

## ABSTRAK

**Nama** : Jane Sherly Stephanie  
**Program Studi** : Hubungan Internasional  
**Judul** :

### **PERAN AKTOR NON-NEGARA DALAM MELAKSANAKAN GASTRODIPLOMASI JEPANG DI INDONESIA: STUDI KASUS AWKITCHEN BY AKIRA WATANABE**

(xv + 113 halaman: 1 bagan; 1 gambar; 10 lampiran)

Pelaku bisnis sebagai salah satu aktor non-negara turut berperan dalam membantu mengimplementasikan kebijakan luar negeri suatu negara, khususnya dalam memperkenalkan citra atau identitas nasional melalui diplomasi publik, yang dikenal dengan istilah gastrodiplomasi. Melalui penelitian ini, penulis bermaksud untuk mengidentifikasi dan menelaah peran dari salah satu aktor non-negara, yaitu restoran *AWkitchen by Akira Watanabe* dalam melaksanakan gastrodiplomasi Jepang di Indonesia.

Untuk menganalisis peran gastrodiplomasi yang dilakukan oleh restoran *AWkitchen by Akira Watanabe*, penulis menggunakan Teori Liberalisme dan juga meminjam penjelasan dari dua teori turunan, yaitu Neoliberalisme dan Liberalisme Sosiologis serta menggunakan konsep globalisasi, *soft power*, diplomasi dan gastrodiplomasi. Penelitian dilakukan menggunakan pendekatan kualitatif dengan metode penelitian studi kasus. Pengumpulan data primer dilakukan melalui wawancara dan observasi, sementara data sekunder melalui studi kepustakaan.

Dari hasil penelitian, dapat dikatakan bahwa restoran *AWkitchen by Akira Watanabe* tidak hanya sekadar pelaku bisnis yang menyajikan *fusion cuisine* di Indonesia. Lebih dari itu, restoran *AWkitchen by Akira Watanabe* berkontribusi dalam memperlihatkan sisi positif dari globalisasi atau dengan kata lain menjinakkan *westernization*. Aktivitas bisnisnya dapat dikategorikan sebagai *unrecognized gastrodiplomacy*, karena telah menjalankan peran samar gastrodiplomasi yang tidak diakui oleh negara. Meskipun tersamar, restoran *AWkitchen by Akira Watanabe* telah berhasil membantu menjalankan misi negara Jepang dalam memperkenalkan citra atau identitasnya.

Kata kunci: Globalisasi, *Soft Power*, Gastrodiplomasi, Aktor Non-negara

Referensi: 81 (1990-2021)

## ABSTRACT

**Name** : Jane Sherly Stephanie  
**Study Program** : International Relations  
**Title** :

### **THE ROLE OF NON-STATE ACTOR IN IMPLEMENTING JAPANESE GASTRODIPLOMACY IN INDONESIA: THE CASE OF AWKITCHEN BY AKIRA WATANABE**

(xv + 113 pages: 1 chart; 1 picture; 10 attachments)

Business actors as one of the non-state actors play a role in helping implement a country's foreign policy, especially in introducing a national image or identity through public diplomacy, which is known as gastrodiplomacy. Through this research, the author intends to identify and examine one of the non-state actors, namely the AWkitchen by Akira Watanabe restaurant, in carrying out Japanese gastrodiplomacy in Indonesia.

To analyze the role of gastrodiplomacy carried out by the AWkitchen by Akira Watanabe restaurant, the author uses Liberalism Theory and borrows explanations from two derivative theories, namely Neoliberalism and Sociological Liberalism and uses the concepts of globalization, soft power, diplomacy and gastrodiplomacy. The research was conducted using a qualitative approach with a case study research method. Primary data collection is done through interviews and observations, while secondary data is through literature study.

From the research results, it can be said that the AWkitchen by Akira Watanabe restaurant is not just a business actor serving fusion cuisine in Indonesia. More than that, the AWkitchen by Akira Watanabe restaurant has contributed to showing the positive side of globalization or taming westernization. Its business activities can be categorized as unrecognized gastrodiplomacy because it has played the cryptic role of gastrodiplomacy that is not recognized by the state. Even though it is disguised, the AWkitchen by Akira Watanabe restaurant has succeeded in helping carry out the mission of the Japanese state in introducing its image or identity.

*Keywords: Globalization, Soft Power, Gastrodiplomacy, Non-state Actor*

References: 81 (1990-2021)