

ABSTRAK

Diplomatic relations between Indonesia and Nigeria began in 1965, at that time Indonesia opened the Embassy in Lagos (since 2008 moved to Abuja), and then Nigeria also opened the Nigerian Embassy in Jakarta in 1976. The country's relations to date have been going well and continue to increase.

Indomie is one of the popular instant noodle products in Indonesia. Indomie was first produced by Sanmaru Food Manufacturing Co. Ltd., in 1972. The company has now changed its company to Indofood CBP Sukses Makmur Tbk, and was founded by Sudono Salim. Indomie is the number one instant noodle brand in Indonesia. After Indomie dominated the market for instant noodles in Indonesia, Indofood began expanding its market to International. Indofood exports its products to various countries.

One of Indofood's market objectives is Nigeria. Indomie was introduced to Nigeria in 1988. In 1995 the first Indomie factory was opened in Nigeria under the auspices of Dufil Prima Foods, which made Indomie the first pioneer of instant noodles in Nigeria and the largest in Africa.

Indonesia does Gastrodiplomation through instant noodle products from Indofood, namely Indomie. by the way none of them symbolizes the characteristic that Indomie products are from Indonesia. Through Dufil Prima Foods Indomie adapted to the conditions of Nigeria at that time. so that they unconsciously made Indomie their second staple food and made the Nigerian people really like Indomie. The result of Gastrodiplomation conducted by Indonesia through Indomie resulted in an increase in cooperative relations between Indonesia and Nigeria.