korean food with various healthy ingredients for consumption. Kimchi is one of the fermented vegetable foods that ideally pickled vegetables can be stored for a long time. Kimchi can be made with various vegetables such as cabbage, radish, cucumber, etc. In making kimchi, there are various processes from various kinds of herbs, spices, and South Korean red chilies, including fish seasoning or "jeotgal" (Hongu et al., 2017).

Kimchi itself has existed alongside the kingdoms in South Korea, namely during the Goryeo Kingdom (918-1392) and the Joesen Kingdom (1392) in the 16th century, and until now, kimchi has become a typical South Korean food (Kccart.ca, 2022). Kimchi has many types, including Baechu Kimchi, Kkakdugi, Oi Sobagi Kimchi, Pa Kimchi, Nabak Kimchi, Gat Kimchi, and Dongchimi (Dand, 2022).

The kimchi fermentation method provides kimchi with various nutritional content and health benefits. Kimchi is a vegetable side dish that is low in calories, cholesterol-free, and fat. There are about 15 calories in half a cup of cabbage kimchi, and half a cup of kimchi also contains 1g of fiber. Then kimchi is also rich in various minerals and vitamins. Namely, there is the presence of vitamins C, B, and K, as well as the content of iron, phosphorus, and calcium (Arina Nihayati, Elyana Ade Pratiwi, 2022).

South Korea carries out gastro diplomacy through kimchi food through a program called Hansik: Kimchi Diplomacy is one of the leading icons that South Korean carry out to carry out gastro diplomacy (Maharani, 2019). The effort is to attract and introduce its food to the global world, one of which is Indonesia, the target country for implementing South Korean gastro diplomacy.

Through these efforts, kimchi can represent a symbol of national identity and enhance the South Korean food brand. By doing so, South Korea sees that nation branding is important because it can influence the national image that will impact its interests, one of which is its economy. South Korea campaigned against Indonesia, using kimchi as a symbol of food and cooking.

South Korean Kimchi Gastrodiploamcy in Indonesia. Gastrodiploamcy carried out by South Korea towards Indonesia is one of the cuisines that can penetrate the Indonesian market. Indonesia is one of the countries that absorbed South Korean culture from the impact of the K-wave, which has spread globally. As the results of an interview with Ms. Eva Pitaloka, a student at Kyunghee University, South Korea, South Korea does not specify it only to Indonesia but also to countries in the world, but Indonesia is one of the countries whose people are fans of Drama and Kpop in Indonesia, so this can make it easier for South Korea to spread its culture to Indonesia.

With the Korean Wave, Indonesian people learned about South Korean food from South Korean dramas, which turned out to be a form of gastro diplomacy carried out by the government. There is an indirect contribution and involvement from the government through Dramas, which is likely through the media. There is indirect sponsorship promotion through spending funds to market South Korean cuisine. In this case, indirectly, it is a form of gastro diplomacy carried out by South Korea.



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Indonesia is one of the countries that is inseparable from the existence of South Korean culture, including its culinary culture. South Korean cuisine is quite famous in Indonesia, one of which is Kimchi, South Korean food that is always available on the dining table of South Korean people. Kimchi is one of the attractions of South Korean cuisine that Indonesians demand. Kimchi can quickly enter Indonesia because Indonesia has a similar taste of food, especially kimchi, which is almost similar to pickles in Indonesian food. One is South Korean radish kimchi, almost the same as Indonesian Bogor pickles. Starting from the entry of kimchi cuisine that can be found in supermarkets or at the nearest local supermarkets, kimchi has been available in Indonesia.

South Korea's Gastrodiplomacy Efforts in Indonesia Through Kimchi to Improve Nation Branding in 2015-2018. Referring to the concept of gastro diplomacy presented by Rockower, the analysis presented includes the characteristics presented in the concept, namely: product marketing using unique products, increasing events to increase publication, establishing cooperation with foreign organizations to create good relationships, utilizing public figures, through the media, and education.

To facilitate the South Korean government's food gastro diplomacy through the Cuisine to the World program in Indonesia, the South Korean government then opened a representative office, namely the Korean Agro-Fisheires and Food Trade Corporation as an office under the South Korean government in Indonesia, precisely in Jakarta. The opening of the office is the first step for South Korea to develop South Korean specialties so that the Indonesian people can better know them.

In this case, there is the application of the state to the public, as stated by Paul S. Rockower, who stated that there is behavior in the practice of gastro diplomacy starting from communicating with foreigners about culinary culture on a larger scale and not focusing on the elite level alone. In practice, the relationship between the state and the public is one of the ways gastro diplomacy works.

The implementation of South Korean gastro diplomacy to Indonesia is done by holding food festivals, meetings between companies, the existence of halal labels carried out by South Korea for people who cannot eat non-halal food, even the provision of scholarships for food experts and also inseparable from the central role through the distribution of South Korean Dramas. These things are part of gastro diplomacy strategies: building relationships through media and education, marketing products and using events, and even building cooperation with organizations.

With South Korea's efforts to spread its traditional food in Indonesia, starting with a structure established with supported institutions, it is hoped that the programs will run according to the previously determined targets.

K-Food Event (2015-2018). In 2015, the Ministry of Agriculture, Food and Rural Affairs (MAFRA) held a Korean Food (K-Food) Fair in Indonesia supported by the Korean Food Agro Fisheries and Food Trade Corporation at the Mulia Hotel on October 16, 2015. The event discussed the business-to-business (B2B) sector; this was an attempt to introduce various South Korean food products to companies in Indonesia that wanted to start a business in South Korean food products. On October 17-18, 2015, K-Food at the Kasablanka City Mall was held for the general public; this was intended to introduce to the Indonesian people (Maharani, 2019).

The Ministry of Agriculture, Food and Rural Affairs (MAFRA) and the Korean Food Agro Fisheries and Food Trade Corporation held the K-Food Festival in 2017 to promote South Korean cuisine. The event was held on September 21-24. South Korea sought to foster a greater appreciation of South Korean cuisine and culture among Indonesians by holding the event.



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In addition, in 2017, the South Korean Embassy in Indonesia held the "K-Food Campus Festival," which was held at the State University of Jakarta (UNJ) on May 18-19, 2017. The event aimed to spread South Korean food, providing various typical South Korean foods and drinks. It also included a South Korean cooking competition (Maharani, 2019).

In the same year, 2017, a seminar titled "Indonesian food market" was held on November 14, 2017. This seminar explained the Indonesian food trend and food import regulations and presented the main products from South Korean export companies. The event discussed the import and export regulations of South Korea and Indonesia. It saw the efforts of good relations between the two countries to open opportunities for their country's food.

It is the same as Simon Anholt in The National Brand Hexagon, which discusses the role of government in efforts made in foreign and domestic affairs with the contribution of the government itself for its purpose of creating a national image. Here, it is explained that the seminar will create opportunities for the two countries, namely South Korea and Indonesia. With this, the government can create a supportive environment for new developments that will reach the export sector, which will be very profitable. In addition to the gastro diplomacy carried out, national branding efforts have been built.

In addition, South Korea also took part in the culinary event "SIAL Interfood 2018," 2018 held on November 21-24, 2018, at the Jakarta International Expo. The Head of the Korea Agro-Fisheries and a Food Trade Corporation Representative claimed South Korean cuisine is quite popular among young Indonesians. They hope that by hosting the event, South Korean cuisine can be better known in Indonesia. Many companies from various countries participated in the event. A total of 43 food companies from South Korea had the opportunity to be involved in the event to promote various South Korean foods, including kimchi, drinks, snacks, ginseng, tea, and others.

In addition, the Korean Cultural Center Indonesia (KCCI) is an institution that is engaged in marketing culture. The South Korean Cultural Center, or KCCI, which was established in 2011, is a forum used by the Embassy of the Republic of South Korea to carry out gastro diplomacy in Indonesia. The mission of KCCI, an organization under the Embassy of the Republic of Indonesia, is to encourage cultural exchange and mutual understanding between South Korea and Indonesia (KCCI, 2023).

KCCI is an institution that markets South Korean culture to the Indonesian people. In 2018, KCCI held an event called "kimchi making experience." The event aimed to introduce the process of making kimchi to the Indonesian people. The event was held on Saturday, December 22, 2018, at the KCC Multifunction Hall. KCC's role proves that the spread of culture through culinary is one form of gastro diplomacy in the country.

KCCI's efforts to spread South Korean culture have been going well, but not optimally; according to Ms. Eva, students of Kyunghee University, the general public is still less aware of the existence of an institution that has spread South Korean food because it sees that from the spread of the promotion, people in the Indonesian region have not been reached, seeing that the promotion is only in the Jabodetabek area. Indonesian people know more about South Korean food through South Korean media, such as in dramas. They are more aware of the gastro diplomacy that is carried out indirectly through South Korean media compared to media in Indonesia. For kimchi itself, there are differences between Indonesia and South Korea; in South Korea, the kimchi recipe is more dominant with garlic, and in Indonesia, it is more with kojijang.

South Korean Restaurants in Indonesia. In Indonesia itself, there are already approximately 95 South Korean restaurants, one of which is in Jabodetabek, Bali, Semarang, Cilegon, and Surabaya,



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which tend to open up business opportunities so that they can increase every year. Every restaurant menu in Indonesia always provides kimchi.

This effort is carried out with the concept of gastro diplomacy, where gastro diplomacy can build good relations between countries, one of which is the existence of a South Korean restaurant business that provides food which is a good thing for South Korea and Indonesia, where South Korea can export its products to Indonesia. Indonesia can open up job opportunities for people who work in restaurants that have a South Korean feel.

Using online shopping applications, MAFRA Korean Agro-Fisheires and Food Trade Corporation in Jakarta held an online Korean Food Exhibition in Indonesia. The event was held from July 10 to September 2, 2018. A number of online shopping applications, such as Shopee and Tokopedia, and several other applications attended the event. Through various channels, around 30 food and beverage products will be exhibited. To promote its culinary products, aT collaborates with some social media platforms, including Instagram, YouTube, Line, and others, in addition to online shopping applications. It is done to educate Indonesian customers about various common Korean foods. Korean cuisine will be increasingly known through social media and several online shopping applications.

Through gastro diplomacy, South Korea seeks to market its food in Indonesia. One aspect of cultural diplomacy that involves introducing food or culinary culture is gastro diplomacy. The term "Kimchi Diplomacy" was coined by South Korea to describe its gastro diplomacy. By incorporating elements of taste, cultural background, and ideals contained therein, this is done to promote the nation's national food. As explained earlier, kimchi is one of South Korea's traditional foods and has existed since ancient times. As a result, Korean food promoted as a cultural identity marker will be more easily recognized by Indonesians. It is a tool to foster intercultural understanding and increase global collaboration and engagement.

In line with its gastrodiploamacy plan, South Korea is engaged in gastrodiploamacy. First, fostering relationships through education and media. South Korea uses the internet for advertising its food as part of its gastrodiploamacy, specifically using social media and online shopping apps to host a virtual South Korean Food Fair.

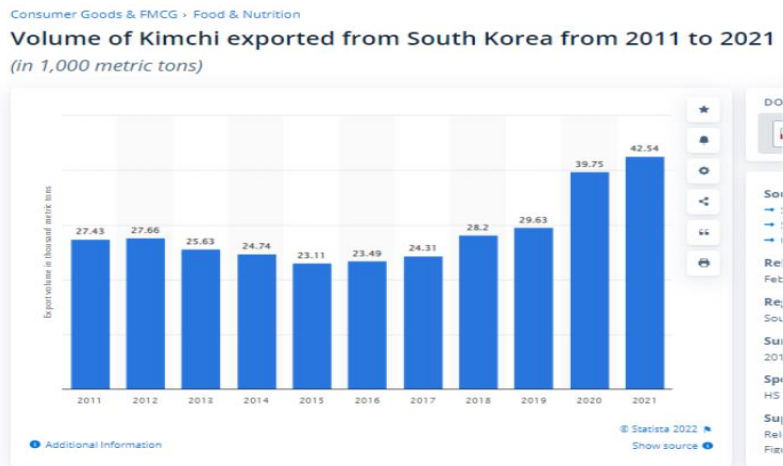
South Korea's gastro-diplomacy results from massive promotions carried out by celebrities and other gastro-diplomacy strategies. According to Oliver, criticism of South Korea's gastro-diplomacy campaign is still inadequate. As a result, it is ineffective in measuring gastro-diplomacy methods and seeing progress in its achievements.

According to the 2015 Kimchi industry trend published by the Institute of Research Kimchi, there are about 900 Kimchi producers in South Korea, given the lack of barriers to entry into the international market and the leading Kimchi manufacturing companies in the market.

Export Kimchi. Seeing kimchi is increasingly known for the increase in kimchi exports, where from 2011 to 2018, the role of South Korean gastro diplomacy saw an increase in kimchi exports. Based on sources from the South Korean Customs Service and Industry based on the value of kimchi exports from 2011 to 2018 South Korean kimchi in 2011, South Korea exported USD 104.58 million but decreased in 2015 to USD 73.45 million. Since then, efforts made by South Korea have continued to be carried out until every year, kimchi exports began to increase in 2018.



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Source: <https://www.statista.com>
Figure 1. South Korean Kimchi Exports

What has been explained above sees kimchi not only experiencing good improvements but also experiencing export constraints because kimchi varies and depends on agriculture, its raw materials, and other materials as important factors in the kimchi business. For example, in the case of buyers, a company's profit depends on raw materials and the number of suppliers of materials. These kimchi raw materials are highly dependent on agricultural products affected by the weather.

Exporting kimchi as a form of gastro diplomacy does not always go well because it depends on supply, but kimchi gastro diplomacy is quite clear. The narrative of kimchi diplomacy impacts the South Korean economy, which has a market price. For example, if the harvest is not good, the price of cabbage can double. It happens because there are problems when the food is processed. It also affects the company; if a shortage of raw kimchi materials occurs, the company will make a small profit.

So far, the strategy carried out by South Korea, with its gastro diplomacy efforts towards kimchi food, has significantly impacted increasing kimchi exports to several countries in the world. It explains that gastro diplomacy can work well with the goals of the country to be more readily accepted by the international community (Arina Nihayati, Elyana Ade Pratiwi, 2022).

Challenges and Obstacles of South Korean Kimchi Gastrodiplomacy in Indonesia. In this case, there are challenges faced by South Korea in its gastro diplomacy in Indonesia; the first is the large number of global food product competitors offered in this global world, and multipolarity itself is currently a challenge in introducing South Korean food in the international world. The second challenge, attracting public attention by having celebrities as brand ambassadors to carry out gastro diplomacy, is quite challenging. This is because some celebrities are already famous and have many fans (ameilinia, 2017).

In addition to the challenges, South Korea faces obstacles in its gastro-diplomacy efforts. Seeing that K-food is in Indonesia in its development, efforts made by South Korea to get opportunities in Indonesia have so far carried out diplomatic practices that have positively impacted the results achieved.



The obstacles and problems of South Korean gastrodiploamcy in Indonesia concern the South Korean government. There needs to be careful market research and good cooperation between the South Korean government. The obstacles faced by South Korean gastro diplomacy in Indonesia are:

There are differences in culinary preferences and culture between Indonesia and South Korea. Related to the taste of Indonesia and South Korea with their respective tastes and preferences. Indonesia is famous for its dense and varied spices, while South Korea does not like strong spices. So, some South Korean dishes may still need help from Indonesians to accept them. One of them is in kimchi cuisine, according to Ms. Eva, where there is a difference in the taste served.

A strategy needs to be developed to introduce and familiarize South Korean food so that it can become part of the Indonesian tongue.

- Limited access to raw materials, seeing how different tastes between Indonesia and Korea, this applies to raw materials, which are also different. Seasonal differences are also a supporting factor for different raw materials. Although there are many Korean food fans in Indonesia, access to Korean food raw materials still needs to be improved. So, different raw materials can change the authenticity and quality of Korean dishes served in Indonesia. The South Korean government needs to work with local suppliers so that raw materials from South Korea can be easily accessed in Indonesia,
- Different eating cultures, although known to be trivial, differences in eating habits can hinder Korean food business opportunities in Indonesia. Indonesia has a culture of eating using spoons and bare hands, while South Korea uses chopsticks in its dishes. This is an obstacle because using chopsticks is challenging to learn directly, and needs to be accustomed to,
- More expensive prices food prices in Indonesia and Korea are very different. This is due to the difference in currency values of the two countries. Indonesians tend to prefer abundant and cheap food, which is an obstacle for Korean food businesses in Indonesia. Many obstacles are encountered when listing the price of an item or food. There needs to be an adjustment in the price of Korean food in Indonesia so that Indonesian people can be interested in Korean food and,
- Promotion and successful gastrodiploamcy require effective communication. A good promotion can ensure the Indonesian public receives information about South Korean gastrodiploamcy. Promotion through social media can be done by displaying good and eye-catching visuals. Such as discounts can be one trick in implementing the promotion. However, a sufficient understanding of Korean cuisine is still needed, and this can be included in the promotion (Munjin Syafik Asy'ari, 2024).

The challenges and obstacles of K-food in Indonesia through gastro diplomacy only positively impact the results achieved. However, every policy implemented will have a negative impact. In this section, the researcher analyzes the obstacles and problems that may be faced through gastrodiploamcy.

CONCLUSION

The South Korean government is trying to promote all aspects of South Korean cuisine, including kimchi, through programs run by South Korea. South Korea is actively involved in gastro diplomacy in Indonesia by marketing its food. For example, they can hold culinary events and use social media to advertise food. This has succeeded in promoting traditional South Korean food.



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South Korea's success in promoting its cuisine to Indonesia is also marked by the presence of South Korean restaurants in Indonesia that provide various typical South Korean foods, one of which is kimchi. There are approximately 90 South Korean restaurants in Indonesia.

Based on the research findings outlined by the author, South Korea has implemented gastrodiploamacy in Indonesia in several ways. Given that Indonesians are among the countries whose populations are highly interested in South Korean culture, South Korea can also benefit from the prospect of its nation branding there.

However, from 2015 to 2018, there was an increase in kimchi exports, although only slightly. The efforts made by South Korea in Indonesia through social media, events, and distribution are extensive. If seen from the distribution through the media, many Indonesian people are not familiar with the institutions that spread the gastro diplomacy efforts. However, in handling the policies carried out by South Korea in gastro diplomacy efforts, it is very structured and reasonable.

The author asserts that the gastro-diplomacy process has not been evenly distributed. Indonesia is a reasonably large country consisting of many large islands; there are still many Indonesian people, especially in the regions, who have not covered the various activities that have been carried out.

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