

EXTENDING INDONESIAN GASTRODIPLOMACY: BLENDING GEOGRAPHICAL INDICATION (GI) AND "KOPI INDONESIA"

Agus Trihartono**

Suyatno Ladiqi***

ABSTRACT

This paper explores how coffee can contribute to the development of Indonesian gastro-diplomacy. Specifically, it investigates whether 5 incorporating Geographical Indication (GI) and the "Kopi Indonesia" (Indonesian Coffee) logo can strengthen Indonesia's nation brand (Bhinneka Tunggal Ika or "Unity in Diversity"). One of the goals of gastro-diplomacy is using food commodities as symbols of a specific identity. Thus far, Indonesian coffee branding has emphasised local identity over national identity. This paper argues that the coffee GI represents the uniqueness of coffee from regions within Indonesia and reflects the country's diversity. At the same time, the "Kopi Indonesia" brand places all of these regional variants under the same umbrella to make coffee products from Indonesia more recognisable on the global market. Unlike previous studies, which view GI and the Kopi Indonesia brand as solely related to marketing and protection of intellectual property rights, this research shows that the unification of GIs and "Kopi Indonesia" has broader implications. Indonesia has utilised coffee as a tool of gastro-diplomacy, and the policies that the government has implemented around the coffee trade are tied to how the country wants to be perceived on the global stage.

Keywords: Coffee, GastrodiploMACY, nation brand,
Bhinneka Tunggal Ika.

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** Department of International Relations, University of Jember, East Java, Indonesia. Email: atrihartono@unej.ac.id.

*** Faculty of Law & International Relations, Universiti Sultan Zainal Abidin, Terengganu, Malaysia. Email: yatnoladiqi@unisza.edu.my.

MELUASKAN GASTRODIPLOMASI INDONESIA: MENGADUNKAN GEOGRAFIS INDICATION (GI) DAN "KOPI INDONESIA"

ABSTRAK

Kertas Kajian ini menerangkan bagaimana kopi dapat menyumbang kepada perkembangan gastrodiplomasi di Indonesia. Secara khususnya, tujuan kajian ini adalah untuk menyelidik samada keberkesanan gabungan Geografis Indication (GI) dan logo "Kopi Indonesia" (Kopi Indonesia) dapat memperkuat jenama nasional Indonesia (Bhinneka Tunggal Ika atau "Unity in Diversity"). Salah satu tujuan gastrodiplomasi adalah menggunakan komoditi makanan sebagai symbol identiti tertentu. Sejauh ini, penjenamaan kopi Indonesia telah menekankan identity tempatan berbanding identity nasional. Kertas kajian ini berpendapat bahawa kopi GI mewakili keunikan kopi dari wilayah di Indonesia dan mencerminkan kepelbagaian negara. Pada masa yang sama, jenama "Kopi Indonesia" meletakkan semua varian wilayah ini di bawah payung yang sama dalam usaha untuk menjadikan produk kopi dari Indonesia lebih dikenali di pasaran global. Tidak seperti kajian sebelumnya, yang melihat GI dan jenama Kopi Indonesia hanya berkaitan dengan pemasaran dan perlindungan hak kekayaan intelektual, penyelidikan ini menunjukkan bahawa penyatuan GI dan "Kopi Indonesia" memiliki impak yang lebih luas. Indonesia telah menggunakan kopi sebagai alat gastrodiplomasi, dan dasar yang telah dilaksanakan pemerintah di sekitar kopi perdagangan berkaitan dengan bagaimana negara ingin dihormati di pentas global.

Kata kunci: Kopi, Gastrodiplomasi, jenama bangsa, Bhinneka Tunggal Ika.

INTRODUCTION

This paper examines the unification of Geographical Indication (GI) for coffee in Indonesia with the "Kopi Indonesia" brand. To create the sense that coffee products produced throughout the country possess an overarching national origin, the Indonesian government has begun gathering coffee with different GIs under the same "Kopi Indonesia" brand.

Indonesia is a country that produces various types of superior Arabica, Robusta, Liberica, and Exelsa coffee, but these products do

not use national names or identities; instead, the majority of coffee goods that are produced in Indonesia utilise branding that centre on the local. Some coffee products have gained global recognition, such as Gayo Coffee, Mandailing Coffee, Toraja Coffee, Kintamani Coffee, Java Mocha Coffee, Lampung Coffee, and others. Still, all of the producers in Indonesia use local brands rather than the nation brand while packaging and advertising their coffee.

The Indonesian government recently had a breakthrough and decided to include the nation's brand alongside local names on the country's coffee products. To ensure that this plan is successful, the Creative Economy Agency (Bekraf, Badan Ekonomi Kreatif) decided to expand the GIs and create a national "umbrella" brand called "Kopi Indonesia".

Previous studies that focus on Indonesian coffee provide an understanding of topics related to culture, history in society, marketing, coffee and farmer¹ and even gastronomic issues more generally.² However, research that investigates the role that coffee plays in constructing national identity is lacking. Moreover, in discussions about GIs, previous research suggests that GIs are primarily a means of obtaining official recognition in the national legal framework and increasing public awareness about the uniqueness of local coffee.³ Meanwhile, not many studies discuss the "Kopi Indonesia" brand specifically. Instead, Indonesian coffee is generally portrayed in scholarship as a universal brand that unites all Indonesian coffees from various regions. The government introduced "Kopi Indonesia" to help bolster their global image and allow international customers to quickly identify coffee that is produced in

¹ Y Faradillah and S. I. A. Saany. "E-Marketing and Challenges among Indonesian Coffee Farmers", *2019 International Conference of Computer Science and Information Technology (ICoSNiKOM)*, no. April (2019):1-5.

² Ria Lestari Baso and Ratya Anindita. "Analysis of Competitiveness Indonesia's Coffee" *Jurnal Ekonomi Pertanian Dan Agribisnis (JEPA)* 2, no. 1 (2018): 1–9.

³ Jeffrey Neilson et al., "Geographical indications and value capture in the Indonesia coffee sector", *Journal of Rural Studies* 59:35-48, (2018), <https://DOI: 10.1016/j.jrurstud.2018.01.003>.

Indonesia.⁴ Most importantly, this merger was a marketing strategy designed to increase the familiarity of Indonesian coffee around the world.

In contrast to previous studies that only focus on the importance of GI and branding while discussing the origins of Indonesian coffee, this paper approaches this topic in a way that looks beyond marketing strategy and proves that this shift in branding has become an act of gastro-diplomacy. The basic argument presented here is that the merger of GI and "Kopi Indonesia" enhances branding to help make coffee promotion and marketing more effective. Furthermore, bolstering GIs and embedding the "Kopi Indonesia" brand in each local coffee product has a broader meaning. Thus, apart from marketing issues, this unification provides an interesting case for the study of gastro-diplomacy. In linking these two components, Indonesian coffee products can also represent "Bhineka Tunggal Ika" ("Unity in Diversity"), which is Indonesia's official motto and a key marker of its national identity. Consequently, it can be concluded that these two elements have shifted from being mere marketing strategy tools to becoming the foundation for Indonesian gastro-diplomacy.

To illustrate how coffee has become a key player in Indonesia's gastro-diplomacy, this paper begins by outlining the research methods and overviewing Indonesia's intensive GI development process. Then, it shifts into the discussion about the emergence of the "Kopi Indonesia" brand idea and how it became sustainable on a national scale. Finally, the paper provides a conclusion by showing how the decision to link GI with the "Kopi Indonesia" brand became the foundation of Indonesian gastro-diplomacy.

METHODS

This research utilised a qualitative approach that involved collecting both primary and secondary data. Primary data was obtained through in-depth interviews with informants who were relevant to the context and objectives of the research. These participants consisted of government officials, researchers, NGO activists, and individuals directly related to the topic at hand.

⁴ Badan Ekonomi Kreatif. *KOPI: Indonesian Coffee Craft & Culture*, (Jakarta: Badan Ekonomi Kreatif. 2017), pp. 212-48.

Meanwhile, secondary data was obtained from academic journals, newspaper records, official reports, and other mass media sources. Before conducting secondary data analysis, the researchers working on this project triangulated to ensure the reliability of the data. The data then interpreted confirmed to the relevant informants so that it is expected to minimise bias.

RESULTS AND DISCUSSION

Coffee is both a commodity and a tool for building identity. As a commodity, coffee is a product that most of the world's population accepts and consumes. Coffee connoisseurs live in almost all regions across the globe, and a strong preference for this beverage spans national, racial, ethnic, and religious boundaries. Moris explains that coffee is grown on four continents but that people from every part of the world, from Africa to Antarctica, love drinking it.⁵ A global appreciation for coffee is evidenced in the work of Sedgewick, who highlights those diaries from the American civil war were more likely to mention coffee than rifles or bullets. The author shows that even during periods of conflict, drinking coffee is often a consistent daily routine.⁶ In summary, coffee plays an essential role in people's daily rituals across the globe and has become a part of the pulse of the planet.

As an identity-construction tool, coffee possesses a language of its own that serves as a source of communication between nations. The type of coffee often indicates its origin, and different tastes typically evoke the flavour constructions and presentation methods that are distinct to certain countries. The taste and preparation of coffee spans from Italy's cappuccino, espresso, and affogato to Jezwah, Kanaka, Riqwah in the Arabian Peninsula, Cezve in Turkey, and Vietnam's Drip. Moreover, in the past, coffee and the act of drinking it were synonymous with the word "Java" because coffee

⁵ A Susanty and E Kenny. "The relationship between brand equity, customer satisfaction, and brand loyalty on coffee shop: Study of Excelso and Starbucks", *ASEAN Marketing Journal* 2015;7(1):14–27. <http://journal.ui.ac.id/index.php/amj/article/view/4481>.

⁶ Augustine Sedgewick. *Coffeeland: One man's dark empire and the making of our favourite drug*, (New York: Penguin Press, 2020), pp.1-448.

mostly came from Java (especially Batavia). Thus, coffee has historically helped construct various types of identities and been used as a means of communicating with others.

Coffee has also sparked interesting discussions in academic scholarship. Although many associates it with lifestyle, health, welfare, community empowerment, economic development, and social cohesion, coffee has a broader impact because it is a global beverage. Through their symbolic representations, food and drink can be utilised to communicate ideas, identities, attitudes, and values. Experts define gastro-diplomacy as a country's attempt to take advantage of its wealth of culinary traditions to introduce itself to the world and enhance its national brand. They also highlight how a country's decision to improve its image, using food, can help strengthen its so-called soft power. Currently, many countries are working to bolster their ability to exert soft-power through food, which is a resource that almost all nations can utilise to increase their global influence. Even small countries that do not have substantial economic and military resources can apply soft power to help elevate themselves on the world stage.⁷ However, it is important to consider the context in which soft power is used because its source will only be effective if it aligns with the intended outcomes.

Rockower also emphasises that gastro-diplomacy encompasses acts of public diplomacy that help promote the culinary culture of a given country to foreign consumers with a wide distribution. According to him, to achieve whatever goal gastro-diplomacy is being used to accomplish, it is necessary to expand the community's target audience beyond elite consumers and reach members of the general foreign audiences. Ultimately, gastro-diplomacy seeks to strengthen a nation's culinary brand and promote it to foreign publics.⁸ Or, to put it in more specific terms, as Pham does, gastro-diplomacy uses food to promote culture, build image, globalise the food industry, and attract foreign tourists and thus serves as an

⁷ Joseph S. Nye. *The Future of Power* (1st ed.), (New York: Public Affairs 2011), pp. 1-300.

⁸ Paul S Rockower. "Recipes for Gastrodiplomacy", *Place Branding and Public Diplomacy* 8, no. 3 (August 12, 2012): 235–46. <https://doi.org/10.1057/pb.2012.17>.

instrument of building foreign relationships.⁹ Some countries link their food to global trends such as healthy eating and simplicity to bolster gastro-diplomacy. However, several countries associate halal¹⁰ with their image, both food and tourism.¹¹ In this way, the images of a country influence the nation's identity and branding. As a component of national identity, cuisine can serve as a point of differentiation between countries. Additionally, like a brand, culinary culture can impact the international public's view of a nation.

Gastro-diplomacy is developing and has attracted growing attention from academics and practitioners of modern diplomacy. Some countries have even identified gastro-diplomacy as an official tool of public diplomacy and/or cultural diplomacy. However, the use of gastro-diplomacy in Indonesia has not yet been investigated in depth. This study thus contributes to the existing scholarship by illustrating how coffee is being utilised as a tool of Indonesian gastro-diplomacy.

Coffee can be an element of gastro-diplomacy, especially because it reaches almost all circles of society. Indonesian coffee, especially, is known both domestically and internationally. In fact, in several surveys, Indonesian coffee was identified as one of the world's favourite types of coffee. Indonesia is also one of the leading global producers of coffee, so the likelihood of this particular industry persisting in the country is relatively high. Indonesia's ability to use coffee as an instrument of gastro-diplomacy is thus significant because it could enable the government to maintain and build its status as one of the world's best coffee producers.

As this discussion has shown, Indonesian coffee can be utilised as a tool to help shape and develop the country's gastro-diplomacy. Winning the hearts and minds of foreign publics through food is a

⁹ Mary Jo Pham. "Food as Communication: A Case Study of South Korea's Gastrodiplomacy", *Journal of International Service* 22 (1): (2013). 1-22.

¹⁰ Siti Zanariah Yusoff and Nor Azura Adzharuddin. "Factor of Awareness in Searching and Sharing of Halal Food Product among Muslim Families in Malaysia", *SHS Web of Conferences* 33, no. January (2017): 1-7. <https://doi.org/10.1051/shsconf/20173300075>.

¹¹ M Hafiz Yusoff et al., "The Usage of E-Marketing for Halal Food in Malaysia," *Annals of R.S.C.B* 25, no. 4 (2021): 7771-76. <https://www.annalsofscb.ro/index.php/journal/article/view/3434/2818>.

new necessity in this era of globalisation, which strongly emphasises mass media and social media. As this paper will explain in more detail in the next section, the steps that the Indonesian government has taken through Bekraf have been essential to maximising the country's ability to develop its international brand through coffee.

INDONESIA AND COFFEE

Indonesia is currently trying to encourage economic movement through various sectors, including the coffee industry. Coffee is a first-rate commodity, both for domestic and international trade, and is highly diverse, which gives it a distinct character. It thus can generate opportunities and play a relevant and timely role in Indonesian gastro-diplomacy.

Together with Brazil, Colombia, and Vietnam, Indonesia is one of the world's top coffee producers.¹² Indonesia is also one of the world's producers of essential coffee, with a total production of 675,882 tons/year. Indonesia exports 534,023 tons of coffee every year, valued at the US \$1,174 million. The main importers of Indonesian coffee include Germany, Italy, Japan, Malaysia, Thailand, and Russia, but the United States and many countries in Europe and Asia also purchase coffee from Indonesia.¹³ In the current state of the COVID-19 pandemic, Indonesian coffee export activities remain stable and have even increased. Amid the economic crisis that occurred due to the pandemic, it was reported that coffee commodities exported by Indonesia experienced growth in the first quarter of 2020. In the first quarter of 2020, 158,780 tons of Indonesian coffee were exported abroad. This number increased by 1.34% compared to the first quarter of 2019.¹⁴

¹² Nino Viartasiwi and Agus Trihartono. "Café in Small Towns: A Picture of the Weakening Social Engagement." *Coffee Science* 15, no. 1 (2020): 1–6. <https://doi.org/10.25186/V15I.1687>.

¹³ A Trihartono et al., "The Early Stage of Indonesia's Gastrodiplomacy: In the Middle of Nowhere?" *IOP Conference Series: Earth and Environmental Science* 485 (June 3, 2020): 012008, pp.1-8. <https://doi.org/10.1088/1755-1315/485/1/012008>.

¹⁴ Mentari DwiGayati. "Meskipun pandemi, Menkopcatatekspor kopi Indonesia masihtumbuh", *Antaranews.com*, June 24, 2020.

Coffee is ranked sixth in Indonesia's largest non-oil and gas commodities. It is the largest food export commodity with the most valuable exchange rate. Coffee producers in Indonesia consist of state plantations, private plantations, and smallholder plantations. Concerning Indonesia's total coffee production, state plantations contribute 1.86%, private plantations 2.08%, and smallholder plantations as much as 96.06%. Based on the percentage of production output, coffee plays a strategic role in helping the economy's expansion. In Indonesia, six major coffee-producing regions make the following contributions: Aceh 7.86%, South Sumatra 21.20%, North Sumatra 9.23%, Bengkulu 8.78%, Lampung 18.35%, and East Java 5.13%. The remaining 29% comes from other provinces. Every region of Indonesia also produces its distinct type of coffee. The unique soil and air conditions in each geographic area give the grown coffee a particular flavour. Because of this, Indonesia produces a wide variety of coffee, including 39 of the best speciality coffee variants.¹⁵ Several of these varieties, in particular, have earned Indonesia recognition on the world stage with their distinct aromas and tastes, including Mandailing Arabica, Gayo Arabica, Lampung Robusta, Java Moca Arabica, Kintamani, and Toraja. Thus, it is no surprise that many view Indonesia as a coffee "paradise".

GI AND "KOPI INDONESIA"

The Geographical Indication of Indonesian coffee reflects the diversity of the country's coffee product specialities. This diversification encourages each region to register its coffee with the GI system. Indonesia is also a "dreamland" for geographically indicated speciality coffee, which has a distinctive taste, aroma, and type that cannot be found in other parts of the world. If placed on a map of the archipelago, the coffee GI would stretch from Aceh to Papua, showing how many varieties exist within the country.

In Indonesia, speciality coffee or geographically indicated coffee characterises its distinctiveness based on its origin, taste, and

<https://www.antaranews.com/berita/1571982/meski-pandemi-menkop-catat-ekspor-kopi-indonesia-masih-tumbuh>.

¹⁵ Pusat Data dan Sistem Informasi. *Outlook Kopi* (Jakarta: Pusat Data dan Sistem Informasi Pertanian Sekretariat Jenderal Kementerian Pertanian RI, 2019). pp.1-3.

qualities. In the end, each region realised the importance of registering its coffee as a GI, so the number of GI protection certificates for coffee products gradually increased. This trend began when Kintamani Bali Arabica Coffee completed its GI certification in 2008. According to a report from the Directorate General of Intellectual Property of the Ministry of Law and Human Rights, as of July 2018, the number of GI certifications for coffee peaked at 24 copies. From the indication map, coffee products with graphic indications originate from Gayo in western Indonesia to Toraja in eastern Indonesia.¹⁶ Indonesia also has the potential to become the country with the most geographical indications for coffee. If national geographic indication efforts are carried out continuously, these works will deepen the richness of Indonesian coffee's various origins, flavours, and specialities.

GI clarifies product identification and assures consumers worldwide that coffee with GI has quality as an original product whose production and process have clear standards. According to Surip Mawardi, the head of the GI expert team for the Directorate General of Intellectual Property of the Republic of Indonesia, the addition of GIs will undoubtedly increase the quality of certain regional speciality coffees. Mawardi emphasised this point when he said, "There is no geographical indication without good quality".¹⁷ Furthermore, GI-certified coffee is likely popular and sells at a higher cost. Mawardi's commented that "After having the coffee GI, for example, Gayo coffee in Aceh is increasingly popular and is becoming a product that coffee lovers' favour". Mawardi also disclosed that "With geographical indications, Gayo coffee was initially only priced at Rp 60,000/kg (USD 4.05) as roasted beans...[, but after] including the coffee GI a few years ago, the price of Gayo

¹⁶ Erik Mangajaya. "Mari MemajukanIndikasiGeografis Kopi Indonesia, dariGayoSampaiToraja", *Kumparan*. October 7, 2018. <https://kumparan.com/erik-mangajaya-simatupang/memajukan-indikasi-geografis-kopi-indonesia-dari-gayo-sampai-toraja-1538925127850717124>.

¹⁷ Anton Muhajir. "Indikasi Geografis Belum Berdampak pada Petani Kopi. Benarkah?", *Mongabay* 2018. <https://www.mongabay.co.id/2018/05/02/indikasi-geografis-belum-berdampak-pada-petani-kopi-benarkah/>.

Coffee rose to Rp 200,000/kg (USD 13.55).¹⁸ KetutJati, the chairman of Geographical Indication Protection Community (Masyarakat Perlindungan Indikasi Geografis, MPIG) Kintamani, has also said the geographical indication of coffee has increased the demands for roasted beans and allowed the price to rise to IDR 200000 (USD 13.55)/kg. As these examples illustrate, the price of a coffee with GI is higher than coffee without GI, so coffee farmers in the area are more motivated to cultivate it. As a result of this, GI coffee production has increased significantly. Up until April 2018, 60 geographical indication products have been recorded in Indonesia. Fifty of these products are agricultural products, and almost half of those agricultural products (22) are coffee. Coffee is thus the product with the most GI certifications.

When the GI registration was first created, its main purpose was to protect local products legally; however, it turns out that GI certification for coffee also has the benefit of increasing quality class or economic value. For instance, GI can be a benchmark for maintaining quality and authenticity. It guarantees that consumers can find out where the product came from and that products are not counterfeited, so the producers' credibility is maintained. This quality guarantee also means that GI coffee sells for a higher price than coffee without GI because consumers can be confident of a product's authenticity. In a similar vein, Ferianto underlined that "A Geographical Indication (GI) is the legal legitimacy of the reputation and quality of a product. Thus, reputation and guaranteed quality of a product will undoubtedly be reflected in its price".¹⁹ Moreover, GI can protect the geographical name of a product, and if developed, GI origins can become popular destinations for domestic and foreign tourists. Finally, GIs can enhance a country's image by fostering the idea that it possesses extraordinary natural and cultural wealth.²⁰

¹⁸ Ibid.

¹⁹ Ferianto. "IndikasiGeografis: No Reputation, No Quality, No Price." Kompas. June 6, 2021. <https://money.kompas.com/read/2021/06/19/181600526/indikasi-geografis--no-reputation-no-quality-no-price?page=all>.

²⁰ Widya Lestari. "PentingnyaIndikasiGeografisbagiKekayaan Asli Indonesia", Good News from Indonesia, 30 August 2016. <https://www.goodnewsfromindonesia.id/2016/08/30/pentingnya-indikasi-geografis-bagi-kekayaan-asli-indonesia>.

The development of GI provides benefits in other aspects to the farmers, both legally and economically. According to Yasonna Laoly, the Minister of Law and Human Rights of the Republic of Indonesia, GI could create an economic powerhouse for remote areas in Indonesia, contributing to job creation and Gross Domestic Product, increasing farmers' income and producers. GI reduces fraudulent practices to protect consumers, and increases product uniqueness, and impacts the preservation of natural attractiveness, traditional knowledge, and biological resources.²¹

Law number 20 of 2016 regarding Marks and Geographical Indications (*Merek dan Indikasi Geografis*) confirmed the above. It states that Geographical Indications are a sign indicating the area of origin of an item and (or) product which due to geographical, environmental factors including natural factors, human factors, or a combination of these two factors gives a particular reputation, quality and characteristics on the goods and (or) products produced.

As the importance of branding of Indonesian Geographical Indications, the Directorate General of Intellectual Property (DGIP) of the Ministry of Law and Human Rights of the Republic of Indonesia launched the Guidebook for Branding of Indonesian GI in September 2021. Guidebook for Indonesian GI implements the Regulation of the Minister of Law and Human Rights Number 29 of 2013: concerning the Indonesian Geographical Indication Logo and the Origin Code of Indonesian Geographical Indication Products. This manual provides appropriate information on using the Indonesian GI label and its application to the product packaging and other promotional media in various formats and sizes.²² This book also guides that the Indonesian GI label has four essential elements

²¹ Rapesta Sitorus. "Ini Sederet Manfaat Pengembangan Produk Indikasi Geografis", *Bisnis Indonesia*, August 26, 2016. <https://ekonomi.bisnis.com/read/20160829/9/579374/ini-sederet-manfaat-pengembangan-produk-indikasi-geografis>.

²² Direktorat Jenderal Kekayaan Intelektual (DJKI). "Pentingnya Branding Produk Indikasi Geografis Indonesia Untuk Tingkatkan Nilai Ekonomi," Kementerian Hukum dan HAM (Kemenkumham) RI. September 22, 2021. <https://www.dgip.go.id/artikel/detail-artikel/pentingnya-branding-produk-indikasi-geografis-indonesia-untuk-tingkatkan-nilai-ekonomi?kategori=Berita Resmi Desain Industri>.

consisting of (1) GI product name, (2) GI product logo, (3) Indonesia GI official logo, and (4) GI product origin code. Four elements must be presented in the product packaging to ensure the authenticity of the contents of the product packaging.

From the explanation above, the Indonesian government takes legal protection and guarantees the quality of the product. Furthermore, through GI, Indonesian products, including Indonesian coffee, are registered through their intellectual property registration, especially their geographical indications when sold on the world market.

On the other hand, the government is trying to popularise Indonesian coffee by creating the "Kopi Indonesia" brand, which functions as an "umbrella" brand for local coffee. This kind of action was necessary because only local identities are emphasised in the marketing of Indonesian coffee exported globally. The Creative Economic Agency (Bekraf, Badan Ekonomi Kreatif), which is now part of the Ministry of Tourism and the Creative Economy of the Republic of Indonesia, is the agency charged with fostering sustainable economic development growth in Indonesia. The Creative Economic Agency has taken concrete steps towards supporting Indonesia's creative industries, especially those born from Indonesia's diversity. Coffee consumption is a trend that the agency has responded to promote its various economic and social objectives.

Since its establishment in 2014, Bekraf has championed coffee as an essential player in the culinary field. Bekraf began to hold various events and produce publications regularly to campaign for coffee consumption. They also motivate the creative industries in coffee sales to dominate the domestic market and expand globally. For instance, in early 2018, Bekraf introduced a programme to support local coffee businesses entering the global market. They also cooperate with the Specialty Coffee Association Indonesia (SCAI) as a strategic partner and invite groups of Indonesian coffee entrepreneurs to tour the United States and Canada to help them learn how coffee ecosystems work in North America. This tour programme

is expected to foster joint ventures between Indonesian and foreign coffee companies.²³

Bekraf is also committed to supporting the coffee industry at multiple levels. On the one hand, Bekraf assists coffee-producing regions with the GI certification process.²⁴ On the other, it has created a nation branding scheme called "Kopi Indonesia" and launched it intending to accelerate the introduction of Indonesian coffee in the domestic and international markets.²⁵ "Kopi Indonesia" was officially launched on 23 November 2019 with a generic branding that unites Indonesian coffee products. The words "Kopi" and "Indonesia" on the logo form the image of a coffee cup. Its simplicity serves a purpose: words can be added that specify the locality of the coffee without damaging the aesthetics of the overall logo design. The "Kopi Indonesia" logo thus emphasises the uniqueness of a given coffee production region within a unifying image that symbolises the richness and diversity of coffee grown and produced in Indonesia. DaroeHandojo, the vice-chairman of SCAI (Indonesian Special Coffee Association), has emphasised the success of this innovative branding campaign. He said: "The 'Indonesian Coffee' logo received a positive response in trials along with the promotion of Indonesian product brands in several activities supported by Bekraf since April 2018, both overseas and in the country". This study also found that the Indonesian people gradually grew to accept Indonesian coffee after introducing these new branding strategies.

BEKRAF: RESPONSIBLE AGENCY

Bekraf is an institution within the government under the administration of the President of the Republic of Indonesia, Joko Widodo. Since its creation in 2015, Bekraf has been tasked with assisting the President in formulating, establishing, coordinating, and synchronising policies in the creative economy. This institution is, to

²³ Badan Ekonomi Kreatif RI. *KOPI: Indonesian Coffee Craft & Culture*. (Jakarta: Badan Ekonomi Kreatif, 2017). pp. 238-55.

²⁴ Ibid.

²⁵ Kartika Candra Negara. "Creative Economy." Workshop: Dari GastronomikeGastrodiplomasi (From Gastronomy to Gastrodiplomacy). Center for Gastrodiplomacy Studies, University of Jember, Jember - East Java, September 14, 2019.

an extent, the backbone of the Indonesian economy because it helps individuals develop their businesses. Bekraf is currently under the Ministry of Tourism and Creative Economy.

The main objective of Bekraf is to support the development of MSMEs in Indonesia. There are approximately 59 million Small, Micro, and Medium Enterprises in Indonesia. Bekraf's goal is to strengthen MSMEs within the country to penetrate international markets.²⁶ Bekraf focuses on 16 sub-sectors of the creative economy industry that need to be managed and developed. These sub-sectors include animation, film and video, application and game development, architecture, and the culinary arts. Bekraf also has a programme to protect the assets of business actors that helps them register copyrights or trademarks through Intellectual Property Rights (IPR) for free. The government hopes that this programme will protect Indonesian businesses.

In the culinary realm, Bekraf's plays a central role in spearheading the implementation of Indonesian gastro-diplomacy. The Creative Economy Agency (Bekraf) is working to penetrate the culinary world market by promoting Indonesian coffee brands. The development of the coffee industry in Indonesia focuses on two main aspects: upstream (cultivation) and downstream (packaging, barista, e-commerce). Upstream, GI's coffee gives strength to the uniqueness of coffee both in terms of quality and taste. Meanwhile, downstream, through Bekraf, the government creates added value and emphasises improving the products and branding of Indonesian coffee globally. These efforts ultimately help develop and popularise the idea that Indonesia is a world-class producer of products and services.

Coffee has become more than a product. It is now a lifestyle, and the growth in coffee consumption has created a new type of consumer who values the "story behind a cup of coffee". Bekraf has tried to capitalise on this trend by holding a Brand Promotion of Indonesian Coffee Roadshow to develop foreign markets, namely in America and Canada. Bekraf provides support to bring coffee brands to foreign countries. Regarding national coffee brands, a representative from Bekraf named Chandra Negara said during their interview that "Besides products, Bekraf pays serious attention to

²⁶ Direktorat Industri Kreatif Fesyen, Desain, dan Kuliner. "Laporan Kinerja", Kemenparekraf RI, Jakarta, 2020. pp.4-75.

brands for the support provided by the added value of coffee. Incorporating fans of the Indonesian Coffee brand, the GI of Coffee can increase the identification of coffee as a national identity".²⁷ BoniPudjianto, the Director of Foreign Market Development, made similar comments in their interview when they said that Bekraf had taken several steps, such as the coffee programme to America and Canada as one of the first steps. This programme is to help open cafes and introduce coffee with Indonesian brands in America and Canada".²⁸ In addition to this programme, Bekraf has created another support strategy called "brother café", which supplies Indonesian coffee to several roasters in the American and Canadian markets. In the short term, coffee marketing still includes the Indonesian brand to provide a positive image for Indonesia and national creative products in the international market.

The support that Bekraf provides also takes the form of financing for branding and promotion during roadshows. It includes coffee roasting competitions, business meetings, coffee talks at the Global Specialty Coffee Expo (GSCE), and passes for barista shows in every city roadshow held in America and Vancouver (Canada). This programme also brings roaster experts from America to Indonesia to lead workshops on coffee bean roasting techniques that suit the tastes of the American market. Café brand owners, local coffee brands, and financial institutions from Indonesia, such as Kopi Philosophy, Traffic/KopiKU, Anomalies, Gravfarm, Upnormal, First Crack, and Kopi Boutique, will attend the coffee and local brand promotion roadshow in the United States and Canada.

In short, the development of the coffee industry in Indonesia is focused on upstream (cultivation) and downstream (packaging, barista, e-commerce) factors. These factors create more value (value-added) and seek to enhance the branding of Indonesian cafes and

²⁷ Kartika Candra Negara. "Kopi dan Gastrodipomasi Indonesia", Interviewed by AgusTrihartono. Tape recording. 02:03:16. Jakarta, August13, 2019.

²⁸ Iwan. "Roadshow Bekraf di Amerika Dan Kanada Guna Perkenalkan Kopi Indonesia", Jakarta Insight, April 17, 2018. <https://jakartainsight.com/read/artikel/2018/04/17/2356/ROADSHOW-BEKRAF-di-AMERIKA-dan-KANADA-GUNA-PERKENALKAN-KOPI-INDONESIA>.

processed coffee products globally to foster an image of Indonesia as a world-class producer of products and services.

GOING BEYOND MARKETING STRATEGY: GASTRODIPLOMACY BY COINCIDENCE

This paper argues that the impact of the unification of GI and "Kopi Indonesia" goes beyond marketing issues. Inadvertently, this unification resulted in the formation of Indonesian gastro-diplomacy through coffee.

Gastro-diplomacy can be defined as the strategies that a country uses to capture the hearts and minds of the international public through food and drink. This type of diplomacy aims to attract global public attention.²⁹ In another way, gastro-diplomacy is the strategic implementation of food and beverages to achieve diplomatic goals. Food and drink can describe the national image and national identity. Coffee is also an instrument of gastro-diplomacy. To some extent, coffee builds a specific image of a nation. The global community recognises several major coffee-producing countries, such as Brazil, Columbia, Vietnam, and Indonesia, and the coffee-centred stories linked to these countries generally project a positive image.

Coffee is a source of both hard and soft power. It is a source of hard power because of its relatively high economic value. As a commodity, Indonesian coffee has the opportunity to make a significant contribution to the domestic and international economy. Although Indonesia is not the largest producer of coffee and still uses local branding, it is still consumed by a notable percentage of the world's population. On the other hand, "Kopi Indonesia" provides a window through which the international public can familiarise themselves with Indonesia. The aroma of Indonesia's legendary coffee can thus be utilised to shift and strengthen Indonesia's national image. Coffee can help win the "hearts and minds" of other nations if

²⁹ YunantoWijiUtomo.
"PemberianIndikasiGeografisuntukProdukHayatiPerluDidorong",
Kompas, January 20, 2015.
<https://sains.kompas.com/read/2015/01/20/21190071/Pemberian.Indikasi.Geografis.untuk.Produk.Hayati.Perlu.Didorong>.

utilised within the framework of gastro-diplomacy and economic diplomacy.

In diplomacy, Indonesia can carry out large-scale promotions that centre on different types of coffee and methods of serving them. Promotions do not always have to be associated with an expensive and complex cultural mission; however, some effective strategies can be learnt from South Korea, which has integrated culinary promotion through its music, drama, and movies. The movement, known as the Korean Wave or Hallyu, involves subtly introducing the culture and lifestyle of the Korean people to the world.

In the Indonesian context, coffee stands as one of the main symbols of the archipelago (i.e., Indonesia, the world's "coffee route" and historic centre of global connectivity). The fact that many Europeans used the word "Java" in association with coffee demonstrates how much Indonesia has contributed to contemporary conceptions of coffee. Java is the main island of Indonesia, where coffee plantations were widespread in the past. Someone brought coffee to a so-called Nusantara in 1696, which was then a Dutch colony. Coffee thrived on the Sumatra, Sulawesi, and Java islands, and the Dutch exported most of the coffee produced in this area to Europe. Java quickly grew into the world's largest coffee exporter, so the product eventually became synonymous with this area.³⁰ Just as the Silk Road is a prominent feature of China's past and the iconic Spice Route is linked with the history of "Nusantara", Rijsttafel and coffee are symbols of the archipelago's culinary riches.

Furthermore, GI coffee shows that Indonesian coffee products are unique and special. This situation places Indonesian coffee in a unique market share because the taste and aroma are also distinctive but relatively limited in quantity. With a relatively large number of GIs, Indonesia's coffee market share will also increase and allow the country to focus more on the production of speciality coffee. As a result, Indonesia no longer needs to reconsider the importance of production volume. Mass production by volume is not the primary target. Therefore, Indonesia has its playing field in the coffee market.

³⁰ F. P. Ferwerda. "Coffee breeding in Java". *Econ Bot* 2, 258–272 (1948). <https://doi.org/10.1007/BF02859068>.

Regarding its reputation, Indonesian coffee also receives international praise. Such acknowledgements, for instance, came from SCAA, the US-based Specialty Coffee Association of America and AVPA, the France-based Agency for Valorisation of Agricultural Products.

First, SCAA awarded Indonesia as the 2016 Official Portrait Country. The achievement improved Indonesia's national branding as the world's best coffee producer at the international level. This recognition provides the foundation for Indonesian producers to promote and introduce Indonesian coffee to public audiences in the United States and the world. In line with this, the Director-General of National Export Development, Ministry of Trade of the Republic of Indonesia, Nus Nuzulia Ishak, pointed out that the SCAA's recognition is an excellent momentum to improve Indonesian branding through coffee. The Indonesian government will continue to introduce Indonesian coffee to the world. When Indonesia was predicated as a portrait country, at the 2016 SCAA exhibition in Atlanta, Georgia, USA, the Indonesian government was committed to maintaining the image and quality of Indonesian coffee. Efforts to meet SCAA's speciality coffee standards are essential because this affects the branding of Indonesian coffee in the world.

Second, the AVPA recognised the quality of Indonesian coffee. In the AVPA, coffee from Indonesia has obtained numerous awards almost every year. In October 2018, for instance, eleven producers were representing 23 Indonesian coffees winning the awards. Of the four categories, Indonesian coffee received 23 awards, consisting of 3 Gold Gourmet, 5 Silver Gourmet, 7 Bronze Gourmet, and 8 Simple Gourmet. Indonesia's achievement in the AVPA event shows that the quality of Indonesian coffee can be well received internationally.³¹ The jury president, Andre Rocher, conveyed that Indonesian coffee's quality varied significantly. Also, according to jury Serge Edmond, Indonesia has good quality coffee roasting in the world.³² From the

³¹ "23 Indonesian coffee s recognized in French gourmet product competition", The Jakarta Post, <https://www.thejakartapost.com/life/2018/10/27/23-indonesian-coffees-recognized-in-french-gourmet-product-competition.html>.

³² Anggita Muslimah Senja. "23 Kopi Indonesia MenangPenghargaan di Paris", Kompas, October 25, 2018.

illustrations above, it is safe to say that Indonesian coffee has qualities that international society accepts, especially the world coffee lovers.

For food diplomacy, the distinctiveness and specialisation of Indonesian coffee offer an opportunity to capture the hearts and minds of international audiences. Like Rijsttafel, which is famous in Europe, Indonesian speciality coffee can be accepted and sought after by members of the international community. So far, Indonesia's best coffee uses local brands. The international community is familiar with various local product brands such as Gayo Coffee, Mandailing Coffee, Toraja Coffee, Khintamani Coffee, Lampung Coffee, and Java Mocha Coffee. However, many consumers do not realise that these coffee products come from Indonesia. Therefore, the addition of "Kopi Indonesia" to products that already have a strong local identity strengthens the image of both Indonesian coffee and the country's national image more broadly. To foster the perception that Indonesia is home to the best coffee globally, the Bekraf took steps to implement gastro-diplomacy. In other words, the expansion of the coffee GI and the promotion of "Kopi Indonesia" sparked efforts to bolster Indonesian gastro-diplomacy.

Meanwhile, all facts about Nusantara coffee, in the past, are windows for the international public to see the current Indonesia. Therefore, Indonesian coffee can strengthen the national image. Furthermore, coffee can be a source of attraction in winning the "hearts and minds" of other nations by including it in the framework of gastro-diplomacy and economic diplomacy.

CONCLUSION

This work argues that introducing coffee to the international public through GI and "Kopi Indonesia" has strengthened Indonesia's gastro-diplomacy. Linking the GI with Indonesian coffee brands is essential to gaining international recognition. The motivations behind the unification of the GI and the Kopi Indonesia brand are broader than merely wanting to grow value and bolster international marketing; this unification is also meant to foster Indonesian gastro-diplomacy

by using coffee as a soft power tool. Interestingly, this unification unintentionally became an act of gastro-diplomacy.

One of the tools of gastro-diplomacy is making a nation brand. This study shows that the unification of Geographical Indication (GI) and the "Kopi Indonesia" logo can bolster Indonesia's nation brand, "Bhinneka Tunggal Ika" or "Unity in Diversity". Indonesian coffee has deep historical roots in the country, and it is a product that affects international relations beyond the archipelago. Kopi is, therefore, one of the elements of Indonesian gastro-diplomacy that still exists today and continues to construct Indonesia's national image.

However, insufficient attention has been given to the role that coffee plays in shaping this national image. Coffee is just one of the many tools of gastro-diplomacy, so it is too ambitious to present it as the backbone of Indonesian gastro-diplomacy. This study is one of the first preliminary efforts to explore the connection between coffee and gastro-diplomacy. It has opened up several opportunities to further investigate Indonesian products with a long history, such as spices, cocoa, tea, and Rijstafel foods. Also, this study offers the potential for another project by linking gastro-diplomacy with law. The construction of a model that provides a space for legal studies on GI, National Marks, and gastro-diplomacy is a new area to explore, especially food and beverage.