

CHAPTER I

INTRODUCTION

A. Background

This research focuses on the topic of gastrodiplomacy, especially the role of coffee as an instrument of diplomacy carried out by Indonesia in Egypt. In this context, the Indonesian government implements a soft *diplomacy* strategy through gastrodiplomacy, by utilizing coffee as a tool of diplomacy in various countries, including Egypt. The initial findings of the study show that the majority of popular and popular coffee in Egypt comes from Indonesia. This fact makes coffee an effective tool of diplomacy for Indonesia. Based on these findings, researchers were encouraged to conduct a more in-depth study, which was then outlined in a study entitled "*The Role of Coffee as an Instrument of Indonesian Gastrodiplomacy in Egypt*".

Diplomacy has an increasingly strategic role in the era of globalization, especially in responding to the increasingly complex challenges of international relations. In the contemporary era, many countries rely on *Soft diplomacy* to build cooperative relations and strengthen a positive image in the eyes of the international community. Then *Soft diplomacy* In practice, it is divided into several types, one of which is public diplomacy. Public diplomacy is diplomacy that is carried out to attract the hearts of other countries so that they can come to take vacations, study and consume goods produced from countries that are carrying out public diplomacy (Djelantik, 2008). To achieve this goal, it can be done using various instruments, one of which is food and drink. The term used to describe food and beverage diplomacy is then called gastrodiplomacy, which is the use of food and beverage as a medium to introduce culture and increase awareness of the nation's brand. Gastrodiplomacy not only introduces a country's culinary diversity but also creates cultural attraction that strengthens the country's position in the global arena (Yulliana et al., 2021).

The concept of gastrodiplomacy was first introduced by Thailand in 2002 through the "Thai Kitchen of The World" program which was then widely known through publications in magazines *Times*. Indonesia began to highlight its gastrodiplomacy after rendang was named the most popular food in the world by a magazine *CNN* in 2017 (Suebpongsang et al., 2020). Gastrodiplomacy allows a country to attract international attention and strengthen its national identity. Interestingly, this strategy is not only carried out by the government, but also by non-state actors such as business people. By building a strong national image through culinary, a country's food and beverage industry can grow rapidly. In addition to providing economic benefits, gastrodiplomacy is also able to strengthen the country's reputation in social and cultural aspects (Gusdini et al., 2023).

Gastrodiplomacy was triggered by Rockower saying that gastrodiplomacy is a part of public diplomacy that is carried out by introducing the culinary culture owned by a country with the aim of achieving the interests of a country (P. S. Rockower, 2012). Marry John Pham also said that gastrodiplomacy not only makes other countries enjoy food and drinks with the aim of cooperation between the two countries, but also brings the national identity owned by the country regarding the taste, characteristics and characteristics of food that is used as an instrument of gastrodiplomacy (Pham, 2013)

Indonesia has carried out various *soft diplomacy* through various approaches such as culture, social, and natural resources owned by Indonesia. Indonesia sees great potential in coffee gastrodiplomacy as part of its culinary diplomacy. Indonesia is a country that makes the primary sector in international trade. In addition to the wealth of natural resources, one of them is the plantation sector which produces many superior commodities such as coffee. The Ministry of Tourism and Creative Economy (Kemenparekraf) has emphasized the importance of developing coffee commodities to support national economic growth. The Minister of Tourism and Creative Economy, Sandiaga Uno, stated that Indonesian coffee has great

potential to create new jobs, increase export value, and strengthen Indonesia's image in the international world. Data from the World Food and Agriculture Organization (FAO) shows that in 2017–2018, Indonesia occupied the fourth position as the largest producer of coffee beans in the world, after Brazil, Vietnam, and Colombia. With a production of more than 10 million bags of coffee, Indonesia offers various types of superior coffee, such as Toraja Arabica Coffee, Gayo Coffee, Sidikalang Coffee, and Kintamani Coffee. This diversity is a unique strength that can be used to improve Indonesia's position in the global coffee market.

The use of coffee as a tool of diplomacy in the framework of gastrodiplomacy has been carried out by Indonesia since 2012 through *the Indonesian Coffee Festival 2012*, an event to promote Indonesian coffee at the national and international levels (CNN Indonesia). Furthermore, during the administration of President Joko Widodo in 2018, attention to the development of Indonesian coffee was increasing, both in terms of industry and production, as well as trade and diplomacy (Cabinet Secretariat of the Republic of Indonesia). To support this, the Indonesian government has established a policy that focuses on the development of the coffee processing industry. This step includes increasing the capacity of human resources (HR), such as training for baristas, roasters, and taste testers (*cuppers*), as well as increasing the value of coffee beans and their processing through mastery of technology (Ministry of Industry of the Republic of Indonesia). In addition, in 2020, the government also launched the People's Business Credit (KUR) program worth IDR 1.2 trillion to encourage the growth of the coffee industry.

Then, in policies in the scope of diplomacy and trade, using coffee as a tool of diplomacy is one of the paths taken by Indonesia in various countries, for example collaboration between the Ministry of Foreign Affairs, the Ministry of Trade, and the Ministry

of Tourism and Creative Economy to organize various Indonesian coffee festivals, such as *Indonesia Coffee Day 2018* in London, *Indonesia Coffee Day 2019* in Uzbekistan, and various other similar events (Widiastutie et al., 2022).

Furthermore, President Joko Widodo expressly stated that coffee is one of Indonesia's tools of diplomacy. This statement was made during her visit to a state banquet with the Governor General of New Zealand, Dame Patsy Reddy, in Wellington in 2018. On this occasion, President Joko Widodo said, "Coffee diplomacy will be the new glue of our bilateral relations. Good bilateral relations, which have been established for 60 years." This statement further confirms that coffee has become a significant instrument of diplomacy for Indonesia in establishing foreign relations.

The history of Indonesian coffee itself began during the Dutch colonial rule, namely in the 1600s. Where coffee in Indonesia was first planted in Java by the Dutch colonialists, then quickly spread and expanded to various regions. Plus the climate in Indonesia is favorable for coffee plants, so more and more people are making coffee plantations in the region. With this, Indonesia is one of the largest coffee producing countries in the world that produces various varieties of coffee (Fadah, 2015)

Indonesia has advantages in the diversity of types of coffee exported, such as Kintamani Coffee, Arabica Coffee, Sidikalang Coffee, Toraja Coffee, and Gayo Coffee. This encourages the Ministry of Tourism and Creative Economy to be optimistic about the potential of coffee as a strategic commodity in improving the national economy. In addition, coffee has become an important part of the lives of the Indonesian people, both as a source of livelihood and for daily consumption. To support this, the Ministry of Tourism and Creative Economy holds various workshops, seminars, and competitions as a forum for coffee lovers. This effort is expected to strengthen coffee's position as part of Indonesia's diplomatic tools in the international arena.

With these various potentials, coffee gastrodiplomacy is not only an economic strategy, but also an effective diplomacy tool to introduce Indonesian culture to the international world. This research is expected to be able to contribute to understanding how coffee, which is Indonesia's leading sector, becomes a tool for diplomacy that is able to have a positive effect on Indonesia. Coffee gastrodiplomacy is expected to support Indonesia's positive image, especially in Egypt, as well as pave the way in strengthening Indonesia's position as one of the main players in the world coffee industry. Coffee is chosen as a tool of gastrodiplomacy rather than other instruments because it is not only one of Indonesia's leading export commodities, but also a product deeply embedded in its culture and identity. As a globally appreciated beverage with strong cultural resonance across various societies, coffee serves as an effective and relatable medium to foster cross-cultural dialogue.

Unlike other diplomatic tools that might require complex negotiations or political leverage, coffee offers a universal appeal that transcends political and language barriers. Sharing coffee can create informal yet impactful diplomatic spaces where people-to-people connections are built, perceptions are shaped, and national branding is strengthened. Indonesia, with its diverse coffee origins such as Gayo, Toraja, and Java, possesses a rich narrative that can be communicated through taste, aroma, and tradition—making coffee a uniquely compelling soft power asset in the country's gastrodiplomatic efforts.

In the Indonesian economy, coffee is one of the leading export products that contributes greatly to state revenue, with the aim of exporting to various countries, especially Egypt. Egypt is a country that has good potential to open a business because of its strong bilateral relations with Indonesia. This business is used as a means to introduce Indonesian cuisine, including opening restaurants and serving Indonesian coffee, various types of famous coffee from Indonesia, such as Arabica coffee, Gayo coffee, Kintamani coffee, and Robusta coffee, are in high demand in Egypt (Rohman & Sari, 2024). In addition, Egypt is also one of

the main destinations for Indonesian coffee exports after the United States. Indonesia's goal in exporting coffee to Egypt is to promote the uniqueness of Indonesian coffee and improve the country's image in the Egyptian market. Indonesian coffee has become one of the main products in the Egyptian market, with a significant export value of USD 92.96 million or around IDR 1.46 trillion in 2023 (Official Website of the Indonesian Ministry of Trade). The culture of drinking coffee, which has become a tradition in Egypt, creates a great opportunity for Indonesia to expand the influence of its coffee products.

Based on the data, it shows that Indonesia is in the first position in the total total coffee imports carried out by Egypt. The following potential does not occur in other major destination countries the United States, Japan, Malaysia, Italy, and Germany. This shows that Indonesian coffee is in great demand by consumers in Egypt and opens up opportunities for the Indonesian coffee market in the country. Egypt's need for coffee and Egypt's unsuitable geographical conditions for coffee farming required Egypt to import coffee from coffee-producing countries. Egypt imports 100 percent of its coffee, and 70 percent of it comes from the Indonesian market because of its quality and affordable price (El-Behary, 2018).

Seeing this phenomenon, researchers are interested in exploring the role of coffee as a tool of gastrodiplomacy carried out by the Indonesian government in Egypt. The researcher is interested in the role of coffee as a tool of diplomacy carried out by Indonesia with coffee gastrodiplomacy in Egypt. In addition, the researcher also wanted to know the challenges obtained in this coffee gastrodiplomacy in Egypt. Therefore, the author will pour these things into a study entitled "**The Role of Coffee as an Instrument of Indonesian Gastrodiplomacy in Egypt**".

B. Problem Formulation

Based on the explanation in the background that has been explained earlier, the author formulates the following research questions:

1. What is the role of coffee as a tool for Indonesian gastrodiplomacy in Egypt?
2. What are the challenges of Indonesian coffee gastrodiplomacy in Egypt?

C. Research Objectives

Based on the formulation of the problem above that has been explained above, the objectives of this research are as follows:

1. To find out the role of coffee as an instrument of Indonesian gastrodiplomacy in Egypt.
2. To find out and analyze what are the challenges of Indonesian coffee gastrodiplomacy in Egypt.
3. gastrodiplomacy in Egypt.

D. Research Significant

The results of this research are expected to be useful for all groups, especially the results of this research can provide benefits from two sides, namely:

1. Theoretical Benefits

This research is expected to make a significant contribution to the development of science, especially in the field of international relations. With a focus on diplomacy and gastrodiplomacy, this research will add insight and understanding for readers, especially academics and students of the international relations study program. Gastrodiplomacy, as a form of cultural diplomacy through food and drink, is a relatively new and evolving field. Therefore, this study will provide more in-depth information on how gastrodiplomacy can be used as an effective diplomacy tool.

In particular, this study will discuss Indonesian coffee gastrodiplomacy in Egypt, which is an interesting case study to understand the interaction between non-state actors (such as coffee producers, exporters, and coffee-loving communities) and state actors (the Indonesian government). This will enrich the analysis of the role of non-state actors in international relations, which is increasingly important in this era of globalization. Thus, this

research will not only broaden the understanding of gastrodiplomacy, but also provide a new perspective on how non-state actors can play a strategic role in international diplomacy.

2. Practical Benefits

The results of this study are expected to provide valuable input for the Indonesian government in evaluating and improving the gastrodiplomacy that has been carried out. Indonesian coffee gastrodiplomacy in Egypt is one of the efforts to promote Indonesian culture and products at the international level. However, as with any diplomacy strategy, gastrodiplomacy also requires an in-depth evaluation to identify existing strengths and weaknesses.

By conducting an evaluation, the government can find out the aspects that have gone well and the aspects that still need to be improved. For example, this study can reveal whether the promotion of Indonesian coffee in Egypt has reached the desired target audience, or whether there are certain obstacles that need to be overcome. The results of this evaluation can then be used to develop a more effective and targeted strategy, so that Indonesian coffee gastrodiplomacy can be more optimal in increasing Indonesia's nation branding at the international level.

In addition, the study can also provide practical recommendations on how governments can engage non-state actors more effectively in gastrodiplomacy strategies. For example, by building stronger partnerships with local coffee producers, exporters, and coffee-loving communities, the government can create greater synergies in promoting Indonesian coffee abroad. Thus, this research is not only theoretically useful, but also has significant practical implications for Indonesia's future diplomacy efforts.

E. Conceptual Framework

In this study, the author will analyze the role of coffee as a tool for Indonesian gastrodiplomacy. To analyze the topic, the author uses the concepts of public diplomacy and gastrodiplomacy to assist the author in analyzing the topic that the author will research.

1. Public Diplomacy

The purpose of public diplomacy is to foster positive opinions/opinions by the community that help provide an understanding of the culture, institutions, attitudes, and national interests as well as policies taken by their countries (Wang, 2006). According to Sir Victor Wellesley, the state seeks to influence the policies or views of other countries through diplomatic channels. One approach in diplomacy is to highlight the strength and superiority of the country to build a good image in the international world (Tandi, 2005).

The country will lose a lot if it does not make the most of the power of public diplomacy. Mark Leonard explains that soft power is an important element in public diplomacy that reinforces approaches that rely on economic and military power. Therefore, public diplomacy should not only be considered as an add-on, but rather as the center of all activities, involving various partners in various aspects (Leonard, 2002). By implementing public diplomacy, countries can strengthen relations, foster empathy for other countries, and create a uniform view and positive image in the eyes of the world.

Public diplomacy activities are no longer a monopoly of the government. Therefore, it is hoped that it can involve the public so that they do not feel limited, and the government needs to expand the role of the public or non-government actors. In its implementation, public diplomacy is not only related to foreign policy, but also faces international challenges, because these activities are carried out both abroad and domestically (Potter, 2008). The main purpose of a country's public diplomacy is to encourage the people of other countries to visit

the country, either to travel, study, or buy the products offered by that country (Leonard, 2002).

Through a cultural introduction approach, coffee gastrodiplomacy can become an important part of Indonesia's public diplomacy strategy in Egypt. Indonesian coffee, with its diversity of flavors and uniqueness, has its own attraction for the international community. Coffee is not just a drink, but also a means to convey Indonesian national values inherited through the tradition and process of making coffee. Informal interaction with other cultures can occur through the experience of enjoying Indonesian coffee served to the Egyptian public, allowing them to experience firsthand the richness of Indonesian culture. Indonesian coffee gastrodiplomacy in Egypt, through initiatives such as the promotion of coffee in various events and festivals, aims to build trust and cooperation between the two countries, while introducing Indonesian coffee brands. With the distinctive and quality coffee attraction, Indonesia can attract the attention of the Egyptian people to not only enjoy coffee, but also buy quality Indonesian coffee products, while strengthening Indonesia's cultural image in the eyes of the international world.

2. Gastrodiplomacy

Gastrodiplomacy is a form of diplomacy that uses culinary as a means to convey a country's cultural values to the international community. Paul S. Rockower called gastrodiplomacy as "*the act of winning hearts and minds through stomachs*," which means an effort to win hearts and minds through the stomach. Gastrodiplomacy is an effective method of diplomacy to raise global awareness and create a positive perception of the country that does it (P. Rockower, 2014). In this diplomacy, culinary plays an important role in building a positive image of the country, and this approach is widely applied by Asian countries such as Thailand, South Korea, and Taiwan.

Gastrodiplomacy is a communication tool used to interact indirectly with the international community. Through culinary, one can gain an understanding and get to know the culture and character of a country. The positive image formed from this culinary experience will also make it easier for the country to achieve its national goals. This approach is very useful in building cooperation between countries, especially in the field of culture, and can ultimately open up cooperation in other fields.

Gastrodiplomacy is often thought of as similar to culinary diplomacy or food diplomacy, but Paul S. Rockower explains the difference between the three. First, gastrodiplomacy uses national culinary as a tool of diplomacy to convey understanding, values, and form a positive image of the country in front of the international community. Second, culinary diplomacy also relies on national cuisine, but is more focused as a form of diplomatic relations between countries, with the main target being the government elites. Finally, food diplomacy aims to build good relations between countries, but it is more limited to providing food aid to countries that are experiencing natural disasters or other crises (Pham, 2013).

According to Juyan Zhang in his article entitled "The Foods of the Worlds: Mapping and Comparing Contemporary Gastrodiplomacy Campaigns", the implementation of gastrodiplomacy through food is considered the right action because food is a symbol that represents an idea, value and ideology of the countries where the food originates.(Zhang, 2015).

According to Juyan Zhang, the application of the concept of gastrodiplomacy targets 3 things, namely:

- 1) Branding Themes, which refers to how the idea of the implementation of gastrodiplomacy can affect everyone who sees it. Branding themes should be a differentiator among other competitors' products. Therefore, each party must make

innovations and uniqueness of gastrodiplomacy products that are different from others.

- 2) Messages, which refers to the existence of a message that the action of gastrodiplomacy wants to convey to the public. This message should be easy to remember and spread to the public.
- 3) Strategies and Tactics, which refers to the application of strategies from the concept of gastrodiplomacy to influence many people. According to Juyan Zhang, there are 6 strategies to run it (Zhang 2015). The first strategy is **the product marketing strategy** , which is by marketing food on an international scale, through restaurants, building franchisees and promoting the export of products. The second strategy is **the food events strategy** , which is to participate in existing international activities to promote food in the international scope. The third strategy is **the coalition-building strategy** , which is to build relationships with organizations and groups that have the same goal to disseminate messages or connections. The fourth strategy is **the use of opinion leaders strategy** , which is to use the opinions of the government, artists, organizations and influential parties in attracting public attention to increase awareness of food brands. The fifth strategy is the use of **media relations strategy** , which is to use traditional media, social media and official media used to conduct campaigns to increase interaction and build long-term relationships with the public. The sixth strategy is **education strategy** , which involves culinary education by conducting teaching or participatory activities to maintain the consistency of food image (Zhang 2015)

3. Schema and Flow of Thought

Picture 1 Conceptual Framework Thought Flow



Source : Author

the elaboration of the above line of thought is as follows: The concepts of public diplomacy and gastrodiplomacy are the main basis in this study. Public diplomacy aims to build positive relations between countries and the international community, while gastrodiplomacy serves as a specific strategy that utilizes food and beverages, such as coffee, to promote the country's culture and image. These two concepts are used to analyze how Indonesian coffee gastrodiplomacy is applied in Egypt. The role of Indonesian coffee gastrodiplomacy in Egypt can be seen from the elements of gastrodiplomacy put forward by Juang Zhang, namely branding themes, messages, and strategies and tactics such as Product Marketing Strategy, Food Event Strategy, Coalition-Building Strategy, The Use of Leader

Opinion, Media Relations Strategy, and Education Strategy, which are the basis for exploring the approach carried out. Based on this framework, the author will also analyze the challenges faced in the implementation. This concept will help the author answer the research question.

Based on this framework, the author will also analyze the challenges faced in the implementation. This concept will help the author answer the research question.

F. Research Methods

1. Research Type

The type of research in analyzing this research, the author uses a qualitative type of research that focuses on understanding a problem or phenomenon that will be described in a description. According to experts (Moleong, 2007) argue that qualitative research refers to a thorough understanding of the symptoms experienced by the research target, such as deeds, understanding, encouragement, and actions, through the form of text and depiction

Then specifically, the author uses a descriptive-analytical type, namely research by describing the situation in the form of facts that are still relevant to arguments or opinions. So that it can be described with an analysis that leads to a conclusion. This type is used by the author because it is in accordance with the needs of research where the author will describe or describe the facts that have been found and the challenges of Indonesian coffee gastrodiplomacy in Egypt.

In the type of research, the deeper, more complete, and the more explored the data obtained, the better the quality of the research. So through the perspective of many sources or research subjects, the qualitative research process has fewer subjects than quantitative research because it prioritizes the sharpness of data over the quantity of data.

2. Data Collection Techniques

The data collection technique used by the author in this study is *library research*, which is by collecting data from literature related to the problem to be discussed, and then

analyzing it. This literature is in the form of books, documents, journals, newspapers, and internet sites or reports related to problems that the author will research.

This research is a descriptive research, where in describing the problems being researched depends on the validity of the data of the informants who provide information in this study. Therefore, this research will use several data collection techniques which come from various sources such as:

a. Document

Documents in this case are used to search various documents, both written and in the form of images/photographs related to the focus of research, mainly related to documents regarding gastrodiplomacy and its challenges. In addition, the documentation technique used in this study focuses on records or archives in the form of journals, books, written reports and documents related to the object being studied.

b. Archive

The archives that will be researched in writing this proposal include archives owned by the Indonesian government that are official regarding coffee gastrodiplomacy between Indonesia and Egypt. Publication is through *the official website* of the Indonesian government and related articles. Thus, the archival recordings can strengthen the analysis in this study.

c. Interview

Interviews were conducted through interviews with figures related to the implementation of Indonesian coffee gastrodiplomacy in Egypt. For the purposes of this research, informants are actors who are directly involved in this collaboration, as well as parties who support and participate indirectly in this collaboration. Then the mechanism of the interview that will be carried out is through *face to face*, and *via email* if there are obstacles and some obstacles. This is done in order to maintain the validity of the data used in this study.

3. Data Type

The types of data used by the author are primary data and secondary data. Primary data is data obtained directly in the field through:

- a. Observation is by directly looking at the application of *Indonesian coffee Gastrodiplomacy in Egypt*
- b. The interview was by asking several questions to the informant related to coffee gastrodiplomacy carried out by Indonesia in Egypt. Those who will be interviewed in this study are people who are at the Indonesian Embassy in Cairo, as the front line of the implementation of Indonesian coffee gastrodiplomacy in Egypt.

Meanwhile, secondary data was obtained from various literature, documents, and processed results obtained from various sources. The secondary data needed are official documents of this cooperation, official websites, the internet, and other sources related to this cooperation.

4. Data Analysis Techniques

The data analysis technique that the author uses in this writing is a qualitative data analysis technique, where the problem is described by existing facts and then connected between one fact and another, then a conclusion is drawn.

5. Writing Methods

The writing method used is the deductive method which begins with having the main idea and gives a view starting from the general and specific outside to a special view (general-particular). The deductive method is a reasoning technique used in science to reach the right conclusions systematically. A general question (or hypothesis) can be presented and tested for its possibility to arrive at a specific conclusion that is validly proven.

In science, this method is used to measure assumptions and theories. In the deductive approach, we are guided by the hypothesis and apply the theory to estimate the outcome. This

way we can estimate which research will be used if the theory is proven. So we start from a general problem (hypothesis) to a specific thing (research).

6. Writing Systematics

Below is a brief description of the systematics of writing that the researcher will arrange structurally into five chapters, including;

CHAPTER I Introduction in this study will discuss an introduction that covers several important aspects as a foundation for understanding the research context. **The background of the problem** will explain in depth the reasons why this topic was chosen, including the historical, social, and political context behind the importance of this research being conducted. **The limitations and problem formulation** will describe in detail the limitations applied in the research so that the focus of the research is maintained, as well as formulate the research questions that will be answered through this study. **The purpose and benefits** of the research will explain in detail what is to be achieved through this research, both from an academic and practical perspective, as well as the expected contribution from the research results. **The conceptual framework** will present the model or theory used as the basis for analysis in the research. **The research methodology** will explain the approaches, methods, and data collection techniques used, including data analysis and the justification for choosing the method. Finally, the **writing systematics** will provide an overview of the structure of writing this research.

CHAPTER II The Literature Review will present a comprehensive literature review, referring to theoretical descriptions related to the variables to be studied. This chapter will examine various arguments and review relevant concepts or theories as a foundation for research studies. This literature review will include an in-depth study of the concept of public diplomacy, including its definition, development, and role in international relations. In addition, this chapter will also discuss the concept of gastrodiploamacy, which is an approach

to diplomacy through food, including the history, principles, and examples of its implementation in different countries. This literature review will serve as a basis for understanding how gastrodiplomacy can be used as a tool of public diplomacy, particularly in the context of Indonesia and Egypt.

CHAPTER III The Overview will provide an overview of bilateral relations between Indonesia and Egypt, including the history of diplomatic relations, cooperation in various fields, as well as political, economic, and cultural dynamics affecting relations between the two countries. In addition, this chapter will discuss the development of **Indonesian gastrodiplomacy**, including the efforts that have been made by the government and business actors to promote Indonesian culinary in the international arena. Special focus will be given to **the potential of Indonesian coffee**, including its history, uniqueness, and economic value as a superior product that can be used in gastrodiplomacy. This chapter will provide the context necessary to understand how Indonesian coffee can be a tool of diplomacy in Egypt.

CHAPTER IV Results and Discussion will discuss the results of research and an in-depth analysis of Indonesia's role and strategy in implementing gastrodiplomacy, especially through coffee. This chapter will outline various initiatives that Indonesia has undertaken, including participation in food exhibitions, coffee festivals, and cooperation with business actors in Egypt. In addition, this chapter will discuss the **opportunities and challenges** faced by Indonesia in carrying out coffee gastrodiplomacy in Egypt, including factors such as competition with coffee products from other countries, consumer preferences, and regulatory and logistical barriers. This discussion will be supplemented with relevant data and facts to support the arguments presented.

CHAPTER V Closing is the closing chapter that will present the conclusion of all the discussions that have been described in the previous chapters. This conclusion will

summarize important findings from the research, including the strategic role of gastrodiplomacy in strengthening Indonesia-Egypt bilateral relations, as well as the potential of Indonesian coffee as a tool of diplomacy. In addition, this chapter will also provide recommendations or suggestions for further research, especially in the context of developing more effective gastrodiplomacy strategies in the future. This conclusion is expected to provide a comprehensive understanding of the importance of gastrodiplomacy and its contribution to Indonesian public diplomacy

CHAPTER II LITERATURE REVIEW

In this chapter, the main focus will be on a literature review that discusses two key concepts that are the basis of the analysis in this study, namely the concepts of **public diplomacy** and **gastrodiplomacy**. First of all, the author will describe previous studies that are used as a reference in writing this research. Second, it will be elaborated in depth on the definition, scope, and relevance of the two concepts in the context of the study conducted. It is intended to provide a strong theoretical foundation as well as identify the contribution of previous studies to ongoing research. Thus, this chapter aims not only to enrich conceptual understanding, but also to place this research in a broader academic context.

A. Previous Research

To analyze the problems that have been described, the author tries to refer to some existing research related to the topic to be discussed. With these references, they may contribute significantly to help complement the research that has been known or researched and the author hopes that by integrating the findings of these studies, the resulting analysis can provide a deeper understanding of the role of gastrodiplomacy in a broader context, as well as provide relevant recommendations for the development of similar diplomacy strategies in the future. In addition, these references can also serve as a strong theoretical foundation for the author in developing the arguments and research findings.

No	Research Name/Title	Method	Result	Difference
1.	Kharisma Endah Sapuan & Nur Azizah, Strategi Pemerintah Indonesia Menggunakan Gastrodiplom	The method used in this study is a qualitative method. Functional theory of lism and the concept	The results of the study show that Gastrodiplomacy carried out by Indonesia towards Australia is successful in: 1. Improved bilateral relations between the two countries	This study discusses the Indonesian government's strategy of using gastrodiplomacy against Australia, while in the

	asi terhadap Australia	of gastrodiplomasi	<ol style="list-style-type: none"> 2. There has been an increase in the number of Australian tourists to Indonesia. 3. Providing a positive image of Indonesia through culinary promotions such as Indonesian food and restaurants in Egypt 4. Reduce tensions in diplomatic relations that occurred due to various previous issues. 	research the author discusses the role of Indonesian coffee gastrodiplomacy and its strategy in Egypt.
2.	Dyang Estu Mega Utami, Peran Kementerian Luar Negeri Republik Indonesia dalam Mendukung Gastrodiplomasi Sebagai Nation Branding Indonesia di Amerika Serikat	The method used in this study is a qualitative descriptive method. Gastrodiplomasi theory and nation branding	<p>The results of the study show that the Indonesian Ministry of Foreign Affairs has an important role in supporting gastrodiplomacy in the United States. The role is implemented through:</p> <ol style="list-style-type: none"> 1. Network Development: Building relationships between the community and business actors. 2. Cooperation and Promotion: Through initiatives such as ITPC, Culinary Food Scene, and special events such as "Indonesian Days". 3. Transnational Community Participation: Involving the diaspora and 	This study discusses the role of the ministry of foreign affairs of the Republic of Indonesia in supporting Gastrodiplomacy, in contrast to the author, discussing the role of Indonesian coffee gastrodiplomacy in Egypt to have an impact on Indonesia.

			Indonesian people abroad in promoting Indonesian cuisine.	
3.	Fira Salsabila, Hambatan Pelaksanaan Gastrodiplomasi Indonesia dalam Meningkatkan Nation Branding di Australia 2018-2022	The method used in this study is a qualitative method with a descriptive approach, Gastrodiplomasi, nation branding	Several obstacles were found in the implementation of Indonesian gastrodiplomacy in Australia, including: <ol style="list-style-type: none"> 1. The policy of closing borders and national lockdowns during the Covid19 pandemic by the Australian government. 2. Non-tariff barriers. 3. The number of Indonesian restaurants is still small in Australia. 4. There is no comprehensive policy and roadmap for gastrodiplomacy. 	This study discusses the obstacles to the implementation of Indonesian gastrodiplomacy in increasing nation branding in Australia, in contrast to the author who discusses the role of coffee gastrodiplomacy from the Indonesian government in Egypt.
4.	Monika Sari Wijaya, Triesanto Romulo Simanjuntak, Novriest Umbu Walangara Nau, Peran Diaspora dalam Mendukung Gastrodiplomasi pada Program CoBranding	The method used in this study is to use a qualitative descriptive method.	The results of the study show that: <ol style="list-style-type: none"> 1. The implementation of gastrodiplomacy by the Indonesian government through this program has not achieved maximum results. 2. Some of the inhibiting factors include the lack of specific regulations, the absence of a clear grand design and roadmap for the 	In this study, we discuss the role of the diaspora in supporting gastrodiplomacy while the author discusses the role of coffee as a tool of gastrodiplomacy in Egypt.

	Indonesia di Australia 2018-2020		<p>program, and the challenges of maintaining the supply of raw materials for Indonesian cuisine in Australia.</p> <p>3. Despite the increase in the number of Indonesian restaurants in Australia, participation and support from the diaspora has not been fully optimal.</p>	
5.	Ainia Al Fatihah Astrizon, Gastrodiplomasi Indonesia Melalui Program Indonesia Spices Up The World di Australia 2020-2021	The method used in this study is an analytical qualitative-descriptive method.	This research aims to identify Indonesia's strategy in conducting culinary diplomacy through the Indonesia Spice Up The World program in Australia, as well as to increase the growth of Indonesian spice exports	In this study, we discuss Gastrodiplomacy through the Spices Up The World Program in Australia, while the author discusses the role of coffee as a tool for Indonesian gastrodiplomacy in Egypt.
6.	Rima Handini Putri, Strategi Gastrodiplomasi Indonesia dalam Meningkatkan Nation Branding di Australia 2018-2020	The method used in this study is a qualitative descriptive analysis method.	The results of this study show that the diaspora restaurant cobranding program is one of the efforts to implement Indonesian Gastrodiplomacy which focuses on Australia	This research is different from the author's research, this study discusses the strategy of Indonesian Gastrodiplomacy in improving nation branding, while the

				author discusses the role of coffee as a tool for Indonesian gastrodiplomacy in Egypt. `
7.	Nuraisya Afifa AbratiPutri, Analisis Pelaksanaan Gastrodiplomasi Indonesia Melalui Program Indonesia Spice Up The World 2021-2022	The method used in this study is a qualitative method.	The results of this study can be seen that the implementation of the Spice up the World program is still far from expectations. Some key findings. <ol style="list-style-type: none"> 1. Decline in Export Value 2. Number of Restaurants 3. Focus on the Problem 4. Problems and Obstacles 	Pens; This article is different from the author, this study discusses the implementation of Indonesian gastrodiplomacy through the Spice Up the World program, while the author discusses the role of coffee as a tool for Indonesian gastrodiplomacy in Egypt.

B. Public Diplomacy

Diplomacy is closely related to activities related to foreign policy and international relations with other countries. Diplomacy can easily be defined as a political entity, generally a political process in which countries engage in external relations with each other in an international environment. Diplomacy is a category of practice and a category of analysis. It is a label that practitioners use to describe a series of socially organized and meaningful ways of doing things on the international stage.

Diplomacy, as a key instrument in foreign policy, not only includes formal negotiations between countries but also involves efforts to build influence and a positive image on the international arena. In this context, soft power is a key element that supports diplomacy, as it allows a country to influence another country through cultural attractions, values, and policies that are considered inspiring, without the need to use coercion or threats.

Public diplomacy, as part of soft power, plays an important role in making this happen. Through public diplomacy, a country can introduce its culture, education, and values to the international community, thereby creating greater understanding and sympathy. Thus, public diplomacy not only strengthens the country's image but also builds closer and more mutually beneficial relations with other countries, which ultimately supports the overall goals of diplomacy.

Public diplomacy is basically an activity carried out by a government in interacting and communicating with the public from other countries. In the 21st century, public diplomacy has become quite a popular instrument for a country in an effort to achieve success, along with world developments, new actors, and advances in information technology. This indicates that the orientation of traditional diplomacy is beginning to shift towards a more modern form of diplomacy. Thus, it can be said that public diplomacy is relatively new in the context of international relations, even though this method has actually been applied by various countries in the world for a long time (Heibach, 2024).

Public Diplomacy is defined as a concept, academic discipline, and form of professional practice that has attracted interest and in recent years has continued to increase (Snow & Cull, 2020). The definition here is defined as the policy-based communication activities of international actors designed to understand, engage, inform, and influence foreign public in support of national/institutional interests. Public diplomacy can also be defined as

an effort to influence other people or organizations outside their country in a positive way so as to change the perspective of other people or organizations outside their country in a positive way so as to change the way that person views the country (Mellisen, 2006).

Meanwhile, according to Jay Wang, public diplomacy is an effort to improve the quality of communication between the state and the community. The impact caused includes political, economic, social fields and in its implementation is no longer monopolized by the government (Wang, 2006). The definition is considered important because the explanation includes new actors. It redefines the international relations landscape by adding non-state actors and reflects the growing interdependence among all actors.

The mention of public diplomacy itself appeared in 1965 by Edmund Gullion of the Fletcher School of Law and Diplomacy, Tufts University in his research on international programs and U.S. culture (Wang, 2006). The application of public diplomacy is inseparable from the communication of foreign policy to the foreign public. The main feature of public diplomacy is to involve all stakeholders in the process. Stakeholders here are not only the State Department, but also across departments within the government, the private sector, NGOs, the media, and individuals. With such a diverse and large portion of involvement, the design of a communication strategy must be put forward.

Communication Strategy in Public Diplomacy Public diplomacy requires communication skills because it is related to changes in people's attitudes, mutual understanding in looking at foreign policy issues. In the information age, the opinions of the people can effectively influence government actions. Such a characteristic of the world requires information management to bring together domestic and foreign problems. Thus, public diplomacy includes optimizing communication activities, namely collecting, processing, and disseminating information for the benefit of the state. As former US Secretary

of State George Shultz said, the raw material of diplomacy is information; How to acquire, analyze, and embed it in the system (Djelantik, 2008).

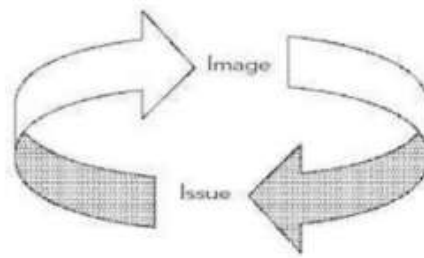
Countries ranging from China, Kazakhstan, Israel, Malaysia, and especially Indonesia have utilized public diplomacy as a key component of their state systems because it is a very flexible instrument that can be used to serve a number of different functions. Among these, here are the most prominent (Banks, 2020):

1. to support foreign policy priorities;
2. provide economic benefits;
3. build relationships and strengthen mutual understanding;
4. to project values and improve the image; and
5. Managing the crisis

According to Mark Leonard, public diplomacy is a way to build relationships with other countries through an understanding of their needs, cultures, and societies, as well as to correct misunderstandings that may occur among the international community (Leonard, 2002). He also argues that Public Diplomacy has several goals, including:

- (1) aims to shape public opinion in society and change public perception of the country;
- (2) aims to attract the interest of the international community to a country;
- (3) building an image of a country based on the issues that develop in the country;
and
- (4) to influence public behavior (Leonard, 2002)

Picture 2 Brand Image of Public Diplomacy



Source : *diplomacy by Other Means* by Mark Leonard 2002

Mark Leonard argues that in public diplomacy there is a very close relationship between image and issue. All countries must have different issues from others. These issues affect the country's relationship with the environment, both domestic and international. Then, these issues can be changed by shaping or building an image of a country through activities called public diplomacy.

In general, public diplomacy can be interpreted as a way to influence other countries through actors other than the country itself to be able to change the country's image to be more positive. Jan Mellisen defines public diplomacy as an effort to influence people or organizations outside their country in a positive way so that they can change the way the person views a country (Mellisen, 2006)

The function of public diplomacy is to promote the image of one country to other countries. This has a positive impact because it helps each country in understanding and appreciating their own culture. Through intercultural communication, which is built by introducing the cultural characteristics of each country, public diplomacy contributes to

strengthening alliances and cooperation between countries to achieve common goals (Rusmawati & Resa Rasyidah, 2023).

Public diplomacy is closely related to efforts to influence public attitudes, including in the context of international relations. Building positive public opinion is crucial in changing and influencing the behavior of a country's diplomacy. The main key to the practices and values that need to be applied in public diplomacy is to create a good image and be able to shape favorable public opinion (Henrikson, 2006). Ideally, the image of a country built through public diplomacy can increase the trust of other countries in its potential and achievements, which can ultimately bring benefits to countries that cooperate in various fields. It should be noted that the actors involved in public diplomacy are not only limited to state actors, but also include non-state actors such as members of the national society, the media, as well as various non-governmental organizations (Saefudin, 2008).

In its implementation, public diplomacy is inseparable from efforts to communicate foreign policy to the public in other countries. One of the key features of public diplomacy is that it involves the participation of all stakeholders in the process. The term "stakeholders" here refers not only to foreign ministries, but also to entire ministries, the private sector, NGOs, the media, and even individuals (Saefudin, 2008). By involving various parties, public diplomacy can become more inclusive and effective in achieving its goals.

Related to the previous explanation that public diplomacy is shown to get a positive image from the international community. Therefore, Nicholas J. Cull in his writings, categorizes public diplomacy activities into six forms, namely (Cull, 2010):

1. Listening

Listening is an effort made by a country to influence the international community by collecting and analyzing data related to the international community's perception of the

country. The data that has been successfully collected is then used as a basis or reference in formulating policies in accordance with the information obtained. Thus, the perception of the international community is a determining factor in determining the right form of public diplomacy to be implemented. Listening occupies a position as the initial stage in the classification of public diplomacy, because all subsequent stages will depend on the listening activities carried out first. Without a deep understanding of public perception, the next steps of diplomacy cannot be designed effectively.

2. Advocacy

Advocacy is the state's effort to inform the international community about policies, ideas and interests that have been formed by a country. Advocacy can include several forms of direct practice such as cultural diplomacy, exchange diplomacy, and international broadcasting. However, basically this form of public diplomacy in the realm of advocacy is better known in the form of writings or articles legally issued by the embassy, so that the writing can be known by the international community more quickly.

3. Cultural Diplomacy

Cultural Diplomacy is a form of effort made by a country in disseminating its cultural sources and sites that have been widely known by the international community which will later be used by the country as a tool to influence other countries with the uniqueness of the culture owned by the country. According to Cull, one form of practice in cultural diplomacy is the establishment of a cultural center in another country that will make it easier for people to recognize their culture.

4. Exchange Diplomacy

Exchange Diplomacy refers to a form of effort to involve students from several countries to carry out exchanges with a predetermined period of time. This student exchange program is intended so that the introduction of culture from a country will be more effective,

because the student will settle for a certain time in a country so that the process of introduction to the process of understanding the culture in the country he occupies will be better and more effective. Generally, this student exchange program is a routine program held every year by the government of a country.

5. International Broadcasting

International broadcasting is an effort by utilizing technology through the use of radio, television, print media, and also the internet to be able to influence the international community indirectly. Broadcasting a news about a country's culture through the above media can be considered a way that is currently an effective and efficient solution in influencing the international community. Because in practice, those who have the right to broadcast news are not only media supported by the government, but also commercial parties indirectly become agents of public diplomacy that also share information about a country to the international community.

6. Psychological Warfare

Psychological Warfare, which is the sixth activity of public diplomacy, is a way for the government of a country to influence other countries during war. This is usually done to the public enemy where this method is used to prevent long disagreements with the enemy or in conditions where the enemy signals to surrender.

In this study, the concept of public diplomacy will help the author to analyze strategies and challenges in the implementation of Indonesian coffee gastrodiploamacy. Public diplomacy, as an instrument aimed at building a positive image and influencing the perception of the international community, provides a relevant framework for understanding how Indonesian coffee can be used as a tool of diplomacy. Through this approach, the author can explore various strategies used to promote Indonesian coffee, such as cultural exhibitions, international coffee festivals, or collaborations with global industry players. In addition, this

concept also allows the author to identify the challenges faced, such as competition with other coffee-producing countries, lack of brand awareness, or obstacles in distribution and marketing. By analyzing these aspects, this research is expected to provide a comprehensive picture of how Indonesian coffee gastrodiplomacy can be maximized to strengthen Indonesia's position on the global stage.

C. Gastrodiplomacy

The popular culture that develops in the era of globalization makes the diplomacy process no longer only rely on traditional cultural approaches, but begins to penetrate into more contemporary directions such as fashion, sports, and food. Food is indeed a basic human need for survival, but more than that, food has the potential to be a medium of communication across cultures. When food is associated with a culture or community, it can be an effective means of communication between individuals and groups.

This potential is used in the practice of gastrodiplomacy or gastronomic diplomacy, namely the use of food as a tool of public diplomacy. This strategy is popular because it introduces the culture of a country through the taste of the food served in restaurants, and becomes part of popular diplomacy in a global context (Dewangga, 2017). Gastrodiplomacy provides space for the state to form positive perceptions through a soft diplomacy approach.

Diplomacy itself has many definitions, but in general, it can be concluded that diplomacy is very closely related to the negotiation process (Bakry, 2017). In this case, gastrodiplomacy is a form of diplomacy that is a long-term strategy for middle power countries to create brand awareness through a culinary approach. The shift in focus in international relations after the end of the Cold War in 1991, from political to softer issues, has led to a more flexible approach to diplomacy.

One of the approaches that developed in post-Cold War diplomacy was soft diplomacy, in which countries used instruments such as cultural diplomacy and public diplomacy to achieve their national goals. Gastrodiplomacy then emerged as a new form of public diplomacy, which is used by many developing countries as a tool to strengthen national image (nation branding), as well as encourage investment growth and economic trade (P. Rockower, 2012).

Gastrodiplomacy is a state-to-public communication practice that uses food as the main element to provide an understanding of a country's culinary culture to the foreign public. Gastrodiplomacy itself is a combination of the words gastronomy and diplomacy, where gastronomy is a science that studies gastronomy or food (Yulliana et al., 2021)

This practice of public diplomacy through food was first expressed by Paul Rockower. Rockower states that gastrodiplomacy is the best way to win hearts and minds through the stomach (P. S. Rockower, 2012). According to Rockower, the formal use of gastrodiplomacy can be an official government program that can be used to introduce the country's typical food as the goal of a country's diplomacy (Pham, 2013)

Gastrodiplomacy itself is part of public diplomacy and cultural diplomacy in its implementation. Because gastrodiplomacy requires the role of culinary as a tangible cultural asset and requires public involvement both as actors and vital targets. Paul Sharp defines public diplomacy as the process by which interactions occur between the public that aim to increase the interest and value of the things represented (Mellisen, 2006) . Meanwhile, according to (Ruddy, 2014) defines cultural diplomacy as the exchange of ideas, information, culture, and other aspects of culture between countries and their peoples in order to foster mutual understanding. Then gastrodiplomacy emerged as an alternative that utilized and linked the role of both.

The definition of gastrodiploamacy is about how a country carries out cultural diplomacy by promoting the typical cuisine of each country, so as to increase public awareness about a country, as well as help foreign public who are reluctant to go on tourist trips, to familiarize themselves with the culture of other countries through culinary experiences.

Culinary, which is a medium of gastrodiploamacy, has great potential and many advantages as a tool for state diplomacy. According to Rockower, culinary is the same as music because it is able to create an emotional connection even when language is not able to convey it. In addition, Sham Chapple-Sokol also argues that culinary has great potential compared to other cultural assets. The great potential in culinary creates an emotional connection between individuals compared to dances or music. Culinary plays a greater role to a certain degree, namely as part of a country's foreign policy cultural diplomacy (P. Rockower, 2014) . In the current gastrodiploamacy, the actors are no longer limited to the country's political elite only, this is expected to require the public to fully support gastrodiploamacy efforts. Actors such as culinary companies, tourism agents, chefs, celebrity chefs, public diplomacy practitioners, public relations, cooking shows on TV as well as social media. These actors play an important role in carrying out gastrodiploamacy (Zhang, 2015)

Gasterodiploamacy is also often equated with culinary diplomacy. Both diplomacies do use food as their main instruments, but they have different methods of using them. According to Rockower, gastrodiploamacy is a public diplomacy effort that is much broader and more comprehensive than culinary diplomacy and food diplomacy. Although it has similarities in the tool of diplomacy, namely food and as an effort to improve the country's image in the midst of the foreign public, gastrodiploamacy is much different from the concept of food diplomacy. In food diplomacy, food is used as aid that is sent to other countries that are in crisis or experiencing disasters (P. S. Rockower, 2012). So it can be concluded that in

food diplomacy there is no attempt to conduct thorough cultural communication like gastrodiplomacy. In addition, gastrodiplomacy is also not the same as culinary diplomacy. The relationship between gastrodiplomacy and culinary diplomacy is similar to the relationship between diplomacy and public diplomacy. Food diplomacy is at the government-to-government level because the government is fully involved in it. Meanwhile, gastrodiplomacy and public diplomacy in which there is communication that occurs between the government and non-state actors, including private companies or restaurants, with foreign people.

Table 1 Comparison of Culinary Diplomacy and Gastrodiplomacy

	Diplomasi Kuliner	Gastrodiplomasi
Persamaan	Menggunakan makanan sebagai instrumen utama.	
Perbedaan	Upaya diplomatis yang dilakukan oleh suatu negara dengan menggunakan makanan sebagai tata cara formal dengan tujuan mempererat hubungan di antara pihak-pihak terkait .	Upaya untuk meningkatkan kesadaran serta pemahaman nasional mengenai budaya kuliner kepada publik asing, dan melampaui ranah komunikasi negara kepada masyarakat (<i>state-to-public</i>)

Source: (P. S. Rockower, 2012)

From the table above, it is explained that culinary diplomacy is the use of cuisine as a medium to enhance formal diplomacy in official diplomatic functions such as visits by heads of state, ambassadors and other officials. In addition, culinary diplomacy also seeks to enhance bilateral relations by strengthening ties through the use of food and dining

experiences as a means to engage official visits. On the other hand, gastrosimulation is a public diplomacy effort where the goal is to communicate culinary culture to foreign audiences in a more widespread way, and can affect a wide audience and not limited to the high-level elite only.

Paul Rockower provides some insights into the characteristics of gastrodiplomacy by comparing it to the practice of culinary diplomacy. Rockower characterizes the practice of gastrodiplomacy as follows (P. Rockower, 2020) :

- 1) Public diplomacy that tries to communicate about culinary culture with foreign audiences in a broader way, and focuses on a wider public than just the elite level.
- 2) This practice of gastrodiplomacy seeks to improve the image of the nation's food through cultural diplomacy which then highlights and promotes awareness and understanding of the national culinary culture to foreign audiences
- 3) Gastrodiplomacy in the form of state to public relations

Thus, when food is used to facilitate people-to-people interaction to improve cultural understanding, it is categorized as a form of gastrodiplomacy practice.

The term gastrodiplomacy first appeared in *The Economist* in 2002, while discussing the Thai government's success in utilizing food as part of their diplomacy strategy (The StraitsTime, 2016) . Since then, other countries have begun to implement similar approaches. Japan, for example, promotes a culture of eating *Washoku*, Taiwan with *Dim Sum* and South Korea, which carries *Hansik* or *Kimchi* as part of gastrodiplomacy efforts (Chapple-Sokol, 2013). Each country utilizes the uniqueness of its traditional cuisine as a tool of diplomacy, in the hope that the distinctive flavors offered can form a positive perception in the eyes of the international community.

For example, Thailand has succeeded in changing the negative perception of the international community towards its country, which was previously known for issues such as sexual tourism and food security. The Thai government actively conducts public diplomacy by highlighting traditional foods as a means of introducing its culture to the world through gastrodiploamacy. Through the program *Thailand Kitchen of The World*, this effort is considered successful in shifting Thailand's image from a sexual tourism destination to a culinary destination (The StraitsTime, 2016).

This success not only has an impact on changing the country's image, but also encourages an increase in exports and the tourism sector. The number of foreign tourist visits to Thailand continues to increase every year, and this has a positive impact on the growth of the national economy (Fajrin, 2022). The distinctive culinary attraction is the starting door for the global community to get to know the country better. Thailand's success has made other countries begin to compete to apply the same thing and strategy, namely using culinary as a tool of diplomacy or better known as gastrodiploamacy.