

# GLOBAL HANSIK CAMPAIGN AS SOUTH KOREA'S GASTRODIPLOMACY IN 2009-2017

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## **Abstract**

This article is aimed to explain and analyze the reason why South Korea established gastrodiplomacy through Global Hansik campaign. South Korea is one of the countries that are intensely spreading the soft power in the field of culture. This move certainly is not without any reason. In this era, culture is considerably more powerful than the military. As expected, many benefits they get as well as the profit that they gain. However, alongside the success in conducting cultural diplomacy, South Korea also decided to start their gastrodiplomacy in 2009. Despite how famous the Korean drama, Korean movie, and Korean music are and how significant the impact is, South Korea prefer the Korean food itself in specifying gastrodiplomacy. Besides, there will be more obstacles that South Korea faces such as the authenticity of food and regulation in Muslim dietary food. To analyze the reason behind the decision of South Korea in conducting gastrodiplomacy through Global Hansik campaign, the writer uses cultural diplomacy and gastrodiplomacy concept. After that, elaborate it with the fundamental features of national identity based on A.D Smith and effective nation branding based on Jaffe and Nebenzahl. The data comes from the secondary data using library research method. This research found out that the reason why South Korea established gastrodiplomacy through Global Hansik campaign are: 1) Korean food or *hansik* more represent their symbol of national identity; 2) The Global Hansik campaign is a tool to enhance South Korea's poor nation brand.

Keyword(s): *Cultural Diplomacy, Gastrodiplomacy, National Identity, Nation Branding, Acknowledgment*

## **Introduction**

South Korea is one of the countries which had started to give more focus to cultural diplomacy. It began with the diplomatic relation between South Korea and China in 1992. At that time Chinese people received Korean drama and music positively. Even in 1997, there was Korean Drama has a title "What is Love" aired in China and got 4.2% rating, which meant there were more than 150 million Chinese

viewers watched it (Korean Culture and Information Service (KOCIS), 2017). Since that time, Korean culture started to spread all over the world. There was a term for it, namely *Hallyu*. This term was derived from the word "한류" (red: *Hallyu*) which has a meaning the flow or wave of Korea. It was widely used to show the wave of popularity of South Korean culture which was getting increasing.

To focus on handling matters about culture, South Korea established the Ministry of Culture, Sports, and Tourism too. A division of the Ministry called the Popular Culture Industry Division, has a task to focus on Korean pop music, fashion, mass entertainment, comic books, cartoons, and other key products. Together with three other divisions, they refer to as the Cultural Content Office. Beside that Korean Government are active in managing the Hallyu wave outside South Korea. Several cultural festivals are holding outside South Korea. They offer exhibition, scholarship, and do public relation campaigns to exhibit the uniqueness of Korean. This indirectly shows us how the Korean Government is helping the entertainment industry by creating and giving such a conducive environment (Martin Roll – Business & Brand Strategist, 2018).

Korean wave phenomena bring a domino effect for South Korea. The increasing number of tourism, export, and international trade are the example of the positive impact of Korean Wave. There was a significant escalation in the visitor of South Korea. In 1980, the average amount of visitor in South Korea was only 81,367 people per month (Korea Tourism Organization, 2017). While in 2009, the average amount of visitor in South Korea became 651,461 people per month (Korea Tourism Organization, 2017). From cosmetic to Samsung tablet, all of them are getting impact too. The brands are getting well known and have increased in the selling. "In the early 2000s, Korean cultural content exports hovered around US\$500-million. By 2011, that had mushroomed to more than \$4-billion, according to Korea's Culture and Information Service" (Leong, 2014). Culture is holding a prominent role in the spreading of Korean Wave. Despite the language barrier which they have, the culture brings more empathy and sympathy which makes the Korean Wave is getting popular (Marineseu, 2014, pp. 2-3).

However, alongside the success of the Korean Wave in conducting cultural diplomacy, South Korea also decided to start their gastrodiploamacy in 2009. "Gastrodiploamacy is the act of winning heart and mind through stomach" (Rockower P. S., 2012). Gastrodiploamacy is a part of cultural diplomacy with more specific means namely food. In conveying diplomacy, food becomes the essential medium. The terminology of gastrodiploamacy is relatively new in International Relations. The studies are limited too. It emerged for the first time in 2002 when the Thai Government announced they would become the first country which conducts the gastrodiploamacy (A. Pham, 2013).

South Korea was taking the risk by deciding to conduct the gastrodiploamacy. That is because the popularity of Korean food was not as significant as other Korean stuff if we compare to the Korean music pop, Korean drama, and Korean movie. It is provable by the fact that the terminology of *Hallyu* emerged for the first time because of the popularity of Korean drama and the Korean movie (Martin Roll – Business & Brand Strategist, 2018). Besides, Korean music pop itself was contributing \$2 billion per year to the Korean economy (Seabrook, 2012).

Also, there will be some obstacles that the Korean government must face in conducting gastrodiploamacy. Since gastrodiploamacy is offering the taste and taste is subjective, some people might not enjoy Korean food, some people might do. They have to be ready with the consequence for cannot always protect the authentic of Korean food to fit in with the taste of other foreign people. Another thing that they have to consider is the growth of Muslim tourism in South Korea and the growing of Muslim population in the world. Meanwhile, the number of Muslim in South Korea is only 0.3 percent of the populations (Power, 2015). Korean people do not have much understanding about the regulations and rules in the Muslim food dietary. Most of the restaurants in South Korea are serving pork and alcohol. Most of the food production have pork derivative. It becomes a problem for Muslim because they cannot eat pork and alcohol. It will become the problem for South Korea Government because they have to provide the organization which can manage and ensure the Muslim traveler

and consumer that some of the Korean foods fulfill the standard of Muslim food dietary.

Despite those considerations, South Korea still wants to promote Korean food more into the global world. South Korea then took Global Hansik as their gastrodiplomacy. Hansik itself is a Korean word “한국 음식” (red: hankook eumsik) for Korean Food. The Ministry of Food, Agriculture, Forestry, and Fisheries (MFAFF) spent more than \$77 million which is set to run until 2017 for the “Global Hansik” (A. Pham, 2013). “In May 2009, the government-funded Hansik Foundation Act was enacted, and the Hansik Globalization Development Agency was inaugurated, comprising 36 members from relevant government departments, academic institutions, and CEO’s from the food industry” (Jeon, 2012, p. 36).

Korean government makes various efforts both for domestic and overseas purposes. In domestic, the Korean Tourism Organization collaborates with Korean entertainers, celebrities, and idols. They also work together with the experts such as chefs, gastronomers, and lecture in promoting the Korean food. They create several TV shows as well for supporting the program (Jeon, 2012, p. 36). It is a brilliant idea since people love to watch something entertaining. Using these ways, it will produce effective results and more significant targets. The Korean government builds the Korean Culture Center and Korean plaza in the countries where they have diplomatic relations. In there, they offer some Korean cuisine classes. They show about Korean cuisine through playing several videos and displaying some photos. They also distribute publications and event sponsor for visitors. Even in 2012, the Ministry of Culture, Sports, and Tourism sponsored General Meeting of the World Association of Chefs' Societies (Jeon, 2012, p. 37)

## **METHOD**

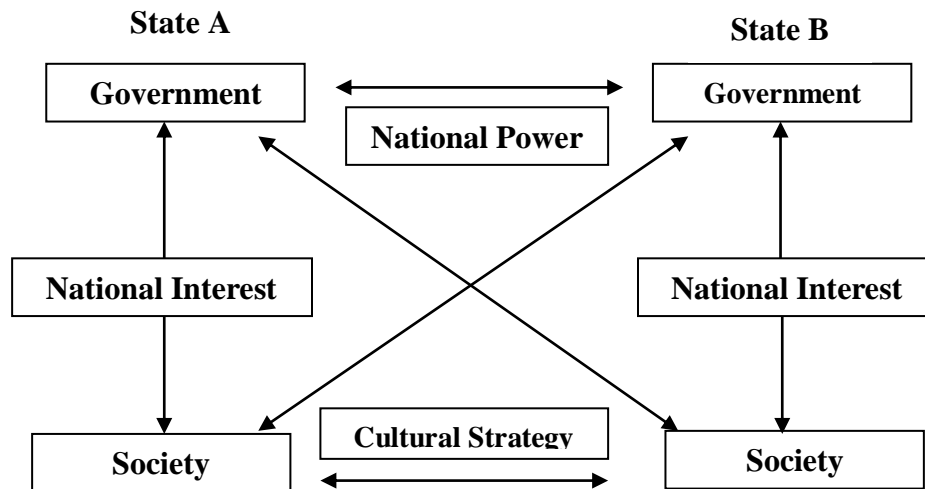
### **1. Cultural Diplomacy**

Gastrodiplomacy is the practice of cultural diplomacy in the form of public diplomacy which uses its national food and cuisine to gain their national interest.

Here public diplomacy, cultural diplomacy, and gastrodiplomacy are interrelated from one another. That is because cultural diplomacy is the subset of public diplomacy and gastrodiplomacy itself is the subset of cultural diplomacy.

In general, public diplomacy is an act of communication relations that occur between the government and the foreign public to inform and influence. “It is a two-way street, it tries to persuade people what to think, but in another side, it will listen to what people have to say” (Melissen, 2005, p. 18). It is getting narrow through the cultural diplomacy by engineering the national power into cultural strategies to attract foreign countries' people (Sokol, 2012, p. 168). Public diplomacy is trying to persuade and influence opinions directly, while cultural diplomacy utilizes the culture as the national power to create more emotional relationships. Then gastrodiplomacy makes it more specific by using food and cuisine as the medium in cultural strategies.

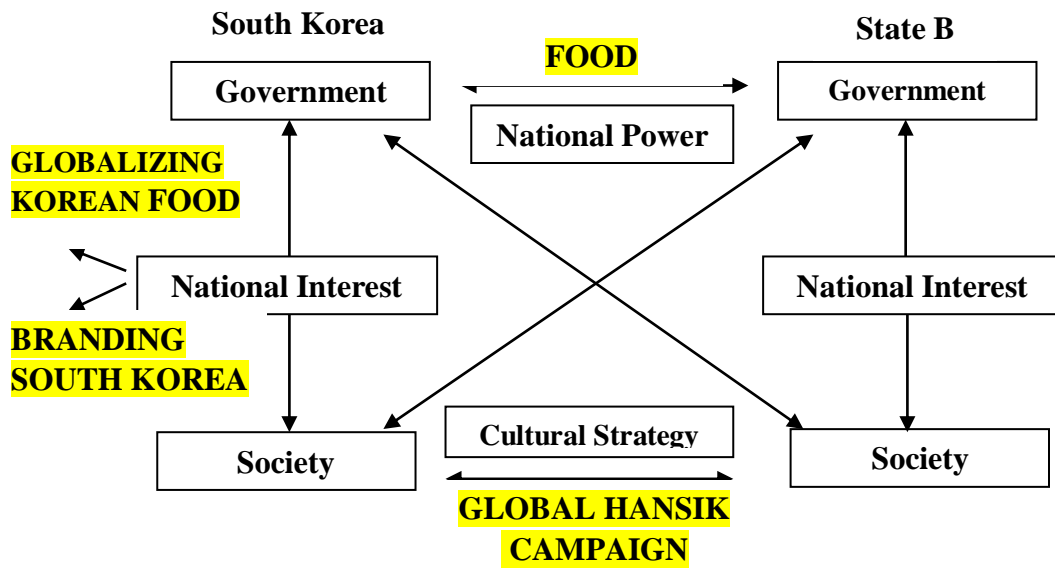
Diagram 1.1 Actor and Target of Cultural Diplomacy  
(Warsito & Kartikasari, 2007)



South Korea as a country who conduct cultural diplomacy want to achieve their national interest through utilization of their national power namely culture which more precisely is the food or cuisine. By maximizing its national power, namely food, South Korea launched its cultural strategy called gastrodiplomacy in Global Hansik Campaign. South Korea has the ambition to make their food globalized, besides that

they want to make branding for South Korea to make international society know more about South Korea.

Diagram 1.2 Implementation of Actor and Target of Cultural Diplomacy



Food and cuisine become the ideal example as a nation's soft power since it will and always draw people to come. Nothing can beat this "universal effect" since food is the essential matter for everyone everywhere. Some people might not care about what they eat and do not even bother to know why they eat, but still, they will always eat to survive and alive. (Sokol, 2012, p. 168).

*"As the famous food critic James Beard stated, food is our common ground, a universal experience, then gastrodiploamacy seeks to build on the universality of that experience by deepening understanding of foreign cultures through the enticing audience to experience cultural diplomacy at the taste bud."* (Rockower P. S., 2012, p. 2)

Interestingly, food goes beyond that survival thing. It encompasses all other aspects of our life. There are memoirs, narration, and history inside the food itself. It is a means of communication, a conveyor of culture. It conveys the culture through

the ritual that involves its preparation and serving (Rockower P., 2014). As a result, it can create an emotional connection with audiences

## **2. Gastrodiplomacy**

Food is believed to have an exceptional uniqueness in tying the history, geography, and culture of a nation-state (Rockower P., 2014, p. 13). Gastrodiplomacy can be an effective way because food has a tangible form. It is full of "the national trait and culture" which can create "emotion and trans-rational connection" even beyond the language barrier (Rockower P., 2014, p. 13). The food that becomes important medium is bringing such indirect emotion toward people who eat it. Once it falls into their stomach, people are not only remembering about the taste, but unconsciously they will remember the moment and atmosphere when they eat it. Even they will remember the history and the ingredients if they talk about it while they are eating.

As we know that gastrodiplomacy is a subset of public diplomacy, then soft power, nation branding and national identity will be inseparable when we explore about gastrodiplomacy. As mentioned before, South Korea took food as the nation's soft power in cultural diplomacy which eventually makes the diplomacy is getting specific become gastrodiplomacy.

"Soft power becomes the ability of a country to attract the attention of others to get the desired results through an attraction rather than coercion" (Joseph S. Nye, 2008, p. 94). Through the soft power, the country wants to alter and build the image of a nation positively. Then that is what we called nation branding. Since nation branding is a means to build and maintain a perception of the foreign public about a state, soft power matters to nation branding because it helps to change perceptions of a state positively without force. "To work effectively, nation branding must embrace political, cultural, business and sports activities" (Jaffe & Nebenzahl, 2006).

It means nation branding needs sturdy nation identity. Food covers almost all of the aspect of a country, namely the history, culture, society, and economy (A. Pham, 2013, p. 2). Just like what A.D. Smith says, in Hongsik (2006, p. 209), inside national

identity, there are several fundamental features. They are “historic territory or homeland; common myths and historical memories; a common, mass public culture; common legal rights and duties for all members; the last is a common economy with territorial mobility for members.” It reaffirms that food with all of its effect and influence is capable enough to communicate national identity.

A research made by Braden Ruddy in *Gastrodiplomacy* (2014, p. 32) also showed how national cuisine could change public perception of national images. It supports the opinion that the gastrodiplomacy program is an effective way for countries to take advantage of their national heritage and uniquely promote themselves on the global stage while simultaneously improving their national image.

## **REASON OF SOUTH KOREA’S DECISION**

### **1. Korean food or *hansik* more represents their symbol of national identity**

South Korea has successfully conducted cultural diplomacy through the Korean Wave. Many benefits they get as well as the profit that they gain. The specification that they took along with Korean Wave, of course, is not without any reasons. There must be a reason behind why South Korea more prefers the food itself rather than the music or drama which has already spread all over the world and rules out other considerations.

The writer found out that the primary reason for that decision is Korean food or *Hansik* more represents their symbol of national identity. To make such strong impression and sturdy nation branding, South Korea must take their most powerful symbol of national identity. A powerful symbol of national identity is needed by nation branding. A human being cannot live without food. Our body was deliberately designed to get enough nutrients from the food itself. Wherever we are, whenever we are, we always need food as our basic elements to survive. Because of food too, we accustomed to sensing not only by means of sight but also smell, taste, touch, and hearing. We can see that food is the best medium for communicating values and



identity non-verbally. Food can bring people together in creating conversation also the interactions. That is the thing that South Korea's government is looking for.

As Chung Woon-chin, former Minister of Ministry for Food, Agriculture, Forestry, and Fisheries (MIFAFF) had ever said, "*Hansik* is not just food. It is the root of the country's philosophy and traditional culture that bears our culture, spirit, and a 5000-year history" (Lee, 2012). We can see clearly from that statement that *hansik* is the perfect representation for South Korea, since how rich the contents of *hansik* itself. It is not merely about food, but it is such a complete package in communicating their culture, spirit, value, and color.

A.D. Smith, in Hongsik (2006, p. 209) says, in national identity, it contains several fundamental features. "They are historic territory or homeland; common myths and historical memories; a common, mass public culture; common legal rights and duties for all members; and common economy with territorial mobility for members." Korean food contains all of those fundamental features which are stated by A.D Smith.

First is about the history or homeland. Talking about the ingredient in Korean food, most of it comes from their homeland. For example is soybean. Soybean becomes one of the essential ingredients in Korea food. That is because, in Korean food, they offer a lot of fermented products which need many *soybeans* too. Some of them are *kanjang* (fermented soy sauce), *doenjang* (fermented soybean paste), and *gochujang* (fermented red pepper paste). Those products then become seasoning in the food and used in many side dishes. Historically too the use of soybean was calculated since 4,000 years ago (Donghwa & Doyoun, 2015, p. 2). It is showed that usage of soybean becomes part of South Korea's life. Based on GAIN report number KS1706m, soybean production in Korea in 2017/2018 is predicted 0.8 million metric tons (MMT) while the consumption is predicted 1.39 (MMT) (Sunchul & Hinkle, 2017). Even though it does not cover all of the consumption of soybean, but at least it amounts more than 50% percent in fulfilling their needs. Besides that, the government also affirmed that the core of Korean Food identity is "Delicious food

ingredients that are produced in Korea and obtained only from Korea" (Korea Tourism Organization (KTO), 2018)

Second is about common myths and historical memories. Most of the Korean foods are having their myths, memories, or stories. *Miyeokguk*, or seaweed soup for instance. This food is an obligatory food for a new mother and people who have a birthday (Gastro Tour Seoul, 2017). For them, *miyeokgug* is a symbol of birth. Even for the new mother, they have to eat it two until three times a day for a month right after they give birth. They believe it can replenish the energy and nutrient which lost during giving birth since seaweed contains a lot of iodine and iron. It can help in producing breast milk too. While for people who have a birthday, *miyeokgug* is a symbol of appreciations. The birthday in South Korea is a day when a mother gives life to the baby. So by eating *miyeokgug*, those people are appreciating and thanking for that memorable moment (Gastro Tour Seoul, 2017).

Another example is *tteokguk* or rice cake soup. *Tteokguk* is a symbol of gaining a new life or one year older. Since in late 1970 it has been eaten on the lunar new year. Every bowl of *tteokguk* commonly is loaded with oval-shaped rice cake and meaty broth. Before the rice cake is being cut, the form is a long tube which symbolized prosperity just like the noodle. Meanwhile the oval shaped is represent the coin-shaped which means it will bring wealth in the new year (Gastro Tour Seoul, 2017).

The third fundamental features are common mass and public culture. As we know that eating is a part of the public culture, in South Korea there is a table manner and traditional table setting which has become their common and public culture too. Every state has its etiquette when it comes to eating together and so do with South Korea. However, in South Korea, the table manner is quite distinctive. Politeness is a must, and they respect older people. For example, the ordering seat based on ages. Usually, the oldest people take the seat the farthest from the door. Then the way of using chopstick, spoon, and bowl. Unlike other Asian countries, they do not hold bowl. They left it on the table while eating. Chopstick and spoon cannot be stuck up in the bowl. It is considered disrespectful and the sign of bad luck. Keep pace while

having the meal since it can be called rude if the young one has done the meal faster than the old one. (Korea Tourism Organization (KTO), 2018).

Whereas the traditional table setting explains how to set the foods properly in a table. In South Korea when they are having a meal, they usually do not only serve the main course. They will serve all of the food includes the side dishes in one time which make the table looks so full. The arrangement cannot be done randomly. In general, the main course will be the center then the *banchan* (side dishes) will be arranged according to the texture, taste, color, recipes, ingredients, and temperature (Korea Tourism Organization (KTO), 2018). All of them is emphasizing balance.

The fourth is common legal rights and duties for all members. “*Food for survival forms an implicit element of modern citizenship.*” (Hongsik, 2006, p. 209) Talking about food in survival form it will make us talk about common legal rights and duties. Logically as living creatures, we cannot always wait for food to come by itself. We have to do something to afford it. That is the thing we called it as a duty. After we have done our duty, then we have that right to get the food.

And the last is the common economy with territorial mobility for members. Korean food can be a commodity economy. Since 2007, the South Korean Government decided to focus on food and beverage. Relying on its strategic geographic location and local agricultural resources, then the Ministry of Agriculture, Food and Rural Affairs created the Korea National Food Cluster, a food-optimized industrial park namely Foodpolis. This is the first time the South Korean government has supported the construction of the food industry complex. The government provides 2.3 million square meters (568 acres) of land in Iksan City, North Jeolla Province, about 100 miles south of Seoul, as well as preparing universities with food research experience plus abundant financial incentives. The government has allocated \$ 474 million for the project (Fusaro, 2016).

Besides, the government already has established temporary R&D support centers at Wonkwang University (for functional food evaluation) and Chonbuk University Iksan Campus (for food quality & safety and packaging). Later those will be moved into Foodpolis. During the visitation for monitoring the building of

Foodpolis in October 2015, Lee Jun-won, the deputy minister for food industry policy at the Ministry of Agriculture, Food and Rural Affairs, admitted that the food industry is a promising growth engine for Korea since a lot of traditional manufacturing industries' vitality is getting losing (Fusaro, 2016).

## **2. The Global Hansik Campaign is a Tool to Enhance South Korea's Poor Nation Brand**

South Korea sees nation branding is important. That is because nation branding which affects the national image will impact its international influence, its economic interest and its power in the international stage. The national image is linked to the ability of a country in building and maintaining positive relations with other countries and international audience (Kinsey & Chung, 2013, p. 5). Besides that, nation branding will affect the national competitiveness. A powerful and positive country brand, of course, it will bring more advantage of competitiveness rather than a weak and negative country brand. Moreover in this globalization era in which every country will compete for each other in almost every single matter to gain attention, respect, trust, potential consumer and investor, so do the media and government of other nation

As a middle power state, South Korea always tries to seek recognition of its existence and its importance. The middle power states are considered to have quite different foreign policy considerations from the superpower or the developing states. This is because they have already in the upper of the developing states, but they are somewhere between developing and superpower state. Middle powers face difficulties in seeking acknowledgment and recognition in the global public, so they need to secure global attention (Rockower P. S., 2012, p. 3). Therefore they are always looking for more recognition of their economic interests and political influence, as well as a more significant role in international organizations (The Association of Public Diplomacy Scholars (APDS), 2014).

Since President Lee Myung-Bak (2008-2013) until President Park Geun-Hye (2013-2017), both of them were focusing on enhancing the national image in the

international arena (Snyder, 2009, p. 24). They want to be distinguished from their neighbors, mainly Japan and China, as South Korea's product often being mistaken from those two countries (Rockower P. S., 2012, p. 5). One of way is through international cooperation in public diplomacy (Snyder, 2009, p. 24).

Before becoming a president, Lee Myung Bak was a businessman, a former of CEO Hyundai Group. After knowing the Brand Index of South Korea in 2008 is in the 33<sup>rd</sup> rank out of 50 states in Anholt-GfK Ropers Nation Brand Index<sup>1</sup> (The Anholt-GfK Roper Nation Brands IndexSM 2008 Report), as a former businessman, he recognized that South Korea needs branding and PR (Jin & Kim, 2016, pp. 5524-5525). In his inauguration speech, Lee Myung-bak has talked about the problem of the image in South Korea. He talked about the fact that the national brand value of Korea accounts for only about 30 percent of the nation's economic strength. He did talk about the first image that comes to the minds of foreigners is a labor-management dispute and street demonstrations even though Korea is leading in several technologies (Kim, as cited in Schröter & Schwekendiek, 2015, p. 118).

He took nation branding seriously. Even during his era, South Korea established a special council called The Presidential Council on Nation Branding. It set the strategy and direction to coordinate, manage, and lead the activities of nation branding for every department. Meanwhile, to build a more systematic approach also the strategic plan to nation branding, the Council sought an objective management index from the Samsung Economic Research Institute (SERI) (Dong-Hun, 2010, p. 104). However, the Council was dismissed in less than four years (Jin & Kim, 2016, pp. 5524-5525).

The same thing also pointed out by the professor of international relations from the University Of Seoul, Ahn Se-Hyun. He thought that it matters so much in selling the national image and defining the national identity for Korean either inside or

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<sup>1</sup> The Anholt-GfK Roper Nation Brands IndexSM measures 50 nations' images. Each year, since spring 2008, a total of 20,000 adults ages 18 and up are interviewed in 20 core panel countries. It measures the power and appeal of each country's 'brand image' by examining six dimensions of national competence, such as Export, governance, culture, people, tourism, immigration and investment (The Anholt-GfK Roper Nation Brands IndexSM 2008 Report).

outside South Korea also other nation's people (Power, 2013). He added, "If you see what the Japanese or Chinese have been doing in the past few decades, Koreans and the government have clearly ignored the importance of the national brand or improving or advertising the (country's) cultural uniqueness" (Power, 2013).

The primary concern was not the number of people around the world who knew about Korea, but the perceptions of a people regarding South Korea itself. "South Korea wants to be or become an attractive, advanced, and globalized world-class country that people all over the world would want to come to, invest in, and live in" (Schröter & Schwekendiek, 2015, p. 118).

In September 2008, Lee Myung Bak declared his interest in globalizing Korean food along with the *Hallyu* phenomena, "I have a special interest in introducing Korean foods as healthy foods so that Koreans can spread all over the world. Thereby we can expand the scale of *Hallyu* not only (popular) culture and arts, but also food culture" (Jin & Kim, 2016, p. 5526). That was the forerunner of Korean food or *hansik* used as one of tool to enhance South Korea's nation brand.

Furthermore, the Korean government reaffirms that one of its goals in conducting Global Hansik campaign is to enhance South Korea's poor nation brand. Through the interview in the third anniversary of Korean Food Promotion Institute (KFPI), Mr. Kim Hong Wu, the newly appointed director of KFPI at that time stated,

*"Korean food globalization is not an isolated initiative. A wide variety of added value can be created in the course of pursuing that goal, including job creation in the food industry, fostering Korean culinary experts, increasing exports of Korean food and agricultural products, and **enhancing Korea's national brand**. That's why we should take a long-term approach in promoting Korean food."* (Korean Food Promotion Institute (KFPI), 2012)

Here, through Global Hansik campaign, Korean food is believed to enhance nation brand effectively. Based on Jaffe and Nebenzahl (2006), to make the nation branding work effectively, it must comprise the political, cultural, business, and sports activities. Also, the Korean food comprises all of those things.

On the political side, by emphasizing Korean food, South Korea decided to do Global Hansik campaign. Thus the Korean Government was enacting and inaugurated

the government-funded Hansik Foundation and the Hansik Globalization Development. (A. Pham, 2013, p. 7) The Global Hansik campaign is making many people in South Korea to take part. From the Ministry of Food, Agriculture, Forest and Fisheries (MIFAFF), the Ministry of Foreign Affairs and Trade, the Ministry of Culture and Tourism, and the Ministry of Knowledge and Economy, local governments nationwide, all of them have been involved with the Global Hansik campaign (Jeon, 2012, p. 36). A special foundation was made for this campaign namely Korean Food Foundation which right now has changed into Korean Food Promotion Institute. This campaign was getting fund as much as \$77 Million which is set to run until 2017 (A. Pham, 2013, p. 7).

On the cultural side, it is clear that Korean food provides such rich cultural content. There are myth and history behind the taste of Korean food. Every Korean food contains the value that can be learned. You can learn many things just from one Korean food. For example is *tteok* or rice cake. *It* is made with grain flour, such as glutinous rice flour. Almost in every situation, holiday, festive, or festival, they provide rice cake. There are many varieties of *tteok* food depends on the method of cooking, ingredients, shape, and region. A *tteok* museum, which located in Jongno-gu shows there are 50 different kinds of *tteok*. A bite of *tteok* will deliver you Korean history and legend. Ms. Ko Juran, a principal researcher at the Institute for Asian Women even stated that in every *tteok* recipe there are the qualities of order, of stability, of harmony (Jeffreys, 2007).

While in the business matter, Korean Food has brought benefit and opportunities. Korean food can be a commodity economy. One of the strategies in the Global Hansik Campaign is by strengthening the Korean restaurant overseas. In this matter, South Korea provide several funds, loans, and grant. They encourage overseas restaurant owners to renovate by providing low-interest loans to restaurant owners and paying consultant fees (Shim, 2011, p. 29). Meanwhile, on the domestic side, the *Hallyu* wave is helping Global Hansik Campaign in increasing Korean food export and number of tourism. The increasing of the visitor in South Korea will increase the visitor of the Korean restaurant in South Korea. In addition, the export of

several Korean foods is getting increased too. Based on Korea Agro-Fisheries & Food Trade Corporation (aT) Korea's food exports amounted to US\$ 6.7 billion by September 2017, while ten years ago it was only US\$ 3.7 billion (Herh, 2017).

The presence of Korean food in Sports activities has been done since years ago. In the Olympic Games 1988, kimchi entered the official menu for athletes and several Korean food manufacturers supplied it. In PyeongChang 2018 Olympic Winter Games, The PyeongChang Organizing Committee for the 2018 Olympic and Paralympic Winter Games (*POCOG*), along with the Korean Institute Food Promotion, served the 'The Top Ten Most Favoured Korean Foods Menu Around the World' (PyeongChang 2018, 2018). It showed that the internationalization of Korean Food was doing since years ago and yet it still happens until now. The difference is after 2009 there was a specific foundation or institution who handle it.

## **CONCLUSION**

Gastrodiplomacy is expected to have the significant role in public and cultural diplomacy. Through gastrodiplomacy, a country can enhance its nation branding by highlighting the taste and flavor. They take advantage of their national heritage which is their national identity and promote themselves in a unique way as nation branding on the global stage which will simultaneously improve their national image. It is the best concept in conducting cultural diplomacy. That is because the food is believed the best medium for performing non-verbal communication. Food too can bring people together in making communication and interaction. After all, no one can deny the existence of food itself.

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