

Building Indonesian Nation Branding Through Indonesia Spice Up The World and Its Effect on Indonesian Spice Exports to African Region

A Darmayadi, N Ibrahim, D P M Azhari, D S Ulfah

Department of International Relations, Universitas Komputer Indonesia, Indonesia

E-Mail: andrias.darmayadi@email.unikom.ac.id

Abstract: The purpose of this research is to analyze the development of Indonesia's nation branding through the Indonesia Spice Up The World (ISUTW) program by carrying out economic diplomacy in the Asia-Africa region. Through the Indonesia-Africa Forum (IAF) cooperation forum, the Indonesian government seeks to increase Indonesia's exports by creating new market opportunities. This study uses descriptive qualitative analysis using deductive explanations and uses secondary data both from web pages, journals, and books. Secondary data is used as the basis for the background of why research needs to be carried out to the stage of taking the initial hypothesis, and the context of the problem in research to describe an idea and theory. Thus forming a conclusion containing the primary analysis. The results of this study are South Africa, which is an attraction for the tourism sector. Traditional foods are easy to obtain, so there are innovations in making varied foods that increase traditional food production. Then the need for spices will continue to increase and Indonesia has the opportunity to export its spices. To be able to penetrate the international market, innovations such as making re-branding by repackaging spices in practical and ready-to-use ways are needed to target the global retail market. In this way, the increase in export sales of Indonesian spices can be realized.

1. Introduction

Indonesia earned the nickname "Mother of Spices", because spices thrive in Indonesia, which are then used to fulfill the needs of spices. The use of spices in addition to complementing flavor, can also be used for alternative medicine [1]. With the development of technology, spices are used as pesticide substitutes. Various kinds of spice utilization that continue to experience development, then create opportunities for Indonesia's economic growth. In addition, spices are used as business commodities for farmers, even for large companies and plantations. So that it can be used as an export commodity abroad [2].

Indonesia has various products to export. However, as an agricultural country, the results of agriculture are very potential, especially spices [3]. Pakistan as a destination country for Indonesian spice exports, reached 137,262.6 million US dollars and total exports in 2016 reached 506,807.5 million US dollars. In 2017 total spice exports reached 626,657.9 million US dollars. In 2018 it reached 601,230.1 million US dollars. 2019 reached 592,487.6. 2020 618 450.6 Million US\$ [4]. The higher the value of exports, can have a positive impact on the country's economy. Exports are used as one of the economic supports [5].

The world economy will experience changes due to the increasing world population. The estimated results in 2045, there was an increase of 65% in the world's population living in cities. So that the estimated world population in 2045 reached 9.45 billion people and 55% of them were Asian residents. 95% of the urbanized population will come from emerging economies. The large number of people in urban areas causes the importance of urban development in determining the country's economic growth, determining competitiveness, and determining the quality of life of the community. By 2050, 71% of the world's total output will come from emerging economies. Asia gets 54% of the world's output. With the trend of the world economy, it causes changes in the international constellation [6].

World spice demand in 2050 is expected to increase twelve-fold at the highest level, and five-fold at the lowest level. The more demand for spices, the more deficit there will be, and Indonesia has the opportunity to utilize its spice commodities to trade in the world market. Meanwhile, in the domestic and world markets, spice commodities such as pepper, cloves, nutmeg, vanilla, and ginger have a comparative advantage, characterized by a surplus trade balance. Therefore, spice commodities have a role in the country's economy, which can contribute to the country's foreign exchange. As is the case when the increase in spice exports consistently and affects the Gross Domestic Product (GDP).

In increasing spice commodities, and restoring the glory of Indonesian spices, so that they can support the people's economy based on the potential of each region in Indonesia, with the characteristics of various islands in Indonesia, which causes uniqueness in spice development, must include:

- a. Mapping of the island, in order to obtain geographical information for development design, planning, and management;
- b. Land suitability mapping, to develop spice species that are suitable for the characteristics of the island;
- c. Developing spices based on research and technology, thereby increasing production and productivity for the welfare of farmers and the development of spice regions;
- d. Designing the financing of spice development;
- e. Conducting island branding;
- f. Developing laws and regulations in establishing special policies;
- g. Cooperating with the center, provinces and regions in synergizing;
- h. Establishing an organization to implement the policies that have been made.

One of the successes in increasing the marketing of Indonesian spices is done by branding [7]. Nation branding has aspects to provide and apply communication techniques in marketing and promoting the image of the country [8]. When the brand can improve the image of the country, the image improvement will certainly benefit other countries outside the border in utilizing export opportunities [9].

Brand is defined as a name, symbol, design or a combination of several things in identifying a product to get differentiation of product advantages from its competitors. In the implementation of branding, it means that the company is offering its products. When in global trade, there must be a differentiator from competing products, and that is what is considered important for countries in the world, so that they can compete in the global market. While nation branding relies on identifying a country. Nation branding is a combination of various multidimensional elements that have uniqueness, to provide product excellence by emphasizing differentiation and relevance on the basis of culture to target the global market.

With the development of the global market, countries in the world are increasingly trying to brand their respective countries. The goal is to attract more consumers. As is the case in the tourism sector, which is intended to attract tourists to visit their country. In addition, to attract investors and increase exports. Branding gives a country identity and improves its image and reputation in attracting economic and political

attention. It is part of the country's strategy [10]. Strategy is a way to achieve a goal. Strategies can be short-term or long-term, consisting of various activities to support the realization of certain goals [11]. Thus, state strategy is defined as a collection of activities carried out by a country in achieving certain goals in fulfilling its national interests.

The ability to set preferences tends to be associated with intangible assets such as an attractive personality, culture, political-values and institutions as well as policies that are considered legitimate or have moral authority. If a leader represents the aspirations that others want and then realizes them, it will be easier to lead. Soft Power is not only the same as influence, because influence can also rely on the power of threats. Soft Power is not only an act of persuasion but is coupled with the ability to move people using arguments, as well as the ability to attract attention, and that attraction often leads to recognition. Soft power has three sources: culture, political values and foreign power. Political values and foreign policy are the sources of soft power [12]. If soft power is associated with culture, it will lead to a form of popular culture such as the spread of Indonesian Cuisine culture.

Cuisine is a form of public soft power, which is then used as a lure through food traditions by representing a region, state or nation. Culinary values are then communicated to a distributed global community [13]. Indonesian spices are not well known in the world, even though Indonesia is a spice-producing country. The Ministry of Tourism and Creative Economy created the Indonesia Spice Up The World (ISUTW) program, targeting Africa and Australia. The long-term goal of the program is to establish 4,000 Indonesian restaurants abroad. It also aims to increase the marketing of Indonesian spices, processed food, and seasoning products. Some of the spices promoted include fried rice seasoning, satay seasoning, soup seasoning, and gado-gado. Meanwhile, export priority spice commodities are pepper, nutmeg, cloves, ginger, cinnamon and vanilla. From the Indonesia Spice Up The World (ISUTW) program, Indonesia hopes to attract tourists to visit Indonesia directly, to taste Indonesian culinary spices [14].

Gastrodiplomacy deals with public diplomacy by combining culture and culinary diplomacy to produce a country's nation branding. If culinary diplomacy is related to efforts to expand relations by utilizing culinary and eating habits carried out by ambassadors or public figures who are visiting. Gastrodiplomacy, of course, involves food in conducting public diplomacy, so as to expand public views by leaders and produce a country's identity. The means to support the formation of gastrodiplomacy is the creation of culinary tourism, which can certainly increase the branding of the country's destination persona [15].

Gastrodiplomacy, is a country's move to utilize food to encourage global branding. Such is the case with spice commodities. Food is used as a symbol of national identity in carrying out various economic principles. In addition, it is used as a means of conveying the country's traditions, in order to foster negotiations, exchange opinions or in expressing a country.

Gastrodiplomacy is a form of economic diplomacy that is considered strategic. So the urgency of Gastrodiplomacy is to implement the applicable laws, namely in accordance with Law No. 11 of 2005 concerning state obligations in carrying out Economic, Social, Cultural Rights by monitoring and realizing the economic, social and cultural rights of citizens. Implementing it in Indonesia's foreign policy on a populist basis, namely the Ministry of Foreign Affairs is tasked with carrying out economic diplomacy focusing on down to earth so that it can touch all circles. Running Gastrodiplomacy is also an order from the President of the Republic of Indonesia, to the Ambassador in carrying out economic diplomacy [16].

Indonesia's export activities have increased and decreased over time. This is because exports in Indonesia depend on a country's import demand. When there is a decline in export activities, it is because there has been a weakening of the economy of the main trading partner countries for Indonesia. On that basis, Indonesia seeks to develop exports to non-traditional markets, for which Indonesia is targeting the African Region as a destination country for non-traditional market expansion. Then an Indonesia Africa

Forum (IAF) cooperation forum was formed. The purpose of establishing the Forum, as a government effort to increase Indonesian exports by forming new market opportunities [17].

The ideas of cooperation are emphasized by liberalists. Cooperation is considered to lead to world peace. Schumpeter argued that there is causality between capitalism and democracy as a support for mutually beneficial cooperation. The world that has been dominated by industrialization and the development of entrepreneurs is profit-oriented and prioritizes national interests. Therefore, war can be avoided because of interdependence [18].

The application of capitalist economics is the foundation for national development. The driving force of development is innovators and entrepreneurs. Entrepreneurs are expected to be able to provide innovations to increase profits, so as to raise people's living standards [19]. Economic growth, is the process of increasing output by the community so that more and more factors of production, which are then used in the production process without changing production technology. The requirements for economic growth are steady growth with a long period of time such as output, savings, investment and constant technological progress [20].

Dependence is created due to economic globalization. It is explained that economic globalization no longer leads to the national economy of the country but the formation of consolidated products from the global market in the process of production, distribution and consumption. Therefore, economic globalization causes interdependence between countries and the national interests of a country are used as a strategy for countries to achieve global interests. Foreign policy is not oriented only towards war and conflict, but rather towards cooperation and peace that is strengthened by dependence [21]. Liberalism tends to put aside security issues, but is more dominant in achieving goals in fulfilling the country's economic interests [22]. The success of developing countries is to utilize their potential as well as opportunities. President Joko Widodo's administration is focused on building economic diplomacy in the hope that it can be implemented in foreign policy, so as to provide benefits such as opening new markets for Indonesian products. Economic diplomacy is aimed at fulfilling a country's national interests [23].

The need for spices in Africa, especially the countries of Kenya, Ethiopia, and Mauritius is very high. So, to meet market demand, South Africa has a dependency on importing its spice needs. There is an increase in spice imports in the African region, due to unbalanced demand and supply, in addition to the low agricultural GDP compared to other countries, which is a factor in spice import dependence [24]. A projected increase of 3, 78% is expected in the market for spices and spice usage in Africa. South Africa is an attraction for the tourism sector. Traditional foods are easily available, so there is innovation in making varied foods which leads to an increase in the production of traditional foods. Hence, the need for spices will continue to increase. For example, in making sausages, the spices required include pepper, red pepper, cloves, ginger, nutmeg, thyme, rosemary, and garlic [25].

The increase in the spice market is also due to the Covid 19 virus. Spices with immune properties such as turmeric, ginger and garlic have seen an increase in demand by global consumers. The Asia-Pacific region is a support in producing the best quality spices [26].

The demand for spices in the international market will continue to increase annually by 10.38%. Therefore, spice commodities become a prospective market so that they can play an important role in the international market. Trade liberalization is one of the factors that Indonesia must have specialization to create differentiation, so that it can compete in the international market. Weakness in the competitiveness of agricultural commodities is an obstacle for Indonesia in the global market. Therefore, the Indonesian government must train and assist farmers to maintain the stability of spice prices. In addition, innovate to increase the productivity and quality of spices [27].

Based on the background described above, the author will discuss "How Nation Branding Through Indonesia Spice Up The World Affects Indonesian Spice Exports to the African Region?".

The purpose of the research with the title "Strategy for Building Nation Branding Through Indonesia Spice Up The World and Its Effect on Indonesian Spice Exports to the African Region" is to find out the effect of nation branding through the Indonesia Spice Up The World program on Indonesian spice exports in the African region. In addition, the benefits of this research are used for readers as information about the relationship between Nation Branding, as a country's strategy for its economic growth activities.

There are 6 main sources, consisting of 5 journals and 1 book that become the author's literature review material, including the first, namely a journal entitled "Awakening the Glory of the Archipelago Spices". This book consists of chapters 1-7. An explanation of chapter 1 of the origin of the history of spices. Chapter 2 contains the beginning of spices as a symbol of the progress of world civilization, explaining the spice trade route so that it can give rise to colonialism. Chapter 3 explains the geographical location of the archipelago and the colonialism period of forced utilization of the archipelago's spices by Europeans. Chapter 4 explains the comparative advantages of Indonesian spices and the role of science and technology in developing spice productivity. Chapter 5 describes the economic prospects generated by spice commodities, giving rise to projected demand for spices in the fulfillment of the national economy. Chapter 6 describes the spice development strategy and formulates future spice development policies. Chapter 7 explains the need for branding so that Indonesian spices are victorious in the international market.

The second journal entitled "Analysis of Indonesian Nutmeg, Mace, and Cardamom Export Development". The journal explained that as an agrarian country, Indonesia has the potential to develop agricultural exports, especially spice commodities. Indonesia is a supplier of nutmeg, mace and cardamom in the international market, with an average export value in 2016 of 19,956,650 kg in the global market. According to the Ministry of Agriculture, these commodities generate considerable foreign exchange.

The third journal entitled "Initiating Nation Branding Indonesia Towards Nation Competitiveness". In the journal, the definition of Nation branding is explained as having aspects to provide and apply communication techniques in marketing and promoting the country's image. The existence of an improved image, resulting in benefits for other countries, especially countries outside the border, so that they can take advantage of export opportunities. The context of nation branding can be seen in various sectors, including the tourism, investment, trade and creative economy sectors.

The fourth journal entitled "Comparative and Competitive Advantages of Indonesian Spices in the International Market". The journal explains that Indonesia is among the top 5 spice producing countries in the world. The demand for spices in the international market will continue to increase annually by 10.38%. So spice commodities become a prospective market so that they can play an important role in the international market. Trade liberalization is one of the factors that Indonesia must have specialization to create differentiation, so that it can compete in the international market. Weakness in the competitiveness of agricultural commodities is an obstacle for Indonesia in the global market. Therefore, the Indonesian government must train and assist farmers to maintain the stability of spice prices. In addition, innovate to increase the productivity and quality of spices.

The fifth journal entitled "Indonesia's Economic Diplomacy to the African Region". The success of developing countries, namely utilizing their potential as well as opportunities. In the administration of President Joko Widodo, it focuses on building economic diplomacy in the hope that it can be implemented in foreign policy, so as to provide benefits such as opening new markets for Indonesian products. Economic diplomacy is aimed at fulfilling a country's national interests.

The sixth journal entitled "The Effect of the Indonesia Africa Forum (IAF) on the Expansion of Indonesia's Non-Traditional Markets in the African Region". Indonesia's export activities have increased and decreased from time to time. This is because exports in Indonesia depend on a country's import demand. When there is a decline in export activities, it is because there has been a weakening of the economy of the main trading partner countries for Indonesia. On that basis, Indonesia seeks to develop exports to non-

traditional markets, for which Indonesia is targeting the African Region as a destination country for non-traditional market expansion. Then an Indonesia Africa Forum (IAF) cooperation forum was formed. The purpose of establishing the Forum, as a government effort to increase Indonesian exports by forming new market opportunities.

2. Method

This research uses qualitative descriptive analysis using deductive explanation, and uses secondary data from web pages, journals, and books. Secondary data is used as a basis in making the background of why research needs to be done up to the stage of taking the initial hypothesis, the context of the problem in research so that it describes an idea and theory.

Descriptive analysis, aims to find symptoms, facts or events that are carried out systematically with accurate results. Data presentation is done in the form of brief descriptions, charts, relationships between categories, flowcharts and so on. Qualitative data analysis ends in drawing conclusions that at the beginning of the research have been stated with support in the form of valid and consistent evidence from researchers. The conclusion contains the main research with a description of the final opinion of the deductive or inductive thinking method. Conclusions in qualitative research are used to answer or even not answer the problem formulation, because the problem formulation is temporary in qualitative research. This depends on the conditions of development in the field. But in the conclusion, it contains a new discovery that did not exist before.

These findings can be in the form of a picture or description of the thoughts of an object that was previously gray, so that it produces clarity after research. It can be a causal or interactive relationship, it can also be a hypothesis or theory [28].

Screening stages in filtering data, carried out by means of Systematic Review Preferred Reporting Items for Systematic Reviews and Meta-analyses (PRISMA), in conducting Systematic Review PRISMA, consists of several steps including: 1) preparing Background and Purpose, 2) Making Research Question, 3) Searching for Literature 4) Selecting Literature 5) Performing Practical Screen 6) Making Quality Checklist and Procedures 6) Processing Data Extraction Strategy, 7) Putting together Data Synthesis Strategy [29].

The data search process begins with searching for journals related to the research variables, using various keywords searched on Google. Some of the keywords used are "Indonesia's Economic Diplomacy to the Asia-Africa Region", "Nation Branding Indonesia", "Spice Needs in Africa", "South Africa Import Export Commodities", "Indonesia Spice Up The World", "World Spice Demand Projections", Economic Cooperation between Indonesia and Africa", "Economic Liberalization of Indonesian Spices", "The Superiority of Indonesian Spices", "Indonesia Spice Country", and finally "Competitiveness of Indonesian Spices to Africa". Each keyword has 10 pages, which are then multiplied by the number of keywords searched by 12 keywords. Then the total data obtained was 120 journals. Of the 120 journals obtained, then reviewed by reading the abstract and conclusions in the journal. After the content in the journal is felt to be related to the research variables. Then 6 sources or literature reviews were obtained, which were used as support in forming the research background.

3. Results and Discussions

3.1. Indonesian food culture

Food is a basic need for humans, so it can build social interaction. Food or culinary is used as an identity and culture in expressing the country so that it is used as one of the popular aspects to increase

cultural tourism. The role of culinary and the development of the tourism sector are related to each other. Culinary tourism is used as a center in developing destinations, so that it represents national identity. Indonesia is rich in culinary diversity, so it can attract more international visitors. Traditional culinary is the choice and a challenge in promoting it in the international market.

The culinary culture in Indonesia is formed due to natural factors which is an archipelago, so that to fulfill the protein needs of its people is fish. The various tribes in Indonesia also influence its culinary. The characteristic of Indonesian cuisine is that it consists of various herbs and spices. Generally using shallots, garlic, ginger, turmeric, galangal, candlenut, lemongrass, basil, chili. Spices are the hallmark of Indonesian cuisine [30]. The distinctive characteristics of culinary naming can also be felt in Indonesian cuisine such as the culinary satay padang and Sumedang Tofu, which become ethnic representations in culinary [31].

Food is used as a medium of cultural communication (agent of the word of mouth). Culinary, when viewed from the point of view of economic diplomacy is a medium of communication between nations that can be said to be effective. Through culinary, the taste of the cuisine will be felt by people, and then when they feel satisfied they will retell the culinary so that it forms a communication network that produces a brand image for the Indonesian state. Cultural flavors will be conveyed to other nations who experience the culinary.

The effect of love for the taste of a cuisine will have an impact on product relationships which are then favored by the community as well as the community. Then members of the community encourage or recommend the cuisine so that a communication network is formed. In addition, when food will foster an impetus in providing food ingredients to support the cuisine. clearly said that, cuisine is used as the driving axis of economic diplomacy [32].

3.2. Development of Gastrodiploamacy in pursuit of Indonesia's Economic Diplomacy in the Global Market

Efforts in developing gastrodiploamacy are made as a mandate of the nation's history, even Indonesian culinary has been recognized internationally. Including its spice commodities. Indonesian cuisine is considered to have the potential of the world's culinary treasures. Promoting culinary is said to be in Indonesia's economic interest. Gastrodiploamacy is used as a series of food industries, which are related to each other between food land, food industry, human rights, human resources, management, food security, food ingredients and other supporting factors.

Gastrodiploamacy as economic diplomacy is used as bait in carrying out trade, attracting investment, financial capital flows, economic negotiations carried out through bilateral and multilateral cooperation. In the process of cooperation, countries are profit-oriented in fulfilling their national interests [33].

Like the Indonesian government through the Ministry of Creative Economy (Kemenparekraf), created a program "Indonesia Spice Up The World" with the aim of establishing 4,000 Indonesian restaurants abroad. Increase the marketing of seasoning products, processed food, as well as Indonesian spices. Some of the spices promoted include fried rice seasoning, satay seasoning, soto seasoning, and gado-gado [34]. In trying to introduce Indonesian cuisine, one way is through culinary festivals [35]. The Indonesian government established a marketing website, <https://sutw.gapmmi.id>, to sell spice products.

The existence of a series of industries supporting cooking ingredients causes the potential for selling Indonesian spices. But with the re-branding as well as innovating by packaging the spices into ready-to-use seasoning mixes. As is done by PT Sasa, it has innovated practical seasoning packaging. As well as there are seasoning packages for kalasan chicken express and fried rice seasoning [36].

3.3. *Indonesia - Africa Economic Cooperation*

The increase in the spice market is also partly due to the Covid 19 virus. Spices with immune properties such as turmeric, ginger and garlic are experiencing an increase in demand by global consumers. The Asia-Pacific region is supporting the production of the highest quality spices [37].

The demand for spices in Africa, especially the countries of Kenya, Ethiopia and Mauritius is very high. So, to meet market demand, South Africa has a dependence on importing its spice needs [38]. To support the expansion of non-traditional markets, Indonesia is cooperating with the African region to cooperate in the economic field through the Indonesia Africa Forum (IAF) in 2018, by increasing the intensity of visits. The purpose of the establishment of the IAF is to increase Indonesia's capacity building to the African region, form a scholarship cooperation agreement, develop credit and export facilities and conduct trade agreements initiated in the Preferential Trade Agreement (PTA).

In the field of trade, Indonesia Africa has the opportunity to increase exports in various commodities. Various products are in demand by delegates such as manufactured products, copo, and MSME products [39].

3.4. *Sustainable Spices Initiative (SSI)*

Projected increase of 3.78% in the African condiments and spices usage market. South Africa is an attraction for the tourism sector. Traditional foods are easily available, so there is innovation in making varied foods which leads to an increase in the production of traditional foods. Hence, the need for spices will continue to increase. For example, in making sausages, the spices needed include pepper, red pepper, cloves, ginger, nutmeg, thyme, rosemary, and garlic [40].

Indonesia as a spice country has the opportunity to export its spice commodities. But when trade liberalization becomes one of the factors Indonesia must have specialization to create differentiation, so that it can compete in the international market. Weakness in the competitiveness of agricultural commodities is an obstacle for Indonesia in the global market. Therefore, the Indonesian government must train and assist farmers to maintain the stability of spice prices. In addition, innovate to increase the productivity and quality of spices.

The Indonesian government then initiated a Sustainable Spices Initiative program, which aims to realize a sustainable spice sector. On March 23, the Indonesian government signed a memorandum of understanding between the Ministry of Agriculture and SSI Indonesia. With the hope of increasing exports of spices and medicinal plants in the international market.

SSI was formed to collaborate and cooperate between stakeholders of the Indonesian spice sector, which often experiences problems. Such as the presence of pests, lack of farming facilities, climate change, as well as the lack of knowledge of farmers on spice cultivation and the lack of farmers in cultivating spices. The establishment of SSI is also expected to have a sustainable impact so that it can realize sustainable development. (Launching of Sustainable Spices Initiative Indonesia: A Strategic Forum for the Realization of a Sustainable Spices Sector in Indonesia - Coordinating Ministry for Economic Affairs of the Republic of Indonesia, n.d.). to invite and increase Indonesian farmers, the Ministry of Agriculture created a program called "Millennial Farmer Movement" [41].

4. Conclusion

Gastrodiplomacy is used as an effort by the Indonesian government in conducting economic diplomacy to achieve nation branding through the Indonesia Spice Up The World program. In applying nation branding, communication techniques are applied in marketing and promoting the country's image. The existence of an improved image, resulting in benefits for other countries, especially countries outside the border, so that they can take advantage of export opportunities. The Indonesia Spice Up The World program aims to introduce Indonesian cuisine as well as increase spice exports. Because Indonesia's exports have increased and decreased, the Indonesian government initiated to pay more attention to market expansion. The African region was used as a non-traditional market for Indonesia. Then an Indonesia Africa Forum (IAF) cooperation forum was formed. The purpose of establishing the Forum was as a government effort to increase Indonesian exports by forming new market opportunities. To be able to penetrate the international market for spices, innovation is needed, such as the formation of re-branding by repackaging spices in a practical and ready-to-use way to target the global retail market. In this way, an increase in sales of Indonesian spice exports can be realized.

References

- [1] Sulaiman, A.A., Subagyono, K., Pakpahan, A. and Soetopo, D. (2018). Membangkitkan Kejayaan Rempah Nusantara. *Pertanian.go.id*. [online] 40-45 doi:<https://doi.org/978-602-344-225-6>
- [2] Sulaiman, A.A., Subagyono, K., Pakpahan, A. and Soetopo, D. (2018). Membangkitkan Kejayaan Rempah Nusantara. *Pertanian.go.id*. [online] 45-123. doi:<https://doi.org/978-602-344-225-6>
- [3] Nurhayati, E., Hartoyo, S., & Mulatsih, S. (2019). Analisis Pengembangan Ekspor Pala, Lawang, dan Kapulaga Indonesia. *Jurnal Ekonomi Dan Pembangunan Indonesia*, 19(2), 173. <https://doi.org/10.21002/jepi.v19i2.847>
- [4] Badan Pusat Statistik. (n.d.). Retrieved December 27, 2021, from <https://www.bps.go.id/statictable/2019/02/18/2019/ekspor-tanaman-obat-aromatik-dan-rempah-rempah-menurut-negara-tujuan-utama-2012-2020.html>
- [5] Nurhayati, E., Hartoyo, S., & Mulatsih, S. (2019). Analisis Pengembangan Ekspor Pala, Lawang, dan Kapulaga Indonesia. *Jurnal Ekonomi Dan Pembangunan Indonesia*, 19(2), 174. <https://doi.org/10.21002/jepi.v19i2.847>
- [6] Sulaiman, A.A., Subagyono, K., Pakpahan, A. and Soetopo, D. (2018). Membangkitkan Kejayaan Rempah Nusantara. *Pertanian.go.id*. [online] 126-127. doi:<https://doi.org/978-602-344-225-6>
- [7] Sulaiman, A.A., Subagyono, K., Pakpahan, A. and Soetopo, D. (2018). Membangkitkan Kejayaan Rempah Nusantara. *Pertanian.go.id*. [online] 130-131. doi:<https://doi.org/978-602-344-225-6>
- [8] Irwansyah Irwansyah (2013). Menginisiasi Nation Branding Indonesia Menuju Daya Saing Bangsa. *Jurnal Ilmu Komunikasi*, [online] 11(1), pp.80–91. doi:<https://doi.org/10.31315/jik.v11i1.305>.
- [9] Irwansyah Irwansyah (2013). Menginisiasi Nation Branding Indonesia Menuju Daya Saing Bangsa. *Jurnal Ilmu Komunikasi*, [online] 11(1), pp.80–91. doi:<https://doi.org/10.31315/jik.v11i1.305>.
- [10] Dinnie, K. (2015). Nation branding: Concepts, issues, practice. In Nation Branding: Concepts, Issues, Practice. <https://doi.org/10.4324/9781315773612>
- [11] Eddy, Y. (2016). Manajemen Strategi. *Unitomo.ac.id*. [online] doi:<http://repository.unitomo.ac.id/576/1/5.%20Buku%20Manajemen%20Strategi.pdf>.
- [12] Elyta, E. (2022). Soft Power Model To Strengthen Human Security At The Temajuk Border. *Sosiohumaniora*, [online] 24(2), p.227. doi:<https://doi.org/10.24198/sosiohumaniora.v24i2.38505>.

- [13] White, W., Barreda, A., & Hein, S. (2019). Gastrodiplomacy: Captivating a Global Audience Through Cultural Cuisine. *Journal of Tourismology*, 5(2), 127–144. <https://doi.org/10.26650/jot.2019.5.2.0027>
- [14] Kemenparekraf/Baparekraf RI. (2020). *Indonesia Spice Up The World: Kenalkan Rempah Nusantara ke Mancanegara*. [online] Available at: <https://www.kemenparekraf.go.id/hasil-pencarian/indonesia-spice-up-the-world-kenalkan-rempah-nusantara-ke-mancanegara>
- [15] White, W., Barreda, A., & Hein, S. (2019). Gastrodiplomacy: Captivating a Global Audience Through Cultural Cuisine. *Journal of Tourismology*, 5(2), 127–144. <https://doi.org/10.26650/jot.2019.5.2.0027>
- [16] Purwasito, A. (2016). Gastrodiplomacy Sebagai Penjuru Diplomasi Ekonomi Indonesia. 1– 105.
- [17] Saniah and Retnaningsih, U.O. (2020). Pengaruh indonesia africa forum (iaf) terhadap perluasan pasar non-tradisional indonesia di kawasan afrika. *Jurnal Online Mahasiswa (JOM) Bidang Ilmu Sosial dan Ilmu Politik*, [online] 7(2), pp.1–15. Available at: <https://jom.unri.ac.id/index.php/JOMFSIP/article/view/28215>
- [18] Hadiwinata, B. S. (2017). Studi dan Teori Hubungan Internasional : Arus Utama, Alternatif, dan Reflektivis. 303.
- [19] Bellamy, R. (1991). Schumpeter and the Transformation of Capitalism, Liberalism and Democracy. *Government and Opposition*, 26(4), 500–519. <https://doi.org/10.1111/j.1477-7053.1991.tb00408.x>
- [20] Astutiningsih, S. E., & Sari, C. M. (2017). Pemberdayaan Kelompok Agroindustri Dalam Upaya Mempercepat Pertumbuhan Ekonomi Jawa Timur. *Jurnal Ilmu Ekonomi Terapan*, 2(1), 1–9. <https://doi.org/10.20473/jiet.v2i1.5500>
- [21] Manan, M. (2017). Foreign Policy and National Interest: Realism and Its Critiques. *Jurnal Global & Strategis*, 9(2), 175. <https://doi.org/10.20473/jgs.9.2.2015.175-189>
- [22] Wu, C. C.-H. (2017). Understanding the Structures and Contents of National Interests : An Analysis of Structural Equation Modeling. *The Korean Journal of International Studies*, 15(3), 391–419. <https://doi.org/10.14731/kjis.2017.12.15.3.391>
- [23] Delanova, M.O. (2021) . Diplomasi Ekonomi Indonesia Ke Kawasan Afrika. *Jurnal Academia Praja*, [online] 4(2), pp.509–524. doi:<https://doi.org/10.36859/jap.v4i2.414>.
- [24] Mordorintelligence.com. (2023). *Africa Spice and Herb Extracts Market - Growth, Trends, COVID-19 Impact, and Forecasts (2023 - 2028)*. [online] Available at: <https://www.mordorintelligence.com/industry-reports/africa-spice-and-herb-extracts-market>
- [25] Mordorintelligence.com. (2023). *Seasoning and Spices Market - Growth, Trends, and Forecasts (2023 - 2028)*. [online] Available at: <https://www.mordorintelligence.com/industry-reports/seasoning-and-spices-market>
- [26] Mordorintelligence.com. (2023). *Seasoning and Spices Market - Growth, Trends, and Forecasts (2023 - 2028)*. [online] Available at: <https://www.mordorintelligence.com/industry-reports/seasoning-and-spices-market>
- [27] Anggrasari, H., Perdana, P., & Mulyo, J. H. (2021). Keunggulan Komparatif Dan Kompetitif Rempah-Rempah Indonesia Di Pasar Internasional. *Jurnal Agrica*, 14(1), 9–19. <https://doi.org/10.31289/agrica.v14i1.4396>
- [28] Hardani. Ustiawaty, J. A. H. (2017). *Buku Metode Penelitian Kualitatif dan Kuantitatif* (Issue April)
- [29] Sastypratiwi, H., & Nyoto, R. D. (2020). Analisis Data Artikel Sistem Pakar Menggunakan Metode Systematic Review. *Jurnal Edukasi Dan Penelitian Informatika (JEPIN)*, 6(2), 250. <https://doi.org/10.26418/jp.v6i2.40914>
- [30] Wijaya, S. (2019). Indonesian food culture mapping: A starter contribution to promote Indonesian

- culinary tourism. *Journal of Ethnic Foods*, 6(1), 1–10. <https://doi.org/10.1186/s42779-019-0009-3>
- [31] Situngkir, H. (2015). Munich Personal RePEc Archive A Portrait of Diversity In Indonesian Traditional Cuisine A Portrait of Diversity In Indonesian Traditional Cuisine. 68385.
- [32] Purwasito, A. (2016). *Gastrodiplomacy Sebagai Penjuru Diplomasi Ekonomi Indonesia*. 1– 105.
- [33] Purwasito, A. (2016). *Gastrodiplomacy Sebagai Penjuru Diplomasi Ekonomi Indonesia*. 1– 105.
- [34] Kemenparekraf/Baparekraf RI. (2020). *Indonesia Spice Up The World: Kenalkan Rempah Nusantara ke Mancanegara*. [online] Available at: <https://www.kemenparekraf.go.id/hasil-pencarian/indonesia-spice-up-the-world-kenalkan-rempah-nusantara-ke-mancanegara>
- [35] Gastrodiplomasi, Strategi Promosi Budaya Kuliner Indonesia ke Luar Negeri – BRIN. (n.d.). Retrieved December 28, 2021, from <https://www.brin.go.id/gastrodiplomasi-strategi-promosi-budaya-kuliner-indonesia-ke-luar-negeri/>
- [36] Sasa.co.id. (2022). *Official Website Sasa / PT Sasa Inti*. [online] Available at: <https://www.sasa.co.id/>
- [37] Africa Seasoning and Spices Market | 2021 - 26 | Industry Share, Size, Growth - Mordor Intelligence. (n.d.). Retrieved December 27, 2021, from <https://www.mordorintelligence.com/industry-reports/africa-seasoning-and-spices-market>
- [38] Mordorintelligence.com. (2023). *Africa Spice and Herb Extracts Market - Growth, Trends, COVID-19 Impact, and Forecasts (2023 - 2028)*. [online] Available at: <https://www.mordorintelligence.com/industry-reports/africa-spice-and-herb-extracts-market>
- [39] Saniah and Retnaningsih, U.O. (2020). Pengaruh Indonesia Africa Forum (Iaf) Terhadap Perluasan Pasar Non-Tradisional Indonesia Di Kawasan Afrika. *Jurnal Online Mahasiswa (JOM) Bidang Ilmu Sosial dan Ilmu Politik*, [online] 7(2), pp.1–15. Available at: <https://jom.unri.ac.id/index.php/JOMFSIP/article/view/28215>
- [40] Africa Seasoning and Spices Market | 2021 - 26 | Industry Share, Size, Growth - Mordor Intelligence. (n.d.). Retrieved December 27, 2021, from <https://www.mordorintelligence.com/industry-reports/africa-seasoning-and-spices-market>
- [41] Kementerian Pertanian - Luncurkan Gerakan Tani Milenial, Kementan Rangkul 4 Juta Santri Bangun Pertanian. (n.d.). Retrieved December 28, 2021, from <https://www.pertanian.go.id/home/?show=news&act=view&id=3580>