

**UPAYA NATION BRANDING INDONESIA DI AMERIKA SERIKAT
MELALUI PROGRAM CO-BRANDING DIASPORA RESTAURANT**

SKRIPSI

Diajukan guna memenuhi salah satu syarat

Untuk memperoleh Gelar Sarjana Ilmu Politik pada

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ABSTRAK

Gastrodiplomasi merupakan salah satu instrumen *soft power* yang dilakukan oleh suatu negara untuk meningkatkan *nation branding* melalui pendekatan gastronomi atau kuliner. Melihat potensi dari kekayaan kuliner dan persebaran diaspora Indonesia di mancanegara, khususnya di Amerika Serikat yang belum dimanfaatkan secara maksimal, maka dari itu penelitian ini bertujuan untuk menganalisis upaya *nation branding* Indonesia di Amerika Serikat melalui Program *Co-branding Diaspora Restaurants* dalam periode 2018-2023. Penelitian ini dianalisis menggunakan dasar pemahaman dari teori *Nation Branding* Simon Anholt atau "Anholt Hexagon" (meliputi *Exports, Governance, Tourism, Investment and Immigration, Culture and Heritage, dan People*). Penelitian ini menerapkan metode kualitatif deskriptif dengan studi kepustakaan dan data sekunder sebagai sumber data. Hasil dari penelitian ini menunjukkan bahwa Program *Co-branding Diaspora Restaurants* memberikan dampak positif terhadap perkembangan *nation branding* Indonesia di Amerika Serikat yang dibuktikan dengan meningkatnya kunjungan wisatawan AS ke Indonesia melalui promosi budaya dan warisan kuliner, mendorong pariwisata dengan menjadikan makanan sebagai media promosi destinasi, meningkatkan ekspor produk lokal, menampilkan karakter positif masyarakat Indonesia melalui diaspora, serta menarik investasi dan imigrasi dengan menunjukkan keberhasilan bisnis diaspora. Pemerintah berperan sebagai fasilitator dan kolaborator yang mendukung inisiatif ini. Kesimpulannya, Program *Co-Branding Diaspora Restaurant* di Amerika Serikat telah berfungsi sebagai instrumen strategis *nation branding* Indonesia melalui penguatan enam dimensi "Anholt Hexagon". Inisiatif ini menjadi titik balik dalam kebangkitan praktik gastrodiplomasi Indonesia sekaligus menciptakan momen penguatan sinergi antara pemerintah dan diaspora dalam upaya meningkatkan *nation branding* Indonesia.

Kata Kunci: *Nation Branding, Gastrodiplomasi, Co-Branding, Diaspora, Indonesia*



ABSTRACT

Gastrodiplomacy serves as a significant instrument of soft power employed by a nation to enhance its nation branding through gastronomic or culinary approaches. Recognizing the potential of Indonesia's rich culinary heritage and the distribution of its diaspora abroad, particularly in the United States, which has not been fully optimized, this study aims to analyze Indonesia's nation branding efforts in the United States through the Co-branding Diaspora Restaurants Program during the period from 2018-2023. The analysis is grounded in Simon Anholt's Nation Branding theory, known as the "Anholt Hexagon," which encompasses Exports, Governance, Tourism, Investment and Immigration, Culture and Heritage, and People. This research employs a descriptive qualitative method, utilizing literature reviews and secondary data as sources of information. The findings indicate that the Co-branding Diaspora Restaurants Program has positively impacted the development of Indonesia's nation branding in the United States, as evidenced by an increase in American tourist visits to Indonesia through cultural and culinary heritage promotion, the encouragement of tourism by utilizing food as a promotional medium for destinations, the enhancement of local product exports, the portrayal of positive characteristics of Indonesian society through the diaspora, and the attraction of investment and immigration by showcasing the success of diaspora businesses. The government plays a role as a facilitator and collaborator in supporting this initiative. In conclusion, the Co-Branding Diaspora Restaurant Program in the United States has functioned as a strategic instrument for Indonesia's nation branding by reinforcing the six dimensions of the "Anholt Hexagon." This initiative represents a turning point in the revival of Indonesia's gastrodiplomacy practices while simultaneously fostering a moment of enhanced synergy between the government and the diaspora in efforts to improve Indonesia's nation branding.

Keywords : Nation Branding, Gastrodiplomacy, Co-Branding, Diaspora, Indonesia

