

ABSTRAK

Penelitian ini menganalisis implementasi strategi kampanye gastrodiplomasi yang dilakukan Pemerintah Taiwan melalui *bubble tea* pada tahun 2019-2023. Di tengah keterbatasan pengakuan diplomatik akibat kebijakan *One China Policy*, Taiwan memanfaatkan *bubble tea*, sebuah inovasi produk kuliner kontemporer yang mendunia sebagai instrumen gastrodiplomasi untuk menjadi media non-konfrontatif untuk memperkuat eksistensi globalnya. Penelitian ini bertujuan untuk menjawab pertanyaan: Bagaimana implementasi strategi kampanye gastrodiplomasi Pemerintah Taiwan melalui *bubble tea* pada tahun 2019-2023?. Menggunakan metode penelitian kualitatif deskriptif dengan sumber data sekunder, analisis dilakukan melalui kerangka konseptual enam strategi kampanye gastrodiplomasi Juyan Zhang (2015), yakni *the product marketing strategy*, *the food events strategy*, *the coalition building strategy*, *the use of opinion leaders strategy*, *the media relations strategy* dan *the education strategy*.

Hasil penelitian menunjukkan bahwa kampanye ini tidak dijalankan melalui strategi tunggal, melainkan sebagai ekosistem strategi yang sinergis, terpadu, dan adaptif. Implementasi kampanye gastrodiplomasi ini juga bersifat partisipatif dengan melibatkan aktor negara dan non-negara, kreatif (penggunaan *food truck* dan gamifikasi) serta adaptif dengan beralih ke platform digital selama pandemi COVID-19. Hampir seluruh strategi kampanye gastrodiplomasi Juyan Zhang diimplementasikan secara komprehensif kecuali aspek pertama dari strategi *education* (pelatihan dan pemberian sertifikasi kepada koki yang akan bekerja di luar negeri untuk menjamin kualitas kuliner tetap terjaga) yang belum ditemukan bukti implementasi konkretnya selama periode penelitian.

Kata kunci: Gastrodiplomasi, Diplomasi Publik, *Bubble Tea*, Taiwan, Strategi Kampanye

ABSTRACT

This study analyzes the implementation of the gastrodiploamacy campaign strategies carried out by the Taiwanese government through bubble tea from 2019-2023. Amid limited diplomatic recognition due to the One China Policy, Taiwan has utilized bubble tea, a globally popular contemporary culinary innovation as a non-confrontational instrument of gastrodiploamacy to strengthen its global presence. The study seeks to answer the research questions: How did the Taiwanese government implement its gastrodiploamacy campaign strategy through bubble tea between 2019-2023. Using a descriptive qualitative method with secondary data sources, the analysis is based on Juyan Zhang's (2015) conceptual framework of six gastrodiploamacy campaign strategies: the product marketing strategy, the food events strategy, the coalition building strategy, the use of opinion leaders strategy, the media relations strategy and the education strategy.

The findings reveal that the campaign was not executed through a single strategy but through a synergistic, integrated, and adaptive ecosystem of approaches. The campaign was also participatory, engaging both state and non-state actors, creative as seen in the use of food trucks and gamified events, and adaptive particularly through the shift to digital platforms during the COVID-19 pandemic. Nearly all of Zhang's strategies of gastrodiploamacy campaign were comprehensively implemented, except for the first aspect of the education strategy (training and certification for chefs working abroad to maintain culinary quality) which showed no concrete evidence of implementation during the research period.

Keywords: *Gastrodiploamacy, Public Diplomacy, Bubble Tea, Taiwan, Campaign Strategy*