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On Considering Australia: Experiences, prospects, and strategies for Indonesia's food promotion towards Indonesia
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JEFO-D-23-00169R1

Review article

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Abstract: Food is essential as an instrument for representing national identity, enhancing nation branding, and seizing economic opportunities for any countries, including Indonesia. Recently, Indonesia has launched a gastrodiploacy strategy, named 'Indonesia Spice Up the World' (ISUTW). ISUTW aims to increase spice exports to USD 2 billion by 2024, present Indonesian ethnic foods towards the establishment of 4,000 Indonesian restaurants abroad, and boost Indonesia's global competitiveness as a gastronomic tourism destination. Australia is considered to be a strategic target nation. This article deciphers the experiences of the Indonesian diasporas with reference to their culinary businesses in Australia and explores the potential to accelerate the implementation of ISUTW there. A qualitative approach has been employed to comprehend Indonesia's culinary business environment and consumer behaviors in Australia. This study finds that Indonesian diasporas, as non-state actors, play a crucial role in promoting gastrodiploacy via restaurants and home-based catering businesses. However, Indonesian foods offered in Australia are most palatable when adapted to the local palate and when greater attention is paid to health and hygiene. This study additionally suggests that Indonesian diasporas and all ISUTW stakeholders may work collaboratively to enhance innovative actions that take into account consumers' preferences in Australia for

freshness, health, and time-efficiency in presenting Indonesian foods.

Keywords: Australia, ethnic food, gastrodiplomacy, Indonesian diaspora, Indonesia Spice Up the World

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Journal of Ethnic Foods

On Considering Australia: Experiences, prospects, and strategies for Indonesia's food promotion towards Indonesia Spice Up the World --Manuscript Draft--

Manuscript Number:	JEFO-D-23-00169R1
Full Title:	On Considering Australia: Experiences, prospects, and strategies for Indonesia's food promotion towards Indonesia Spice Up the World
Article Type:	Review article
Abstract:	<p>Food is essential as an instrument for representing national identity, enhancing nation branding, and seizing economic opportunities for any countries, including Indonesia. Recently, Indonesia has launched a gastrodiploamacy strategy, named 'Indonesia Spice Up the World' (ISUTW). ISUTW aims to increase spice exports to USD 2 billion by 2024, present Indonesian ethnic foods towards the establishment of 4,000 Indonesian restaurants abroad, and boost Indonesia's global competitiveness as a gastronomic tourism destination. Australia is considered to be a strategic target nation. This article deciphers the experiences of the Indonesian diasporas with reference to their culinary businesses in Australia and explores the potential to accelerate the implementation of ISUTW there. A qualitative approach has been employed to comprehend Indonesia's culinary business environment and consumer behaviors in Australia. This study finds that Indonesian diasporas, as non-state actors, play a crucial role in promoting gastrodiploamacy via restaurants and home-based catering businesses. However, Indonesian foods offered in Australia are most palatable when adapted to the local palate and when greater attention is paid to health and hygiene. This study additionally suggests that Indonesian diasporas and all ISUTW stakeholders may work collaboratively to enhance innovative actions that take into account consumers' preferences in Australia for freshness, health, and time-efficiency in presenting Indonesian foods.</p> <p>Keywords: Australia, ethnic food, gastrodiploamacy, Indonesian diaspora, Indonesia Spice Up the World</p>
Response to Reviewers:	<p>To the esteemed editorial board,</p> <p>We express our gratitude for the valuable comments and feedback provided on our work. In order to align this manuscript with the scope of the journal, we have incorporated a dedicated subsection. This subsection provides a comprehensive analysis of the distinctive characteristics of Indonesian ethnic cuisine, drawing upon relevant literature and personal communications. The inclusion of this subsection spans from page 7 to page 10. This section encompasses the historical, traditional, and cultural facets of Indonesian cuisine, exemplifying notable dishes that serve as representations of Indonesia's cultural and historical origins, such as Gado-gado and Rendang. Recently, the Indonesian government has identified those two cuisines as priority choices for global promotion, with the aim of showcasing Indonesian foods along with their cultural and historical context.</p> <p>In addition, figure legends have been included for all images incorporated within the text. As a result of the extra elucidations, the authors made the decision to change the accompanying visual representations by incorporating the use of alphabetical labels (i.e., (a) and (b)) for each graph or pie chart. This modification was implemented with the intention of enhancing the readability and comprehensibility of the figures.</p> <p>Thank you.</p>

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**On Considering Australia: Experiences, prospects, and strategies for Indonesia's food
promotion towards Indonesia Spice Up the World**

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Abstract

Food is essential as an instrument for representing national identity, enhancing nation branding, and seizing economic opportunities for any countries, including Indonesia. Recently, Indonesia has launched a gastrodiploamacy strategy, named ‘Indonesia Spice Up the World’(ISUTW). ISUTW aims to increase spice exports to USD 2 billion by 2024, present Indonesian ethnic foods towards the establishment of 4,000 Indonesian restaurants abroad, and boost Indonesia’s global competitiveness as a gastronomic tourism destination. Australia is considered to be a strategic target nation. This article deciphers the experiences of the Indonesian diasporas with reference to their culinary businesses in Australia and explores the potential to accelerate the implementation of ISUTW there. A qualitative approach has been employed to comprehend Indonesia’s culinary business environment and consumer behaviors in Australia. This study finds that Indonesian diasporas, as non-state actors, play a crucial role in promoting gastrodiploamacy via restaurants and home-based catering businesses. However, Indonesian foods offered in Australia are most palatable when adapted to the local palate and when greater attention is paid to health and hygiene. This study additionally suggests that Indonesian diasporas and all ISUTW stakeholders may work collaboratively to enhance innovative actions that take into account consumers’ preferences in Australia for freshness, health, and time-efficiency in presenting Indonesian foods.

Keywords: Australia, ethnic food, gastrodiploamacy, Indonesian diaspora, Indonesia Spice Up the World

Introduction

Indonesia has been renowned for the ‘mother of spices’ due to its abundance of native spices, useful for flavoring food and enhancing its taste. Such recognition is closely related to the Age of

Exploration. Historically, the location of Spice Islands, which are today known as the Maluku Islands in Southeast Asia, is an important aspect in comprehending the Age of Exploration. The Age of Exploration, also known as the Age of Discovery, started at the beginning of the 15th century and lasted until the early 17th century. During this period, Europeans began exploring the world by sea, in search of new commercial routes, wealth, and knowledge. One of the most compelling reasons for exploration, however, was the search for a new route for the spice and silk trades in Asia. Pepper, clove, and mace were lucrative spice products in the global trade. The Age of Exploration thus demonstrated the high profitability of spices as commercial products.

Some of the remains of spice plantations can still be found across Indonesia, although their existence is a far cry from their glorious heyday in the past. In 2021, Indonesia produced more than 600,000 tons of spices and medicinal plants. Given below is a graph depicting spice and medicinal-plant productivity in each province of Indonesia (1,2).

[Figure 1 here]

Source: Statistics Indonesia, 2021; Indonesia's Ministry of Agriculture, 2021

Figure 1. Spices and medicinal-plant productivity in Indonesia in 2021. The darker share of orange signifies greater productivity. The provinces of East, Central, and West Java produce the maximum amount of turmeric, ginger, galangal, zingiber zerumbet, and curcuma. Bangka Belitung (34,433 tons) and Lampung (14,698 tons) are the largest producers of white pepper. Cloves and nutmeg make a greater contribution to the regional incomes of Maluku (20,454 tons) and North Sulawesi (11,366 tons) provinces, respectively.

Meanwhile, Indonesia's spice legacy has not been fully harnessed to support her contemporary development, which requires a strengthening of national identity, nation branding, and economic opportunities. Ethnic foods, which make prolific use of spices to enhance flavor and authentic taste, have not yet succeeded in increasing the popularity of Indonesian cuisine. In addition, the existence of Indonesian restaurants overseas, which arguably have significant promotional

potential, is still at a rudimentary level. According to a survey conducted by Indonesia's Ministry of Foreign Affairs, Public Diplomacy Directorate (Ambary YB 2021, oral communication, 27th July), the numbers of overseas Indonesian restaurants are more than 1,100. The number of established Indonesian overseas restaurants lags behind that of other Southeast Asian restaurants. For instance, Thailand has more than 20,000 restaurants in foreign countries (3).

As a response, the Indonesian government has designed specific strategies to attract target markets. Such initiatives would involve not only government agencies, but also private actors and other key stakeholders, such as food entrepreneurs and restaurateurs in the Indonesian culinary business. Since 2020, the Indonesian government, through the Coordinating Ministry of Maritime and Investment Affairs, has been systematically including several goals within the framework of a national action plan for Indonesia's food and spices strategy. This action plan has been named as 'Indonesia Spice Up the World' (ISUTW). However, this is not the first such action plan. Prior to the formulation of ISUTW, Indonesia's Ministry of Tourism (later renamed the Ministry of Tourism and Creative Economy in 2019) had initiated a collaboration with 100 restaurants founded by Indonesian diasporas, constituting the first step in branding Indonesia through restaurants (4). This initiative was titled 'The Wonderful Indonesia Co-Branding Program'.

The ISUTW national action plan was unveiled on November 4, 2021, in conjunction with Indonesia's Day at the Expo 2020 in Dubai. It is a government-led national strategic initiative to generate economic value through tourism, commerce, and investment in the gastronomic industry that collaborates with various stakeholders including governments, academics, businesses, communities, associations, and the media (5). ISUTW aims to increase spice exports to USD 2 billion by 2024, present 4,000 Indonesian restaurants abroad, and boost Indonesia's global competitiveness as a gastronomic tourism destination (6).

Conceptually, ISUTW is the embodiment of Indonesia's gastrodiploamacy strategy to win the hearts and minds of an international audience. Through "soft power" [a term used in International Relations to enhance a country's cultural influence and make it commensurate with economic, political, and military weight (7)], this endeavor aims to improve Indonesia's nation-brand position, economic growth, and financial investment, in the future. Rockower (8,9) defines gastrodiploamacy as a public diplomacy campaign undertaken by a national government, which combines culinary and cultural diplomacy to elevate its nation's brand status. It is not simply an ad hoc or one-off culinary diplomacy program. It incorporates cultural aims to strengthen identity in the place where people reside in foreign nations. Zhang (10) carried out further research on the term 'gastrodiploamacy', clarifying that it is intended to include a broader spectrum of 'users', and to deliver a specific message to the larger international population through cuisine. Non-state actors have been envisioned as playing a crucial role in the overall implementation of the diplomacy practises comprising gastrodiploamacy, which necessitates multiple forms of diplomacy practises that include cultural and public diplomacy as essential approaches. On his work, Rockower (11) also adds that gastrodiploamacy is one area of public diplomacy where states are starting to work with non-state actors to communicate with foreign publics. Diplomatic practices under the new public diplomacy are no longer state-centric. Non-state actors have also played considerable roles in collaboration with government actors in various activities for nation image, branding, and social cohesion (12–15).

For the ISUTW campaigns, the Indonesian government initially selected Australia and Africa as its target countries, but as things progressed, the emphasis shifted to exploring all potential on other continents or in other countries rather than focusing on those two (16). This study argues that Australia as a country and the Indonesian diaspora's culinary business experiences in Australia

should be investigated to identify potential for enhancing the ISUTW goals. The number of Indonesian-born people or Indonesian diasporas in Australia stood at approximately 89,480 at the end of June 2021 (17). Most of them reside permanently in Australia, for employment or education. Given their sense of belongingness to their homelands and their desires to earn a living, several Indonesian diasporas established restaurants and opened home catering businesses in Australia. The Indonesian Embassy in Canberra (Ismail G 2021, oral communication, 17th March) identified approximately 140 Indonesian restaurants in eight states and two territories in Australia. Nevertheless, a recent survey conducted by the Public Diplomacy Directorate, Indonesia's Ministry of Foreign Affairs in July 2021 recorded as many as 151 Indonesian restaurants in Australia.

However, in spite of quite a large number of Indonesian restaurants in Australia, academic research on ethnic food and diplomacy in relation to Indonesian food and restaurants in Australia still receives little attention. Most researchers have identified and discussed Chinese, Korean, Thai, Japanese, and other Asian nations, Portuguese, and Greek foods in foreign restaurants in Australia (18–23). To complete the study of ethnic foods as a tool of diplomacy, this research seeks to decipher the experiences of the Indonesian diasporas building and operating culinary businesses in Australia and underscore their potential to expedite the implementation of ISUTW. The aim of this paper is to identify and expand the prospects for Indonesia's gastrodiploamacy by providing an explanation and analysis of Indonesia's culinary business and the actors involved in Australia. This study is complemented by a thorough study of the culinary business conditions and consumer behaviour there. Such understanding will in turn support effective implementation of ISUTW.

Method

This qualitative study employed various methods for primary data collection, including online surveys, in-depth interviews, and focus group discussions. The online survey served as an exploratory tool to gather preliminary data on the Indonesian restaurant business in Australia, identifying and mapping initial knowledge in the country. Research conducted by Gordon and McNew (24) indicates that online surveys yield responses of comparable type and quality to traditional paper-based surveys. Thus, two online surveys administered between October 8 and November 8, 2021. Despite limitations such as lower response rates compared to traditional surveys, online surveys have gained prominence as a qualitative research tool, in line with advancements in survey methodology (24–29).

To supplement the survey data, personal communications such as focus group discussions and interviews were conducted remotely. These involved Indonesian government representatives and Indonesian food campaigners in Australia, including restaurant owners, home caterers, and chefs. To expand the participant pool, a snowballing technique was employed, obtaining references from previously interviewed individuals. A thorough literature review was undertaken in addition to primary data collection to acquire important material from scholarly publications, books, theses, and other reliable sources. This approach used keywords related to the research variables to enhance the conceptual and theoretical underpinning of the study and triangulate empirical data to support and expand the research findings (30).

Characteristics of Indonesian Ethnic Foods

As an archipelagic country comprising over 17,000 islands, Indonesia stands as the homeland for nearly 300 distinct ethnic groups. The ethnic diversity bestows upon the nation, profoundly

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4 influencing various aspects of culture, traditions, indigenous cuisine, and dietary habits.
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6 Consequently, each ethnic group exhibits a unique and individualistic food tradition, replete with
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8 fascinating narratives that chronicle the origins and significance of their culinary creations. These
9
10 food traditions encompass the inherent stories behind the dishes, insights into their nutritional
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12 merits, and the intricate interplay of food-related customs and consumption patterns within their
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14 communities (31,32).
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19 Indonesian traditional ethnic foods are a fascinating fusion of historical, traditional, and cultural
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21 influences that have evolved over centuries, shaped by the country's geographical and climatic
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23 backdrop (33). The country's cuisine reflects Indonesia's colorful history of trade, conquest, and
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25 migration, which has contributed to the vibrant assortment of flavors, ingredients, and cooking
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27 techniques found in its various regional dishes.
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32 The remarkable diversity of traditional Indonesian cuisine is evident from the extensive culinary
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34 delights identified across the archipelago. In several scholarly publications, such as *Mustika Rasa*,
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36 published in the 1960s, it presents approximately 1600 distinct culinary offerings (34). Meanwhile,
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38 Murdijati Gardjito's research adds another dimension to this culinary tapestry, identifying a
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40 remarkable 3,259 types of culinary (Gardjito M 2020, oral communication, 8th December). This
41
42 wealth of culinary heritage is a testament to the cultural and regional variations that have evolved
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44 over centuries.
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49 On the other hand, the historical context plays a crucial role in shaping Indonesian traditional
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51 ethnic cuisine. Indonesia's strategic location along ancient trade routes, such as the famed Spice
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53 Route, attracted traders from China, India, the Middle East, and Europe. These interactions
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55 facilitated the exchange of spices, herbs, and cooking methods that eventually blended with
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57 authentic ingredients and techniques. Moreover, Indonesia's history of colonization by various
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European powers, including the Dutch and Portuguese, left a lasting impact on its cuisine (33). The Dutch colonization, in particular, introduced ingredients like potatoes and tomatoes, which became integral elements in dishes like *Gado-gado*, a vegetable salad served with peanut sauce. This historical interplay of cultures resonates in modern Indonesian cuisine, highlighting the nation's openness to assimilating new flavors while retaining its authentic roots. Moreover, the introduction of new cooking techniques, such as frying and baking, added depth and complexity to traditional recipes. Delving deeper, in many Indonesian societies, food preparation is a communal activity, with cooking as a platform for bonding and storytelling. Festivals and religious celebrations are incomplete without preparing and consuming traditional dishes, symbolizing cultural continuity and honoring ancestral traditions.

In addition, the equatorial climate in Indonesia ensures an abundance of tropical fruits and vegetables, such as long beans, water spinach, green beans, mangoes, bananas, and pineapples. The tropical rainforests of Indonesia yield an array of spices, including cloves, nutmeg, and cinnamon, which have been coveted commodities and pivotal to the development of Indonesia's spice-based cuisines. Sumatra, with its fertile land, has developed a cuisine that emphasizes the use of coconut milk and chili peppers, resulting in rich and spicy dishes like *Rendang*. In contrast, the cuisine of Java showcases a milder flavor profile, focusing on vegetable-based dishes like *Gado-gado*. The eastern regions, such as Bali and Sulawesi, exhibit influences from their maritime connections, featuring an abundance of seafood-based dishes, such as *Sate Lilit* (a type of satay made from minced fish mixed with coconut, lime leaves, and various spices) and *Pallu Basa* (a soup features a variety of seafood cooked in a flavorful broth made from turmeric, lemongrass, and other spices).

The geography and climate of Indonesia have significantly influenced the availability of ingredients, shaping the culinary practices of each region. According to Yudhistira and Fatmawati (35), *Soto*, originating from Chinese cuisine, has undergone remarkable acculturation and integration into Indonesian local cultures, particularly among the Javanese. The two authors identified up to 75 distinct forms of *Soto*, each distinguished by the particular type of broth and herbs employed in its preparation. *Soto* displays fascinating diversity and uniqueness throughout Indonesia, with distinct varieties flourishing in different regions. This culinary evolution results from *Soto*'s adaptation to the cultural practices and natural resources available in each area, resulting in a plethora of unique *Soto* renditions characterized by their specific choice of ingredients. Meanwhile, in their comprehensive study, Surya and Tedjakusuma (36) meticulously explored the remarkable diversity and geographical dispersion of 110 distinct sambal varieties in Indonesia, drawing from a range of authoritative cookbooks. *Sambal*, a traditional chili sauce, also holds a significant position in Indonesian culinary culture, having been an integral condiment for countless generations.

On Considering Australia: An overview of Indonesia's current presence

Indonesian ethnic cuisine, with its distinctive characteristics, embodies a wealth of diversity that mirrors the robust historical and cultural aspects of Indonesia. If the objective of Indonesia's gastrodiploamacy initiative is to strengthen the nation's brand image on an international level, the recognition of Indonesian ethnic foods as an instrument of diplomacy holds great significance. The practise of gastrodiploamacy is arguably prospective when it also initially targets a country that has strong ties to Indonesia. Australia is not an exception.

Following Indonesian independence, some Indonesians were temporarily placed in Australia for educational purposes, under the Colombo Plan, which began in the 1950s. Later, when the influx of non-Europeans slowed down in the late 1960s, more Indonesians moved to Australia, with their numbers increasing fourfold between 1986 and 1996. In 2016, there were 73,213 Indonesia-born residents in Australia, with 56.9% of the Indonesia-born population arriving prior to 2007 (37). In the late June of 2021, the number of Indonesia-born residents in Australia increased to 89,480 (17).

The recent growth of distinct ethnic populations in Australia, coupled with a lack of employment opportunities, has compelled ethnic groups to establish small businesses for generating income by serving a particular market. In tandem with the increase in population movement, ethnic businesses flourish, thus resulting in the establishment of ethnic restaurants, catering services, retail stores, and travel agencies. This includes the rise of Indonesian restaurants and catering businesses in Australia.

Food is said to be ethnic, when it comes from diverse regions that have crossed international borders, is influenced by the culture of a particular ethnic group and uses local ingredients that are seen favorably by customers from outside that ethnic group (38). Examples include Greek food, Italian food, Thai food, and Korean food. Ethnic food has the ability to contribute to the growth, promotion, and strengthening of intercultural connections (39). Strickland (40) defines an ethnic restaurant in Australia as “a location that prepares and sells food that is geographically, historically, or culturally linked to a group of people that are felt by themselves or others to constitute separate people with distinct cuisine.” Accordingly, Indonesian business cuisines in Australia fit within this group.

Nonetheless, the number of Indonesian restaurants and catering businesses in Australia is not proportional to the foreign public’s awareness of Indonesian cuisine in Australia. For example,

Liaw(41), a Malaysian-Australian chef who blogs for the Australian public broadcaster SBS, emphasizes how foreign recipes have influenced Australia's current foodscape. Indonesia, Australia's closest neighbor, is, however, conspicuously absent from the country's culinary imagination. In addition, according to research on Australian customers' preferences for Asian ethnic food from six Asian nations, their favorites comprise Chinese, Japanese, Thai, Korean, Indian, and Vietnamese cuisines (20). Based upon these facts, it is argued that the recognition of Indonesian ethnic food as an option for Asian food among foreigners in Australia is lacking. Improving Indonesian's recognition in relation with its nearest neighbor, notably through food, is crucial in response to this situation. Given its ancient historical roots among the Indonesian diaspora, and its strong bilateral relations with Indonesia, Australia deserves to be a pilot country that the Indonesian government should prioritize for implementing ISUTW.

In addition, a number of initiatives supporting Indonesian gastrodiploamacy has been there, and these could be suitably harnessed. First, the Indonesian and Australian governments have concluded the Indonesia-Australia Comprehensive Economic Partnership Agreement (IA-CEPA), which came into effect on July 5, 2020. It exempted Indonesian exports, including spices and seasonings from tariffs. Second, the Indonesian Embassy in Australia has implemented culinary promotion activities in the past, such as: 1) the annual Indonesian festival held at the embassy; and 2) workshops for Indonesian restaurant owners in collaboration with the Indonesian diaspora community. Likewise, the Indonesian Consulate General in Sydney has incorporated gastrodiploamacy into multiple diplomatic agendas. On multiple occasions, the Consulate General has collaborated with Indonesia's Ministry of Tourism and Creative Economy and VITO Australia. The tasks that have been completed through such collaboration include Taste of Indonesia, Gastronomy Family Trip, blogger reviews in local media, and market intelligence gathering (42).

Third, the Indonesian Consulate General in Sydney, wherein the majority of Indonesians reside, reports that there are approximately 60 restaurants in New South Wales (42). Furthermore, the Indonesia's Ministry of Tourism and Creative Economy has granted co-branding status to a number of restaurants operating under the slogan 'Wonderful Indonesia'. It can be seen that, there has been continued interest in developing the Indonesian food trajectory in Australia, particularly among the diasporas. The Indonesian Restaurant Association (IRA) has also contributed to the presence of Indonesian restaurants in Australia. The IRA was established in December 2018, following the Wonderful Indonesia Gastronomy Forum. The IRA represents Indonesian restaurants in Australia, that is, 37 Indonesian restaurants and industrial catering businesses in New South Wales. The association aspires to be the voice of Indonesian restaurants and catering businesses in New South Wales, providing members with reliable resources to build their businesses (Suhendro N & Tjoe D 2021, oral communication, 28th July).

Fourth, the accredited area of the Indonesian Consulate General in Sydney is home to approximately 41,236 Indonesian diasporas, the largest in Australia. The majority of them have focused on the production and promotion of Indonesian food. Food and beverage importers such as Sony Trading and Eastern Cross Trading, grocery store owners, as well as producers of tofu and tempeh (a traditional Javanese soy product made from fermented soybeans) are on the diaspora's list of potential entrepreneurs (42).

Understanding Indonesia's culinary business in Australia

There are more than 150 Indonesian restaurants in Australia, according to Indonesia's Ministry of Foreign Affairs, Public Diplomacy Directorate (Ambarly YB 2021, oral communication, 27th July).

These numbers illustrate a solid starting point for harnessing and expanding Indonesia's existing culinary business to promote Indonesian food and spices through ISUTW.

Shalom Restaurant, for instance, has more than seven branches spread across Sydney and Brisbane, serving several Indonesian dishes such as *Ayam Goreng*, *Ayam Betutu*, *Rawon*, *Batagor*, *Martabak*, *Gado-gado*, *Pempek*, *Nasi Goreng*, and *Ayam Taliwang*. Further, other Indonesian restaurants, such as Dapur Bali, Sendok Garpu, and Jakarta Indonesian Restaurant, are popular among Brisbane-based Indonesian students. In Sydney, about 18 restaurants serve Indonesian food. Among them are: Lestari Restaurant, Ayam Goreng 99, Medan Ciak, Mie Kocok Bandung, Delima Restaurant, Ubud, Indo Rasa Java, and Jimbaran. The Indonesian restaurants Dapur Indo Nusantara, Warung Gudeg, Es Teler 77 Blok M, Kedai Satay, Bali Bagus, Nelayan Indonesian, and Salero Kito have operated in Melbourne for more than a decade with Indonesian branding. The restaurants Pondok Bali, Cafe Gembira, and Ketut's Kitchen serve Indonesian dishes in Adelaide and South Australia. In Perth and Western Australia, one can visit Indonesian restaurants such as Es Teler 77, Indonesia Indah, Manise Cafe, Sparrow Indonesia, Tasik Indonesian Restaurant, and Kartini. Since only a few Indonesians reside in Canberra, Darwin, and Hobart, the Indonesian hospitality business here, particularly food and drink, is less developed than in other Australian cities. However, some home catering and food stall businesses do serve Indonesian culinary delights at affordable prices.

The culinary business has been severely impacted by the COVID-19 pandemic between 2019 and 2021. Limitations on human mobility and the high requirement for healthy food motivated people to stay at home and cook for their daily consumption. More than half of cafes, restaurants, and coffee shops got the ball rolling by changing their dine-in services to home catering or pre-order delivery food. The operational cost of running a restaurant business has emerged higher

during and after the pandemic. Contract license costs, rent, wages or salaries of the workforce, and hygiene guarantees constitute more than 60% of the total cost of business (Kusuma A 2021, oral communication, 9th April). Meanwhile, Indonesian students remain the most loyal customers, but have a limited budget for buying food from restaurants. Thus, home catering is a win-win solution for both producers and consumers. It enables producers to maintain their customers, while students can still get delicious food at fair prices.

After presenting various Indonesian restaurants and home catering opportunities as seen above, the next section of this paper maps out the culinary business atmosphere and consumer behaviors of people in Australia. It does so through their culinary encounters, when they visit Indonesian restaurants and taste Indonesian ethnic foods. It reflects potential lessons that could be learned and maximized along with the implementation of ISUTW.

Indonesia's culinary business atmosphere in Australia

We conducted a study to obtain information about the culinary business activities of Indonesian diaspora in Australia. An online survey was carried out, during October 8 to November 8, 2021. The questionnaire was created, based on an in-depth interview with the owner of Shalom Indonesian and Ubud Restaurants, who also serves on the board of the IRA in Sydney. During online focus group discussions, Rara de' Kitchen (Melbourne) and Mammo Kitchen (Canberra) as well as a professional chef from Dapur Bali (Brisbane) and Shalom Indonesian Restaurant (St. Lucia Branch, Brisbane) provided us with excellent insights into the home catering industry. In order to reflect the perspectives of policymakers, we also conducted a comprehensive consultation with a representative of the Indonesian Embassy in Australia and qualified Ministry of Foreign Affairs officials.

[Figure 2 here]

Figure 2. Nationality of business owners and types of businesses. Figure (a) presents the survey findings pertaining to the nationalities of Indonesian culinary business owners in Australia. The majority of the owners (50%) own Indonesian citizenship. In the meantime, figure (b) depicts the various categories of businesses operated by business owners across many cities in Australia. A mere 27% of business owners run restaurants.

As part of our surveys, we questioned Australian-based Indonesian diaspora and business owners about their experiences of consuming and selling Indonesian food. This poll was completed by 27 business owners and approximately 37 Indonesian students or their family members. Fifteen business entities have Indonesian nationality, while 12 are Australian nationals or Indonesians who hold permanent residence in Australia. More than 45% of their businesses are generated through takeaways, catering, and other businesses, mainly home delivery services. Only 22.7% of them run restaurants (see Figure 2).

[Figure 3 here]

Figure 3. Sources of initial investment and number of employments. Figure (a) displays the results of a survey about the primary sources of initial investment utilised by Indonesian culinary business owners in Australia to finance their operations. Individuals often rely on personal savings and/or bank deposits as their primary financial resources. Figure (b) illustrates the quantity of employment usually recruited in Indonesian restaurants or home catering.

According to the survey, more than half of Indonesian diaspora culinary business owners have resided in Australia for more than five years, yet their average business tenure is less than five years. The majority of people who rely on culinary businesses as their principal source of income are retired government officers or academics. Thus, the majority of the initial investment for a culinary business comes from personal savings (86.4%) (see Figure 3). Citizens of Indonesia have limited access to formal banking institutions. Nevertheless, the social relationships of the diaspora

are well-managed within the Indonesian community, although joint businesses and finance from relatives are not as well established as in the Vietnamese and Thai communities.

Figure 3 also shows that several restaurant owners have a limited number of employees. Particularly during the COVID-19 outbreak, several restaurant owners slashed staff wages and reduced the number of part-time staff. Sacking employees or asking help from relatives were some of the solutions for small businesses with a high financial risk. Most culinary businesses at present only have less than two staff. During and after the pandemic, food sales from restaurants, cafes, and coffee shops struggled, while food sales from grocery stores faced problems in the food supply chain due to limited transportation services and storage facilities.

[Figure 4 here]

Figure 4. Promotional platforms used by Indonesian restaurants and home catering businesses. Figure (a) illustrates the primary promotional platforms employed by business owners in Australia to advertise their Indonesian culinary businesses, such as restaurants or home-catering services. According to the survey results, social media platforms are the most preferred means of communication, with a significant proportion of 79% of respondents expressing a preference for these channels. Figure (b) illustrates that WhatsApp Messenger, with a usage rate of 79%, is the predominant social media tool employed for the purpose of promoting culinary businesses in a group form.

In the arena of gastrodiploacy, media marketing to promote national foods in restaurants and catering businesses is essential. It enables winning the hearts and minds of foreign audiences and portraying Indonesia as a reputed nation with a rich cultural heritage. Most respondents (79%) favor social media promotion (see Figure 4). Online social media is inevitably faster and more effective in spreading news and information across Australia. Using social media groups such as WhatsApp Messenger is regarded as the best way for disseminating promotional material (79%). Facebook is the second most popular alternative channel for information sharing and promotion

(47%) (see Figure 4). Therefore, employing social media for future ISUTW promotion is arguably a smart strategy.

In Figure 4, 53% of respondents indicated that information dissemination through communities was the second-most effective strategy. It is particularly relevant while promoting their businesses to fellow group members such as sports, religious, or study clubs.

Festivals and cultural events are also one of the most effective means of promoting national and ethnic foods (21%) (see Figure 4). Being a member of a professional association or community, such as IRA or other Indonesian associations in Australia, regardless of their personal background (religious affiliation, occupation, age group, and so on), is another strategy for promotion. The Indonesian government has also set up several programs through the Indonesian Embassy in Canberra or the General Consulate in Sydney to help food sellers promote ethnic foods. One of these programs is the provision of facilities at a trade fair for the food, beverage, and hospitality industries.

Through the above surveys, this study provides a preliminary understanding of the history and experiences of how Indonesian business owners start, operate, and continue to promote their culinary businesses in Australia. These findings could be used to determine the types of businesses that should be further developed, especially Indonesian restaurants as part of ISUTW. The findings could also be used to identify the obstacles and difficulties, which may arise due to a lack of focus on sources of investment and support during the establishment and operation of a business, particularly during- and post the COVID-19 pandemic.

Indonesia's culinary business consumers' behaviors

This section addresses the culinary environment from the standpoint of the consumer. Understanding their preferences and habits about Indonesian food might provide an opportunity for Indonesia to enter the Australian market and formulate an appropriate ISUTW implementation strategy.

[Figure 5 here]

Figure 5. Food taste and type of food preference in Indonesian restaurants and home catering businesses. Figure (a) illustrates the preferences of consumers for the flavour of Indonesian ethnic food offered at Indonesian restaurants in Australia. A majority of the participants (business owners) (75%) indicated that they find foods with a savory taste to be the most preferred option. In Figure (b), the vast majority of culinary business owners in Australia (90%) assert that freshly served Indonesian cuisine is highly preferred by most consumers.

Savory and salty foods are in high demand, reaching 75% and 40% of consumers respectively (see Figure 5). A number of people in Australia surprisingly enjoys spicy foods. They also mostly choose fresh food (90%) over frozen or fast food (see Figure 5). These preferences are also consistent with what several restaurateurs and restaurant employees have observed about consumer behavior in Indonesian restaurants. For instance, B. Nugraha (2021, oral communication, 12th November) argued that Indonesia's availability of fast or express food is quite limited, while its presence would be a great idea to increase Indonesian food popularity; yet, people in Australia are now mindful of the need to embrace a healthier life. *Gado-gado* might be a preferred menu, which combines the spirit of healthy lifestyle and the presence of Indonesian fast food in Australia. Although *Gado-gado* is not among the top five most popular Indonesian foods in Australia, and just 20% of consumers consider it their favorite (see Figure 6), it has the potential to be a nutritious fast food that might promote the presentation of Indonesian food in the future. Its nature, which

comprises of fresh ingredients that can be quickly served and consumed, is compatible with the prevalent local preferences.

[Figure 6 here]

Figure 6. Local taste and favorite food menus in Indonesian restaurants and home catering businesses. Figure (a) depicts a result of a survey regarding Indonesian culinary business owners' endeavours to attract consumers in Australia. Approximately 55% of individuals concur that adapting to the preferences of the local palate is crucial. Besides, figure (b) illustrates the prevailing Indonesian ethnic cuisine preferences among individuals residing in Australia. Satay, including the chicken and beef varieties, is widely regarded as the most preferred option among consumers.

Additionally, it is evident that understanding consumer preferences is essential. To accommodate consumers' preferences, chefs have modified or fused certain ethnic foods (55%) (see Figure 6). In Indonesian restaurants and home caterings in Australia, Satay (50%), *Nasi Goreng* (45%), and Meatball (40%) have become the most popular dishes (see Figure 6). It should come as no surprise that Satay and Meatball are two of the most appealing menu options. Satay is usually made of beef or chicken and served with peanut sauce or sweet soy sauce, whereas Meatballs are made of beef or chicken, rolled into a circle, and eaten with noodles or rice vermicelli (*Bihun*). In the meantime, Australia has one of the highest levels of meat consumption in the world, approximately 89.2 kilograms per capita in 2021(43). Given the fact that the locals in Australia love meat, Satay may be promoted more in Indonesian restaurants and catering services, with adjustments to suit the local palate. Since the Indonesian government has set up five Indonesian foods that should initially be introduced and promoted within the ISUTW program, which are: Satay, *Nasi Goreng*, *Gado-Gado*, *Soto*, and *Rendang*. It is also crucial to consider other priority meals that have not yet reached the consumers' attention in Australia, such as *Gado-gado* (20%) and *Soto* (15%) (see Figure 6). *Gado-gado* and *Soto* apparently have a good possibility to become

the Indonesian ethnic food of choice among the local people in Australia. Their ingredients, consisting of fresh vegetables for *Gado-gado* and chicken or beef for *Soto*, are in line with contemporary local tastes, which continue to favor meat, but seek another healthy diet.

Based on the above preferences, the Indonesian government and diaspora, including restaurant and home catering business owners, could offer foods that have been adapted to local tastes. On the other hand, this study may shed light on which other food items should be concerned, because they have the opportunity to be marketed and to flourish despite being less popular.

Ethnic foods and ISUTW: Prospects and strategies to accelerate Indonesia's culinary business potential in Australia

It is self-evident that diasporas, with their ethnic restaurants and home caterings in Australia, play a crucial role in assisting Indonesia's initiative to promote Indonesian ethnic foods, as seen by their ability to draw numerous loyal customers. Even though the majority of customers are diasporas from Indonesia or other Asian countries, there is still room for Indonesian restaurants to extend their target market to include the natives. Being committed to win hearts and minds of foreign people in other countries as the objective of gastrodiploamacy strategy, the Indonesian government may see these prospects as an opportunity for better implementation and greater focus upon Australia. Enhancing collaboration and innovation in response to local needs may be recommended as a means to commence the ISUTW implementation there.

Collaboration between state and non-state actors should be actively undertaken to maximize the Indonesian culinary business potential. ISUTW's incorporation of non-state actors is a solid starting point for understanding the aspirations of the diaspora. Arguably, it remains unclear if

Indonesian diasporas in Australia have actively contributed to the formulation of that strategy. Essential to Indonesia's culinary promotion is the function of a network collaborator to connect all stakeholders, including the Indonesian government and diasporas who run culinary businesses in Australia. Non-governmental actors, such as the Indonesia Gastronomy Network (IGN) or the Indonesia Gastronomy Community (IGC), could play a crucial role as network collaborators. It is self-evident that this approach has worked effectively when IGN supported the Indonesian government in formulating ISUTW's narratives by addressing the diverse aspirations of several stakeholders. Here, IGN attempted to link the existing networks and assisted those stakeholders who were willing to collaborate (Syahrial M 2022, oral communication, 2nd June).

Further, identifying obstacles related to restaurant openings and export procedures for ingredient spices, which are experienced by Indonesian business owners, are important as an initial step. This attempt could encourage an inclusive collaboration that accommodates the needs of Indonesian business owners, while acting as an agent of diplomacy for the ISUTW project implementation. For instance, according to the representative of Indonesia's Ministry of Trade (2021, oral communication, 11th November), there are four challenges to the export of spices to Australia, including product quality, regulatory requirements, consumers' behavior, and access to market information. In addition to establishing robust support for Indonesian diasporas, a partnership between the Indonesian and Australian governments is arguably necessary to be formed. The collaboration between both governments has actually been there since the indentureship of IA-CEPA. Under this framework, for instance, both have taken an initial step to open a trading house in Sydney, which provides knowledge, strategy, and capacity-building on how to access the Australian market and start a business there (Indonesia's Ministry of Trade Representative 2021, oral communication, 11th November). Indonesia's Business of Commerce

(KADIN) initiated this idea. It is arguably advantageous for Indonesian diasporas, who prefer to run businesses in Australia, particularly culinary businesses.

Additionally, innovations for the culinary industry and expanded market potential are arguably important. According to the data survey, most citizens in Australia, regardless of any ethnicities, frequently enjoy fresh food in Indonesian restaurants and caterings (90%) (see Figure 5). In line with this finding, B. Nugraha (2021, oral communication, 12th November), an Indonesian diaspora who works in the culinary business in Australia, opined that, in order to compete with other Asian restaurants such as Thai and Vietnamese restaurants, Indonesian restaurants should consider serving innovative fast food that is fresh and healthy. The popularity of vegan lifestyle behaviors has surged (44). Today, many individuals choose veganism as their lifestyle. In the future, a new form of Indonesian restaurant overseas should also consider that preference. In addition to restaurant openings, establishing an Indonesian food truck or express food stall could be an innovation to promote Indonesian foods.

For Indonesian food promotion, it is also vital to consider the development of fast or express food stalls (B. Nugraha, personal communication, November 12, 2021). This is because people can discover fast food stalls or food trucks more easily, as they are located on every street corner. It does not require a large amount of money for capital or rent and could be an option for expanding the number of Indonesian restaurants on a scale that is less ambitious. Also, *Gado-gado* may become an alternative menu to be provided in a food truck, offering a nutritious and quickly served Indonesian dish consisting of fresh vegetables and peanut sauce. This option is suggested, based on the survey results of consumers' preferences. *Gado-gado* is not as popular in Indonesian restaurants in Australia; only about 20% of respondents opined that *Gado-gado* is one of their restaurant's most popular menu items. Nonetheless, there is a huge chance to promote it because

of the shifted eating habit in the society. This idea seeks not only to adapt to consumers' behavior that loves healthy yet fast food, but also to accelerate Indonesian food promotion more innovatively.

Furthermore, most people in Australia arguably enjoy eating meat. Australia has a long history as a meat-loving nation and remains one of the largest meat-consuming nations (45). Meat has also been a staple part of Australian diets for as long as the continent has been occupied by humans (46). Further, Marinova and Bogueva (47) also indicate that meat continues to be viewed as necessary for a healthy diet. Bogueva, et. al. (48) add that meat tended to be associated with terms such as 'iron', 'protein', and 'staple dietary requirement'. If the objective of gastrodiploamacy, in this case, ISUTW, is to capture the hearts and minds of foreign people and to reach the public at large aligned with the vision of public diplomacy, it is undeniable that knowing the preferred food menu of people in Australia is also necessary. Learning about the behavior of Australian consumers can inspire the Indonesian diasporas that run culinary businesses and the Indonesian government to consider what foods should be served and innovated concurrently. For instance, Satay has now become the most popular menu item at Indonesian restaurants. This innovation could be used as a model for food promotion in Australia, where the population enjoys simple meat servings.

The above-mentioned insights for adaptations and innovations could potentially constitute a good beginning to fill the lacunae in the implementation of ISUTW in Australia. The principles of gastrodiploamacy involving the engagement on a cultural and personal level with everyday diners (49) and seek to win the hearts and minds of foreign peoples (8,9) would be practiced underpinned by measurements and evidence gained from the facts gathered in this study. The whole citizens, regardless of race and ethnicity, in Australia should be concerned as targeted consumers to boost

the food promotion towards ISUTW, particularly while aiming to expand to 4,000 restaurants abroad. State may become the primary actor in ISUTW execution; however, non-state ones are highly relevant for creating an inclusive gastrodiploamacy strategy. Particularly diasporas, who create culinary businesses in the targeted countries, play a crucial role in providing clear depictions of what must be undertaken for successful implementation of ISUTW.

Conclusion

The ISUTW initiative is a great leap for Indonesia in developing a structured and robust gastrodiploamacy plan to showcase the country's plethora of food and spices. It is projected that successful food promotion will boost Indonesia's national brand at the global stage, create a robust cultural identity, and lead to greater economic opportunities. With regard to Indonesian restaurants and home caterings overseas, Australia, which is designated as one of the pilot nations for ISUTW implementation, is the right option for initially executing Indonesia gastrodiploamacy strategy. Australia is home to sizable Indonesian diasporas, whose ownership of restaurants and home catering businesses demonstrates their considerable influence. Their roles are crucial. Moreover, they have built a network to foster coordination among Indonesian restaurants in Australia, though it remains actively operational chiefly in New South Wales. There is a lot of room for growth in this sector, at present, because Indonesian food promotion is getting a lot more attention. In addition, our survey reveals that Indonesian restaurants have successfully reached overseas consumers and attracted loyal customers. Local people in Australia can also enjoy Indonesian food, especially those who have adjusted to the local palate. Some of Indonesian ethnic foods have settled its popularity in Australia. Beef or Chicken Satay, for instance, is among the most famous foods in Indonesian overseas restaurants. Using social media as a promotional platform, mainly

Whatsapp Messenger and Facebook that are most used by people in Australia, could also be an element to accelerate food promotion and particularly the implementation of ISUTW.

Availability of data and materials

The data and materials used in this manuscript are available upon request.

Competing interest

There is no competing interest.

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Authors' Contributions

All authors equally contributed to the design and writing of this manuscript.

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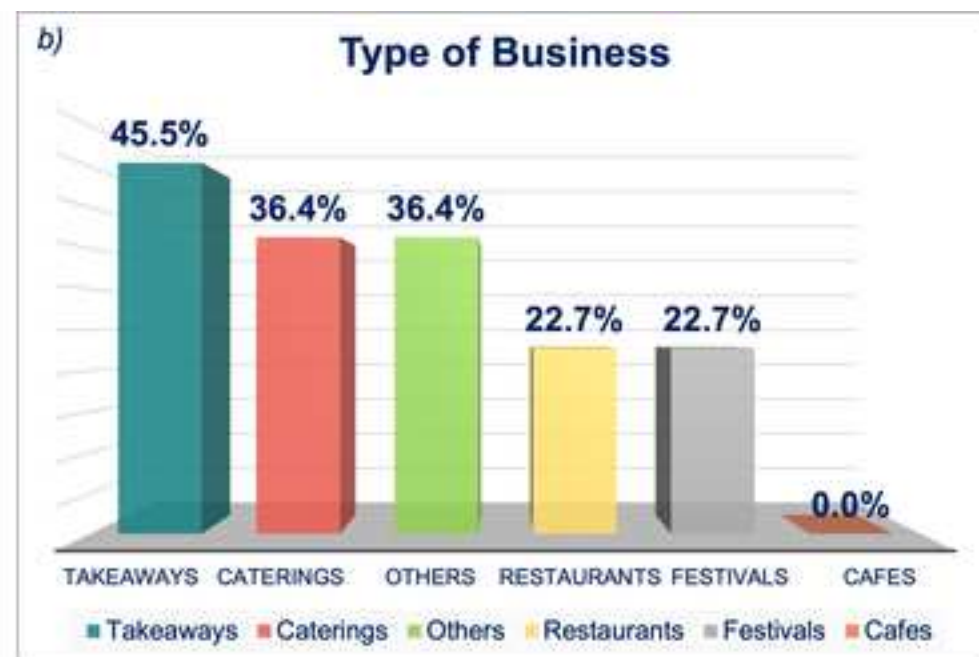
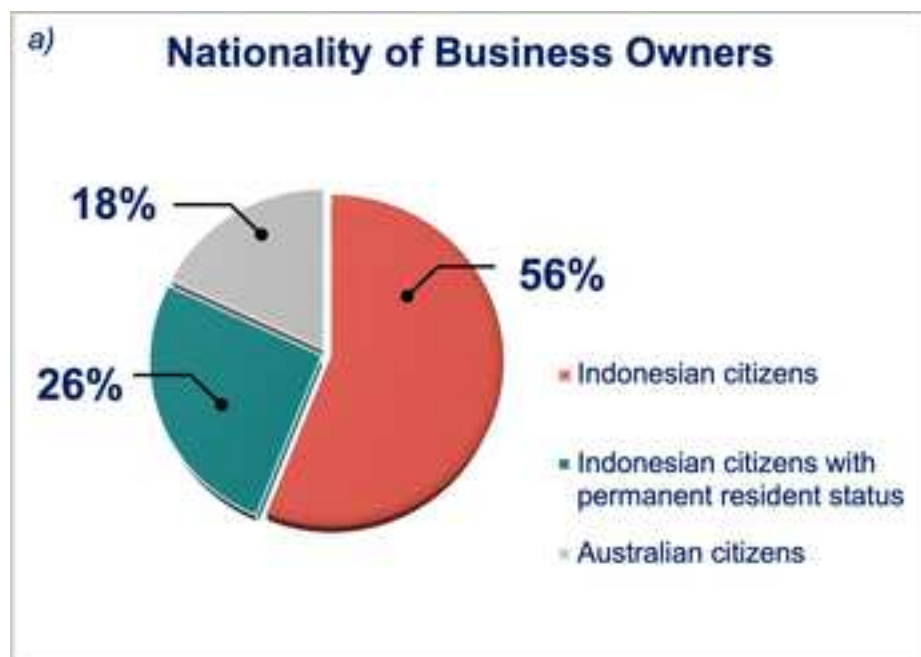
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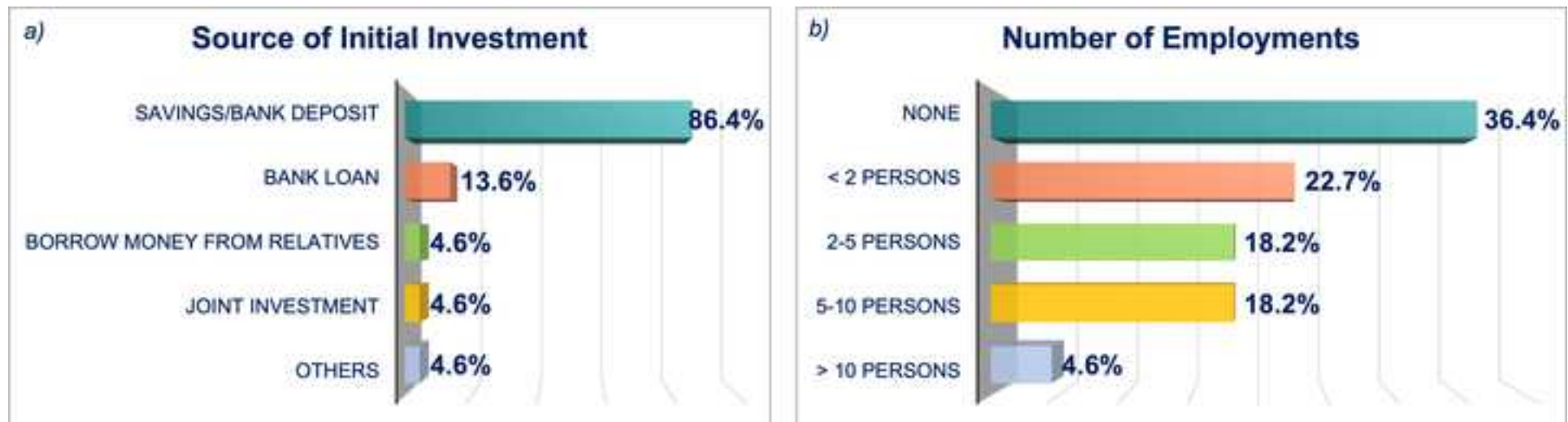
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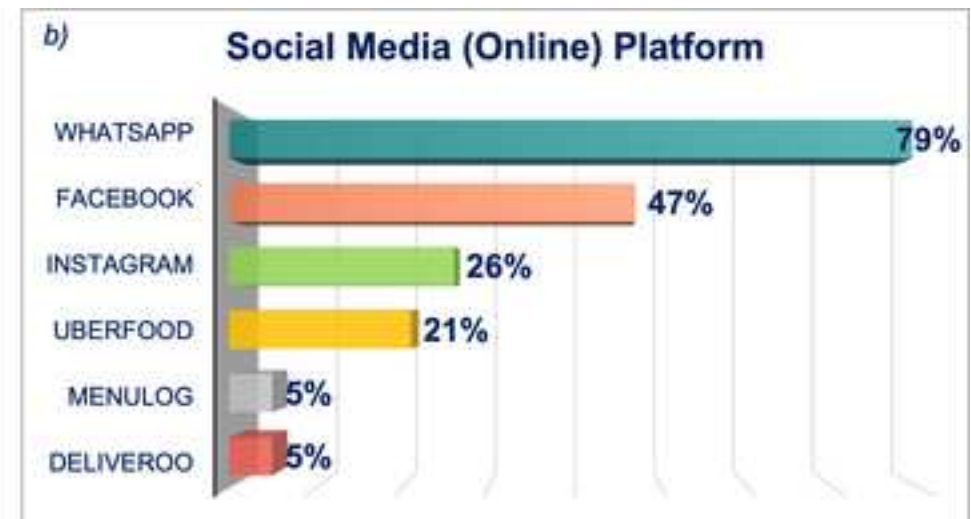
Figure 1

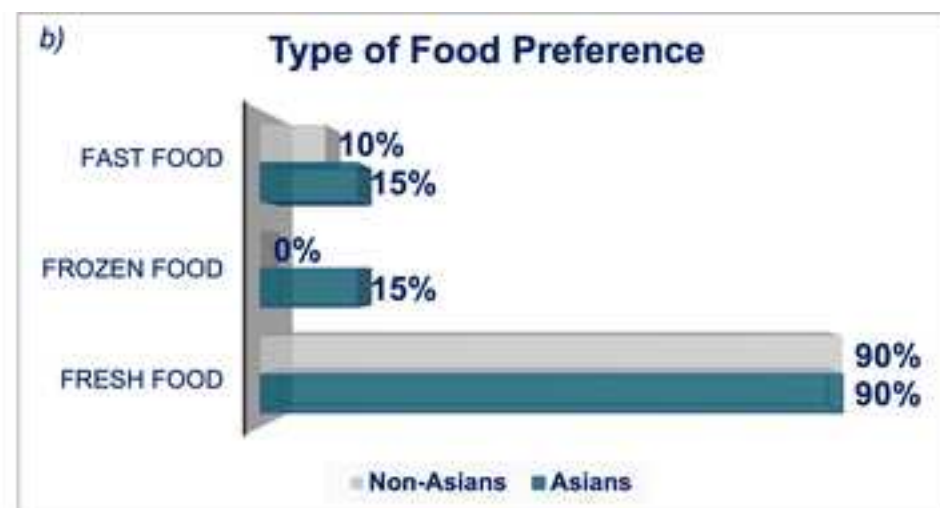
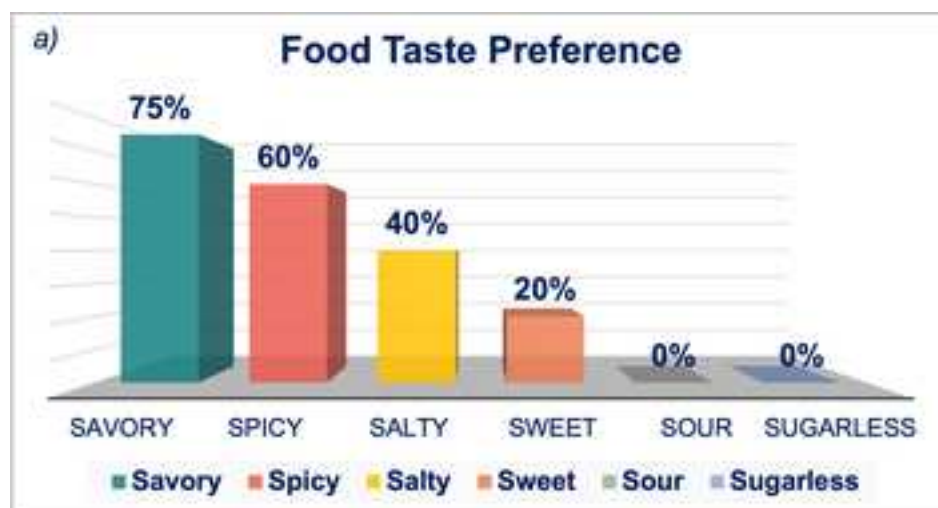
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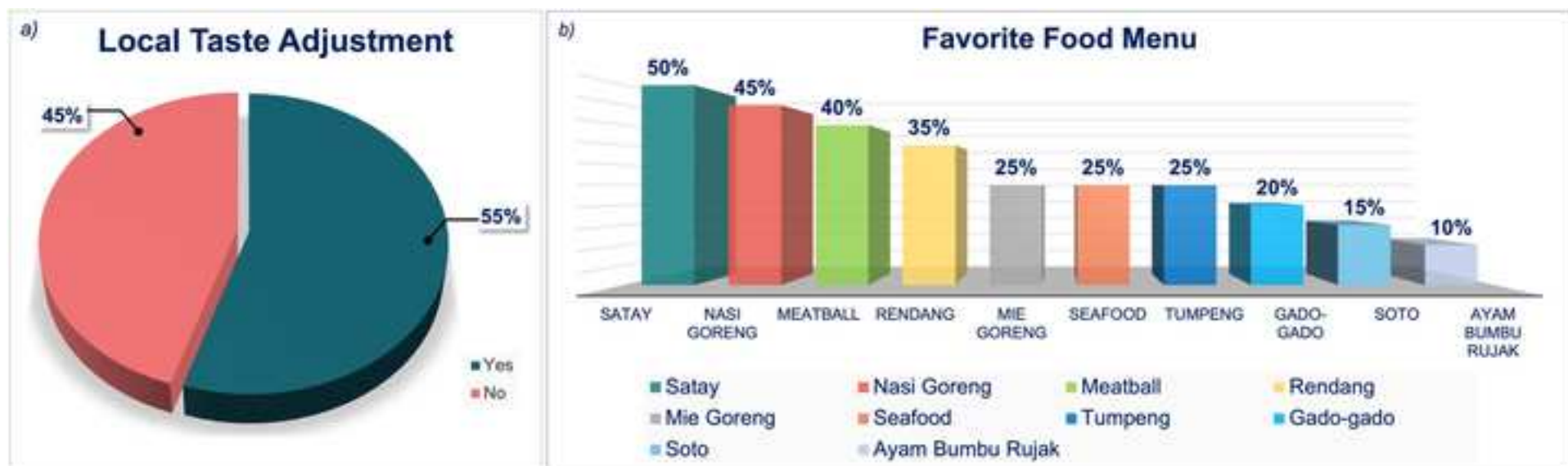












My Review History - Annisa Mardatillah, Senior Lecturer

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Current Review Statistics

Date Last Agreed	Reviews in Progress	Outstanding Invitations
04 Sep 2023	0	0

Historical Reviewer Invitation Statistics

Total Invitations	Agreed to Review	Declined to Review	Un-invited Before Agreeing to Review	Review Cancelled Before Agreeing to Review
1	1	0	0	0

Historical Reviewer Performance Summary

Total Completed Reviews	Submitted on Time	Submitted Late	Un-assigned After Agreeing to Review	Review Cancelled After Agreeing to Review	Date Last Review Completed
1	1	0	0	0	06 Sep 2023

Historical Reviewer Averages

Days to Respond to Invitation	Days to Complete Review	Days Late	# of Reminders
1	2	-5	1

Reviewer Recommendation Summary

Accept:	0
Major Revision:	0
Minor Revision:	1
Reject:	0

Completed Reviews

MS Number	Date Invited	Date Agreed	Date Completed	Days Late	# of Reminders	Recommendation
JEFO-D-23-00169R1	03 Sep 2023	04 Sep 2023	06 Sep 2023	0	1	Minor Revision

[Close](#)

I have reviewed this article and the authors have made good improvements to the previous revision notes.

Article title: On Considering Australia: Exploring Indonesian Restaurants in promoting ethnic foods as an Instrument of Indonesian gastro-diplomacy.

In my opinion, this article is essential for important studies in the Journal of Ethnic Foods because it can contribute to the development of gastronomic science, especially gastro-diplomacy of ethnic foods.

I recommend the article for acceptance and publication in the Journal of Ethnic Foods

This article has a good revision process. I think this article can be accepted for publication so that it can immediately contribute to the development of knowledge for readers

Best Regards

Annisa Mardatillah

Annisa Mardatillah Coment (Reviewer 2) For :

On Considering Australia: Experiences, prospects, and strategies for Indonesia's food promotion towards Indonesia Spice Up the World

Manuscript Number : JEFO-D-23-00169R1

Introduction

This article is interesting to study, but unfortunately, the authors does not reveal the gaps in previous research, as evident from the trends in past and current research related to the research topic. It would be better to provide a clearer exposition of the phenomena and why the presence of Indonesian restaurants abroad, which arguably have significant promotional potential, is still at a basic level. Meanwhile, readers are eager to learn more about the novelty of previous research discussed in a more scholarly manner.

Literature Review

The literature review in this research appears to have some weaknesses. The chosen theory seems to be unclear and lacking direction. It is important to specify the specific approach used to test the theory of gastrodiploamacy for further strengthening. Additionally, it would be beneficial to include theories that discuss the uniqueness of Indonesian ethnic cuisine compared to other countries.

Furthermore, the conceptual framework seems to be quite minimal and broad. There seems to be a lack of critical engagement with previous theories to provide a deeper analysis of their development and relevance to future research. The theoretical foundation also appears outdated and might be more beneficial if it includes recent articles from reputable and high-quality sources.

Method

This research method does not disclose the stages of the data analysis process, what is being investigated, and how the analysis stages are carried out. It is advisable to provide a more detailed explanation of the research steps performed from the beginning to the data analysis. What questions are asked during in-depth interviews?

Result

The results of the research discussion are still very general and not critical to discuss the main focus of the research. So the research results are unclear on the direction of the research contribution. The lesser competitiveness of Indonesian ethnic cuisine in Australia than ethnic foods from other countries like Japan and Korea can be attributed to several factors. Despite Indonesian cuisine's unique and distinctive flavors derived from various

spices and cooking methods, it faces challenges in gaining widespread popularity in Australia. Here are some reasons and a comparison with similar Asian and Middle Eastern cuisines:

1. **Limited Exposure:** Japanese and Korean cuisines have received more exposure and promotion globally, including in Australia. They are often associated with healthy eating, trendy food trends, and culinary diversity. Indonesian cuisine, on the other hand, may not have received the same level of promotion.
2. **Cultural Familiarity:** Japanese and Korean food have become more familiar to many Australians due to the presence of Japanese and Korean communities and restaurants. Indonesian cuisine may not have the same level of cultural presence and representation.
3. **Perceived Spiciness:** Some Indonesian dishes are perceived as very spicy, which may deter individuals who are not accustomed to spicy foods. Japanese and Korean cuisines offer a wider range of flavors, including non-spicy options.
4. **Diversity of Indonesian Cuisine:** Indonesian cuisine is incredibly diverse due to the country's vast archipelago and regional variations. It can be challenging to represent this diversity accurately in a foreign market, whereas Japanese and Korean cuisines have more standardized dishes that are easier to market.
5. **Competition from Similar Cuisines:** Malaysian cuisine, which shares some similarities with Indonesian cuisine, is better established in Australia. This competition can make it harder for Indonesian cuisine to stand out.
6. **Global Trends:** Japanese and Korean cuisines have benefited from global food trends like sushi, ramen, and Korean BBQ, which have gained immense popularity worldwide.

To improve the competitiveness of Indonesian cuisine in Australia, efforts can be made to:

- **Promote Indonesian Culinary Diversity:** Highlight the diverse range of Indonesian dishes, from rendang to nasi goreng, and their unique flavors.
- **Educate About Spice Levels:** Educate consumers about the varying spice levels in Indonesian dishes and offer milder options for those with lower spice tolerance.
- **Collaborate and Market:** Collaborate with restaurants, food festivals, and cultural events to increase the visibility of Indonesian cuisine.
- **Quality and Consistency:** Maintain high-quality standards and consistency in taste across Indonesian restaurants.
- **Cultural Exchange:** Encourage cultural exchange programs and events to showcase Indonesian culture, including its culinary traditions.

Overall, the competitiveness of Indonesian cuisine in Australia can be improved through a combination of marketing efforts, cultural exchange, and highlighting the unique flavors and diversity it offers

Reviewer Recommendation and Comments for Manuscript Number JEFO-D-23-00169R2**On Considering Australia: Exploring Indonesian restaurants in promoting ethnic foods as an instrument of Indonesian gastrodiplomacy**

Revision Number 2
Annisa Mardatillah, Senior Lecturer

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Reviewer Comments to Author

I have reviewed this article and the authors have made good improvements to the previous revision notes.

Article title: On Considering Australia: Exploring Indonesian Restaurants in promoting ethnic foods as an Instrument of Indonesian gastro-diplomacy.

In my opinion, this article is essential for important studies in the Journal of Ethnic Foods because it can contribute to the development of gastronomic science, especially gastro-diplomacy of ethnic foods.

Reviewer Confidential Comments to Editor:

I have reviewed this article and the authors have made good improvements to the previous revision notes.
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In my opinion, this article is essential for important studies in the Journal of Ethnic Foods because it can contribute to the development of gastronomic science, especially gastro-diplomacy of ethnic foods.
I recommend the article for acceptance and publication in the Journal of Ethnic Foods. I think this article can be accepted for publication so that it can immediately contribute to the development of knowledge for readers

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Annisa Mardatillah Coment (Reviewer 2) For :

On Considering Australia: Experiences, prospects, and strategies for Indonesia's food promotion towards Indonesia Spice Up the World

Manuscript Number : JEFO-D-23-00169R1

Introduction

This article is interesting to study, but unfortunately, the authors does not reveal the gaps in previous research, as evident from the trends in past and current research related to the research topic. It would be better to provide a clearer exposition of the phenomena and why the presence of Indonesian restaurants abroad, which arguably have significant promotional potential, is still at a basic level. Meanwhile, readers are eager to learn more about the novelty of previous research discussed in a more scholarly manner.

Literature Review

The literature review in this research appears to have some weaknesses. The chosen theory seems to be unclear and lacking direction. It is important to specify the specific approach used to test the theory of gastrodiploamacy for further strengthening. Additionally, it would be beneficial to include theories that discuss the uniqueness of Indonesian ethnic cuisine compared to other countries.

Furthermore, the conceptual framework seems to be quite minimal and broad. There seems to be a lack of critical engagement with previous theories to provide a deeper analysis of their development and relevance to future research. The theoretical foundation also appears outdated and might be more beneficial if it includes recent articles from reputable and high-quality sources.

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This research method does not disclose the stages of the data analysis process, what is being investigated, and how the analysis stages are carried out. It is advisable to provide a more detailed explanation of the research steps performed from the beginning to the data analysis. What questions are asked during in-depth interviews?

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The results of the research discussion are still very general and not critical to discuss the main focus of the research. So the research results are unclear on the direction of the research contribution. The lesser competitiveness of Indonesian ethnic cuisine in Australia than ethnic foods from other countries like Japan and Korea can be attributed to several factors. Despite Indonesian cuisine's unique and distinctive flavors derived from various

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Overall, the competitiveness of Indonesian cuisine in Australia can be improved through a combination of marketing efforts, cultural exchange, and highlighting the unique flavors and diversity it offers



ANNISA MARDATILLAH <annisa.fisipol@soc.uir.ac.id>

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JEFO-D-23-00169R1

On Considering Australia: Experiences, prospects, and strategies for Indonesia's food promotion towards Indonesia
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With kind regards,

Kalidas Shetty, Ph.D
Associate Editor

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