

ABSTRACT

From 2021 to 2023, Indonesia implemented the Indonesia Spice Up The World (ISUTW) program in Bulgaria. This initiative was carried out through two derivative programs: Rendang Goes to Europe and Indonesia Sales Mission. The study aims to analyze the implementation of Indonesia's gastrodiploamacy through the ISUTW program in Bulgaria, focusing on the development of Indonesian cuisine from 2021 to 2023. The research employs a qualitative research design with a case study approach, using library research as the data collection technique and narrative analysis for data processing. The findings reveal that the implementation of the ISUTW program in Bulgaria, through its derivative programs, was effective. The Rendang Goes to Europe program resulted in an investment of USD 3 million from Bella Ltd, Bulgaria, which included the establishment of physical infrastructure for a rendang factory and human resources. Additionally, an export contract for coconut derivative product to Bulgaria and Eastern Europe was signed export contract between PT. Rodamas Inti Internasional and PICCO Ltd, Bulgaria, valued at USD 1.6 million. The program's success was further supported by branding strategies, such as a talk show on Bulgaria's national television network, BTV, and market expansion efforts through collaboration with Halal Bulgaria. Meanwhile, the Indonesia Sales Mission program successfully recorded a total investment of USD 5,6 million equivalent to IDR 87,6 billion. These achievements emphasize the success of using cuisine and its sub-sectors as a tool of diplomacy through gastrodiploamacy.

Keywords: *Gastrodiploamacy, Indonesia Spice Up The World, Bulgaria, Rendang Goes to Europe, Indonesia Sales Mission*