

Potency Campaign Madurese Culture Through Gastronomy Diplomacy

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Abstract

Gastronomy is a highly complex cultural product. The development of gastronomic tourism contributes to strengthening local identity and plays a crucial role in the advancement of sustainable tourism. In gastrotourism, an individual's primary motivation for travel is to experience and savor food and beverages that leave a lasting impression and create lifelong memories. This research aims to elucidate the role of gastronomy in promoting Madurese culture. The study employs the Life Story method and a gastrodiploamacy approach. The literature review draws upon campaigns and Gadamer's phenomenology on the fusion of horizons. The research findings indicate that eating traditions in Madura are observed on various occasions, ranging from birth to funeral ceremonies. Food traditions serve as spaces where the community gathers, facilitating the exchange of thoughts and ideas. The potential of gastronomy as a platform for promoting Madurese culture remains wide open. The food service managers have experienced a fusion of horizons and have adapted independently, employing various existing approaches. They have demonstrated an understanding of the dietary restrictions or prohibitions of their consumers. All of these factors are related to the unique gastronomic characteristics of Madurese cuisine, which can serve as an engaging topic of discussion in various gatherings. This research suggests the organization of MICE (Meetings, Incentives, Conventions, and Exhibitions) events with a focus on food as a means to establish a sustainable platform for cultural campaigns showcasing Madurese culinary heritage. This approach can provide a valuable opportunity to promote the distinct and captivating aspects of Madurese gastronomy to a wider audience..

Keywords: Cultural Campaign, Gastronomy Diplomacy, Madurese Culinary

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Abstrak

Gastronomi merupakan produk budaya yang sangat kompleks. Pengembangan wisata gastronomi berkontribusi dalam memperkuat identitas lokal, dan akan menjadi poin penting bagi pengembangan pariwisata berkelanjutan. Dalam gastrotourism, motivasi utama seseorang melakukan perjalanan adalah untuk mendapatkan pengalaman mencicipi makanan dan minuman yang dapat memberikan kesan dan kenangan sepanjang hidupnya. Penelitian ini bertujuan untuk menjelaskan peran gastronomi dalam mengkampanyekan budaya Madura. Penelitian ini dilakukan dengan menggunakan Metode Life Story dan pendekatan studi gastrodiplomasi. Kajian pustaka yang digunakan adalah tentang kampanye dan fenomenologi Gadamer tentang fusi of horizon. Hasil penelitian menunjukkan bahwa tradisi makan di Madura hampir dilakukan pada berbagai kesempatan, mulai dari kelahiran manusia hingga upacara pemakaman. Tradisi makan menjadi

ruang berkumpulnya masyarakat dalam berbagai elemen untuk bertukar pikiran dan pikiran. Potensi gastronomi sebagai ruang kampanye budaya Madura masih sangat terbuka lebar. Pengelola kuliner mengalami fusi Of Horizon beradaptasi secara mandiri menggunakan berbagai pendekatan yang ada. Seperti mereka memahami bagaimana penyakit atau larangan konsumsi para konsumennya. Semua hal ini terkait dengan ciri khas gastronomi makanan Madura yang unik dan dapat menjadi topik perbincangan yang menarik dalam suatu pertemuan. Penelitian ini menyarankan agar diadakan kegiatan seperti MICE Meeting Incentive Convention and Exhibition bertema pangan untuk menjadi ruang kampanye budaya Madura yang berkelanjutan.

Kata kunci: *Kampanye Budaya, Diplomasi Gastronomi, Kuliner Madura*

Background

The character of the Madurese community has always received negative stereotypes, especially during the momentum resulting from the Sampit-Madura conflict, plus the stereotype of Madurese as working class [1], [2] resulting in the view of people outside Madura that Madura is a negative stigma. In terms of tourism itself, Madura is still experiencing serious problems in the marketing and development aspects of its tourism industry [3].

If you look at the latest data regarding visitor reviews in Madura tourist destinations, more than 50% of them received negative reviews, especially the aspect of illegal. If you look at the latest data regarding visitor reviews in Madura tourist destinations, more than 50% of them received negative reviews, especially the aspect of illegal. This will have serious consequences if it continues especially when it comes to Madurese identity which has experienced negative reviews [4].

Madurese food culture is interesting to study. In several traditions such as engagement ceremonies, or other rituals, the role of food has a central position in Madurese culture. This has great potential in efforts to improve the quality of Madura

tourism branding. Promotional approaches through current studies such as gastronomy are something that needs to be developed [5]. In Sumenep, various food preparations have been preserved since the time of the Indonesian kingdom, so that Sumenep culinary tourism has also become a tourist attraction (Table 1.1).

Table 1.1 Several types of typical Sumenep culinary delights

No	Gastronomy Sumenep	Typically Cullinary
1	Kaldu Kokot	Heavy Food
2	Tajin Sobbih	Snack
3	Wedang Poka'	Herbal Drinks
4	Apem	Snack
5	Gettas	Snack

Source: Processed by researchers (2023)

The data above has great potential when viewed from a gastronomic perspective by Binet [6], in the study of gastronomy and its relationship with human relations or culture, known as the Gastrodiplomacy study tradition. Through gastrodiplomacy someone can exchange cultural understanding interacting with food as a medium [7].

Several studies show the potential of gastronomy for cultural development, such

as the research entitled *Conceptualizing public diplomacy social convention culinary: Engaging gastro diplomacy warfare for economic branding*. This research produces an interesting formulation regarding the holistic relationship between gastronomy and economic branding [8]. Other research on *Gastrodiplomacy* was also carried out under the research title *Culinary Relations: Gastrodiplomacy in Thailand, South Korea, and Taiwan*. This research produced a unique finding that food can be developed as a diplomatic tool in various regions and countries in the world, especially in Asia [9].

Apart from that, there is interesting research on how culinary delights can also show the identity of a region or culture. This research is entitled *Petis and Madurese Cultural Identity* [10]. Results Research shows that the spectrum of a food is closely related to the customs and traditions that exist in that community.

Through the various explanations above, it is necessary to carry out research on gastronomy and its potential in developing Madurese culture. This research aims to examine the potential of *gastrodiplomacy* in the development of Madurese culture.

Method

Type of Research

This research is part of quick ethnography [11], with the aim of conducting research through in-depth data and a relatively short time. This approach takes several people in one internal group, which collects reactions, responses, interpretations and views from individuals among them towards and regarding the society in

question. Life story pursues an individual's knowledge framework that is used within the framework of his experience.

This approach was chosen, because life stories allow people to tell much more about their personal or community lives [12]. A life story is an attempt to reveal a person's entire life experience, remembering, or choosing to remember, depending on their life and background that they feel is important to reveal and that people should know. However, in the context of this research, the life story will be directed to the focus of this research.

This approach is used to track the social history of several individuals so that the results can show the dynamics of decision making and changes in behavior and population conditions over different periods of time. Life stories are able to facilitate discourse on what is important, what is popular, what is dominant, what is being fought for, what one wants to know. In presenting it, the researcher acts as a decryptor of what

what the informant said, did, and/or approached. This approach allows business people and gastronomic informants to tell the story of the process from cooking to serving culinary dishes in Sumenep. So this approach is considered capable of answering the objectives of this research.

Research Location (Setting).

This research took place in Sumenep district which manages the destination. Next, conduct in-depth interviews with several related parties to obtain the necessary research data.

Determination of Research Informants

Determining research informants was carried out using purposive techniques, namely selecting informants according to the research objectives [13]. This selection is also based on certain access capabilities, which are considered to have information related to the problem in depth, and can be trusted as a source of information with certain criteria.

Furthermore, the purposive/judgment criteria used to select informants include

Table 3.1 Informant Design and The capacity Informant Data capacity

No	Informant	Data capacity
1	Manager culinary tourism in the Regency Sumenep	Understanding Distribution Maps Madurese Food Sumenep
2	Bureau tourist Regency Sumenep	Policy Brief and Road Map
3	Specialty Food Business Actors in the Regency Sumenep	Businessman

Source: Processed by researchers (2023)

Collected Data

The data collection in this study is categorized into two types, namely primary data and secondary data. The collection of primary data is conducted through in-depth interviews, while secondary data is gathered through two methods, including documentation techniques of data owned by Culinary Tourism Managers in Sumenep Regency, the Tourism Office of Sumenep Regency, Traditional Food Business Actors

in Sumenep Regency, Culinary Business Association in Sumenep Regency, and Madura Cultural Experts.

Data Analysis

In data analysis, researchers used an analysis technique introduced by Miles and Huberman known as interactive model analysis [14].

carried out by reducing research sources and cross-checking data from each data collection technique so that it is able to produce specific and efficient information in accordance with the research objectives to see Madura's identity in Sumenep gastronomy.

Data Triangulation

Data triangulation technique is a method of collecting and checking data from various sources to ensure the validity and reliability of the information obtained. In simple terms, data triangulation techniques can be interpreted as the use of several sources or methods to collect or verify the same information [15], so as to increase confidence in the veracity of the data.

In the context of research, data triangulation techniques are often used to minimize

bias or error that may have occurred during data collection or analysis. For the validity of the data for accurate analysis and interpretation of the data, the researcher used data triangulation techniques, namely source triangulation. This method is commonly used in qualitative research, by comparing or re-checking the degree of trustworthiness of information obtained from sources (informants) from or by using

data (information) from different data sources. In other words, comparing data or information obtained from interviews with observation results. On the other hand, confirming the data from in-depth interviews with data from FGD results.

Result And Discussion

Gastrodiplomacy is a term used to describe the use of a country's typical food and cuisine as a diplomatic tool or culinary diplomacy. This concept involves promoting a country's culture and image through food, and is often used to strengthen diplomatic relations between countries. Gastrodiplomacy can involve various activities such as the promotion of traditional foods, restaurants, food festivals, or culinary exchanges between countries [16].

Gastronomy Diplomacy, also known as Culinary Diplomacy, is an emerging field within the realm of international relations and cultural diplomacy. It involves the use of food, cuisine, and culinary traditions as a means to foster cross-cultural understanding, promote cultural exchange, and enhance diplomatic relations between nations.

Gastronomy Diplomacy recognizes the power of food in shaping cultural identity and its potential to bridge gaps and build connections between people from different backgrounds. It goes beyond the mere act of sharing meals and acknowledges the cultural, social, and economic significance of food within societies.

In the realm of academic discourse, Gastronomy Diplomacy has gained attention as scholars and practitioners

explore its theoretical foundations, practical applications, and implications for international relations. Academic studies in this field often delve into various aspects of food and diplomacy, including the historical, social, and political dimensions of culinary exchanges and their impact on bilateral or multilateral relationships.

Scholars of Gastronomy Diplomacy often examine the role of food in diplomacy through qualitative and quantitative research methods. They may conduct case studies, interviews, surveys, and content analysis to explore topics such as culinary festivals, food tourism, culinary diplomacy initiatives, and the representation of national cuisines abroad. These studies contribute to a deeper understanding of how gastronomy can be utilized as a tool for diplomacy and cultural communication.

Furthermore, academic discussions on Gastronomy Diplomacy often incorporate interdisciplinary perspectives. Scholars draw from fields such as anthropology, sociology, political science, public diplomacy, cultural studies, and international relations to analyze the multifaceted nature of culinary diplomacy. This interdisciplinary approach allows for a comprehensive exploration of the social, cultural, economic, and political dynamics involved in the use of food as a diplomatic tool.

The intersection of culture and gastronomy holds significant potency and offers a rich landscape for exploration and appreciation. Gastronomy, as a cultural expression, encompasses not only the preparation and consumption of food but also the customs, beliefs, values, and traditions associated with it. When examined in the context of culture,

gastronomy becomes a powerful tool for preserving heritage, promoting cultural diversity, and fostering intercultural understanding.

One aspect of the potency of culture with gastronomy lies in its ability to serve as a vehicle for cultural identity and pride. Traditional recipes, cooking techniques, and culinary rituals are often deeply rooted in a community's history and cultural heritage. Through the preservation and celebration of these gastronomic practices, communities can maintain a sense of cultural continuity and transmit their traditions across generations. Gastronomy, in this sense, becomes a tangible expression of cultural identity and a source of cultural pride.

Furthermore, gastronomy serves as a platform for cultural exchange and intercultural dialogue. Food has a unique ability to transcend language and cultural barriers, acting as a universal language that can bring people together. Through the exploration of different cuisines, individuals can gain a deeper understanding of diverse cultures, traditions, and ways of life. Gastronomy can facilitate cross-cultural interactions, foster mutual respect, and promote appreciation for cultural diversity.

Culinary tourism is another domain where the potency of culture with gastronomy becomes evident. Travelers often seek authentic culinary experiences as a means to immerse themselves in the local culture of a destination. By engaging with local food traditions, individuals can gain insights into a community's history, values, and way of life. Culinary tourism not only provides economic opportunities for local communities but also helps to preserve and

promote their culinary heritage.

Moreover, the fusion of different culinary traditions can lead to the creation of new and innovative gastronomic experiences. Through culinary experimentation and the blending of flavors and techniques from different cultures, chefs and food enthusiasts can create unique culinary expressions that reflect the interconnectedness of our globalized world. This fusion cuisine not only offers a delightful sensory experience but also promotes cultural exchange and appreciation.

In conclusion, the potency of culture with gastronomy lies in its ability to preserve cultural heritage, promote intercultural understanding, and foster cultural exchange. Gastronomy serves as a medium through which cultural identity is expressed, and it offers a platform for cultural exploration, dialogue, and innovation. By recognizing and valuing the interplay between culture and gastronomy, we can harness the power of food to bridge cultural divides and celebrate the diversity of human experiences.

In conclusion, Gastronomy Diplomacy is a subject of academic inquiry that examines the role of food and culinary traditions in international relations. Academic studies in this field contribute to a deeper understanding of the potential of food as a means to promote cultural exchange, enhance diplomatic relations, and foster cross-cultural understanding in a globalized world.

Through gastrodiploamacy, countries try to introduce and promote their culinary riches to the world [7], thereby increasing understanding and appreciation of their

culture. It can also be a tool for creating closer social and cultural ties between countries and facilitating cooperation in various fields.

Some examples of gastrodiploamacy include culinary exchange programs between countries, promotion of special foods at international exhibitions, or taking advantage of the popularity of certain foods to improve a country's image [5], [6], [17], [18].

Gastrodiploamacy can be an effective strategy in cultural and public diplomacy, and can improve relations between nations through culinary experiences.

Fusion Of Horizons Life Experience and Adaptation to the Culinary Business

Gadamer's phenomenology of fusion horizons is an important concept in the understanding of culture and the interpretation of human experience[19]. According to Gadamer, each individual brings a unique perspective or horizon in understanding the world [20]. This horizon is formed through life experiences, beliefs, values, language, and social contexts that influence the way a person understands and gives meaning to the world.

Gadamer argued that when individuals interact with other people or works of art, a horizontal exchange occurs between them[21], [22]. In this process, individuals not only understand the views of others, but also change and enrich their own horizons. This results in a fusion of horizons, where a broader and more holistic understanding can be formed through dialogue and exchange between different perspectives.

Horizon fusion is an important step

in cultural interpretation. In a gastronomic context, when someone tries food or learns about a culture's culinary traditions, they bring their own horizons with them. However, through interaction with the culture, the individual's horizon expands and merges with the broader cultural horizon. In this way, understanding of culture and gastronomic experiences can become richer and deeper.

Gadamer's phenomenology of fusion horizons has important implications in the context of gastrodiploamacy. Through horizontal exchange and dialogue between different cultures through food and gastronomy, understanding and appreciation for other cultures can develop. This can strengthen relations between nations, promote peace and cooperation, and enrich the tourist experience through interaction with local culture.

Mrs. Adnan, as the manager of Kokot broth, has run this business as the third generation. Their years of experience in managing this culinary business has made them able to manage and understand the character of consumers and they have even adapted the menu to consumers' information needs about their products.

"So, if we explain it, we don't know if it's a Javanese person, a person from outside Java. So this is like green bean soup, not green bean gule. green bean soup, I see...so here it says broth. "But Javanese people think the broth is meat," (Ms Adnan/29/09/2023)

In practice, business managers also adapt to consumers' fears about cholesterol disease. They already have knowledge

such as consumer needs regarding health safety information, nutritional content, and modifications for certain sufferers. In broad terms, adaptation can be an important aspect in the study of phenomenology [19], [23], [24]. One of the key principles in phenomenology is epoche, or “suspension of judgment”, which involves the researcher’s ability to adapt and adjust their own preconceptions and biases in order to gain a more comprehensive understanding of the phenomenon being studied.

This principle of adaptation is particularly relevant in the context of the culinary and gastronomic industries, where entrepreneurs must adapt their presentation and preparation of new menu items to better align with the lived experiences and perspectives of their customers. This is exemplified in the case of certain culinary enterprises in Madura, Indonesia.

The cultural characteristics of the Madurese community, which tend to be highly adaptable and collaborative across diverse situations and ethnicities, are an important consideration in this context. Through this adaptability, Madurese gastronomic offerings have become unique cultural commodities, as the producers demonstrate a deep understanding of their consumers’ experiences and preferences.

In essence, the capacity for adaptation emerges as a crucial aspect in phenomenological investigations, enabling researchers and practitioners alike to bracket their own preconceptions and more holistically engage with the subjective realities of the individuals or communities being studied. This adaptive approach facilitates a richer and more comprehensive understanding of the phenomenon at hand.

Yes, those who don't want it, sometimes people don't want kikil, tripe, in fact, if the person is sick, it's actually the tripe that affects it, sir, I'll explain it like this, so it's better if you just use the kikil (Ms Setu/27/09/2023).

Oh yes, that's all, ma'am, if you have cholesterol, what do you say, it's better to just use kikil, don't use offal (Ma'am Adnan/30/09/2023)

Important knowledge of health in gastronomy involves an understanding of healthy food ingredients, proper cooking techniques, and the principles of balanced nutrition. In gastronomy, health is the main aspect that needs to be considered to achieve a good eating experience and maintain body well-being.

First of all, knowledge of healthy food ingredients is very important. This involves understanding the nutrients contained in various types of food and their impact on body health. Knowing which foods are rich in vitamins, minerals, fiber and antioxidants can help you choose foods that provide optimal health benefits.

Apart from that, proper cooking techniques are also important knowledge in healthy gastronomy. Good cooking techniques can maintain nutrients in food and reduce the use of excessive saturated fat, salt and sugar. Understanding how to cook in a healthy way, such as choosing low-fat cooking methods such as grilling, boiling or steaming, can help maintain the nutritional quality of food.

Thus, Gadamer’s phenomenology of fusion horizons provides valuable insights in understanding cultural complexity and

the importance of intercultural dialogue in the context of gastronomy and tourism development.

Potency Campaign Through Gastrodiplomacy

Cultural campaigns represent organized efforts to raise awareness, appreciation, and preservation of culture within a society. The primary objective is to promote the unique and diverse values, traditions, and cultural heritage.

A cultural campaign can involve various forms of activities, such as art exhibitions, cultural festivals, traditional art performances, workshops, ethnic cuisine, and others. Through these activities, the community can engage directly and experience the cultural richness of a particular group or region.

Furthermore, cultural campaigns can also be conducted through mass media, social media, or other public outreach campaigns. The aim is to reach a wider audience and disseminate messages about the importance of safeguarding and celebrating cultural diversity.

At its core, a cultural campaign aims to build a sense of cultural pride and identity, as well as encourage appreciation and openness towards diverse cultures. This is crucial for strengthening social cohesion, mutual understanding, and collective identity within a diverse society.

Through effective cultural campaigns, the diverse cultural heritage can be preserved and passed on to future generations. This effort can make a valuable contribution to the development of an inclusive and sustainable cultural landscape.

The potential for gastrodiplomacy

in Sumenep Regency, which is located on Madura Island, Indonesia, is very large considering the cultural and culinary richness of the area [25]–[27]. Sumenep has a variety of typical foods and drinks that can be used as culinary attractions to support gastrodiplomacy. The following are some of the potential gastrodiplomacy in Sumenep Regency:

- **Typical Madurese Food:** Sumenep Regency is part of Madura Island, which is famous for its typical culinary delights. Foods such as Madurese chicken satay, sinjay duck, Madura soto, and Madurese skin crackers are delicious dishes that can be promoted as regional culinary attractions.
- **Food Festival:** Sumenep Regency can hold a typical Madurese food festival featuring various traditional dishes. This festival can be an attraction for local and foreign tourists.
- **Typical Restaurants and Stalls:** Introducing restaurants and food stalls that serve typical Madurese food with authentic flavors can be an effective step in gastrodiplomacy. This restaurant can provide an authentic culinary experience for visitors.
- **Culinary Exchange Program:** Sumenep Regency can hold culinary exchange programs with other regions or friendly countries. This can create close relationships by sharing culture and cuisine.
- **Promotion of Local Products:** Apart from food, Sumenep Regency also has the potential to promote local products such as handicrafts, agricultural products and other products.
- **Culinary Training:** Opening culinary

training and courses to local residents can help create jobs and improve culinary skills that contribute to the development of gastrodiplomacy.

One example of the application of Gastrodiplomacy is the lunch diplomacy implemented by President Jokowi [28]. President Jokowi's friendly and relaxed approach to dinner table diplomacy can be an effective way to build good relations with leaders of other countries and promote Indonesia's positive image at the international level.

Gastrodiplomacy in Sumenep Regency can help increase tourism, create jobs, and promote regional culture, while also strengthening diplomatic relations with other countries. By taking advantage of its culinary and cultural riches, Sumenep Regency can host interesting and captivating culinary experiences for visitors.

In the ever-evolving landscape of international relations, the strategic deployment of culinary diplomacy, or "gastrodiplomacy," has emerged as a powerful tool for nations seeking to enhance their global influence and soft power. This narrative explores the multifaceted process by which a country can leverage its culinary heritage and culinary diplomacy initiatives to project a desired image and amplify its potency on the world stage.



Figure 3.1 Serving Kokot Broth

Kokot broth is a traditional dish from Sumenep Regency made from chicken or duck cooked with special spices. If Kokot broth has historical, cultural and strong taste values that represent Sumenep, then it can be used as an element in gastrodiplomacy to introduce the culinary culture of this region to the world. Here are several ways Kokot Broth can be used in the context of gastrodiplomacy in Sumenep Regency.

Kokot broth has potential as an element of gastrodiplomacy if it is managed well and integrated into culinary and cultural promotion efforts in Sumenep Regency. In this way, these dishes can help strengthen regional culinary identity and attract the attention of diners looking for an authentic culinary experience.

The Sumenep Regency Government has also made kokot broth a gastrodiplomacy space. What is currently being done is inviting relevant institutions, state guests and various friends from abroad, unfortunately there is still very little publicity so this issue has not yet become

a mainstream discussion. In the future, a holistic discussion is needed to develop sustainable Madura culinary tourism.

Conclusion

From the perspective of Gadamer's phenomenology, the potential of Madurese gastronomy as a tourist attraction can be further illuminated. Gadamer's philosophical hermeneutics emphasizes the fusion of horizons, where the understanding of a phenomenon emerges through the dynamic interplay between the pre-understandings of the researcher and the lived experiences of the studied subjects.

The research findings suggest that while Madurese gastronomy possesses great potential, the necessary initiatives to promote it through cultural campaigns, such as festivals, typical restaurant culinary offerings, and training related to Madurese cuisine, have not been extensively undertaken. This points to a gap between the inherent cultural richness and the lack of public spaces that can facilitate a consensus-driven cultural exchange.

Gadamer's concept of the "fusion of horizons" is particularly relevant here. The pre-understandings and expectations of researchers, policymakers, and the general public may not fully align with the lived experiences and perspectives of the Madurese people themselves. This disconnect can hinder the effective development and promotion of Madurese gastronomy as a tourist attraction.

Furthermore, the research indicates that the issue of Madurese gastronomy has not yet become a mainstream discussion, and the concept of gastrodiplo-

macy remains an area that requires further interdisciplinary exploration. Gadamer's emphasis on the importance of dialogue and the fusion of different horizons of understanding can provide a valuable framework for addressing this challenge.

By fostering dialogues and creating platforms that enable the exchange of perspectives between the various stakeholders, including the Madurese community, researchers, policymakers, and the general public, a more comprehensive and inclusive understanding of Madurese gastronomy can emerge. This, in turn, can inform the development of targeted and effective cultural campaigns that resonate with the lived experiences and aspirations of the Madurese people, ultimately unlocking the full potential of this cultural gastronomic heritage as a means of tourist attraction and cultural exchange.

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