

ABSTRAK

Gastrodiplomasi merupakan instrumen diplomasi publik yang digunakan negara untuk membangun citra nasional melalui promosi kuliner sebagai bagian dari identitas budaya. Indonesia mengimplementasikan gastrodiplomasi di Prancis melalui program Wonderful Indonesia dengan menggandeng restoran Indonesia sebagai mitra promosi. Namun, dibandingkan negara-negara lain, pelaksanaan gastrodiplomasi Indonesia di Prancis masih terbatas, sementara tingkat pengenalan masyarakat Prancis terhadap kuliner Indonesia relatif rendah. Oleh karena itu, strategi gastrodiplomasi Indonesia perlu dikaji lebih lanjut. Penelitian ini bertujuan menganalisis pelaksanaan strategi gastrodiplomasi Indonesia di Prancis serta menilai hasil branding kuliner yang terbentuk. Penelitian ini menggunakan metode kualitatif melalui wawancara, studi pustaka, analisis media, dan ulasan publik terhadap restoran mitra Wonderful Indonesia. Kerangka analisis menggunakan konsep gastrodiplomasi dan nation branding dengan pendekatan strategi Juyan Zhang. Hasil penelitian menunjukkan bahwa gastrodiplomasi Indonesia menghasilkan branding kuliner pada tingkat terbatas, terutama dalam membangun persepsi positif mengenai keautentikan dan kekayaan rasa masakan Indonesia. Namun, branding tersebut belum berkembang menjadi nation branding yang kuat akibat keterbatasan skala, koordinasi, serta absennya strategi koalisi dan edukasi publik.

Kata Kunci: Diaspora, Gastrodiplomasi Indonesia, *Nation Branding*, Restoran Wonderful Indonesia.

ABSTRACT

Gastrodiplomacy is a public diplomacy instrument used by countries to build a national image through culinary promotion as part of cultural identity. Indonesia implemented gastrodiplomacy in France through the Wonderful Indonesia program, partnering with Indonesian restaurants as promotional partners. However, compared to other countries, the implementation of Indonesian gastrodiplomacy in France is still limited, while the level of familiarity of Indonesian cuisine among the French public is relatively low. Therefore, Indonesia's gastrodiplomacy strategy requires further study. This study aims to analyze the implementation of Indonesia's gastrodiplomacy strategy in France and assess the resulting culinary branding. This study used qualitative methods through interviews, literature studies, media analysis, and public reviews of Wonderful Indonesia partner restaurants. The analytical framework uses the concepts of gastrodiplomacy and nation branding with Juyan Zhang's strategic approach. The results show that Indonesian gastrodiplomacy has resulted in limited culinary branding, particularly in building positive perceptions of the authenticity and richness of Indonesian cuisine. However, this branding has not yet developed into a strong nation branding due to limitations in scale, coordination, and the absence of coalition strategies and public education.

Keywords: *Diaspora, Indonesian Gastrodiplomacy, Nation Branding, Wonderful Indonesia Restaurant.*