

# **SOUTH KOREAN GASTRODIPLOMACY STRATEGY IN IMPLEMENTING K-HALAL FOOD (KOREAN HALAL FOOD) IN INDONESIA IN 2012-2021**

**Vita Kamila Assa'adah**

**University of Darussalam Gontor**

**vita.kamila@mhs.unida.gontor.ac.id**

## ***ABSTRAK***

Dalam penelitian ini, penulis membahas mengenai strategi Korea Selatan dalam mengimplementasikan K-Halal Food (Korean Halal Food) di Indonesia pada tahun 2012-2021. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana Korea Selatan menggunakan strategi pemasarannya untuk K-Halal Food di Indonesia untuk mencapai kepentingan nasionalnya yaitu, meningkatkan perekonomian negara melalui industri makanan Halal. Penelitian ini menggunakan teori gastrodiplomasi serta konsep Industry Halal. Penelitian ini menggunakan metode kualitatif dengan menggunakan studi pustaka berbasis dokumen. Hasil penelitian ini menunjukkan bahwa Korea Selatan menggunakan makanan Halal untuk mencapai kepentingan nasionalnya dalam meningkatkan ekspor makanan Halal ke Indonesia untuk meningkatkan pendapatan Negara, dengan menerapkan beberapa strategi yaitu; bekerjasama dengan penyedia sertifikasi Halal seperti KMF (*Korean Muslim Federation*) dan MUI (*Majelis Ulama Indonesia*). Korea Selatan membuat drama Korea untuk mempromosikan K-Halal Food di Indonesia. Selain itu, dari 2012 hingga 2021, Korea Selatan menyelenggarakan K-Food Fair di Indonesia. Dengan strategi gastrodiplomasi ini, Indonesia dan Korea Selatan dapat meningkatkan perekonomian sekaligus menjaga hubungan baik kedua negara.

**Kata Kunci: Strategi, K-Halal Food, Korea Selatan-Indonesia, tahun 2012-2021.**

## ***ABSTRACT***

In this research, the author discuss South Korea's strategy in implementing K-Halal Food (Korean Halal Food) in Indonesia in 2012-2021. The purpose of this research is to find out how South Korea uses its marketing strategy for K-Halal Food in Indonesia to achieve its national interest in increasing the country's economy through the Halal food industry. This study uses the theory of gastrodiplomacy and the concept of Halal Industry. This study used a qualitative method using a document-based literature study. The results of this research indicate that South Korea uses Halal food to achieve its national interests in increasing exports of Halal food to Indonesia to increase state revenues, by employing several strategies including; in collaboration with Halal certification providers such as KMF (*Korean Muslim Federation*) and MUI (*Indonesian Ulema Council*). South Korea has also produced Korean drama to promote K-Halal Food in Indonesia. In addition, from 2012 to 2021, South Korea is holding a K-Food Fair in Indonesia. With this gastrodiplomacy strategy, Indonesia and South Korea can improve their economies while also maintaining good relations between the two countries.

**Keywords: Strategy, K-Halal Food, South Korea-Indonesia, 2012-2021.**

## Introduction

Pop Culture, as it is known, has spread throughout Asia, including Indonesia. South Korea is the beginning of today's well-known pop culture. Pop culture, according to Sorapure, is a new type of knowledge that exists among people. Pop culture reflects and influences societal lifestyles because it has influence common. Pop culture is fleeting and frequently the beginning of change for society. Many styles are commonly used by Indonesians, such as hairstyles that are lighter and different from their natural hair color. The style is commonly used by Indonesians and is assumed to be a South Korean style that similar with western styles.<sup>1</sup> South Korea has successfully introduced its culture into the international sphere through the Korean Wave. It also identified as K-pop. With the emergence of K-pop cultures such as music, drama, style, and film, their country has become known to the rest of the world. Korean culture has been implemented for the daily life with Korean culture enthusiasts, such as the skincare products and speech styles to language.<sup>2</sup>

Korean Wave in Indonesia had an impact on Indonesian society, as evidenced increas as Korean food products. For example, instant noodles according to the Ministry of Trade 2016, there was US\$ 13.55 million.<sup>3</sup> Not all Korean foods have MUI (Majelis Ulama Indonesia) Halal certification. Several factors influence a person's decision to purchase Halal-certified Korean food, including knowledge of Halal food. The majority of Indonesians are Muslims, and the greater public's understanding of Halal food, the more likely a person is to purchase Korean Halal food.<sup>4</sup> Since of

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<sup>1</sup> Andriana Yunita. F., Darmawan R., Haldani A., *"Identifikasi Gaya korea di Indonesia Sebagai Bagian dari Gaya Barat"*, Jurnal INVOTEX, Volume IX, No. 1, Februari 2013: 87-100, Program Studi Magister Desain Fakultas Seni dan Desain Institut Teknologi Bandung.

<sup>2</sup> Kamila Ardani M.S., 2020, *"Fenomena Korean Wave di Indonesia"*, egsaugm (Environmental Geography Student Association), diakses pada tanggal 30 September 2020 dalam <https://egsa.geo.ugm.ac.id/2020/09/30/fenomena-Korean-wave-di-indonesia/>

<sup>3</sup> Ulul Azmi, 2019, *"Dampak Korean Wave (Hallyu) Terhadap Perilaku Konsumen Pada Mahasiswa STIE Nobel Indonesia Makassar"*, Skripsi, Makassar: Jurusan Bisnis dan Perdagangan Internasional, Fakultas Manajemen STIE Nobel Indonesia, hal. 1-3.

<sup>4</sup> Nadia Firza Faradina, *"Gelombang Korea dan Dampaknya pada Industri Makanan Halal di Indonesia"*, dalam situs <https://kumparan.com/di-di-1650022452675789432/gelombang-korea-dan-dampaknya-pada-industri-makanan-korea-halal-di-indonesia-1xt7SeVK41s/full>, (diakses pada 16 April 2022, pukul 11:40 WIB).

Indonesians' interest in Korean Halal food, many others have taken the initiative to open Korean Halal restaurants, which is one way for people to taste Korean food without having to travel to South Korea. Export is a method used by South Korean businessmen to improve the economy of South Korea by expanding their business to other countries, such as opening business branches in various regions of Indonesia that have a large populations in improving the economy of South Korea.<sup>5</sup>

Halal food is food that's also permitted to be consumed because it adheres to Islamic law. As a result, Muslims must exercise the caution when consuming food and beverages.<sup>6</sup> Halal and haram are Qur'an terms that are used in different contexts but have multiple meanings, such as food and drink. Linguistically, Halal, according to some, is taken from the word al-Hal, which means al-Ibahah, that permissible in Shari'a.<sup>7</sup> Halalan refers to food and drink that are permissible under Islamic law and do not fall into the category of prohibited animals or plants. Meanwhile, thayyiban refers to a food or drink that benefits humans because it conceras with health requirements. It is not unclean or exposed to uncleanness (*mutanajjis*), does not cause damage and harm (*mafsadah*) to the physical health of a person who consumes it, and is obtained through Halal.<sup>8</sup>

Islam is one of the world's largest religions. In 2010, the global Muslim population was estimated to be 1.6 billion people. In addition, 62% of Muslims live in Asia Pacific. Indonesia is the one of the world's largest Muslim population that was 209 million Muslims (87.2% of the total population). Islam has rules that must be followed correctly, one of which is the existence of food rules that Muslims have taboos due to eating illicit foods such as pork. This is commonly referred to as halal food, or food

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<sup>5</sup> Ummul Hasanah, et. al, "*Daya Tarik Menjamurnya Restoran Korea di Yogyakarta*", Jurnal Sosiologi Reflektif, Volume 14, No. 2, April 2020, hal. 255-259.

<sup>6</sup> Halal Food Authority, 2018, "*Definition of Halal*", Retrieved September 23, From Halal Authority: <https://www.halalfoodauthority.com/definition-of-halal>.

<sup>7</sup> Muhammad Rawas Qal'aji, et. al, Mu'jam Lughoh al-Fuqaha, (Bayrut: Dar al-fikr, 1985), cet. 1, 184, di kutip oleh Muchtar Ali, "*Konsep Makanan Halal dalam Tinjauan Syari'ah dan Tanggung Jawab Produk Atas Produsen Industri Halal*", Jurnal Ahkam, Vol.VXI, No. 2, (Juli 2016), hal. 292.

<sup>8</sup> M. Hamdan Rasyid, "*Peranan Undang-undang Jaminan Produk Halal dan Menjalin Kehalalan Makan dan Minuman*", Jurnal Syari'ah No. 3, pada November 2015, hal. 9.

that Muslims are permitted to consume under Islamic law.<sup>9</sup> Because of the large number of Muslim consumers in Indonesia, the country has a sizable Muslim consumer market. As a result, the halalness of a product is critical attention of the country.<sup>10</sup>

K-Halal Food is a component of the South Korean government's Halal food policy in Indonesia. South Korea, as a non-Muslim country, implements a K-Halal Food policy in order to attract more foreign tourists and compete in the Halal food industry to global scale. To sustain and increase the quality, promotion of food ingredients will be used to produce food with Halal guarantees, the South Korean government was increasing the potential of Halal Food as a gastrodiplomacy strategy, so that Muslims in various parts of the world trust the food produced by South Korea. And with the opportunity to export Halal products to the Muslim market and the steady increase in tourists visiting South Korea. As a result, the South Korean government implement Halal certification as a promotion for Korean Halal food through drama with the theme of South Korean Halal food.

### **Research Question**

Based on background, the author has formulated a research question as follows:

How is the South Korean gastrodiplomacy strategy for implementing "K-Halal Food" (Korean Halal Food) in Indonesia in 2012-2021?

### **Conceptual Framework**

#### Gastrodiplomacy

Gastrodiplomacy is a public campaign or diplomacy that uses food as the main element in providing a new knowledge culture of a country. According to Rockower,<sup>11</sup>

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<sup>9</sup> Sinem Betul, "Someone Said Halal?", <http://www.korea.net/NewsFocus/Culture/view?articleId=126339>, diakses pada 25 November 2017, pukul 12:50 WIB.

<sup>10</sup> May Lim Charity, "Jaminan Produk Halal di Indonesia (Halal Product Guarantee in Indonesia)", Jurnal Legislasi Indonesia, Vol. 14 No. 01, Maret 2017, hal. 99-108

<sup>11</sup> Paul Rockower. (2011), *Projecting Taiwan: Taiwan's Public Diplomacy Outreach*, hal. 107-152, Institute of International Relations, National Chengchi University, Taipei, Taiwan.

gastrodiplomacy is "*The act of winning hearts and minds through stomachs*" which means a government can conduct diplomacy using its country's specialties. And from gastrodiplomacy, people who cannot have the opportunity to destination visit the country can still taste the specialties of the country as the *Sense of Taste*.<sup>12</sup> Gastrodiplomacy is used to enhance an image of the State internationally because gastrodiplomacy can influence public responses about a State because food is a vital part of human life.

According to Mary Jo A Pham, Gastrodiplomacy is a form of public diplomacy that combines cultural diplomacy, gastrodiplomacy, and nation branding.<sup>13</sup> Pham defines gastrodiplomacy as the government's practice for exporting its traditional culinary as part of public diplomacy to increase investment through tourism and trade.<sup>14</sup> According to Dinnie, the success of a country in implementing gastrodiplomacy can be measured by how well it can develop a characteristic or uniqueness that describes the country and is recognized by foreign communities. This is known as nation branding, and aims to enhance a country's reputation so that it is better known by the international community. Nation branding promotes the characteristics of a country and introduces it.<sup>15</sup>

## Halal Industry

Halal food is a food value that is allowed to be consumed in accordance with Islamic law. Muslims should be attantion for culinary they consume. As explained in surah Al-Baqarah verse 168, as follows:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

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<sup>12</sup> Baskoro, R. M. (2017), *Konseptualisasi dalam Gastrodiplomasi: Sebuah Diskusi Kontemporer dalam Hubungan Internasional*, Jurnal Insignia, Vol.4, No.2, hal. 36.

<sup>13</sup> Mary Jo. A. Pham, 2013, "*Food as Communication: A case Study of South Korea's Gastrodiplomacy*", Journal of International Service: Spring 2013, hal. 6.

<sup>14</sup> *Ibid.*, hal. 5.

<sup>15</sup> Keith Dinnie, 2008, "*Defining 'brand' and 'nation-brand'*", Burlington: Elsevier. Ltd.

It means: *"O Man, eat of the lawful and good (food) found on earth, and do not obey the steps of satan (who likes to break or go beyond limits). Surely the devil is a real enemy to you". (Q.S Al-Baqarah: 168)*

Halal food is not limited to the type of food, but also comes from how to get it. Quoted from the journal entitled Halal Food and Thayyib in the perspective of the Qur'an by Samsuddin are as follows the categories of halal food in Islamic value:<sup>16</sup>

a. Halal in substance

Food made from halal ingredients. There are so many halal food sources, such as herbs, fruits, chicken meat, mutton, fish, and others. And all animals do not go through the process of slaughtering in Islamic sharia, the law is forbidden if consumed.

b. Halal how to obtain the food

Food obtained is in the right way, what is meant is by buying, working and so on. How to get it is not under Islamic law will make the food and drink become haram. A Muslim should pay attention to the food and drinks that consume as hygienically because Islam guides so that Muslims do not endanger their health.

c. Halal processing method

Halal food and drinks will become illegitimate if the processing method is wrong. An example is when the meat of animals is not slaughtered in accordance with Islamic law.

According to Emi Normalina Omar's research, the concept of halal is not only limited to food substances but also must consider aspects of the product chain, starting from production, packaging, storage and delivery. The Halal food production chain encapsulates all of this. In other words, food is considered non-halal if it is not handled or stored properly. Therefore, the concept of halal in food products is not limited to

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<sup>16</sup> Samsuddin, 2020, "Makanan Halal dan Thayyib Perspektif Al-Qur'an", Program Studi Al-Qur'an dan Tafsir Jurusan Ushuluddin dan Filsafat Universitas Negeri Ar-Raniry Darussalam-Banda Aceh.

halal labels on product packaging, but must also be handled according to Islamic rules.<sup>17</sup> Before the rapid development in food processing technology, people's perception of a product was very simple.

## **Research Method**

The study entitled "South Korean Gastrodiplomacy Strategy in Implementing K-Halal Food (Korean Halal Food) in Indonesia in 2012-2021" uses qualitative research methods as a basis to understand and be able to explain the research from the problems that have been previously presented. Michael Patton and Michael Cochran argue that this qualitative research method is characterized by its objectives, which relate to the understanding of some aspects of social life and use methods in general, as well as data for analysis.<sup>18</sup> This qualitative research is used to gain an understanding of the reasons, opinions, and motivations that underlie behavior. This research is aimed at gaining broader insight into the problem and can help and develop ideas or hypotheses.<sup>19</sup> The author will explain about South Korean gastrodiplomacy strategy in implementing K-Halal Food (Korean Halal Food) in Indonesia as a form of soft power and diplomacy from South Korea.

To obtain the data needed, researchers use document-based literature studies. A document is any material that provides information about a particular social phenomenon whose existence is independently of the actions of the researcher.<sup>20</sup> The data source used is in the form of secondary data which is data from the results of previous research with various books, journals, articles, magazines, the internet and other information media related with the topic, namely the South Korean

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<sup>17</sup> Emi Normalina Omar and Harlina Suzana Jaafar, 2011, "*Halal Supply Chain in the Food Industry: A Conceptual Model*", IEEE Symposium on Business, Engineering and Industrial Applications (ISBEIA), Malaysia, DOI: 10.1109/ISBEIA.2011.6088842.

<sup>18</sup> Michael Q. Patton dan Michael Cochran, 2002, "*A Guide to Using Qualitative Research Methodology* (Geneva: Medicins Sans Frontiries), hal. 2.

<sup>19</sup> Dr. Christopher Lamont, 2015, *Metode Penelitian Hubungan Internasional*, diterjemahkan oleh Umar Suryadi Bakry, Yogyakarta: Pustaka Pelajar, hal. 17.

<sup>20</sup> *Ibid*, hal. 171.



Gastrodiplomacy Strategy in Implementing K-Halal Food (Korean Halal Food) in Indonesia in 2012-2021.

The analysis technique used by the author is a qualitative data analysis technique, namely the author analyzes secondary data which uses theories and concepts to explain the phenomenon or event being studied by the author, namely South Korean Gastrodiplomacy Strategy in Implementing K-Halal Food (Korean Halal Food) in Indonesia in 2012-2021.

## **Discussion**

*Korean Wave* or Hallyu is South Korean pop culture that has spread to various parts of the world, including Indonesia.<sup>21</sup> Since the government of President Kim Dae Jung (1993-1998), the Korean wave has been prepared to be marketed internationally which is in line with the support given by the government with its political slogan, namely "Creation of the New Korea". This shows that the South Korean Government wants to eliminate the image of a traditional nation to become newer and more modern. In 1999, Former President Kim established the Basic Law for the Cultural Industry Promotion by allocating funds worth US\$148.5 million, to develop Korean popular culture in an innovative way that combines traditional culture with modern culture. In the 2000s, the South Korean Government targeted the export of Korean popular culture as a form of initiative in implementing a new economic sector, especially after the financial crisis that occurred in Asian region in 1997.<sup>22</sup>

In Indonesia, Korean culture (*Korean Wave*) has spread since 2002 after the World Cup held in South Korea and Japan. This opportunity was held at an Indonesian television station, which was afterwards used to promote South Korean dramas or K-Dramas. The first television station to broadcast the K-Drama series was Trans TV with

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<sup>21</sup> Doobo Shim, 2006, "*Hybridity and the Rise of Korean Popular Culture in Asia*", SAGE Journals: Media, Culture and Society, Vol. 28, hal. 25-44, dalam: <https://doi.org/10.1177/0163443706059278>

<sup>22</sup> Idol Perdini Putri., et al, 2019, "*K-Drama dan Penyebaran Korean Wave di Indonesia*", Jurnal unpad: ProTVF, Vol. 3, No. 1, hal. 68-80.

the title *Mother's Sea* on March 26, 2002.<sup>23</sup> In Indonesia, the popularity of the Korean Wave is very high, namely since access to entertainment in South Korea has been made easier. The influence of Korean dramas and Korean music (K-Pop) is widespread in Indonesia, so that this is able to attract public interest in finding out more about South Korea, including its special food. Korean food is often shown through Korean dramas, variety shows, reality shows, and others. Korean food that is in the television show, attracts people to try and find out the name of the food.<sup>24</sup> Around the 21st century, Korean food began to be widely known by the public, so that South Korea made their food a form in the country's economic improvement strategy.

Korean food is an important part of South Korea in spreading South Korean culture. Korean food began to grow rapidly in Indonesia, due to the high interest of the Indonesian people in Korean food. So that the Indonesian people have started to open businesses from street food to restaurants that serve Halal-certified South Korean food.<sup>25</sup> The food served is adapted to the tongue of the Indonesian people, but does not eliminate the taste of Korean food. Korean Halal food is known to have entered Indonesia through the Korean Wave phenomenon (Korean culture), which has spread to several countries around the world, including Indonesia. Several events in Indonesia were held to introduce South Korean culture, one of which is South Korean food. Halal food that enters Indonesia has gone through several stages before being consumed by Indonesian people who are predominantly Muslim.

A variety of food makes the attractiveness of a country in the international sphere. In a country's food tradition, there is a quality assessment of the country's characteristic that has been passed down from generation to generation. Food is a place for non-verbal communication, so that it can change the opinion of the international

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<sup>23</sup>*Ibid.*, hal.70.

<sup>24</sup> Elen Surya L., et al, 2020, "*PENGARUH KOREAN WAVE DAN MAKANAN KOREA TERHADAP MINAT MAKAN HIDANGAN KOREA PADA MASYARAKAT KOTA MADIUN*", Jurnal: Tata Boga, Vol. x, No. x, hal. 1-8.

<sup>25</sup> Dimas A Septyan, "*Peluang Pasar: Makanan Korea*", UKMINDONESIA, diakses dari: <https://ukmindonesia.id/baca-deskripsi-posts/peluang-pasar-makanan-korea/>., pada tanggal 09 Juni 2022.

community and promote their country in the international arena. This diplomacy provides an overview of the culture of a country in terms of food. Food is an instrument for the state in increasing international interaction and cooperation. The intensity and connection in food, has made it a tool of international relations.<sup>26</sup> Many countries have used soft power as a key in diplomacy, one of which is through gastrodiplomacy.

Gastrodiplomacy oftently interpreted as *the flag can follow the fork* which helps in providing an understanding of a country's culture through its food. The concept of food culture is about how the food is made, served and created a characteristic country. Typical food is the most important part of a country because it is able to represent the history, traditions and culture of the local country. The development of gastrodiplomacy facilitates the spread of culture, because food culture indirectly introduces a country.<sup>27</sup> Gastrodiplomacy implemented by South Korea, gives public interest in culture in South Korea. Along with the growth of Muslims with consumption level of world Muslims, Korean food has raised doubts about the halal food products for the world's Muslim community. Most restaurants in South Korea serve alcohol and pork, which Muslims are prohibited from consuming.<sup>28</sup>

South Korea's gastrodiplomacy strategy in implementing K-Halal Food (Korean Halal Food) in Indonesia in 2012-2021, where this strategy has become an instrument of South Korea in developing and promoting Korean Halal food to Muslim countries of the world, one of which is Indonesia.

## 1. Strategies in Collaborating with Halal Certification Providers

### 1.1 Collaboration between the Government of South Korea and MUI (Indonesian Ulema Council)

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<sup>26</sup> Sam Chapple-Sokol, 2013, "*Culinary Diplomacy: Breaking Bread to Win Hearts and Minds*", The Hague Journal of Diplomacy, Vol. 8, hal. 161-183.

<sup>27</sup> Adirini Pujayanti, *Op.Cit*, hal. 43.

<sup>28</sup> Jihan Safitri, 2021, "*Gastrodiplomasi Korea Selatan Melalui Halal Food di Indonesia Periode 2015-2016*", Skripsi, Jakarta: Program Studi Ilmu Hubungan Internasional, Fakultas Ilmu Sosial dan Ilmu Politik, Syarif Hidayatullah Jakarta.

The South Korean government is working with *the Indonesian Ulema Council* (MUI) in the policy process for halal certification of Korean products for distribution to Indonesia, the enthusiasm Indonesian people who like South Korean food products. In 2016, nineteen of South Korean companies received MUI halal certification with a total of 192 products, including food products. The majority of halal-certified businesses in South Korea are fast food and coffee shops. Ho Zen One stated at the Halal Talk Trade Experience event during World Halal Week (WHW) that 12% of Muslim visitors to Korea were from Jeju Island, with the remaining 62.5% coming from Southeast Asia.<sup>29</sup> Muslim countries because has similarity path of the certification between two parties. The policy of Indonesian government is not to allow halal labels from abroad to be attached to food products for distribution in Indonesia, even though the food has obtained a halal certificate from KMF.

The authority to obtain halal certification for products circulating in Indonesia remains with the MUI, including the authority to extend halal certificates. This authority is based on the JPH Law (Halal Product Guarantee Law). This means that if South Korea intends to distribute halal food products in Indonesia, they must obtain halal certification through the MUI. This is because the standardization of halal certificates between KMF and MUI is different and they do not yet have equal halal certification. Currently, 43 foreign certification bodies have recognized LPPOM MUI's halal standardization based on the MUI fatwa. Even though the South Korean government has yet to get cooperation from the MUI regarding cross certification, there are still many Korean halal restaurants in Indonesia.<sup>30</sup>

## 1.2 Collaboration between the Government of South Korea and KMF (Korean Muslim Federation)

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<sup>29</sup> Lusiana Mustinda, “Wisatawan Muslim Meningkat, Produk Makanan Halal Makin Mudah Didapat di Korea Selatan”, Artikel diakses pada 1 April 2016 dari: <https://food.detik.com/info-halal/d-3177369/wisatawan-muslim-meningkat-produk-makanan-halal-makin-mudah-didapat-di-korea-selatan>

<sup>30</sup> Imanuel Nicolas Manafe, “Pemberian Sertifikasi halal Disebut Masih kewenangan MUI”, Artikel diakses pada 6 Januari 2019 dari: <https://www.tribunnews.com/nasional/2019/01/06/pemberian-sertifikasi-halal-disebut-masih-kewenangan-mui>

The South Korean government is working with various organizations to develop Korean Food into the halal food industry sector. This policy was developed with MAFRA, in collaboration with the Korea Muslim Federation (KMF). KMF is the only official South Korean institution that has the authority to issue halal certificates for halal food products, restaurants and hotels. The South Korean government and *the Korea Food Research Institute* signed a memorandum of understanding with KMF. This collaboration will produce halal certificates for Korean food that meet halal standards. KMF will analyze halal certification standards from the UAE, Indonesia and other Muslim countries to create a guidebook for halal food production. The certificate applies to all halal food products exported to Muslim countries.<sup>31</sup> Companies that will produce halal food must go through the following stages and procedures to obtain KMF halal certification, namely:

*First-* The company submits the necessary documents as a condition for submitting an application for Halal certification.

*Second-* The company pays administrative fees required in the process of applying for Halal certification.

*Third-* The Korea Muslim Federation (KMF) will carry out research, inspection, and factory review of the requesting company.

*Fourth-* Meeting with the Korea Halal Sharia Approval Committee to discuss the final research and halal certification to be carried out by KMF.<sup>32</sup>

To gain recognition from Muslim countries, South Korea also cooperates with Muslim organizations that provide halal certification such as the Indonesian Ulema Council (MUI), the Emirates Authority for Standardization and Metrology (ESMA), the Malaysian Islamic Development Department (JAKIM), the Islamic Religious

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<sup>31</sup> Humairah Muljabar, 2019, "*GASTRODIPLOMASI HALAL FOOD KOREA SELATAN DI INDONESIA MELALUI PENGGUNAAN HALAL FOOD TAHUN 2013-2018*", Skripsi, URI: <http://repository.umy.ac.id/handle/123456789/28113>

<sup>32</sup> Irma Putri Setiawan, 2016, "*PRODUK MAKANAN OLAHAN KOREA YANG HALAL UNTUK DIKONSUMSI*", Skripsi, Program Studi Diploma III Bahasa Korea, Universitas Gadjah Mada, Yogyakarta.

Council. Singapore (MUIS), as well as The Standards and Metrology Institute for Islamic Countries (SMIIC), SMIIC itself is an organization formed to proportionally general standards regarding Islamic law in 32 Muslim countries in the world so that all halal food produced by South Korea can be distributed throughout the country. Muslims without any hindrance.<sup>33</sup> Furthermore, the South Korean government cooperates with Muslim countries such as Indonesia and Malaysia to enter the global Halal market. Meanwhile, KMF applied for MUI, ESMA, and MUIS cross certification.

## 2. South Korea Making Korean Drama Series in Promoting K-Halal Food in Indonesia

Korean culture was spreading rapidly as a result of media globalization. South Korea is now the center of attention in spreading the world's greatest culture. Almost everyone in the world knows the Korean Wave. The South Korean entertainment industry is very advanced and developing nowadays. This is evident in Korean culture, which is still spreading around the world today. As a result, Korea became very famous all over the world. Youtube is one of the most widely used media platforms to consume Hallyu culture, with the most popular cultural products being products from the music and drama industries, namely K-pop and K-Drama.<sup>34</sup> This is due to Indonesia's current attempts to reproduce new cultural structures by focusing on the dynamics of the Hallyu cultural structure, which is quickly becoming the dominant discourse globally.

Lunch Box, a Korean mini-drama launched in October 2015 aims to bridge the cultural differences between Korea and other Muslim countries. Lunch Box is a Korean drama that is broadcast online and usually used to promote products or for short entertainment programs that are not broadcast on television.<sup>35</sup> This drama is the result of a collaboration between South Korea, Indonesia, Malaysia, and the United Arab

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<sup>33</sup> Humairah Muljabar., *Op. cit*, hal. 8.

<sup>34</sup>Rosya El Fadiah, 2017, "*KOMODIFIKASI AGAMA ISLAM DALAM MINI DRAMA LUNCH BOX*", Skripsi, Fakultas Dakwah dan Komunikasi, UIN Sunan Kalijaga Yogyakarta.

<sup>35</sup> Sukma Fatimatul Zahroh, 2019, "*REPRESENTASI TOLERANSI DALAM MINI DRAMA KOREA 'LUNCH BOX' TENTANG HALAL FOOD*", Skripsi, Program Studi Komunikasi dan penyiaran Islam Fakultas Ushuluddin dan Dakwah IAIN Kediri.

Emirates. Used to introduce the general public about the life of Muslims in South Korea. According to K-Food Fair, the Korean mini drama Lunch Box was created to introduce three Muslim countries to Halal food for tourists and Muslims who wish to work and live in South Korea. This drama was made by gathering Korean Food supporters specifically for Muslims living in Korea. They have come together to help with the project of introducing Korean Halal food in Muslim countries.

In addition to the Korean drama "*Lunch Box*", South Korea presents various Korean dramas with culinary genres such as *Link: Eat, Love, Kill* (2022), *Sweet Munchies* (2020), *Chocolate* (2019) used to attract the attention of Korean drama fans and its culinary.<sup>36</sup> The presence of K-Drama can have its own impact in the Indonesian market, such as acting as a model for making soap operas in Indonesia. In addition, South Korean restaurants with a variety of South Korean food menus such as *Japchae* (a processed dish made from vermicelli), *Bulgogi* (stir-fried beef), *Dalkbal* (boneless spicy chicken feet), *Tteokbokki* (Rice cakes), and others have sprung up in Indonesia.<sup>37</sup>

Other variety shows, such as *Youn's Kitchen*, are TvN's mainstays that aired for up to two seasons. The concept of the variety show is a cooking variety show led by a celebrity chef and invites Korean celebrities to assist in cooking. Uniquely, the filming location of the variety show is not only in South Korea, but also in several countries, such as Indonesia, precisely in Lombok, West Nusa Tenggara. Their first season was in Gili Trawangan, Indonesia in 2017. Later in the second season opened a small restaurant in Garachico, Tenerife Island in 2018.<sup>38</sup> This is a special attraction for Indonesians to watch and follow how to cook South Korean specialties. Korean dramas

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<sup>36</sup> Fransisca Andeska G, "*Rekomendasi Drakor Bertemakan Romansa-Kuliner, Cocok untuk Pasangan yang Doyan Makan*", Artikel diakses pada tanggal 07 Juli 2022 dari: <https://www.kompas.com/hype/read/2022/07/07/091500666/7-rekomendasi-drakor-bertemakan-romansa-kuliner-cocok-untuk-pasangan-yang?page=all>

<sup>37</sup> Idola Putri, 2019, "*K-Drama dan Penyebaran Korean Wave di Indonesia*", Jurnal ProTVF, Vol. 3, No. 1. Hal 68-80.

<sup>38</sup> Risna Halidi, "*4 Fakta Seo Jin's, Variety Show yang jadi spin off Youn's Kitchen dan Dibintang V BTS*", Artikel diakses pada tanggal 31 Januari 2023 dari: <https://www.suara.com/entertainment/2023/01/31/000500/4-fakta-seo-jins-variety-show-yang-jadi-spin-off-youns-kitchen-dan-dibintang-v-bts>

and several South Korean Variety Shows have succeeded in influencing the food preferences of Indonesians, in addition to providing an interesting storyline.

### 3. Holding a K-Food Fair in Indonesia in 2012-2021

The food that has been introduced to Indonesia is halal and in accordance with Islamic law, because Korean food that enters Indonesia has received Halal certification from the MUI. These requirements make Korean food legal and Halal, including:

*First-* The “*Korea Indonesia Week 2012*” performance started on September 30 2012 at Pelita Harapan University, Tangerang. The event began with the appearance of “*Hanbape*”, round 40 Pelita Harapan University students prepared Big Bibimbap and Sujunggwa. The South Korean Embassy organizes this program in collaboration with Trans TV. South Korean Ambassador Kim Young-sun, Head of Tangerang Regional Association Lee Se-ho, Revalina S. Temat as Goodwill Ambassador, Chancellor of Pelita Harapan University, and Head of Korean Club all participated in the Bibimbap movement. After that, the prepared food was distributed to approximately 800 UPH (Pelita Harapan University) students.<sup>39</sup>

*Second-* Performance of “*2013 K-Food Festival*” On October 27 2013, Lotte Avenue Mall in Jakarta hosted the K-Food Festival. By displaying processed product exhibitions and cooking competitions involved Indonesian people, such as rice rolls with game (gimbab), seafood leek bakwan (haemul pajeon), and spicy wheat noodles (bibim guksu). The goal is to introduce Korean street food that is easy to prepare but delicious, and that speaks Indonesian. Food products from South Korea that enter Indonesia have been inspected by the Food and Drug Supervisory Agency (BPOM) and have received Halal certification from the Indonesian Ulema Council (MUI).<sup>40</sup>

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<sup>39</sup> Ministry of Foreign Affairs, “*K-FOOD FESTIVAL sudah dimulai!*”, Artikel diakses pada 24 September 2012 dari: [https://overseas.mofa.go.kr/id-id/brd/m\\_2707/view.do?seq=683413&srchFr=&srchTo=&srchWord=&srchTp=&multi\\_itm\\_seq=0&itm\\_seq\\_1=0&itm\\_seq\\_2=0&company\\_cd=&company\\_nm=](https://overseas.mofa.go.kr/id-id/brd/m_2707/view.do?seq=683413&srchFr=&srchTo=&srchWord=&srchTp=&multi_itm_seq=0&itm_seq_1=0&itm_seq_2=0&company_cd=&company_nm=)

<sup>40</sup> Evieta Fadjar Pusporini, “*Makanan Korea Menyusul Sukses K-Pop dan K-Drama*”, Artikel diakses pada 30 Oktober 2013 dari: <https://gaya.tempo.co/read/525754/makanan-korea-menyusul-sukses-k-pop-dan-k-drama>



*Third-* The “*Korea Indonesia Festival*” performance was held on October 6 2014, at Lotte Shopping Avenue Jakarta and several other locations. To commemorate the Korea-Indonesia Culture Month, the Embassy of the Republic of Korea held the K-Food Festival, and through this event, the Embassy of the Republic of Korea introduced South Korean specialties. During the event, there were Korean food cooking contests, cooking and tasting demonstrations of Korean food, and live Kimchi making.<sup>41</sup>

*Fourth-* The “*K-Food Fair 2015*” event was held on 16 October 2015 by the South Korean Ministry of Agriculture, Food and Rural Affairs, in collaboration with aT (agro fisheries and food trade corporation), holded a K-food Fair in Indonesia. The K-food Fair was divided into two parts, the first of which is business to business (B2B), which introduces various Korean food products to Indonesian companies interested in doing Korean food business.<sup>42</sup>

*Fifth-* The “*K-Food fair 2016*” event was held by the Ministry of Agriculture and Rural Affairs of Korea (MAFRA) to support aT (Korean Agro-Fisheries and Food Trade Corporation) in holding the K-Food Fair on 6 until 9 October 2016. The first session took place at the Ritz Carlton Hotel, Jakarta. Kasablanka City Mall hosted the second session. K-Food Fair 2016 will showcase various Korean food and beverage products at B2C events, as well as Y-KICK TAEKWONDO performances, K-Food OX quizzes, K-POP Idol BIG fan token concerts and meetings, games involved diners, and an open kitchen demonstrated the creation of Korean specialties.<sup>43</sup>

*Sixth-* The “*K-Food Campus Festival 2017-Global Taste of Korea*” performance was held on May 18 2017, at the Jakarta State University (UNJ) Campus organized by the South Korean Embassy in Indonesia. South Korean Ambassador, Cho

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<sup>41</sup> Ministry of Foreign Affairs, “*K-food Festival*”, Artikel diakses pada 6 Oktober 2014 dari: [https://overseas.mofa.go.kr/id-id/brd/m\\_2706/view.do?seq=715425&page=1](https://overseas.mofa.go.kr/id-id/brd/m_2706/view.do?seq=715425&page=1)

<sup>42</sup> Suprpto, “*K-food Festival 2015 Perkenalkan Beragam Makanan Korea*”, Artikel diakses pada 16 Oktober 2015 dari: <https://wartakota.tribunnews.com/2015/10/16/k-food-festival-2015-perkenalkan-beragam-makanan-korea>

<sup>43</sup> Dwi Wulandari, “*Mengusung Isu Halal di “K-Food Fair 2016*”, Artikel diakses pada 6 Oktober 2016 dari: <https://mix.co.id/marcomm/brandactivation/mengusung-isu-halal-di-k-food-fair-2016/>

Tae-Young, stated that this event is part of the Korean Culture Festival which takes place throughout the month of May. Other events held by the South Korean Embassy are Taekwondo matches and the K-Film Festival in five cities in Indonesia.<sup>44</sup>

*Seventh-* The "*K-Festival 2018*" exhibition is an exhibition of food products and South Korea's creative industry, which will be held from 18 August until 2 September 2018 at the VIP Car Park, FX Sudirman.<sup>45</sup> This event is expected to be a fantastic opportunity to promote the excellence of Korean food and content not only to Asian Games visitors, but also foreigners and Indonesian consumers.

*Eighth-* The "*2019 K-Food Fair*" held by the Ministry of Agriculture of Korea, which is also known as the Korea Agro Trade Center (aT Center), revived the idea of holding a K-Food exhibition, which was held at Central park Jakarta from Thursday, July 25 2019 until Sunday, July 28 2019. A number of agendas have been prepared to maintain the 2019 K-Food Fair event which lasts for four days, such as business matching, where entrepreneurs, agents, retailers and distributors will meet with potential partners to find potential products that match with business goals.<sup>46</sup>

*Ninth-* The "*K-Food Fair Online Jakarta 2020*" will be held in Jakarta from 18 November to 6 December 2020 by *KOREA Agro-Fisheries and Food Trade Corporation* (aT Center Jakarta). The event will feature a month-long online promotion of various Korean food products, enabling consumers to continue to enjoy cultural exchanges between the two countries even during the PSBB period. According to Lee Seong Beok, Head of Representative at aT center Jakarta, "despite the difficult situation

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<sup>44</sup> kumparanNEWS, "*kedubes Korsel Gelar 'K-Food Campus Festival 2017' di Kampus UNJ*", Artikel diakses pada 18 Mei 2017 dari: <https://kumparan.com/kumparannews/kedubes-korsel-gelar-k-food-campus-festival-2017-di-kampus-unj/full>

<sup>45</sup> Desy Susilawati, "*K-Food & Content Festival Suguhkan Kuliner dan Drama Korea*", Artikel diakses pada 17 Agustus 2018 dari: <https://www.republika.co.id/berita/gaya-hidup/trend/18/08/17/pdl9hm284-kfood-content-festival-suguhkan-kuliner-dan-drama-korea>

<sup>46</sup> Ria Theresia Situmorang, "*K-Food Fair 2019 Suguhkan Makanan Serba Korea*", Artikel diakses pada 28 Juli 2019 dari: <https://traveling.bisnis.com/read/20190728/223/1129606/k-food-fair-2019-suguhkan-makanan-serba-korea>

caused by the Covid-19 pandemic, we have set up an event to promote Korea's best agricultural products in Indonesia," known as the world's largest Muslim country.<sup>47</sup>

*Tenth-* The "2021 We Go Together Festival" was held by the South Korean Embassy, a series of arts and cultural events. This festival will start on October 4, 2021. Throughout October, there will be nine K-Pop, K-Food, K-Film, and tourism events, as well as special events that combine Korean and Indonesian culture, which are held both virtually and in person.<sup>48</sup>

The rise of South Korean culture, which is increasingly popular by the Indonesian people, is hoped that in the future it can treat the wishes of Korean culture lovers. After the Covid-19 pandemic, it is hoped that the K-Food Fair performances in Indonesia in various regions will continue in the future, so that Indonesians will be more interested in food originating from ginseng or South Korea that has a different taste from Indonesian food.

## **Conclusion**

Pop Culture originating from South Korea has spread throughout Asia, including Indonesia. K-pop culture is fleeting and often influences people's lifestyles. The style that is commonly used by Indonesians and is assumed to be the South Korean style which is the result of western style. Along with issues of international relations, diplomacy is an activity that cannot be separated from the country's national interests, one of them is gastrodiplomacy. Gastrodiplomacy is used by a country to introduce its culture through food. Products that enter Indonesia must pass through a Halal certification agency, which will put a Halal label on food products that enter the country. K-Halal Food is one part of the South Korean government's Halal food policy in

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<sup>47</sup> Mediaindonesia, "K-Food Fair Online Jakarta 2020 Gandeng Tokopedia", Artikel diakses pada 5 November 2020 dari: <https://mediaindonesia.com/humaniora/358679/k-food-fair-online-jakarta-2020-gandeng-tokopedia>

<sup>48</sup> Adinda Permatasari, "Korea Festival 2021 Ajak Indonesia Maju Bersama Hadapi Covid-19", Artikel diakses pada 2 Oktober 2021 dari: <https://www.viva.co.id/gaya-hidup/inspirasi-unik/1410214-korea-festival-2021-ajak-indonesia-maju-bersama-hadapi-covid-19?page=1>

Indonesia. Because Indonesia is a country with the largest Muslim population in the world.

South Korea has carried out several gastrodipomatic strategies in implementing K-Halal Food in Indonesia. Some of the strategies used by South Korea in Indonesia to implement K-Halal Food from 2012 to 2021, namely:

*First-* Collaborating with Halal certification provider institutions such as MUI (Indonesian Ulema Council) which is in charge of LPPOM MUI (Institute for the Assessment of Food, Drugs, and Cosmetics) and BPJPH (Halal Product Assurance Organizing Agency), and KMF (Korean Muslim Federation) which is the South Korea's official institution that has the authority to issue Halal certification for Halal food products, restaurants and hotels.

*Second-* in promoting K-Halal Food in Indonesia. The South Korean government is collaborating in the mini drama series "Lunch Box" by involving Indonesian actresses in order to improve relations between the two countries and provide mutual benefits.

*Third-* Holding a K-Food Fair in Indonesia from 2012 to 2021. The Indonesian people are very enthusiastic about holding the K-Food Fair festival in Indonesia. Because, Indonesian people only know South Korean culture through social media. There are several events to introduce South Korean culture, namely, Korean film festivals; Virtual and Nonvirtual K-pop Concerts; South Korean Food; South Korean Tourism and many more. The holding of the K-Food Fair in Indonesia from 2012 to 2021 will take place in the capital city of Jakarta.

Halal and thayyib food are all types of food that are permitted under Islamic law and contain nutritional elements that are beneficial to human health. Humans are very dependent on the food they consume. It will be beneficial for his health if he consumes Halal and thayyib food. Conversely, if the food consumed contains hazardous ingredients, this will have a negative impact on human health. Muslims in

particular, must be more careful when choosing food and drink to consume every day. Its activity will be affected if it is incorrectly specified.

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