

## ABSTRACT

This article is aimed to explain and analyze the reason why South Korea established gastrodiploamacy 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, a lot of 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 gastrodiploamacy 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 gastrodiploamacy. 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 gastrodiploamacy through Global Hansik campaign, the writer uses cultural diplomacy and gastrodiploamacy 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 gastrodiploamacy 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, Gastrodiploamacy, National Identity, Nation Branding, Acknowledgment*