

CHAPTER V

CONCLUSION

1. 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 we can see that gastrodiplomacy, cultural diplomacy, and public diplomacy are relating to each other. Thus several same elements from them are used in gastrodiplomacy, such as soft power, nation branding, national identity, and nation image. Food becomes the primary soft power. It is the ultimate means to get the recognition and understanding from the public. It does not only involve the elites of a country, and even the practice sometimes happened among the citizens.
2. For South Korea, *hansik* is not only about. It is beyond the survival thing. It comprises all of their life aspects. It is a perfect representation of their symbol of identity. Thus, they took it intentionally as a tool to escalate their nation brand. South Korea decided to establish gastrodiplomacy in 2009 under President Lee Myung Bak's era. The name of the campaign is the Global Hansik campaign which has meaning Korean Cuisine goes to the world. The special foundation was formed in 2009, and the government has spent over \$77 million since 2009 to support this program. Nation branding matters so much for South Korea since as middle power state, South Korea is seeking for more recognition of its importance and existence. Being in the middle between China and Japan makes South Korea get less attention despite how progressive their technology development is. Frequently, several of South Korea's products are reputed from those countries. Through nation branding, South Korea

wants to enhance its influence in the international area and its national competitiveness among other countries. They thought that it would be an excellent chance to conduct gastrodiploamacy during the popularity of the Korean Wave. It will be easier in penetrating new thing inside the Korean Wave, and it can extend the after effect of the Korean Wave once the Korean Wave is getting weak.

3. Gastrodiploamacy is expected to have the significant role in public and cultural diplomacy. Through gastrodiploamacy, a country can enhance its nation brand by highlighting the taste and flavor. They take advantage of their national heritage which is their symbol of national identity and uniquely promote themselves as nation branding on the global stage which will simultaneously improve their national image. It is the best concept in conducting cultural diplomacy. Also, food is believed the best medium for conducting 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.