

ABSTRAK

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UPAYA KOREA SELATAN DALAM MEMPERERAT HUBUNGAN BILATERAL DENGAN INDONESIA MELALUI GASTRO DIPLOMASI SEJAK 2015

(xv+73 halaman: 4 tabel ; 7 gambar ; 3 lampiran)

Korea Selatan identik dengan *Korean wave* yang diterapkan sejak terjadinya krisis ekonomi pada tahun 1997. Keberhasilan *Korean wave* mendorong Korea Selatan menerapkan gastro diplomasi untuk memperkenalkan budayanya. *Korean wave* diterapkan di Indonesia dan berhasil akan tetapi untuk gastro diplomasi penerapannya cukup sulit karena banyaknya muslim di Indonesia sehingga membutuhkan sertifikasi untuk makanan halal untuk mengenalkan makanan. Pemilihan Indonesia sebagai target gastro diplomasi juga diperkuat dengan perjanjian bilateral keduanya, pada November 2019 yaitu melalui penandatanganan perundingan IK-CEPA. Penelitian berikut bertujuan untuk melihat proses implementasi gastro diplomasi dan dampak gastro diplomasi terhadap hubungan bilateral. Teori yang digunakan dalam penelitian berikut adalah teori Realisme dengan menggunakan beberapa konsep antara lain *Soft Power*, Gastro Diplomasi, *National Interest*, dan Hubungan Bilateral. Penelitian berikut merupakan penelitian kualitatif dengan metode penelitian eksplanatori. Pelaksanaan gastro diplomasi Korea Selatan di Indonesia dilandaskan pada besarnya jumlah turis Indonesia yang mengunjungi Korea Selatan. Meskipun sempat turun pada tahun 2017, akan tetapi Korea Selatan tetap menjadi destinasi favorit bagi wisatawan Indonesia dan besarnya minat masyarakat Indonesia terhadap *Korean wave*. Implementasi Gastro Diplomasi di Indonesia cukup efektif, dapat dilihat melalui *Korean Food Fair*, *Short K-Drama Lunch Box*, dan *Muslim Friendly Korea Festival*. Dampak hubungan bilateral Korea Selatan terhadap Gastro Diplomasi di Indonesia berjalan signifikan, dengan dilaksanakannya kerja sama bilateral dalam bidang industri kreatif khususnya dalam kuliner.

Kata kunci: *Korean wave*, Gastro Diplomasi, Hubungan Bilateral

Referensi: 9 buku + 21 jurnal + 23 media daring

ABSTRACT

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SOUTH KOREA EFFORTS TO STRENGTHEN BILATERAL RELATIONSHIP THROUGH GASTRO DIPLOMATION SINCE 2015

(xv+73 Pages: 4 table; 7 pictures; 3 appendix)

South Korea is identical with the Korean wave and has been implemented well since the economic crisis in 1997. The success of the Korean wave has encouraged South Korea to apply gastro diplomacy to introduce its culture. Korean wave was implemented in Indonesia and was successful, however for gastro diplomacy, the application is difficult because there are many Muslims in Indonesia, so it requires a certification for halal food to introduce food. Indonesia's selection as a gastro diplomacy target was also strengthened by the second bilateral agreement, in November 2019, namely through the signing of the IK-CEPA negotiations. The research aims to see the implementation process and the impact of gastro diplomacy, especially in bilateral relations. The theory used Realism theory and followed with several concepts such as Soft Power, Gastro Diplomacy, National Interest, and Bilateral Relations. The research uses the qualitative approach with explanatory research methods. The implementation of South Korean gastro diplomacy in Indonesia is because of the large number of Indonesian tourists who visit South Korea even though it fell in 2017, South Korea still being a favorite destination for Indonesian tourists and also following by the interest of the Indonesian to Korean wave is doing well. The implementation of South Korea gastro diplomacy in Indonesia is quite effective and proven through several programs, such as the Korean Food Fair, Short K-Drama Lunch Box, and Muslim Friendly Korea Festival. The impact of bilateral relations between South Korea and Indonesia has been work significantly, following the implementation of bilateral collaboration in the creative industry, especially in the culinary area.

Keywords: Korean wave, gastro diplomacy, bilateral relations

References: 9 books, 21 journal, 23 websites