

ABSTRACT

This study examines the role of the Indonesian diaspora in the Netherlands in conducting gastrodiploamacy as an instrument for shaping Indonesia's nation branding as a country rich in culture and cuisine during the 2020-2025 period. The study responds to a tendency in international relations literature to treat diaspora, gastrodiploamacy, and nation branding as separate fields, leaving the role of diaspora as a non-state actor in the construction of national image insufficiently integrated within a single analytical framework. Using a qualitative descriptive-analytical approach with a case-study strategy, data were collected through literature review and interviews with the Indonesian Embassy in The Hague and the Indonesian diaspora in the Netherlands, then analyzed using the frameworks of constructivism, Anholt's nation branding, and Rockower's gastrodiploamacy. The findings show that the diaspora functions as a guardian of culinary culture, a social mediator, and an agent of image transformation, working in synergy with formal government channels to shape perceptions of Indonesia as a culturally rich, spice-based, and hospitable nation, although these perceptions still contend with older meanings rooted in colonial legacy. The findings affirm that national image is formed through the social interaction of non-state actors, not solely through formal policy.

Keywords: *Indonesian diaspora, gastrodiploamacy, nation branding, constructivism, the Netherlands.*