

The branding narrative of "Indonesia Spice Up The World" through the participation of the Indonesian Diaspora in South Korea as brand ambassadors

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Received November 16, 2023/Accepted March 21, 2024

Abstract

The "Indonesia Spice Up the World" program is a government initiative within the creative economy sub-sector aimed at enhancing the marketing of Indonesian spice and processed food products. The involvement of diaspora communities in this program is expected to create extensive business opportunities, generate employment, contribute to foreign exchange earnings, and foster an entrepreneurship mindset, particularly among the diaspora in South Korea, which has proven to possess a significant diaspora strength. This research utilizes the conceptual framework of national branding, which includes Brand Identity, Brand Image, Brand Purpose, and Brand Quality. These concepts are used to analyze how the branding narrative "Indonesia Spice Up The World" is constructed through the involvement of the Indonesian diaspora in South Korea as brand ambassadors. The primary objective of this research is to explore how the branding narrative of "Indonesia Spice Up the World" is constructed with the involvement of Indonesian diaspora in South Korea as brand ambassadors. The conceptual framework used in this study pertains to nation branding, including Brand Identity, Brand Image, Brand Purpose, and Brand Quality. The research method employed is qualitative with an exploratory case study approach, gathering primary data through interviews with relevant parties, including the Indonesian Embassy in Seoul, Visit Indonesia Tourism Officer (VITO), and representatives of the Indonesian diaspora in Seoul as business actors. From observation and interviews, it was found that the involvement of the diaspora in supporting the narrative branding "Indonesia Spice Up The World" has not been maximized. This is due to several challenges and obstacles in program implementation. Collaboration between the government and the diaspora is considered crucial to ensure that the promotion of Indonesian spice excellence resonates effectively with other countries. Additionally, this research also highlights the importance of integrating service systems, bureaucratic reforms, mental revolutions, cross-sectoral and regulatory synchronization, human resource quality, work culture, infrastructure, facilities, national values, and philosophical principles as strengtheners in building the Indonesian national brand.

Keywords: nation branding, diasporas, tourism, creative economy

Introduction

The Covid-19 pandemic in 2020 proved to be a nightmare for Indonesia's tourism sector. Despite Indonesia being recognized as the 9th fastest-growing tourism destination globally and ranking 3rd in Asia, tourism was prioritized as a leading sector during the Jokowi administration (Sugihamretha, 2020). The World Tourism Organization (UNWTO) reported a negative growth outlook for international tourist arrivals during the Covid-19 era, ranging from 1% to 3%. Both domestic and international tourist visits plummeted drastically, leading to millions of job losses and a significant decline in the country's foreign exchange earnings. Covid-19 had a multiplier effect on Indonesia's tourism sector (UNWTO, 2021).

The recovery of the tourism sector must be a government priority in revitalizing the nation's economy. While previous research has discussed the role of the diaspora in promoting and enhancing tourism, there has been limited in-depth exploration of the specific contributions and challenges faced by the Indonesian diaspora in the context of culinary promotion. Yet, the culinary sector is considered capable of driving the creative industry, supported by innovation and digitalization. The total value of Indonesian culinary products reaches USD 27.5 billion per year, with a 6.86 percent increase in contribution to culinary exports and a total workforce of 2.2 million. However, these figures have not yet propelled Indonesia into the top 5 rankings (Liputan6.com, 2021).

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The global wealth of traditions, cultures, and diversity serve as primary incentives for travel. The repercussions of COVID-19 on the tourism industry exacerbate the challenges of preserving cultural heritage and maintaining the cultural and social cohesion of communities, notably among indigenous populations and ethnic groups (UN, 2020).

Discussing competition in the tourism sector is not a straightforward matter, as other countries also leverage this sector for revenue generation. Therefore, the current imperative is to focus on market expansion (Ristiyanti & Prakoso, 2022). Tourism has emerged as a leading sector in development efforts, enhancing welfare, and fostering happiness. This is because tourism serves as a source of income through exports, provides employment opportunities, and facilitates infrastructure development, and also constitutes a significant part of the largest and fastest-growing economic sector (Farida, Zulaikha, & Putro, 2020).

Reflecting on past glory, Indonesia boasts a strong cultural and culinary history, particularly with its wealth of spices. In fact, Indonesia is dubbed the "Mother of Spices." Unfortunately, the popularity of Indonesian spices is not as widely recognized. Recognizing this potential, the government has devised a program titled "Indonesia Spice Up the World." Indonesia Spice Up The World is a cross-sectoral initiative aimed at enhancing the marketing of spice products and processed foods, as well as unique archipelagic spices. The program is anticipated to stimulate the momentum of processed food exports.

The government hopes that through the Indonesia Spice Up The World initiative, the industry as a whole can thrive by introducing and promoting Indonesian cuisine, as well as enhancing investment opportunities in the local spice sector. This is attributed to Indonesia's wealth of natural resources, which are unmatched by other countries. The export opportunities for Indonesian spices are not limited to physical products but also involve other aspects (Ristiyanti & Prakoso, 2022).

Reported by Antaranews online, the Indonesian Government envisions turning this concept into a movement, where the government's role is to facilitate, relying on support from the private sector, communities, businesses, and even the diaspora. Promotion through diaspora involvement will be a strategically powerful force to attract more interest from those willing to open restaurants that embrace the "Indonesia Spice Up The World" concept worldwide (Antaranews.com, 2023). Nation branding aims to reconstruct nations on both ideological and practical levels, resulting in the transformation of the significance and lived experience of nationhood, which remains incompletely comprehended (Kaneva, 2011). The formation of identity can reflect the cultural reform of a nation. With its diversity, Indonesia should have a cultural wealth that serves as a social asset for this nation (Marta, 2017).

Food serves as a fundamental element in all cultures, ingrained not only in daily routines but also deeply connected to our collective histories. Habits and traditions are intertwined with food, bridging the gap between the past and present. Across generations, certain rituals and traditions surrounding food are passed down within families and communities, often unquestioned and simply followed based on learned or taught patterns. The concepts of origin, continuity, tradition, and timelessness hold significant importance, not only in shaping national identity but also in representing the identity of families (Vadász, 2020).

"Indonesia Spice Up the World" is introduced with the specific aim of drawing attention to Indonesian spices and cuisine on the international stage. Another objective is to enhance the export value of local spices and target Indonesian restaurants. Subsequently, the program serves as a catalyst for the Indonesian Government to strengthen collaboration with spice importers, boost the culinary industry, and elevate local and global marketplaces, ensuring that Indonesian spice products consistently make a presence in the global market. This is where the performance of food culture becomes essential. Food, as both a cultural and material practice, is intricately linked to the preservation, expression, and reshaping of the identity of diasporic members (Shum, 2020).

The Indonesian government has set specific targets for the "Indonesia Spice Up the World" program. The primary goal is to increase the export value of spices to USD 2 billion or approximately IDR 29 trillion, doubling the amount from 2020. Additionally, the program aims to establish 4,000 restaurants throughout Indonesia (Ristiyanti & Prakoso, 2022). Globalization has enabled the presence of Indonesian diaspora communities worldwide. This dominant idea has had a

profound influence on various facets of human life, including cultural and identity concerns (Al-Sayed, 2021). Considering the distribution of the Indonesian diaspora abroad, South Korea hosts a significant diaspora community. Presently, there are 42,000 Indonesian citizens residing in South Korea, categorized into three groups: migrant workers comprising 33,961 individuals, married professionals totaling 6,558, and the remaining 1,524 being students (Katadata.co.id, 2020). This potential is the focal point for the government to strengthen Indonesia's branding narrative through its "Spice Up The World" initiative.

The research, development, and maintenance of tourist destinations are crucial to uphold a strong reputation and to implement strategic measures for reputation building. This involves considering several factors such as: opening up potential controversial questions regarding destination authenticity, brand narratives, leadership and authorship performatively, visitor storytelling, and aesthetics (Khaeril, Muis, Jusni, & Madris, 2020).

One civil society organization, the Indonesian Gastronomy Association (IGA), addresses Cultural Diplomacy (CD) as a key objective by engaging both the local and global audience. Specifically, IGA undertakes three initiatives to showcase Indonesia's culinary heritage, namely branding, entrepreneurship, and gastrodiploacy. Private sector entities contribute to CD through financial support, offering grants and funding for various activities such as scholarships, cultural exchanges, promoting Indonesia, sports events, academic partnerships, and humanitarian assistance overseas. The people-to-people nature of Indonesia's CD offers advantages in terms of flexibility, diversity, and adaptability, often not requiring formal presentations (Viartasiwi, Trihartono, & Hara, 2020).

The narrative of branding is inseparable from the realm of tourism communication. Tourism communication evolves by integrating various disciplines into a study of communication and tourism. Thus, the emergence of this interdisciplinary study is a part of the multilinear development of knowledge. Communication contributes its theories, while tourism contributes the field of tourism studies.

To establish Tourism Communication as a discipline of study, it is assisted by various other disciplines and two main categories can be identified: disciplines that significantly contribute their theories, and those that are more distant but still contribute theoretical aspects to tourism communication. The closest discipline is marketing and marketing communication. These disciplines contribute theories on communication, marketing strategies, marketing elements, product theory, and brand and branding theories to the field of tourism communication (Bungin, 2015).

In order to establish a brand for itself, a country requires an integrated communication policy or a framework that coordinates how countries portray or represent themselves. A strong national brand is not only beneficial for tourism and business but also creates a cohesive ecosystem of branding for a country (Irwansyah, 2016). Essentially, branding is a strategy and program for delivering a brand to the market. Branding is about creating an identity (Hermanto & Aldawiyah, 2020).

Anholt outlines four aspects of successful nation branding (2003): 1) *Brand Identity* This involves the efforts of a company or organization to create a unique and distinctive character in the public eye. Brand identity consists of several dimensions, including brand vision, brand scope, brand positioning, brand personality, and brand essence; 2) *Brand Image*. It refers to the audience's perception of the impressions created by a company or organization. When associated with nation branding, this becomes a subjective matter; 3) *Brand Purpose*. In the context of nation branding, this refers to the communication goals of a country; 4) *Brand Equality*. This provides an overview of the value of a product, considering both its strengths and weaknesses in the eyes of consumers (Ristiyanti & Prakoso, 2022).

The previous research titled 'Efforts by Indonesia through the 'Indonesia Spice Up the World' Program in Introducing Spices and Cuisine Abroad' (Ristiyanti & Prakoso, 2022) found that the government has made various efforts to enhance a positive image through nation branding, utilizing Indonesian culinary and a variety of spices. This is evident from the government's initiatives through a program involving ministries or institutions as a means of expanding the marketing of spice production or culinary products using Indonesian spices. The study also

concludes that the Indonesian government executes the components of the Indonesia Spice Up the World program through four pillars, namely (1) Production of spice products and processed ingredients; (2) Indonesian restaurants; (3) Culinary promotion; (4) Indonesia Culinary Destination.

In a previous study titled 'Triple Helix Perspective in Indonesia's Nation Brand,' the author found that the Triple Helix perspective in nation branding can be considered a crucial and inseparable force. This research also demonstrates that the quality of integrated service systems, bureaucratic reforms, mental revolutions, synchronization across sectors and regulations, human resource quality, work culture, infrastructure, facilities, national values, and philosophical principles, packaging, and product resilience are strengtheners and complements to Indonesia's hospitality in building a nation brand (Irwansyah, 2016). The Triple Helix nation branding referred to in this research is a dimension that provides various perspectives on Indonesia, comprising the government, business, and civil society.

Based on the exploration of previous research, the novelty lies in the analyzed unit, which is the diaspora in South Korea as brand ambassadors who will amplify the branding narrative of "Indonesia Spice Up the World." This study is expected to contribute to the policy direction of the Ministry of Tourism and Creative Economy in formulating campaign strategies as a nation-building identity.

The novelty in the research discussed in the journal article lies in the specific focus on the role of the Indonesian diaspora in South Korea as brand ambassadors in promoting "Indonesia Spice Up The World". This indicates that this research not only considers the efforts of the government or related institutions in building a positive image of Indonesia, but also explores the significant role of the Indonesian diaspora as agents in nation branding campaigns.

Although there have been previous studies discussing national branding and the role of the diaspora in promoting a country's image, there is still a lack of understanding of how specifically the Indonesian diaspora can be instrumental in strengthening Indonesia's image through the promotion of culinary and spices. Previous research may not have specifically explored the contributions, challenges, and potential of the Indonesian diaspora in South Korea in supporting the branding narrative "Indonesia Spice Up The World".

Therefore, this research aims to fill this gap by focusing on the role of the Indonesian diaspora in South Korea as brand ambassadors in enhancing Indonesia's image through the promotion of culinary and spices. By gaining a deeper understanding of the contributions and challenges faced by the diaspora in this context, this study is expected to provide new insights and make significant contributions to understanding how the diaspora can be a strategic asset in efforts to build a positive image of Indonesia globally.

By delving into how the Indonesian diaspora in South Korea acts as brand ambassadors in the "Indonesia Spice Up The World" campaign, this research contributes new insights into understanding the dynamics of the relationship between the diaspora and the promotion of Indonesian cuisine and spices on an international level. Through exploring the contributions and challenges faced by the diaspora, this study provides deep insights into how the Indonesian diaspora can play a significant role in strengthening Indonesia's image globally.

The urgency of this research lies in its potential to drive economic growth, strengthen Indonesia's narrative branding, enhance government collaboration, highlight the role of Indonesian diaspora, provide qualitative insights, and guide policy formulation to promote Indonesian culinary and spices globally.

Thus, this research not only offers a unique perspective but also provides in-depth understanding of how the Indonesian diaspora can be instrumental in promoting Indonesian cuisine and spices and strengthening national identity. By focusing on the role of the diaspora as brand ambassadors, this research makes a valuable contribution to expanding understanding of how the diaspora can be a strategic asset in efforts to build a positive image of Indonesia on the global stage. Based on the above description, the research problem in this study is: How is the branding narrative of Indonesia Spice Up The World constructed with the participation of the Indonesian diaspora in South Korea as brand ambassadors?

Method

To conduct research on the branding narrative "Indonesia Spice Up The World" through the involvement of the Indonesian diaspora in South Korea, the researcher decided to employ a qualitative research method. This decision is based on the fact that the study emerges from specific phenomena and aims to explore the interconnections among the identified phenomena. Additionally, the choice of a qualitative approach is justified by its assertion that reality is dual, complex, dynamic, and that the truth of reality is dynamic.

The research methodology employed in this study utilizes a qualitative approach. Qualitative research itself employs multiple methods, focusing on the interpretation process in natural subject conditions. Qualitative research emphasizes the reality or facts of social constructs, the close relationship between the researcher and the researched issue, and the situations that necessitate the conduct of the research. Therefore, it can be stated that this research seeks answers to how social experiences are created and given meaning (Creswell, 2015).

Qualitative research aims to thoroughly explain phenomena through the collection of as much data as possible (Bungin, *Metode Penelitian Kualitatif*, 2017). This type of research does not prioritize the size of the population. If the collected data is comprehensive enough to explain the studied phenomenon, there is no need to seek additional sampling. Furthermore, qualitative research places greater importance on the process rather than the results, limits the scope of the research problem based on focus, employs its own criteria to validate data, and uses a provisional design. The research results are deliberated and agreed upon by individuals and are considered a source of data (Sugiyono, 2015).

In line with inductive reasoning, the researcher continually refines explanations of the studied phenomena throughout the process. To ensure the research is not subjective, the researcher employs triangulation to verify the data collected in the field by conducting interviews with various parties, including members of the diaspora, representatives of Korean residents, and government officials responsible for the "Indonesia Spice Up The World" program.

In this research, the researcher will involve the interpretation process in the natural object conditions by conducting interviews with several relevant informants and directly observing the participation of the Indonesian diaspora in South Korea in reinforcing the branding narrative of "Indonesia Spice Up The World."

The case study approach was chosen to elucidate a process related to the research object concerning the uncertainties of what, how, and why (Yin, 2022). This approach falls within the realm of qualitative field research. The field sources take the form of individuals who serve as subjects of the study, existing within the community either independently or as part of a specific community (Assyakurokhim, dkk, 2023).

The primary reason the researcher opted for a qualitative research method is to provide a more in-depth description of the involvement of the Indonesian diaspora in supporting the branding narrative "Indonesia Spice Up The World" as it unfolds in the real field. The aim is to draw conclusions that can contribute to the development of existing theories regarding branding narratives. In this qualitative research, open interviews are utilized to examine and understand the attitudes, views, feelings, and behaviors of both individuals and groups. The researcher concluded that employing only one method, namely open interviews, is sufficient to obtain the desired results. The informants used in this study include:

1. H.E. Gandi Sulistiyanto Soeherman, the Ambassador of the Republic of Indonesia to the Republic of Korea
2. Joannes Ekaprasetya Tandjung, Ph.D, the Coordinator for Creative Economy & Digital, Ministry of Foreign Affairs
3. Feri representing the Indonesian diaspora (Owner of Bakso Rindu Kampung)
4. Amrina Rosyada, representing the Indonesian diaspora (Indonesian student in Seoul)
5. Mr. Kim, the owner of Batavia Mart
6. Mr. Hwang, a Food and Spice Distributor
7. Woojoo (Veronica), a Korean citizen

Given the qualitative approach, specific steps are required to analyze the collected data. (Saputra, Wibowo, Silalahi, & Winarko, 2023). This involves a systematic examination or testing of

a particular aspect to understand its parts, relationships among the parts, and the relationship of the parts to the whole. As Faisal suggests, qualitative research follows an inductive logic, abstracting from specific to general. Hence, the data collection and analysis processes are interconnected in a cyclical fashion. According to Miles & Huberman, the steps in data analysis include: (Assyakurrohom, Ikhrum, Sirodj, & Afgani, 2023).

Data collection in this research include gathering necessary data through in-depth interviews, non-participant observation, documentation, and references from books and online sources. Data reduction defined as implifying raw data from field research notes, summarizing, categorizing response categories, and qualifying responses from research informants. Data display is organizing the presentation of informant response categories in tables/tabulations and visualizing trends from informants with an initial analysis of various field data findings as the initial step in data processing. Conclusion mean discussing based on references to various theories used, conducting analysis, and providing an explanation of data representation in line with the research problem regarding the branding narrative "Indonesia Spice Up The World" through the involvement of the Indonesian diaspora in South Korea.

Results and Discussion

In order to establish a brand for itself, a country requires integrated communication policies or a framework that coordinates how countries portray or depict themselves. A strong nation brand is not only beneficial for tourism and business but also creates a comprehensive branding ecosystem or 'ecosystem of branding' for a country (Antaraneews.com, 2023). If associated with the four aspects of building nation branding by Anholt (2003), the narrative of Indonesia Spice Up The World branding is as follows:

Brand Identity

As an effort by a company or organization to create a unique and distinctive character among the public. When associated with this research, as a spice-producing country, Indonesia should rightfully be at the "top of mind." However, the reality on the ground is different. Nutmeg, chili, lemongrass, galangal, turmeric sold in Indonesian stalls actually come from neighboring countries such as the Philippines, Thailand, and Vietnam. Only coriander is eventually exported from Indonesia to South Korea.

This situation is not without various challenges faced by business actors in the field. As explained by informant 3, he experienced difficulties in purchasing authentic Indonesian spices in Korea. Authentic Indonesian spices are mostly already dried, such as dried lemongrass, turmeric in powder form, and so on. Informant 3 acknowledged that these dried spices have a different taste compared to fresh ones, forcing him to buy spices from other countries that are still in fresh condition. This includes when informant 3 wanted to present rendang, a favorite menu in his restaurant. Most of the cooking ingredients used in rendang, such as coconut used for rendang coconut milk, chili to add spicy flavor, and shallots and garlic, are mostly purchased from countries like Thailand and Vietnam.

Not only informant 3, informant 4 also encountered many challenges in the field when trying to import food, beverages, and spices from Indonesia to South Korea. One of the biggest contributing factors is the difference in standards and regulations between the Indonesian Food and Drug Supervisory Agency (BPOM) and the Ministry of Food and Drug Safety in Korea. Informant 4 also mentioned the difficulty of importing palm sugar into Korea due to the FDA Korea considering the process of making palm sugar as unhygienic and not entirely using natural ingredients. Despite having visited palm sugar producers in Cilacap several times and providing input to producers regarding Korean government standards, the process of importing palm sugar faced obstacles.

According to informant 6, an Indonesian student living in Korea, at the beginning of their stay in Korea, there was concern about introducing Indonesian food to fellow foreign friends. Informant 6 was worried that Indonesian food might not be suitable and might not match the taste of non-Indonesian diaspora, as Indonesian food tends to be spicy.

All the challenges faced by informants 3, 4, 6 are acknowledged by informant 1, the Ambassador of the Republic of Indonesia to the Republic of Korea. Informant 1 acknowledges the

difficulty of authentic Indonesian spice blends entering South Korea due to the Korean government's regulations, which becomes the main obstacle. However, the promotion of Indonesia Spice Up The World should be a catalyst to introduce spices, which are a strength when viewed from Indonesia's history. Coordination among relevant ministries is needed to develop a strategy so that this narrative can truly become the identity of Indonesia in other countries.

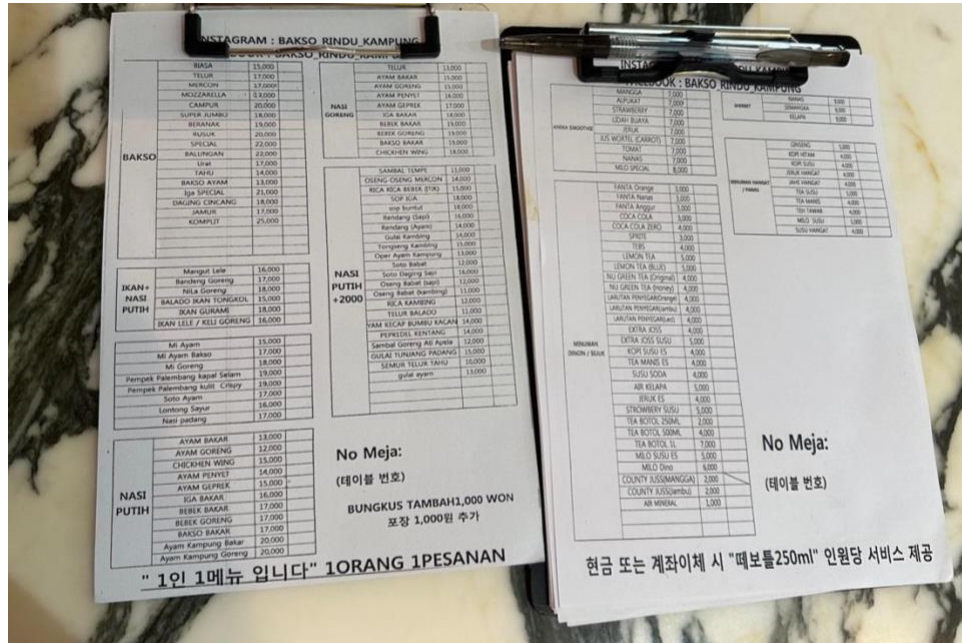


Figure 1. Menu of Indonesian Restaurant in South Korea

Source : Author

To create a unique and distinctive character, the owner of an Indonesian restaurant in Korea makes efforts by presenting a fixed menu in the Indonesian language, including menu items such as meatball soup, fish, and other typical Indonesian culinary delights. Informant 3 revealed that this effort succeeded in encouraging foreign guests who come to the restaurant to research the menu they would like to order. This indirectly allows visitors to learn about the Indonesian spice blends used in each dish. In conclusion, brand identity plays a role in shaping consumer perceptions,

preferences, and purchase decisions by creating a distinct brand identity that resonates with the target audience. Brand identity is created and managed by the company or organization itself. It involves strategic decisions and efforts to develop a consistent and cohesive brand identity system, including brand name, logo, colors, typography, messaging, and brand voice

Brand Image

The public's perception of the impression created by a company or organization is subjective. When related to nation branding, this becomes one of the subjective aspects. In South Korea, Indonesian restaurants are perceived to have a standard that is considered average to below average. As mentioned by Informant 3, culinary entrepreneurs in Korea do not prioritize interior design and hygiene, posing a significant challenge for Indonesian diaspora to introduce Indonesian cuisine to South Koreans. Informant 2 further emphasizes that hygiene is a crucial issue in South Korea, encompassing everything from the cooking process to restroom facilities. To elevate their status and capture the South Korean market, entrepreneurs must be aware of these critical points.

Based on this public perception, according to Informant 1, many still have doubts about opening an Indonesian restaurant targeting customers from the middle to upper class. That is why, until now, Indonesian restaurants in Korea are located in the 'peripheral' areas or industrial zones, not in the city center of Korea, with the target visitors being Indonesians themselves.

It is not unusual for Thai and Vietnamese restaurants to dominate the South Korean region. By offering spicy flavors, they can easily be found throughout South Korea. This is due to the mindset they have built, targeting the South Korean market itself. With a more exclusive interior

and adherence to hygiene standards, South Korean residents are willing to spend more to experience the distinctive dishes of these countries.

The strategy and efforts undertaken by informant 1 to realize a 'high-class' restaurant involve partnering with entities such as state-owned enterprises (BUMN) to provide funding, such as collateral-free loans, for small and medium-sized culinary businesses (UMKM) in Indonesia. The hope is that with strong capital, UMKM culinary entrepreneurs in Korea can establish a representative restaurant, not only for the Indonesian community in Korea but also for foreigners from various backgrounds. In addition to financing, another effort involves providing assistance to UMKM culinary entrepreneurs in Korea, as has been done by BNI (Bank Negara Indonesia).

In conclusion, brand image reflects how the target audience or consumers actually perceive and interpret the brand based on their experiences, interactions, and exposure to brand messages and touchpoints. Brand image is intangible and exists in the minds of consumers or the general public. It is based on their perceptions, beliefs, and associations with the brand.

Brand Purpose

In the context of nation branding, it serves as the communication goal of a company or organization. In the context of building Indonesia's nation branding as a spice-producing country with globally renowned spicy dishes, the Diaspora should ideally be one of the tools used to strengthen these efforts. However, in reality, the role of the Diaspora, particularly business operators in Korea, is still in the process of building businesses with a primary focus on profit. As stated by Informant 3, while maintaining the Indonesian taste, promotional efforts such as coverage in local Korean media are not a priority, largely due to the high operational costs involved.

On the other hand, Informant 6, an Indonesian student studying in Korea, often brings friends from other countries to experience the unique flavors of the archipelago. This effort is made to gradually introduce Indonesian flavors. Staple menu items like fried rice, fried noodles, and soup become favorites ordered by South Koreans when they visit Indonesian restaurants. This sentiment is reinforced by Informant 7, stating that Indonesian food has a delicious taste and is not significantly different from Korean dishes that also have spicy flavors.

Informant 1 admitted that there was no special program prepared by the Indonesian Embassy in Seoul for the Indonesia Spice Up the World program, but the Indonesian diaspora in South Korea took the initiative to take part in festivals and competitions related to culinary. One of them is introducing rendang food which is recognized as the most delicious food in the world through a competition organized by one of the hotels in collaboration with local television in South Korea, so that in this activity it reaps a lot of enthusiasm from South Koreans regarding the spices used for rendang food.

Informant 2 added that although there is no special program for Indonesia Spice Up the World, the Indonesian Embassy in Seoul often involves Indonesian culinary MSMEs in Korea in every KBRI activity, such as various MSME bazaars to introduce Indonesian cuisine. One of the latest is the Indonesian MSME bazaar which was attended by the Mayor of Solo, Gibran Rakabuming. On this occasion, 10 Indonesian restaurants from various regions in South Korea were presented to serve a variety of Indonesian specialties. The event was attended not only by Indonesians in South Korea, but also invitations to South Koreans who are partners of the Indonesian Embassy. In addition, if there is a big event at the Embassy, the dishes served are also Indonesian flavors.

Indonesian restaurants affiliated with Indonesia Spice Up The World will receive support and facilities from the government. This includes assistance in redesigning businesses, a network for the supply of spices and herbs, as well as promotional materials for tourism and the creative economy. Restaurant entrepreneurs will also be trained and mentored in developing their businesses. This includes preparing training sessions with chefs through virtual, hybrid, or in-person methods if the pandemic is under control.

In reality, the implementation of this program did not take place. Diaspora entrepreneurs in the culinary field did not receive the promised facilities. The Ministry of Tourism and Creative Economy did organize a competition to provide funding for culinary entrepreneurs in Korea, but it was not well-received due to a lack of information about it. Ideally, mentoring should be provided

to maximize the potential for introducing Indonesian spices through the cuisine offered in Indonesian restaurants in South Korea

In an effort to introduce Indonesian cuisine in South Korea, another strategy carried out by informant 1 is to serve Indonesian specialties that are rich in spices to all state guests present at the Indonesian Embassy in Seoul and each food served is also equipped with the history of the food and the spices used, ranging from soto lamongan, satay, crackers, etc. This effort was carried out by the Indonesian Embassy in Seoul in order to introduce Indonesian cuisine in South Korea. This effort was made by the Indonesian Embassy in Seoul to introduce Indonesian culinary specialties to state guests and foreign nationals who attended the Embassy's event in Seoul.

Brand purpose is the main reason for a brand's existence. Business purpose also helps formulate specific branding strategies unique to the company and its product. It provides a deeper meaning to the company's existence, inspiring both employees and customers.

Brand Equality

Providing an overview of the value of a product involves assessing both its strengths and weaknesses. Informant 2 acknowledges several challenges in implementing the 'Spice Up the World' program. One of these challenges is the need for enhanced coordination among ministries involved in the success of this program, including the Ministry of Trade, the Ministry of Tourism and Creative Economy, the Ministry of Foreign Affairs, and other ministries. The success of the 'Spice Up the World' program relies on collaborative efforts across multiple ministries rather than the responsibility of a single ministry. Additionally, Informant 2 recognizes that the Indonesian diaspora in Korea lacks education about this program. As a result, small and medium-sized enterprises (UMKM) engaged in Indonesian food and spice production may not fully realize that the Indonesian diaspora serves as an extension of the Indonesian government in introducing Indonesia abroad, particularly in Korea.

To improve the quality of Indonesian spices for acceptance in Korea, Informant 1 has recommended to the central government that the quarantine center in Indonesia under the Ministry of Agriculture align with international standards in terms of equipment and systems. This alignment would ensure that the exported spices meet the standards of the destination country. Apart from the quality of spices, the crucial aspect is how to present a representative Indonesian restaurant. Informant 1 emphasizes the pivotal role of the government, including financial support, business location, guidance, and business permits for small and medium-sized enterprises (UMKM) engaged in the Indonesian culinary sector in Korea.

Brand equity is typically attained by generating awareness through campaigns that speak to target-consumer values, delivering on promises and qualifications when consumers use the product, and loyalty and retention efforts. Brand equity can seem like an abstract concept that is difficult to measure or quantify. Depending on the goals of your branding efforts, there are multiple methods that can be used to measure brand equity through brand tracking efforts.

Emphasizes the importance of an integrated communication policy or framework coordinating how countries present themselves to establish a brand. To build a strong brand, the depiction must be consistent, memorable, and distinguishable from other nations. Lindstrom (in Irwansyah, 2016) states that a robust nation brand not only has positive impacts on tourism and business but also creates a comprehensive branding ecosystem for the country.

Within the context of Triplehelix Nation Branding, involving the government, businesses, and civil society, this study focuses on the role of the government, businesses represented by the Indonesian diaspora operating culinary businesses in South Korea, and the Korean society. The research is relevant in supporting the cross-sectoral program "Indonesia Spice Up The World."

In terms of the government's role, (Irwansyah, 2016) notes that collaboration among ministries and other government agencies is essential to achieve a unified voice in strengthening nation branding. The main challenge is the lack of understanding and coordination among relevant ministries, particularly in addressing issues such as the difficulty in sourcing spice ingredients, a key element in Indonesian cuisine.

From a business perspective, (Irwansyah, 2016) highlights the low quality of service in Indonesia, attributed not only to human resource aspects but also to the working culture of Indonesian society. Other challenges involve infrastructure and facilities to support nation branding. Indonesian businesses in South Korea face high rent prices, leading them to establish culinary businesses on the outskirts with limited facilities.

In terms of society, (Irwansyah, 2016) indicates that product quality is a focal point for foreign consumers when choosing Indonesian products. In the culinary context, the diversity of recipes and products is a traditional wealth of the archipelago. The "Indonesia Spice Up The World" branding narrative, emphasizing spiciness in line with the Korean palate, is relevant. Therefore, the development of this branding narrative should be directed towards the South Korean population, considering other aspects as per Triplehelix Nation Branding, namely the government and businesses.

Conclusion

As a spice-producing country, Indonesia should naturally be at the 'top of mind' in term of brand identity. However, the reality on the ground is different. This identity is challenging to realize due to several obstacles in the procurement of Indonesian spices to enter South Korea. The involvement of the diaspora in introducing authentic spicy cuisine is also hindered because only a few Indonesian restaurants in the Seoul area sell food with the original spicy flavors typical of the archipelago. In South Korea, brand image of Indonesian restaurants are perceived with a medium to low standard. However, hygiene issues are crucial in South Korea. Everything from the cooking process to toilets becomes a critical point for them. If entrepreneurs want to upgrade and capture the South Korean market, they must be aware of these crucial points.

The role of the diaspora, particularly business operators in Korea, is still focused on building businesses primarily for profit. Promotional efforts such as coverage in local Korean media are not a priority, despite media exposure having the potential to expand the narrative of 'Indonesia Spice Up The World' branding. From the perspective of coordination and implementation, there is a need for improved coordination among ministries involved in the success of this program, including the Ministry of Trade, the Ministry of Tourism and Creative Economy, the Ministry of Foreign Affairs, and other relevant ministries. This is because the 'Spice Up The World' program cannot be effectively implemented by a single ministry but requires collaboration across ministries.

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