

The Role of Vocational Education in Indonesian Gastrodiplomacy: Definition, Literature Review, and Bibliometric Analysis

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ABSTRACT

This study aimed to determine research trends in gastrodiplomacy culinary in Indonesia through a literary review and bibliometric analysis. VOSviewer mapping was used to analyze bibliometric data on Indonesian gastrodiplomacy culinary research. A reference manager application was utilized to collect research data. The study covers literature from 2012 to 2022, revealing that the highest number of gastrodiplomacy studies was conducted in 2021. The analysis also indicates a direct relationship between gastronomy tourism and gastrodiplomacy culinary, primarily linked through thematic terms and country-specific contexts. Furthermore, this study highlights the role of vocational education in Indonesian gastrodiplomacy. Vocational education plays a crucial role in equipping culinary professionals with the skills and cultural knowledge necessary to represent Indonesia's rich gastronomic heritage on the global stage. By integrating gastrodiplomacy concepts into vocational training programs, culinary students can gain expertise in traditional food preparation, presentation, and cross-cultural communication. The findings of this study are expected to serve as a reference for future researchers exploring the intersection of vocational education, gastronomy tourism, and gastrodiplomacy. Vocational education can actively aid in the global promotion of Indonesian cuisine by providing learners with hands-on skills and cultural insights essential for showcasing this food internationally. This bolsters Indonesia's efforts in gastrodiplomacy and amplifies its culinary identity on the global platform.

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Introduction

Indonesia has a variety of cultures and culinary delights so that Indonesia also participates in establishing a strategy to promote culinary to the international community (Wijaya, 2019). The phenomenon of culinary scientific study maps shows that there are many and varied culinary

potentials that can become specialties (Telfer, 2000) but there is still little Indonesian food that is promoted even on the list of Indonesian food at UNESCO is still small compared to other countries which already have food icons from each of them. For example, Thailand is known as Tom Yam, Japan with Sushi, South Korea with Kimchi, Singapore with Laksa, and so on (Arsil, 2014). In practice, Thailand seeks to pay attention to and take into account its gastrodiploamacy strategy in order to increase competitiveness and income for the local economy (Arunmas, 2018).

Data released by BPS and Bekraf which are explained on the Ministry of Tourism and Creative Economy website of the Republic of Indonesia in 2020 show that GDP in Indonesia's creative economy in 2020, the culinary sub-sector contributed IDR 455.44 trillion or around 41 percent of the total creative economy GDP of 1,134.9 trillion in 2020. Judging by the large value, the Indonesian culinary industry has almost twice as much influence as the fashion industry and almost three times as much as the craft industry. This shows how big the culinary industry is so that it can be utilized further and in a planned way (Kemenparekraf, 2021).

In the current era there are many ways that can be done in diplomacy, state actors and non-state actors can carry out diplomacy to gain national interests by means of soft diplomacy, namely public diplomacy (Barston, 2019). Gastronomy encompasses cooking as a vocational that requires dedication, ethical principles in the kitchen, and essential technical skills, along with effective coordination and planning (Farmer & Cotter, 2021).

Nowadays, issues of public diplomacy are increasingly complex and cover many spaces, every country wants a good image to be known by the international community, not only has a good name, it is hoped that the country's image can also bring economic benefits (Cooper et al, 2013). In this era of globalization, a new type of diplomacy appears in the realm of soft power, namely Gastrodiploamacy (Rockower, 2012). Gastrodiploamacy can provide and strengthen a country's nation branding. Paul S. Rockower explains that gastrodiploamacy is "the act of winning hearts and mind through stomachs" (Rockower, 2012).

Gastrodiploamacy becomes a tool of public diplomacy and therefore the actors involved are not only the government but also the diaspora, celebrity chefs, tourism agents, cooking TV shows, practitioners, and social media (Zhang, 2015). Alternative diplomacy appears in the form of gastrodiploamacy (gastrodiploamacy), namely cultural diplomacy that uses food as a means to increase the nation's brand awareness (Tettner, 2016). When viewed from its opportunities, the culinary industry does have the strength to be a powerful tool in spreading penetration and economically profitable. Seeing various opportunities that can pave the way for Indonesia to carry

out gastrodiploamacy, therefore this research will examine gastrodiploamacy as an Indonesian culinary gastrodiploamacy strategy which is expected to become a strategy in fighting for food as nation branding through a tourism perspective and then analyze it according to the gastrodiploamacy campaign strategy.

This study aims to determine Indonesian culinary gastrodiploamacy through a literature review and bibliometric analysis and explain the description of gastrodiploamacy. We use VOSviewer mapping to analyze the data. Keywords are obtained from the relationship "Gastrodiploamacy" with "Indonesian culinary" to search for data from 2012 to 2022.

Gatronomi Tourism

Gastronomic tourism is a way to preserve culture through preservation carried out by humans through food (Hussin, 2018). Gastronomic tourism provides economic power for farmers, ranchers, fishermen, industries related to the provision of food services (Hjalager, 2003). Gastronomic tourism characteristics: 1) Gastronomy as an element and indicator of globalization; in particular, affirming regional competition around the world 2) Tourists play a role in the evolution of gastronomic tourism 3) Tourism as a revealer of regional or local gastronomic potential and as a contributor to developing or renewing national and subnational identities 4) Gastronomic tourism as a means of introducing culinary products as cultural products 5) The evolution of gastronomic tourism provides direction for tourism development 6) Gastronomy as a constructive element in forming the image of a tourist destination 7) Gastronomy as a tourist travel destination 8) Gastronomy as an element of heritage with a tourism dimension (Brillat-Savarin, 1994:52).

Tourism development in Indonesia must refer to global trends so that tourism in Indonesia will be on par with existing competitors. Food Tourism is one of the tourism activities included in global tourism trends (Okumus, 2020). Tourists use Food Tourism as a way to explore a tourist destination they visit. The term gastronomy also appears to complement the tourist experience in enjoying food at a tourist destination (Shenoy, 2005).

The art of food expertise (gastronomy) in the future is a creative industry that has intrinsic value, historical, cultural, geographical, social and financial factors which are therefore part of the creative economy. Currently the creative industry has become increasingly important to build world economic prosperity. Some even argue "human creativity is the main source of economic power," (Florida, 2002). "Twenty-first century industry will increasingly depend on the knowledge of young people through creativity and innovation" (Landry & Bianchini, 1995).

Another opinion says that gastronomy and cuisine have an understanding of a form of

appreciation for the process of cooking and serving food (Albala, 2013). Gastronomy is more to the general understanding of consuming food and drink, more particularly when delicious food is enjoyed as a form of beautiful art which is part of a superior lifestyle. The word 'gastro' comes from the word 'gastros' which means stomach and 'gnomos' which means science and law in Greek, culinary is defined as a country or a place where food is served or prepared (Guzel & Apaydin, 2016).

Culinary Gastronomy as a Gastrodiploamacy Tool

The rich variety of a nation's food is the nation's attraction in the eyes of the international community, in the food tradition of a nation there are values of the nation's personality which are passed down from generation to generation (Lusk & Briggeman, 2009). This culinary experience offers the foreign public an informal way of interacting with different cultures in a more familiar way through taste, with this new culinary experience, they are expected to get to know other cultures (Tellström et al, 2006). Food is a very powerful means of non-verbal communication to change international public perceptions and promote the country on the global stage (Brunori, 2007).

Cuisine or food has the ability to represent the history, traditions and culture of a country (Boniface, 2017) in line with the Brillat-Savarin theory which argues that national cuisine is an important way for a country to define itself or "The destiny of nations depends on the manner in which they are fed. Tell me what you eat, and I will tell you who you are" (Brillat-Savarin, 2009). For many citizens of the world who do not travel abroad, the culinary approach can be a strong attraction to get to know and visit other parts of the world that they have not known about through the taste of other countries' food (Rockower, 2012). The power and connection of food and nationalism has made food a tool of international relations (Chapple-Sokol, 2013).

Diplomacy is usually associated with peace missions, besides that diplomacy is also used as a means of advancing important sectors of a country to achieve national interests through public diplomacy at the international level (Chapple-Sokol, 2013). In International Relations Studies it is known as the concept of Soft Power (Kalin, 2011). The concept of power is the ability to influence other people to do what we want. Soft power comes from culture, espoused values and other intangible elements that are the main attraction (Nye Jr, J. S, 2008). Some forms of soft power include ideology, technology, education, and culture (Rawnsley, 2012).

The international community sees the image of a country from the products it produces, including its tourism, business and political activities (Gilmore, 2002). A good image will have an impact on the prestige of the country in the international world, increased tourism, and the economy

(Kilduff & Tabales, 2017). Efforts to build a good image are closely related to soft power capabilities, Thailand is an example of a developing country that has successfully built soft power through gastrodiplomacy. (Solleh, 2015).

Gastrodiplomacy uses food as a means to increase national brand awareness emphasizing values that contain a description of a country's culture, besides that gastrodiplomacy is an alternative for countries to project their influence on the public of other countries (Rockower, 2012). Gastrodiplomacy is often termed as the flag can follow the fork to help provide an understanding of a nation's culture through its food (Domaneschi, 2019).

Method

This study used the visualization mapping method using the VOSviewer application to process bibliometric data for research publications. The articles retrieved were articles published in Google Scholar-indexed journals for the period 2012 to 2022. The use of Google Scholar as a source of data collection is due to its open-source nature and ability to index a broader range of publications. The search keywords are "Gastronomy," OR " Gastrodiplomacy Culinary," OR "Gastrodiplomacy Tourism."

Search results are stored in two files, *.ris and *.csv. Data processing uses automatic analysis using the VOSviewer application and manual analysis using Microsoft Excel. Data mapping is done after the data selection process. Data mapping is analyzed to discover developments, research trends, and other fields and terms often associated with the study material in gastrodiplomacy culinary in Indonesian. The data that has been mapped is then analyzed to see how the development of research gastrodiplomacy culinary in Indonesia.

Result and Discussion

Publication data search results

Based on data research using a Publish or Perish manager reference using Google Scholar data, 887 data were founded using the same research theme. Data was collected in the form of article metadata consisting of author's name, title, year, name, publisher, number of citations, article links and related URLs. Table 1 shows some examples of published data using VOSviewer analysis in this study. Sample data were taken from the 10 best articles that had the highest number of citations.

Table 1. Gastrodiplomacy publication data.

No	Authors	Title	Year	Cites	Refs
1	N Snow., NJ Cull	Routledge handbook of public diplomacy	2020	480	[1]
2	R Ranta., A Ichijo	Food, national identity and nationalism: From everyday to global politics	2022	217	[2]
3	S Yousaf., F Xiucheng	Halal culinary and tourism marketing strategies on government websites: A preliminary analysis	2018	211	[3]
4	PS Rockower	Recipes for gastrodiplomacy	2012	197	[4]
5	E Agyeiwah., FE Otoo., W Suntukul	Understanding culinary tourist motivation, experience, satisfaction, and loyalty using a structural approach	2015	148	[5]
6	J Zhang	The food of the worlds: Mapping and comparing contemporary gastrodiplomacy campaigns	2015	145	[6]
7	J Zhang	The food of the worlds: Mapping and comparing contemporary gastrodiplomacy campaigns	2015	145	[6]
8	S Chapple-Soskol	Culinary diplomacy: Breaking bread to win hearts and minds	2013	144	[7]
9	NJ Cull	Public diplomacy: Foundations for global engagement in the digital age	2019	138	[8]
10	S Seyfi., CM Hall., SM Rasoolimanesh	Exploring memorable cultural tourism experiences	2020	135	[9]
11	I Hall, F Smith	The struggle for soft power in Asia: Public diplomacy and regional competition	2013	126	[10]

Research development in the field of gastrodiplomacy

Figure 1 shows the development of research in the field of gastrodiplomacy published in the Google Scholar indexed journal. Based on the data shown in table 2, it can be seen that the number of researches in gastrodiplomacy are 887 articles in the last 10 years 2012-2022. In 2012 there were 5 articles. In 2013 there were 8 articles. In 2014 there were 20 articles. In 2015 there were 34 articles. In 2016 there were 64 articles. In 2017 there were 72 articles. In 2018 there were 101 articles. In 2019 there were 125 articles. In 2020 there were 115 articles. In 2021 there were 183 articles. In 2022 there were 150 articles. Based the number of publications, it can be seen that research on gastrodiplomacy has been fluctuation from 2012-2022.

Figure 1 shows the development of gastrodiplomacy research over the last 10 years in the 2012-2022 range. Based on figure 1, it is known that the development of gastrodiplomacy research has increased every year, however there has decline occurred in 2019 amounting 125 to 2020

amounting 115 articles and in 2021 amounting 183 articles to 150 articles. The data show that the interest in gastrodiplomacy research is fluctuation in terms of the number of articles published.

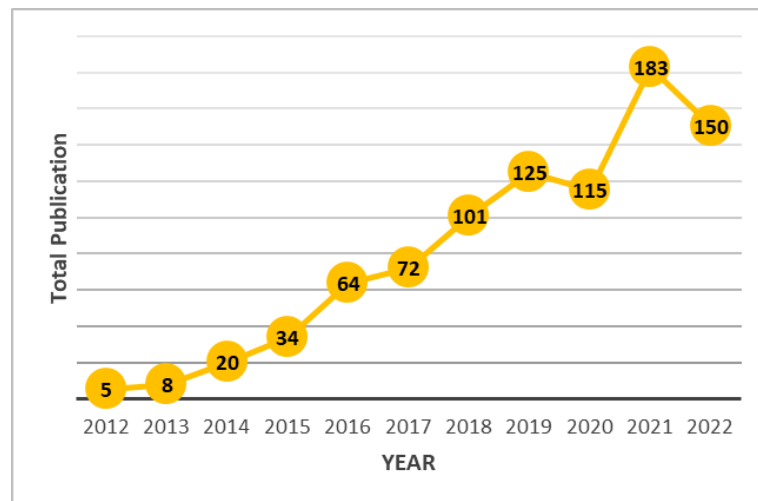


Fig. 1. Level of development in gastrodiplomacy research.

Visualization gastrodiplomacy topic area using VOSviewer

Computational data displays data articles. VOSviewer use computational mapping. From the computational results found 139 items. Each item found to be related to food science in the mapping data is divided into 8 cluster, consisting of:

- a. Cluster 1 in Figure 2 shows has 30 items and marked in red, the 30 items are act, America, awareness, conflict, contribution, covid, day, diplomatic gastronomy, food diplomacy, foreign public, foundation, gastrodiplomacy program, gastrodiplomasi, halal food, Japanese food, korea, Korean cuisine, Korean food, ministry, peace, place branding, realm, republic, rockower, thai food, theory, thesis, understanding, united states.

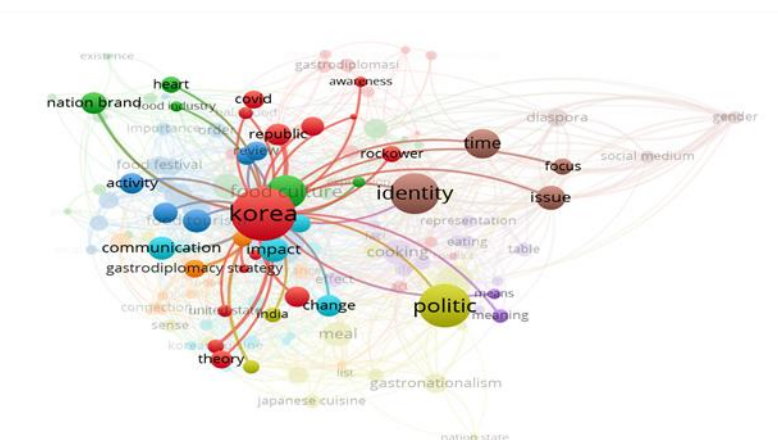


Fig. 2. Network visualization of gastrodiplomacy cluster 1.

- b. Cluster 2 in Figure 3 shows has 19 items and marked in green, the 19 items are chile, cocina peruana para el udo, construction, culinary nationalism, culinary tradition, decade, existence, expression, food culture, food industry, gastrodiploMACIA, heart, mind, national brand, national identity, partir, potential, search, una.

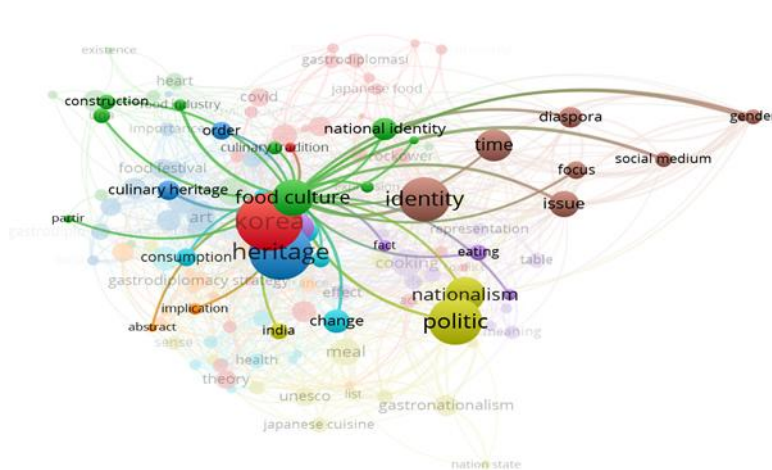


Fig. 3. Network visualization of gastrodiploMACIA cluster 2.

- c. Cluster 3 in Figure 4 shows has 18 items and marked in blue, the 18 items are activity, art, culinary heritage, destination, food festival, food tourism, gastrodiploMACIA campaign, gastronomic tourism, gastronomy tourism, heritage, importance, local cuisine, order, resource, review, technology, tourist, Turkish cuisine.

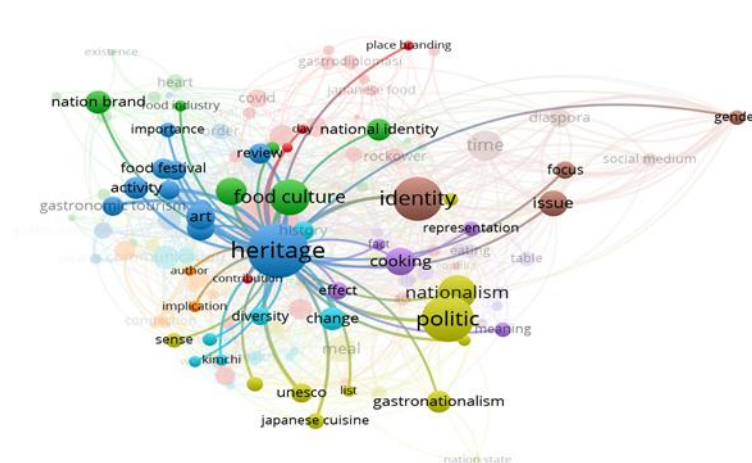


Fig. 4. Network visualization of gastrodiploMACIA cluster 3.

- d. Cluster 4 in Figure 5 shows has 17 items and marked in yellow, the 17 items are Europe, French cuisine, gastronastionalism, india, Japanese food, list, meal, nation state, national

branding, national food, nationalism, politic, popularity, recognition, sense, unesco, washoku.

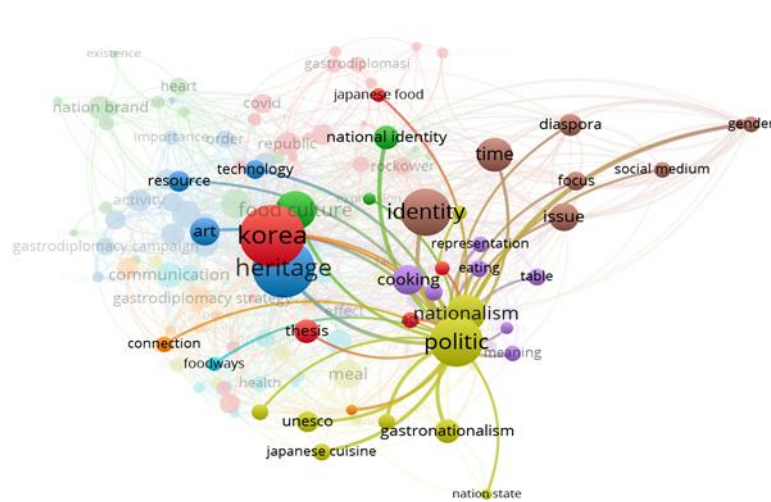


Fig. 5. Network visualization of gastrodiplomacy cluster 4.

- e. Cluster 5 has 17 items and marked in purple, the 17 items are beverage, chef, cooking, eating, effect, fact, hand, home, instance, life, meaning, means, menu, movement, region, representation, table.

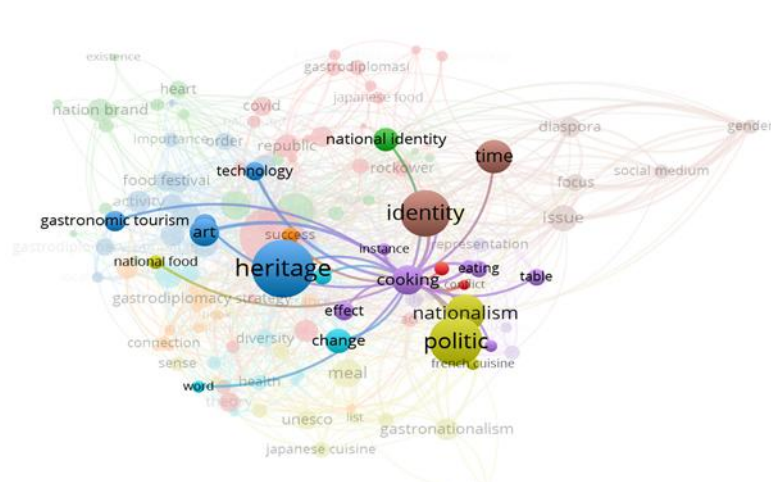


Fig. 6. Network visualization of gastrodiplomacy cluster 5.

- f. Cluster 6 in Figure 7 shows has 16 items and marked in light blue, the 16 items are celebrity chef, change, communication, consumption, diversity, food security, foodway, foodways, geographical indication, health, history, impact, intangible cultural heritage, kimchi, recipe, word.

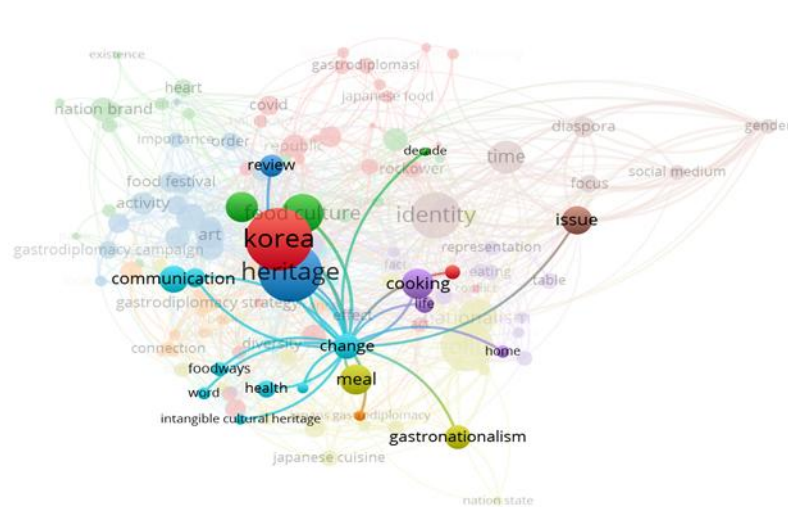


Fig. 7. Network visualization of gastrodiplomacy cluster 6.

- g. Cluster 7 in Figure 8 shows has 14 items and marked in orange, the 14 items are abstract, author, book, connection, France, gastrodiploamacy strategy, global washoku, implication, instrument, japan's gastrodiploamacy, journal, national food security, success, traditional food.

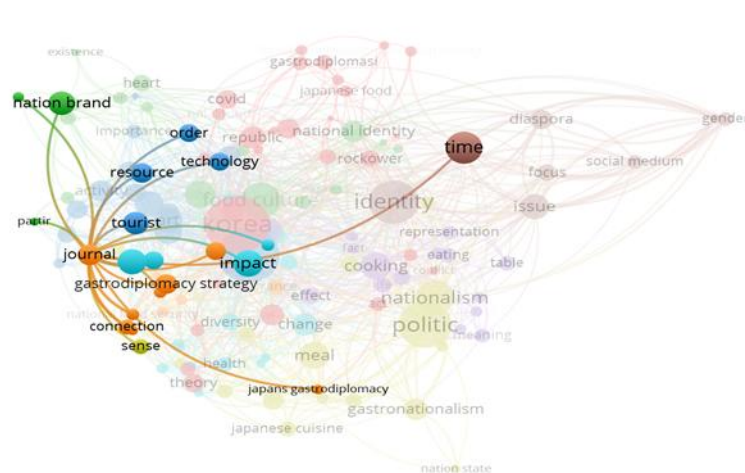


Fig. 8. Network visualization of gastrodiplomacy cluster 7.

- h. Cluster 8 Figure 9 shows has 8 items and marked in light purple, the 8 items are diaspora, focus, gender, identity, issue, migration.

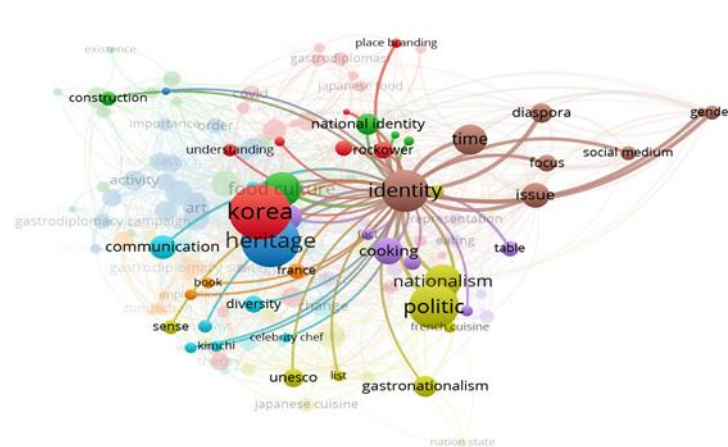


Fig. 9. Network visualization of gastrodiplomacy cluster 8.

The relationship between one visualization with other visualization is shown in the presence of each cluster. Labels are assigned to each with color circles. The size of the circle for each variety depends on the frequency of occurrence of the term in the title and abstract. The more often the term found, the larger the label size. the mapping visualization analysis in this study is divided into three parts: network visualization, density visualization, and overlay visualization in figure 10, 11, and 12.

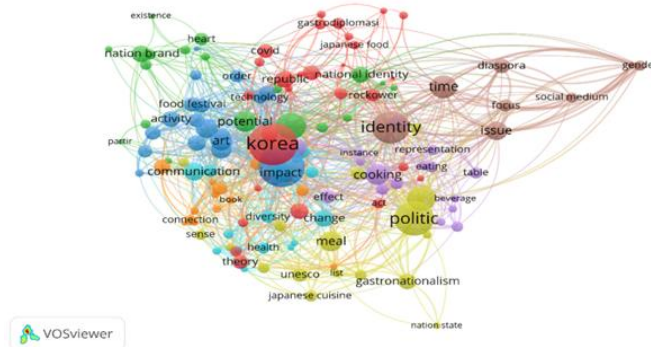


Fig. 10. Network visualization of gastrodiplomacy.

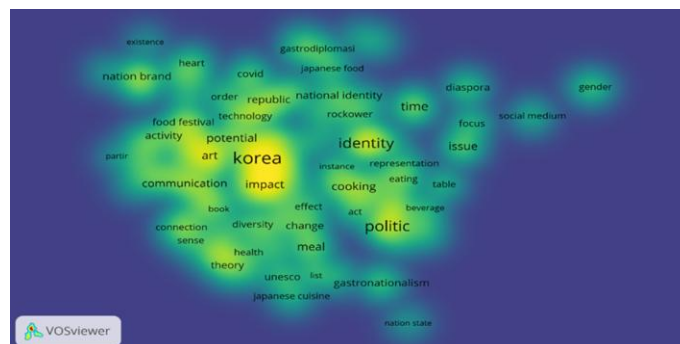


Fig. 11. Density visualization of gastrodiplomacy.

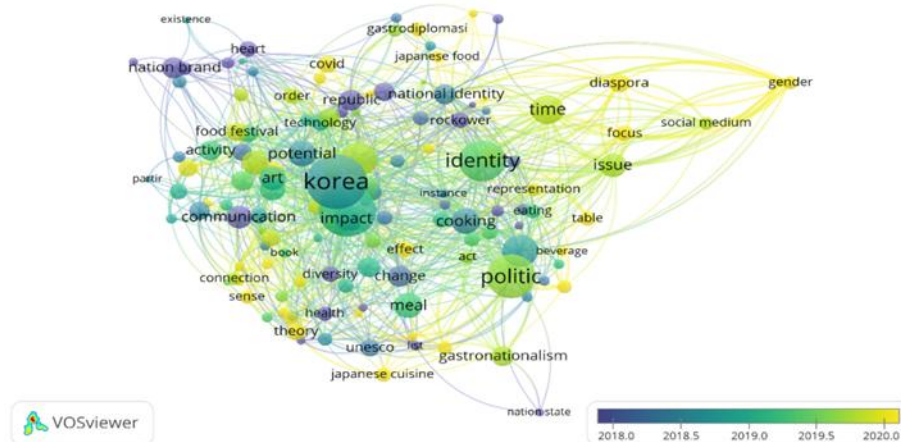


Fig. 12. Overlay visualization of gastrodiplomacy.

Based on the results of mapping collection of data articles, there are three main keyword namely heritage, identity, politic. Therefore, we can look for more recent and up to date gastrodiplomacy research.

A thorough mapping of gastrodiplomacy research is shown by the bibliometric analysis, which is divided into eight different groups. From culinary legacy and tourism to national identity and diplomatic activities, each cluster focuses on a distinct facet of the area. The groupings also highlight how food is used in cultural representation, policymaking, and nation branding. Key words like "heritage," "identity," and "politic" are used, indicating that gastrodiplomacy is closely related to cultural diplomacy, national recognition, and international influence. The graphic further demonstrates the connections between various ideas, with bigger label sizes denoting the importance of specific issues in academic discourse.

The bibliometric visualization shows key concerns in the study of gastrodiplomacy, with the phrases "heritage," "identity," and "politic" emerging as significant topics. The importance of Korean and Japanese cuisine in cultural diplomacy is demonstrated by the prevalence of terms like "Korea" and "Japanese cuisine," which are synonymous. The grouping of terms such as "nationalism," "gastronationalism," and "nation state" suggests a strong connection between cuisine and national identity. Additionally, the concepts of "cooking," "eating," and "representation" draw attention to the ways that cultural discourses are shaped by culinary traditions. The mapping also emphasizes the importance of "technology" and "communication," which reflects the growing role of digital media in promoting regional cuisine. Social indicators such as "diaspora," "gender," and "issue," which indicate new discussions on diversity, are key.

Additionally, the mapping analysis offers an organized method for interpreting patterns in

gastrodiplomacy research and incorporates network, density, and overlay visualizations. The clusters show how things are changing. Figure 1 shows the development of gastrodiplomacy research over the last 10 years in the 2012-2022 range. Based on figure 1, it is known that the development of gastrodiplomacy research has increased every year, however there has decline occurred in 2019 amounting 125 to 2020 amounting 115 articles and in 2021 amounting 183 articles to 150 articles. The data show that the interest in gastrodiplomacy research is fluctuation in terms of the number of articles published.

Conclusion

This study aims to discuss Gastrodiplomacy Culinary In Indonesia from literature review and bibliometric analysis. The VOSviewer capture method analyzes counseling guidance bibliometric data in Gastrodiplomacy Tourism. Data was taken from 2012 to 2022. The results showed that the highest Gastrodiplomacy research was in 2021. From the analysis results, the research on the development of Gastronomy tourism have a direct relationship with gastrodiplomacy culinary but was linked through the term theme and country. Other research. This can be seen from the data presented in VOSviewer. The results of this study are expected to be a consideration for other scientists and researchers to examine more deeply research related to gastronomy tourism and gastronodiplomacy culinary. The development of gastronomy tourism, as indicated in the bibliometric analysis, is closely linked to gastrodiplomacy, highlighting the importance of culinary expertise in shaping Indonesia's food diplomacy strategy. Future research should further explore the integration of vocational education into gastrodiplomacy efforts to enhance Indonesia's global culinary presence. The results of vocational education play a crucial role in promoting international culinary practices by equipping students with practical cooking abilities, cultural understanding, and knowledge of the global market. With organized instruction in traditional cooking methods, food presentation, and communication across cultures, vocational graduates gain the skills needed to showcase Indonesian cuisine on the world stage. This approach not only boosts their job preparedness but also aids in advancing Indonesia's culinary diplomacy efforts. Therefore, culinary vocational training acts as a key avenue for highlighting the diversity of Indonesian food, encouraging cultural interaction, and enhancing the country's image internationally. Consequently, vocational education serves not only as a means for workforce development but also as a tool for promoting cultural diplomacy through food.

Recommendation for Implementation

To enable Indonesia to effectively utilize gastrodiploamacy as a tool for soft power, it is crucial to have well-defined and strategic guidelines for implementation. It is important for vocational educators to develop detailed programs that weave in gastrodiploamacy, focusing not only on cooking techniques but also on cultural storytelling, global manners, and the practices of public diplomacy. Government ministries, especially those connected to education, tourism, and culture, should work together to create policies that facilitate culinary diplomacy initiatives and international food events. Stakeholders in the tourism sector, including local authorities, businesses, culinary researcher, and chefs, need to collaborate to authentically and sustainably promote Indonesian cuisine internationally. By coordinating the contributions of these essential players, Indonesia can better position its rich food heritage as a valuable component in global tourism and international diplomacy.

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