



---

## Gastrodiplomacy Through Non-State Actor: Analysis Of Indonesian Tempe Movement (Itm) Utilizing Zhang's Campaign Evaluation Model

---

### INFO PENULIS

Sefty Meliana Tamba  
Universitas Presiden  
[riskibaskoro@president.ac.id](mailto:riskibaskoro@president.ac.id)

Riski Muhamad Baskoro  
Universitas Presiden  
[riskibaskoro@president.ac.id](mailto:riskibaskoro@president.ac.id)

### INFO ARTIKEL

ISSN: 2808-1307  
Vol. 5, No. 1, April 2025  
<http://jurnal.ardenjaya.com/index.php/ajsh>

---

© 2025 Arden Jaya Publisher All rights reserved

### **Saran Penulisan Referensi:**

Tamba, S. M., & Baskoro, R. M. (2025). Gastrodiplomacy Through Non-State Actor: Analysis Of Indonesian Tempe Movement (Itm) Utilizing Zhang's Campaign Evaluation Model. *Arus Jurnal Sosial dan Humaniora*, 5 (1), 880-890.

### **Abstrak**

Strategi Untuk memenangkan hati dan pikiran melalui perut”. Kalimat ini adalah gambaran sederhana untuk mendefinisikan gastrodiplomasi yang saat ini semakin populer dan semakin banyak dipraktekkan oleh banyak negara. Indonesia adalah salah satu negara yang sudah mulai melakukan praktek ini baik melalui aktor negara dan aktor non-negara. Indonesian Tempe Movement (ITM) adalah salah satu aktor non-negara yang mempromosikan makanan tradisional Indonesia kepada dunia. ITM sebagai sebuah organisasi memiliki tujuan untuk memperkenalkan Tempe sebagai “Makanan Super dari Indonesia” kepada dunia. Penelitian ini bertujuan untuk menganalisis praktik gastrodiplomasi Indonesia melalui aktor non-negara dengan studi kasus ITM. Untuk menjawab pertanyaan penelitian tersebut, penelitian ini menggunakan penelitian kualitatif dan pengumpulan data dilakukan melalui studi penelitian terdahulu, Website ITM dan berbagai sumber terkait lainnya. Konsep gastrodiplomasi dan “Model Evaluasi Campaign” oleh Zhang digunakan sebagai analisis terhadap ITM. Analisis dilakukan melalui 3 tahapan, yakni analisis dari aspek Tema Branding, Pesan, dan Pencitraan Strategi. Dari hasil analisis ditemukan bahwa ITM telah mengeksekusi ketiga aspek penting ini dalam praktek gastrodiplomasi yang menggunakan Model Zhang.

**Kata kunci:** Aktor non-Pemerintah, Diplomasi Gastronomi Indonesia, Evaluasi Model Kampanye, Gerakan Tempe Indonesia.

### Abstract

The Act of Winning Hearts and Minds Through Stomach". This sentence is a simple way to define gastrodiplomacy which presently has been more popular and practiced by numerous countries. Indonesia is one of the countries that starting to utilize gastrodiplomacy both by state actors and non-state actors. Indonesia Tempe Movement (ITM) is one of the non-state actors that introduces and promotes Indonesian authentic food to the foreigners. Indonesian Tempe Movement is non-profit organizations aims to promote Tempe as the "Superfood from Indonesia" to the world. The research objective is to analyze Indonesia's gastrodiplomacy through non-state actors with the study case of ITM. The research uses the qualitative research method, and the data collection is obtained through a number of relevant previous research, the official website of the Indonesian Tempe Movement, and other related sources. The concept of gastrodiplomacy and the Campaign Evaluation Model by Zhang is involved in analysis towards ITM campaign. The analysis is done in three stages which are the analysis of branding themes, the messages, and the branding strategies of the campaign. The result of the analysis showed that ITM has executed these essential aspects of the gastrodiplomacy campaign by Zhang's Model.

**Keywords:** Campaign Models Evaluation, Indonesia Gastrodiplomacy, Indonesian Tempe Movement, Non-State Actors.

### A. Introduction

"The Act of Winning Hearts and Minds Through Stomach" is a sentence to define gastrodiplomacy in a simple way (Rockower, 2012). The concept has been more popular in the 21st century since multiple countries are now engaging the practices as one of their strategies to conduct nation branding where states are no longer just promoting history, nature beauty, and arts for tourism purposes but also promoting foods for branding (Wilson, 2013). The popularity of gastrodiplomacy can be seen when various countries pursue their political interest to introduce and promote their authentic food that will represent their nation's brand to the foreigners beginning in year 2002 (Baskoro, 2017).

Scholars believe that Thailand is the pioneer in conducting gastrodiplomacy when Thai government launched a "Global Thai" project. This project successfully introduced Thai food to thousands of tummies and improved the political affairs and the national brand of Thailand simultaneously (Wilson, 2013). Thailand successful project was reported by a magazine called *The Economist* which prominently became the starting point of the gastrodiplomacy terminology and it has a lot of contribution in introducing and popularizing the concept of gastrodiplomacy in the contexture of International Relations study (Baskoro, 2017).

Several countries have launched initiatives to promote their national and culinary cultures in recent years, taking inspiration from Thailand's successful campaign. Japan and South Korea are the examples that have started a global effort to promote Washoku Program and Kimchi Diplomacy, confidently added their traditional delights through UNESCO list of Intangible Cultural Heritage (Farina, 2018; Zhang, 2015). The impactful practice of gastrodiplomacy also has been tailed by number of states in Southeast Asia. Malaysia, for instance, utilized "Malaysia Kitchen for the world program" in promoting its unique Peranakan Cuisine. On the other hand, the Singapore government also created a cultural event to showcase and promote its finest culture, arts, and cuisine to the world and named the program "Singapore Encore" (Wilson, 2013). These countries are a few examples of many countries attempting to showcase and build their national brand through foods as their tools of promotion.

Besides Malaysia and Singapore, Indonesia is one of the Southeast Asian countries that has begun to utilize gastrodiplomacy as part of a strategy to promote national cuisine. Tracing back to history, Indonesia is very well-known as a land of spices. From Sabang to Merauke, each part of areas in Indonesia has different local tastes and reconstruct uniqueness of Indonesian gastronomy (Rahman, 2018). In addition, the nuance of spices is strong and even pulling the European colonies started to involve in spice trades to the Far East (Pujayanti, 2017). In the

contexture of Indonesia, gastrodiplomacy endeavors has been operated by both state actors and non-state actors. Through the state actor, Indonesia has carried out gastrodiplomacy practices through Indonesian embassies abroad or through events organized by the government to introduce Indonesia cuisine (Pujayanti, 2017). Recently, the Indonesian government creates a program called Indonesia Spice Up The World (ISUTW). On the other hand, non-state actors play an important role in developing gastrodiplomacy. There are several non-state actors that are important in developing Indonesian gastrodiplomacy including Diaspora, Indonesia Network Global, Indonesia Gastronomy Network, Indonesia Gastronomy Community, the Indonesian Tempe Movement, and so on. Each of these individuals or organizations practices gastrodiplomacy with a different strategy.

Indonesian Tempe Movement (ITM) is the organization that introduce and promote one Indonesian authentic food to the world, namely Tempe. ITM as a non-profit organization has a goal to propose Tempe as the original and traditional food from Indonesia and promoted Tempe in several foreign countries. This organization aims to convey the message to the world that "Tempe is The Food of Hope from Indonesia". Based on its initiative, researchers assume that the ITM is potential non-state actors in implementing Indonesia's gastrodiplomacy which utilizes Tempe as a tool to introduce Indonesia to the world. Therefore, this paper aims to analyze the practice of Indonesia's gastrodiplomacy through non-state actors with the study case ITM and specifically to analyze what are their strategies for promoting Tempe as Indonesia's authentic food under the framework of Zhang's Model (2015).

To understand how the discussion on Indonesia's gastrodiplomacy has been done, a number of several studies are explored. Although Indonesia has not been categorized as a successful country in utilizing gastrodiplomacy yet, Indonesia's gastrodiplomacy has been discussed by several scholars of IR. However, the previous studies about Indonesia's gastrodiplomacy are not diverse and limited because most of the scholars have discussed gastrodiplomacy in general or discussed the efforts that have been done by Indonesia toward other countries.

For instance, Puyanti (2017) in her journal discussed how Indonesia has the potential to utilize gastrodiplomacy in order to strengthen Indonesia's diplomacy. This journal, in general, discussed the food potential and the culture that Indonesia has in utilizing gastrodiplomacy. According to Pujayanti, gastrodiplomacy is a strategy to strengthen Indonesian diplomacy because this issue is not only about promoting Indonesian food abroad but is also related to economic and political interests. Gastrodiplomacy is increasingly needed to strengthen Indonesian diplomacy (Pujayanti, 2017, p. 52). With quite a similar topic, Luckyardi & Apriliani (2022) discussed about Indonesian Culinary Marketing Based on Digital Marketing as a Means of Gastro Diplomacy. In this journal, the authors argue that digital marketing will help Indonesia to promote Indonesian food to the foreign public and it is part of gastrodiplomacy (luckyardi & Apriliani, 2022, p.289).

There are also several authors that more focus on Indonesia's gastrodiplomacy towards particular countries such as Ramadhan (2020) that analyze Gastrodiplomacy as Indonesia's strategy in Introducing Culinary Culture in France and also Imanuella and Aryani (2020) that discussed Indonesia's gastrodiplomacy efforts in North Korea. Ramadhan (2020) found that the gastrodiplomacy strategy carried out by the Ministry of Tourism in France through two ways which marketing strategy and relations strategy. Product Marketing Strategy through the Diaspora Restaurant Co-Branding program which is by collaborating with restaurants belonging to the Indonesian diaspora spread across various countries to promote culinary delights as well as promote Indonesian culture. Imanuella and Aryani (2020) also found that Indonesia government utilized gastrodiplomacy in North Korea through several events but have not utilized specific campaign efforts.

It can be seen that the majority of the research is discussed Indonesia's gastrodiplomacy in general and more focus on the state actors. None of the research discussed Indonesian gastrodiplomacy through specific foods and specific actors. However, the previous countries that succeeded in gastodiplomacy have specific food, specific actor, and specific program. For example Thailand with its Thai campaign, Japan promotes its Washoku and Sushi, South Korea that promotes its Kimchi, and many more previous countries that have been well-known as successful countries in gastrodiplomacy (Zhang, 2015, p.6).

Based on that fact, the author considered that it is necessary to analyze Indonesia's gastrodiplomacy efforts through specific actors with specific food that promoted and specific program. The author also considered to analyze from non-state actors and it is supported by the previous explanation of the significance of non-state actors in gastrodiplomacy. Therefore, this paper will analyze the Indonesia Tempe Movement (ITM), which is one of the non-state actors in Indonesia's gastrodiplomacy. ITM promotes specific food of Indonesia which is Tempe through a specific program dan called the Indonesian Tempe Movement.

## **B. Methodology**

### **1. Research Design**

The purpose of this paper is to give an analysis of the Indonesian Tempe Movement as a campaign and part of gastrodiplomacy conducted by ITM as a non-state actor. In order to reach objective of the research, it will use qualitative methods. The qualitative methods aims to describe phenomena and facts with a systematic framework in order to create a conclusion from a research question. The concept of gastrodiplomacy will be used in the analysis of the Indonesian Tempe Movement as a campaign. Furthermore, this paper will use a conceptual framework in the process of examination and analysis. The conceptual models that will be used in the examination of this paper are the campaign evaluation models by Zhang (2015). Based on his research comparing contemporary gastrodiplomacy campaigns from several countries. Zhang (2015) compares contemporary gastrodiplomacy campaigns from several actors using a model that examined elements that are particularly important in gastrodiplomacy which are branding themes of the campaign, messages of the campaign, strategies, and tactics of the campaign.

Using the concept and model, the research will analyze the Indonesian Tempe Movement as a gastrodiplomacy campaign that promotes Tempe as Indonesian authentic food. The analysis of the Indonesian Tempe Movement in this paper will be done through three stages. In the first stage, this paper will identify and evaluate the branding concepts of the campaigns Following that, in the second stage, message appeals were discovered through a theme analysis of the campaign home pages' pieces of information, speeches, and other related sources. In the third stage, the functions and aims of the techniques were recorded and organized. Tactics were then synthesized to determine strategies.

### **2. Technique of Data Collection and Instrument**

The data collected in this research will be carried out through the study of a number of relevant works of literature and documents such as journals, books, reports, academic research, and other previous studies. The data also will be collected from the official report such as the official website of the Indonesian Tempe Movement, the official Instagram of the Indonesian Tempe movement, and other related resources.

### **3. Technique of Data Analysis**

Gastrodiplomacy campaigns involve the fundamentals of strategic communication planning as a branch of public diplomacy practice. These components include gathering information, establishing campaign objectives and goals, positioning and branding items, determining messaging appeals, developing strategies and tactics, budgeting, planning, and assessing the success of the campaign (Bobbitt & Sullivan, 2014; Theaker & Yaxley, 2018). In this paper, the elements that will be used to examine the gastrodiplomacy program, as the technique of data anlysis, are the themes of the campaign, messages of the campaign, strategies, and tactics of the campaign based on the elements founded by Zhang (2015).

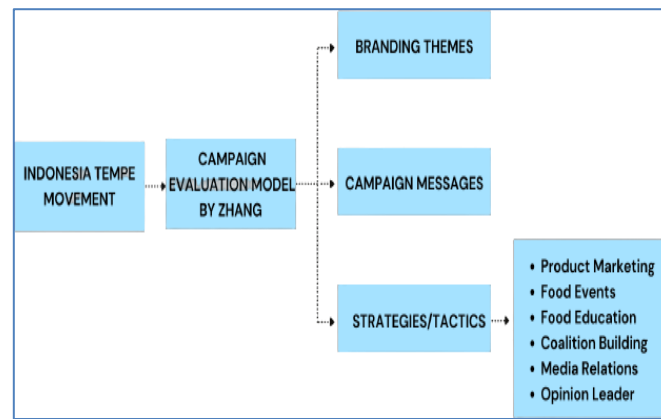


Figure 1. Research Framework

Branding Themes are the first element of a gastrodiplomacy campaign or program. The "overarching concepts that apply to the entire audience" are the simple definition of themes (Robbitt & Sullivan, 2009). According to Zhang's models, the first aspect that should be analyzed in the gastrodiplomacy campaign is the branding themes. Branding themes in the campaign include the name of the campaign, the logo of the campaign, the slogan of the campaign, and the main object that is promoted by the campaign. The main characteristic of the branding Theme is consistency and these aspects will be used continuously.

According to Zhang (2015), the second important aspect of the gastrodiplomacy campaign is the message of the campaign. As the practice of gastrodiplomacy, every campaign obviously has an important message that they want to convey to the public, particularly the foreigners. There are several types of messages that are usually used in gastrodiplomacy campaigns including Healthiness, diversity, an essential part of national culture, naturalness and environmentalism, and beauty of the art food.

The third element in gastrodiplomacy is strategies and tactics to execute the campaign. Strategies are the overall game plan and tactics in order to achieve the goals and the objective (Theaker & Yaxley, 2018). In the gastrodiplomacy campaign, there should be strategies and tactics in order to make the gastrodiplomacy campaign successful. There are several strategies and tactics that are usually used in gastrodiplomacy including Product Marketing Strategy, Food Events Strategy, Food Education Strategy, Coalition Building Strategy, Media Relations Strategy, and Opinion Leader Strategy.

## C. Results and Discussion

### 1. Exploring the Non-State Actors

Indonesian Tempe Movement (ITM) is a movement/non-profit organization that aims to increase national and international awareness of Tempe as "The food of Hope from Indonesia for the world". As stated in their homepage, this organization aims to promote Tempeh as an authentic food from Indonesia to the foreign public. This organization promotes Tempeh to the world through its campaign also called the "Indonesian Tempe Movement". ITM choose Tempeh as the tool because it has been related to Indonesian people since a long time ago and it exists in every area of Indonesia (Indonesian Tempe Movement, 2022).

Tempeh is one of the authentic food from Indonesia and it has been part of Indonesian. According to Historian the word of "Tempeh" originates from the word "Tape" and "Tempayan". Tape means fermentation and *Tempayan* means the large container of fermentation. Tempeh is a traditional food from Indonesia that has been well-known for centuries especially in Javanese communities, particularly in Yogyakarta and Surakarta. The earliest reference to tempeh is found in *Serat Centhini*, a 17th-century compilation of Indonesian legends, traditions, and teachings published in 1815. In this Old Javanese text, Tempe is discussed in five volumes out of a total of 12 volumes of *Serat Centhini* (Winarno et al, 2017).

The originality and the authenticity of the food that promoted is essential in gastrodiplomacy and the originality of tempe has been confirmed. The authenticity of tempe as a traditional food from Indonesia also has been confirmed at the International Conferences of

Tempe that was conducted Indonesia Tempe Movement in 2015. The conference that was held in Yogyakarta resulted in the confirmation by historians and food scientists from different countries that tempe is originally from Indonesia. This confirmation is based on the fact that the first report or term of tempe was found in the 18th century in the ancient book from the Kingdom Mataram Sultanate called *Cethini* or *Serat Centhini*. At the conference, it has been declared that tempe is an Indigenous Indonesian Food that is fermented just like Kimchi comes from Korea and Miso comes from Japan (Iman, 2021).

ITM was initiated by a food scientist and tempeh expert from Indonesia, Prof. Florentinus Gregorius Winarno and later on continued by his daughter and his grandson which is Wida and Driando. The idea of the ITM originates from the Father of Indonesian Food Technology, Prof. Florentinus Gregorius Winarno in Yogyakarta in 2015 which started from the observation and research of these three people that study and work in food and biotechnology. They found that tempe is a superfood that has a lot of advantages for humans healthy, affordable, easy to make, eco-friendly, and most important thing it's originally from Indonesia. However, there is a lack of awareness from Indonesian people and the foreign public about the real quality of tempe. Therefore, they aim to introduce and promote tempe as an indigenous food from Indonesia (Afrillia, 2021).

The starting point of the ITM is the realization of the International Conference on Tempe and the International Youth Conference on Tempe held in 2015 in Yogyakarta. After the success of the conferences, Wida and Driando realized that the promotion of Tempe cannot be stopped after the conferences. It is important to have a movement as a form of collaboration for people from different sectors that has an interest in introducing promote Tempeh as a Superfood from Indonesia. In 2015, ITM is officially launched and introduced to the public. Since then, the Indonesian Tempe Movement is successfully introduced and promoted with events and collaborations both in Indonesia and in several foreign countries including the United Kingdom, the United States, the Netherlands, Australia, Germany, and Poland.

2. The Application of Zhang's Evaluation Campaign Model in Indonesia Tempe Movement

According to Zhang's models, branding themes in the campaign include the name of the campaign, the logo of the campaign, the slogan of the campaign, and the main object that is promoted by the campaign. In the study case of ITM, the name of the campaign is also "Indonesian Tempe Movement". The main object promoted, or the tools used in this campaign is tempe as an authentic cuisine that is originally from Indonesia. The main goal of this campaign is to promote tempe to the world as a nutritious, sustainable, and affordable source of protein that can be accessed by everyone. The slogan of this campaign is "Tempeh is the food of hope from Indonesia to the world". This campaign also has a logo as its identity which will be included in the table below.

Campaign name	Theme/Slogan	Campaign Logo
Indonesian Tempe Movement	"Tempeh is the food of hope from Indonesia to the world"	 Indonesian Tempe Movement

Table 1. The Branding Themes  
 "Tempeh is the food of hope from Indonesia to the world"  
 Source: (Indonesia Tempe Movement, 2022)

Meanwhile, according to Zhang (2015), there are several types of messages that are usually used in gastrodiploamacy campaigns including Healthiness, diversity, an essential part of national culture, naturalness and environmentalism, and beauty of the art food. In the study case of the ITM, the main goals of the campaign are to introduce and promote Tempe as the food of Hope from Indonesia to the world. In Indonesia, tempe is considered a cheap food because there is a lack of knowledge about the high quality and authenticity of tempe. This is the goal of the ITM which is to introduce tempe as a superfood and high-quality food. Besides this main

message, there are also several messages of tempe that the ITM would like to promote. These are several messages that utilize by the ITM.

First is the healthiness. As stated on the official website of the Indonesian Tempe Movement (2022), the campaign aims to promote tempe as traditional fermented food from Indonesia that is healthy. The healthiness of tempe can be seen from the ingredients of the food and the process of making tempe which has been confirmed based on science and research. Tempe is a food that has high protein content, digestibility, and Vitamin B12, and is beneficial to gut microbiota. Through a program called #Tempechallenge, the co-founder of ITM, Driando Proves that tempe is very good for bodybuilding because it is high in protein, low in fat, low in carbohydrates, and rich in vitamins and minerals. Compared to beef, tempe has a similar amount and quality of protein.

Secondly is the message of diversity. "We are Tempe Nations and We are Proud of it". This is one of the messages that the Indonesian Tempe Movement would like to deliver to the world. This message is clearly stated by the founder of the ITM, Dirando on several occasions and in interviews regarding tempe. "Indonesia will proudly declare to the world that Indonesia is Tempe Nation and united just like soybeans that are tightened to create tempe. Although Indonesia is very diverse and consists of hundred ethics, Indonesia is united. In Indonesian, this message usually delivers in a short slogan by ITM as "Kita Adalah Bangsa Tempe dan Kita Bangga". Indonesia has a high diversity in many aspects including food. From Sabang to Merauke, Indonesia has unique food in every area. Tempe is one of that diverse and tempe can be found in every area of Indonesia (Aji, 2021).

Thirdly is National Culture "Tempe is not just a food from Indonesia, but it is an essential part of Indonesian culture". This is the other message that wants to deliver by ITM to the world. Tempe has been confirmed originated in Indonesia and tempe is an indigenous cultural heritage of Indonesia. Tempe has been close to Indonesian people's ability to survive malnutrition in the past. The making process of tempe itself also can be perceived as the traditional art of Indonesia which has been inherited from generation to generation.

The fourth element is sustainability. "Promoting tempeh to give people access to nutritious, sustainable and affordable sources of protein" this message is clearly stated on the homepage of the Indonesian Tempe Movement's official website. The founder of the ITM proved Tempe a sustainable and eco-friendly food through his dissertation research at the University of Massachusetts Amherst during his doctoral degree. From the research, it is found that tempe's energy use is four times more efficient than beef. It is also twenty times more efficient in emitting greenhouse gases, which can cause global warming. Therefore, the world needs to know that tempe is a superfood from Indonesia that is also good for the environment and sustainable. Besides that, tempe also has the potential to contribute to global health, especially in malnutrition and stunting (Ahnann et al., 2021).

According to Zhang, there are six different forms of strategies or tactics that can be used in gastrodiplomacy campaigns. It is in line with ITM campaign that can be seen base on strategies and tactics that were utilized. Number one is about product marketing strategy. This strategy is about conducting food marketing and food images through the establishment of restaurant chains, export products, and food-related services as well as developing franchisees. This strategy is usually heavily conducted by state-actor. Although ITM has not executed this strategy in terms of restaurant chains and export-import, it has executed this strategy in order to promote and provide easy access to the public globally. ITM established Tempe Kit Store. This Tempe kit is a package of basic ingredients and materials to make tempe. This kit also consists of basic instructions on how to make tempe on their own. The main objective of Tempe Kit is to provide access to everyone globally to make tempe at the home as a nutritious source of with plant-based protein and fresh, and delicious food. Tempe Kit is available in the web store of ITM powered by online shopping. Tempe Kit can be bought by everyone from countries worldwide and it has partnerships with global payment services. Besides, ITM also provide services for people who want to become resellers of Tempe Kit in foreign countries.



Source: Indonesia Tempe Movement (2022)

Figure 2. The Tempe Kit

Number two is about providing culinary education through teaching programs and participatory events or other forms that give information about food to the public. This strategy aimed at ensuring consistency of food images that would like to deliver to the public which is resulting in long-term relationships with food lovers. Indonesian Tempe Movement has executed this strategy and actively educates the public about tempe as a superfood from Indonesia Educate through the social media. Indonesian Tempe Movement actively educates the public through its social media by providing content about facts and knowledge that need to be known by the public. ITM provides content about the historical background of Tempe, the nutrients of Tempe, new research regarding Tempe, the sustainability of Tempe, the potential business of Tempe, how to make Tempe, and the modern recipe of Tempe. For example, Quick Tempe making was published and resulted in more than 15.000 Facebook shares, 2700 likes, and 1,680,000 reaches in one week. Besides social media, the more important action of ITM is by holding workshops and talks about tempe in different places and countries. The aim of the workshop is to introduce tempe as a superfood from Indonesia. Based on data collected from resources, ITM has provided workshops in various countries in order to educate and promote Tempe from 2016 to 2022. Based on the data taken from Pusparani (2016), the workshops had been done in The United Kingdom for the exploration of and function of Tempe. Moreover, it is also conducted in Netherlands, Australia, The United States, French and Japan. Through the international workshop, ITM has introduced the originality or historical background of tempe, the nutrients of tempe, the sustainability of tempe, and most important thing educate the foreign public on how to make tempe by themselves. The target of ITM in these workshops is the foreign public and they come from different backgrounds including academics, students, entrepreneurs and food lovers (Anggraeni, 2015) . To these workshops, ITM has introduced tempe to foreign publics with different backgrounds in several countries around the world underneath the education frames.

Number three is about holding events to present Tempe or participating in international events in order to promote culinary delights both to government and publics. ITM has held several events as well as a showcase tempe both as an organisatory and participatory. One of the food event strategies that is held by ITM regularly is the International Conference of Tempe. The first international conference of Tempe is International Conference on Tempe and the International Youth Conference on Tempe which was held in 2015 in Yogyakarta. This conference is the starting way to Introduce and Promote Tempe not just a cheap food but a superfood from Indonesia. International Conference on Tempe aims to present scientific discussions from various scientific fields regarding tempe. International Youth Conference on Tempeh aims to bring together young people from all over the world to introduce the high quality of Tempe. The conference was very successful and attended by experts and young people from seven different countries. As stated before, holding food events or participating in food events could also be a strategy to showcase the food directly to the public. Through the showcase, the public also can taste the food and see the different recipes that can be made through the food. These are several food events held and participated in by ITM including Indonesian Tempe Movement Showcase at Manchester University, United Kingdom held on 27 February 2016. ITM also held a Tempe showcase in Rockwood, Gresham, Portland, Oregon, United States on 01 April 2017. This showcase collaborated with international chefs from 5

different nationalities to make tempe dishes. There was also another event that collaborated with Indonesian Asian chefs in Europe to exhibit various Tempe dishes at the Markthal Rotterdam, Netherlands in 2016. Besides of held its own event, ITM also has participated in Washington DC vegan Festival and showcased how to make vegan ice cream from Tempe. These food events and festivals were held in foreign countries and their target is the foreign public. Collaborating with several professional chefs from different nationalities also shows how the showcase is prepared to target the foreign public from different countries. Through this showcase, the foreign public can know and taste Tempe with different recipes that can be made with tempe.

Number four is the application of coalition-building strategy. It is construction of forming coalition with organizations that share a common interest in expanding messages channels and networks including state and non-state actors. ITM has done partnership with the government, for instance Collaboration with the government is very essential in this campaign because it shows that this campaign is supported by the government because the gastrodiploamacy that is carried out also represents the nation. ITM has collaborated with the Indonesian Embassy in Washington DC to hold an Event called "make vegan ice cream made from tempeh". This event aims to introduce Tempe to the vegans in the US and show that Indonesia has cheap yet nutritious food for vegans. Besides that, ITM also collaborated with the Consulate General of the Republic of Indonesia (KJRI) in Chicago in 2019 and held events called "Tempeh Fermentation and Culinary Workshop" and Workshop and Cooking Demonstration with Tempeh 2019 placed in West Loop, Chicago (Kurniawan and Hartoni, 2019). This workshop aims to Introduce tempe and how to cook it to the public in Chicago. Indonesian Tempe Movement also collaborates with Lembaga Pengelola Dana Pendidikan (LPDP) Indonesia to prepare Indonesian students that will study abroad as one the actor that will promote Tempe. LPDP Indonesia is the largest scholarship foundation in Indonesia that work under 3 Ministry which is the Education Ministry, the Financial Ministry, and Religion Ministry. Every year, LPDP sends thousands of students to study abroad. ITM has collaborated with LPDP to a held workshop about the history and Tempe making for the students on their pre-departure. By holding this workshop the students abroad will be able to introduce and promote Tempe to the foreign public. Workshop collaboration between LPDP and ITM was held on 31 august 2015 and 15 September 2015. ITM also collaborates with some non-state actors including chefs and public figures (Indonesia Tempe Movement, 2022).

Number five is the media relations strategy. Based on the official website Indonesia Tempe Movement (2022), it can be seen the media coverages to increase interaction and build long-term relationships targeting public opinion. ITM Collaborating with many media coverage to publicize the activities of the Indonesian Tempe Movement to enhance interactions with the targeted public. Indonesian Tempe Movement collaborated with many well-known media coverage such as BBC Indonesia, Kompas, CNN Indonesia, Gramedia, MetroTv, Line, Detiknews, Good News From Indonesia and many others. Additionally, ITM actively utilizes social media to engage and build interaction with the public regarding Tempe. Social media are used to share about Indonesian Tempe Movement activities, workshops, events, new collaborations, new achievements, new research or knowledge about Tempe, new campaigns, Tempeh Challenges.

Lastly, is the use of an opinion leader's strategy. Zhang (2015) categorize all the model campaign of gastrodiploamacy done by numerous countries straight to trend where opinion's leader particapte well in practicing gastrodiploamacy. This strategy is about hiring opinion leaders such as in geographic locations and celebrities who have fame to increase the health and credibility of the food. However, the leader's opinion is also not limited to celebrities but international organizations such as UNESCO. ITM tries to utilize this strategy by registering Tempe as a UNESCO Intangible Heritage. Using the opinion leader strategy by registering authentic food to UNESCO heritage food has been utilized by several countries that successful in gastrodiploamacy. Japan and South Korea are the examples that has to succeed in registering Washoku and Kimchi as UNESCO Intangible Heritage. Although it has not succeeded, the Indonesian Tempe Movement is in the progress of registering Tempe as a UNESCO Intangible Heritage. If this strategy can be achieved, it will make Tempe to be more popular as the food from Indonesia.

## D. Conclusion

In the past few years, gastrodiploacy has emerged as a tool for developing nations to promote for themselves on the international stage. Gastrodiploacy was created because international non-actors at the public level are now the primary role of diplomacy in addition to governments and states. by focusing on the individuals and organizations in each nation who have the power to sway policymakers, including the media, businesses, and interest groups. As explained before, Indonesia has started to utilize gastrodiploacy both through state actors and non-state actors. Indonesian Tempe Movement (ITM) is one of the non-state actors that utilize the gastrodiploacy of Indonesia. Indonesian Tempe Movement is a non-profit organization based in Indonesia that aims to promote Tempe as the superfood and the “food of Hope” from Indonesia to the world. ITM promoted Tempeh to the world through its campaign also called the “Indonesian Tempe Movement”. The main cuisine used as a tool in this campaign is Tempe as an authentic cuisine that is originally from Indonesia. The main goal of this campaign is to promote tempeh to the world as nutritious, sustainable, and affordable access for everyone.

From the analysis using Campaign Evaluation models by Zhang, the campaign by the Indonesian Tempe Movement can be categorized as a complete gastrodiploacy campaign conducted by non-state actors. It can be seen that the Indonesian Tempe Movement has fulfilled every important aspect of the gastrodiploacy campaign according to Zhang’s models. The first one is in the aspect of Branding Themes, the Indonesian Tempe Movement has a clear name of the campaign, has a consistent slogan/theme, and the logo of the campaign.

Second, In the aspect of messages of the campaign, the Indonesian Tempe Movement has a clear message to promote Tempe as a superfood from Indonesia. Besides that, this campaign also delivers the message in terms of healthiness, diversity, environment, and sustainability, and how Tempe is an essential part of the nation’s culture. Third, in the aspect of strategy and tactics, Indonesia Tempe Movement has utilized six strategies or tactics in the gastrodiploacy campaign according to Zhang. ITM has practiced the Product Marketing Strategy, Food Events Strategy, Food Education Strategy, Coalition Building Strategy, Media Relations Strategy, and opinion leader strategy.

Based on the Zhang's model, it is obvious that ITM strategy campaign completely has done the whole elements provided in the model. Thus, the concept of Zhang's can be defined as applicable and can be operated well at least to study case of ITM. Meanwhile, there is a space of development for further research. Currently, there is no clear grand design campaign of gastrodiploacy in the perspective of Indonesia, Zhang Model campaign is too obvious produced by numerous countries that has done gastrodiploacy, yet it is not include Indonesia. Thus, Future research will develop a model based on Indonesia values on diplomacy through culinary delights.

## E. Reference

- Winarno, F. G., Ahnan, W. W., & Ahnan, W. A. D. (2017). Tempe: Kumpulan Fakta Menarik Berdasarkan penelitian. PT. Gramedia
- Ahnan, A. D., Cordeiro, L., Winarno, F. G., Gibbons, J., & Xiao, H. (2021). Tempeh: A semicentennial review on its health benefits, fermentation, safety, processing, sustainability, and affordability. *Comprehensive Reviews in Food Science and Food Safety*, 20(2), 1717–1767. <https://doi.org/10.1111/1541-4337.12710>
- Baskoro, R. M. (2017). Konseptualisasi Dalam gastro Diplomasi: Sebuah Diskusi Kontemporer Dalam Hubungan internasional. *Insignia Journal of International Relations*, 4(02), 35–48. <https://doi.org/10.20884/1.ins.2017.4.02.666>
- Bobbitt, R., & Sullivan, R. (2014). *Developing the Public Relations Campaign: A team-based approach* (2nd ed.). Pearson.
- Farina, F. (2018). Japan's gastrodiploacy as soft power: global washoku and national food security. *Journal of Contemporary Eastern Asia*, 17(1), 152–167. <https://doi.org/https://doi.org/10.17477/jcea.2018.17.1.152>
- Imanuella, J., & Aryani, M. I. (2020). Upaya gastrodiploacy Indonesia di korea utara. *Jurnal Hubungan Internasional*, 13(2), 235–256. <https://doi.org/10.20473/jhi.v13i2.21642>

- Kurniawan, A. A., & Hartoni, N. A. (2019). Upaya diaspora Indonesia di Amerika Serikat dalam meningkatkan brand Awardness Melalui Food Festival. *Jurnal Mandala Jurnal Ilmu Hubungan Internasional*, 2(2), 205–221. <https://doi.org/10.33822/mjihi.v2i2.1329>
- Luckyardi, S., & Apriliani, D. A. (2022). Pemasaran kuliner Indonesia berbasis digital marketing Sebagai Sarana gastro diplomasi. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 16(2), 282–291. <https://doi.org/10.32815/jibeka.v16i2.968>
- Ramadhan, K. (2021). Gastrodiplomasi Sebagai sebuah strategi Indonesia Dalam Memperkenalkan Budaya Kuliner Di Perancis. *Global and Policy Journal of International Relations*, 9(1), 15–27. <https://doi.org/10.33005/jgp.v9i1.2345>
- Pujayanti, A. (2017). Gastrodiplomasi - upaya memperkuat diplomasi indonesia. *Jurnal Politica*, 8(1), 38–56. <https://doi.org/http://dx.doi.org/10.22212/jp.v8i1.884>
- Pusparani, I. G. (2016, November 28). University of Oxford hosts Tempe-Making Workshop. Good News From Indonesia. Retrieved December 16, 2022, from <https://www.goodnewsfromindonesia.id/2016/11/28/university-of-oxford-hosts-tempe-making-workshop>
- Theaker, A., & Yaxley, H. (2018). *The Public Relations Strategic Toolkit: An essential guide to successful public relations practice* (2nd ed.). Routledge Taylor & Francis Group.
- Wilson, R. (2013). Cocina Peruana Para El Mundo: Gastrodiplomacy, the Culinary Nation Brand, and the Context of National Cuisine in Peru. *The Journal of Public Diplomacy*, 2(1), 13–20. <https://doi.org/https://surface.syr.edu/exchange/vol2/iss1/2>
- Zhang, J. (2015). The Foods of the Worlds: Mapping and Comparing Contemporary Gastrodiplomacy Campaigns. *International Journal of Communication*, 9(1), 568–591. <https://doi.org/DOI:1932-8036/20150005>
- Afrillia, D. (2021, May 25). Tempe, Super Food Asal Indonesia yang didaftarkan Sebagai Warisan Budaya UNESCO. Good News From Indonesia. Retrieved December 16, 2022, from <https://www.goodnewsfromindonesia.id/2021/05/25/tempe-super-food-asal-indonesia-yang-didaftarkan-sebagai-warisan-budaya-unesco>
- Aji, W. (2021, January 4). Indonesian Tempe Movement: Kita Adalah Bangsa Tempe Dan Kita Bangga. Good News From Indonesia. Retrieved December 15, 2022, from <https://www.goodnewsfromindonesia.id/2017/12/13/kita-memang-bangsa-tempe-dunia-butuh-kita>
- Anggraeni, R. (2015, January 21). Indonesian Tempe Movement gelar seminar internasional mengenai tempe. SINDOnews.com. Retrieved December 15, 2022, from <https://lifestyle.sindonews.com/berita/953787/166/indonesian-tempe-movement-gelar-seminar-internasional-mengenai-tempe>
- Iman, M. (2021, July 17). Camilan Tempe Jadi Primadona di Ajang the 13th Hoteres Japan & the Foodex in Kansai 2021. Good News From Indonesia. Retrieved December 16, 2022, from <https://www.goodnewsfromindonesia.id/2021/07/17/camilan-tempe-jadi-primadona-di-ajang-the-13th-hoteres-japan-dan-the-foodex-in-kansai-2021>
- Indonesia Tempe Movement. tempemovement. (n.d.). Retrieved December 16, 2022, from <https://www.tempemovement.com/>