

## ABSTRAK

This research describe Japan's public diplomacy trough gastrodiplomacy in promoting Japan's tourism within 2013-2015. Japan is very known to its rich of culture and history, thus this two factor then used by the government of Japan to promote its tourism sector. The prosperity of japanese culinary contrive the government to use gastrodiplomacy as a supporting factor of promotion.

The use of soft power and diplomacy culture concept will specify the steps of japanese government in its public diplomacy through gastrodiplomacy which will impact on japanese tourism. The establishment of a policy that regulates tourism and culinary, then collaborate with the Nippon Asian Halal Association in the form of concern of the Japanese government to make foreign tourists, especially moslem, visiting Japan feel safe and comfortable.

(Keywords : Culture Diplomacy, Public Diplomacy, Gastrodiplomacy, *Nippon Halal Association*)