

ABSTRAK

STRATEGI GASTRODIPLOMASI THAILAND MELALUI PROGRAM “KITCHEN OF THE WORLD” DI INDONESIA

Oleh:

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Thailand merupakan negara pertama secara sistematis melakukan gastrodiplomasi di dunia tahun 2002. Melalui program “*Thailand Kitchen of the World*”, alasan pemerintah Thailand melaksanakan program tersebut ialah untuk menjadi salah satu eksportir sektor agrikultur terbesar di dunia, serta mengubah citra buruk negara Thailand sebagai negara “*sex tourism*”. Pelaksanaan gastrodiplomasi Thailand dalam mencapai target dilakukan di berbagai negara, termasuk Indonesia. Oleh sebab itu, penelitian ini bertujuan untuk mengetahui strategi-strategi gastrodiplomasi yang dilakukan Thailand di Indonesia, serta menganalisis implikasi yang didapat Indonesia melalui program gastrodiplomasi Thailand.

Teori dan konsep yang digunakan dalam penelitian ini ialah gastrodiplomasi dan *nation branding*. Penelitian ini menggunakan metode penelitian kualitatif dengan mengumpulkan data secara primer dan sekunder. Data primer didapatkan melalui wawancara berbagai pihak, dan data sekunder melalui studi literatur berupa situs yang menunjang penelitian.

Hasil penelitian menunjukkan bahwa program gastrodiplomasi Thailand di Indonesia berjalan baik. (1) Strategi *Thai Select* belum memberikan dampak besar terhadap gastrodiplomasi Thailand di Indonesia karena baru memberikan sertifikasi sebesar 10% dari total keseluruhan restoran. (2) Strategi pemasaran produk yang merupakan inisiatif individu lebih berpengaruh dibandingkan pemasaran produk di restoran Thai Select. (3) Strategi penyelenggaraan *event* ialah strategi yang paling dominan yang mampu menarik 20.000 pengunjung. (4) Jalur budaya dan warisan budaya mendukung kekayaan aset Thailand dalam promosi gastrodiplomasi untuk *nation branding*. (5) Jalur peran masyarakat Thailand yang memiliki karakter memberikan pengaruh besar terhadap pengalaman baik wisatawan yang mendukung *nation branding*. (6) Indonesia mendapatkan manfaat besar melalui gastrodiplomasi Thailand baik dari sisi pemerintah (*supplier* dan restrukturisasi), maupun pelaku bisnis (lapangan pekerjaan, dan pendapatan nasional).

Kata Kunci: gastrodiplomasi, *Thailand kitchen of the world*, Indonesia.

ABSTRACT

STRATEGY OF THAILAND GASTRODIPLOMACY THROUGH THE “KITCHEN OF THE WORLD” PROGRAM IN INDONESIA

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Thailand was the first country to systematically carry out gastrodiplomacy in the world in 2002. Through the "Thailand Kitchen of the World" program, the reason for the Thai government to carry out this program was to become one of the largest exporters of the agricultural sector in the world, as well as change the bad image of Thailand as “sex tourism” country. The implementation of Thai gastrodiplomacy in achieving the target was carried out in various countries, including Indonesia. Therefore, this study aims to determine the gastrodiplomacy strategies carried out by Thailand in Indonesia, as well as to analyze the implications for Indonesia through the Thai gastrodiplomacy program.

The theories and concepts used in this research are gastrodiplomacy and nation branding. This study uses qualitative research methods by collecting primary and secondary data. Primary data was obtained through interviews with various parties, and secondary data through literature studies in the form of sites that support research.

The results of the study show that the Thai gastrodiplomacy program in Indonesia is running well. (1) The Thai Select strategy has not had a major impact on Thai gastrodiplomacy in Indonesia because it has only certified 10% of the total restaurants. (2) The product marketing strategy which is an individual initiative is more influential than product marketing at Thai Select restaurants. (3) The strategy for organizing the event is the most dominant strategy that can attract 20,000 visitors. (4) The cultural and cultural heritage path supports Thailand's wealth of assets in the promotion of gastrodiplomacy for nation branding. (5) The path of the role of Thai people who have character has a major influence on the good experience of tourists who support nation branding. (6) Indonesia gains great benefits through Thailand's gastrodiplomacy both from the government side (suppliers and restructuring), as well as business people (jobs, and national income).

Keywords: Gastro diplomacy, Thailand kitchen of the world, Indonesia.