

## DAFTAR PUSTAKA

- Aldana, J. O. (2018). Plan de implementación de políticas públicas para el fortalecimiento de la marca Perú: Estudio de caso de la promoción de la gastronomía peruana.
- Anholt, S. (2013). Beyond the Nation Brand: The Role of Image and Identity in International Relations. *Exchange: The Journal of Public Diplomacy*, 1-7.
- Araya, C. B. (2018). FORTALECIMIENTO DE LA IMAGEN PAÍS MEDIANTE EL USO DE GASTRODIPLOMACIA EN LA PROYECCIÓN EXTERIOR DE CHILE, A PARTIR DEL CASO PERUANO. *Santiago: UNIVERSIDAD DE CHILE-INSTITUTO DE ESTUDIOS INTERNACIONALES*.
- Balakrishnan, B. (2021). Gastrodiplomacy in Tourism:‘Capturing Hearts and Minds through Stomachs. *International Journal of Hospitality & Tourism Systems* 14.1.
- Betancourt, M. C. (2022). La gastronomía como herramienta de diplomacia cultural para alcanzar objetivos de política exterior. El caso del Perú.
- Castronovo, J. A. (2014). *The Oxford Handbook of Propaganda Studies*. New York: OXFORD UNIVERSITY PRESS.
- Chua-Eoan, H. (2017, March 2). *Why Lima Is the World's Best Food City, by the Numbers*. Retrieved from Bloomberg: <https://www.bloomberg.com/news/articles/2017-03-02/why-lima-is-the-world-s-best-food-city-by-the-numbers>
- Cohen, R. (2013). Diplomacy through the Ages. In P. K. Wiseman, *Diplomacy in a Globalizing World* (pp. 15-29). New York: OXFORD UNIVERSITY PRESS.
- Collyns, D. (2009, September 25). *Food Business Taking off in Peru*. Retrieved from BBC: <http://news.bbc.co.uk/2/hi/business/8274932.stm>
- Constantinou, C. M. (2016). *The SAGE handbook of diplomacy*. London: Sage Publications ltd.
- Elman, A. B. (2007). Qualitative Methods: The View From the Subfields. *SAGE Journals*, 111-121.
- Gaspar, I. Y. (2019). El papel del marketing en la gastronomía peruana.
- GOB PE. (2019, Agustus). *Inauguración de Festival Gastronómico “From Peru with love” en Indonesia*. Diambil kembali dari GOB PE:

- <https://www.gob.pe/institucion/rree/noticias/50035-inauguracion-de-festival-gastronomico-from-peru-with-love-en-indonesia>
- Gregory, B. (2016). Mapping boundaries in Diplomacy's Public Dimension. *The Hague Journal of Diplomacy*, 1-25.
- Hasan, M. I. (2002). *Pokok-pokok Materi Metodologi Penelitian dan Aplikasinya*. Bogor: Ghalia Indonesia.
- Henshin Jakarta. (n.d.). *Our Menus*. Retrieved from Henshin Jakarta: <https://www.henshinkjakarta.com/our-menus>
- Huijgh, E. (2016). Public Diplomacy. In C. M. Constantinou, *The SAGE Handbook of Diplomacy* (pp. 437-450). London: SAGE Publications Ltd.
- Human Rights Watch. (2018). *WORLD REPORT 2018 Events of 2017*. United States of America: Human Rights Watch.
- Marca Peru. (n.d.). *Ambassadors: Meet some of the Peruvians who contributed to positioning the Peru Brand among the most recognized in the world*. Retrieved from Marca Peru: <https://peru.info/es-pe/marca-peru/embajadores>
- Marca Peru. (n.d.). *Meet the Peruvian Restaurants in the World*. Retrieved from Marca Peru: <https://peru.info/es-pe/gastronomia/restaurantes-en-el-mundo>
- Marca Peru. (n.d.). *Peru Brand: Those countries that achieve a strong, cohesive and positive country brand will have a competitive advantage to achieve greater recognition among key audiences*. Retrieved from Marca Peru: <https://peru.info/es-pe/marca-peru>
- Martono, N. (2011). *Metode Penelitian Kuantitatif*. Jakarta: PT Raya Grafindo Persada.
- Matta, R. (2021). Food for social change in Peru: Narrative and performance of the culinary nation. *The Sociological Review Monographs*, 521-537.
- Miles, Mathew B. & Huberman, A. Michael. (1992). *Analisis data kualitatif: buku sumber tentang metode metode baru*. Jakarta: Penerbit Universitas Indonesia (UI -Press).
- Ministerio de Comercio Exterior y Turismo. (2017, July 17). *Primer restaurante de comida peruana abre en Indonesia*. Retrieved from Plataforma digital única del Estado Peruano: <https://www.gob.pe/institucion/mincetur/noticias/25306-primer-restaurante-de-comida-peruana-abre-en-indonesia>

- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative*. Harlow: Pearson.
- NyeJr, J. S. (2008). Public diplomacy and soft power. *The annals of the American academy of political and social science*, 94-109.
- OCEX Jakarta. (n.d.). Retrieved from Perucommercejkt: <https://instagram.com/perucommercejkt?igshid=MzRlODBiNWFIZA==>
- Peru. (n.d.). Retrieved from Peru: <https://instagram.com/peru?igshid=MzRlODBiNWFIZA==>
- Peruvian Government. (2017, July 7). *First Peruvian food restaurant opens in Indonesia*. Retrieved from gob.pe Unique digital platform of the Peruvian State: <https://www.gob.pe/institucion/mincetur/noticias/25306-primer-restaurante-de-comida-peruana-abre-en-indonesia>
- Peruvian Government. (2017, June 9). *Peru launches the “Super Foods Peru” brand in Asia*. Retrieved from gob.pe Unique digital platform of the Peruvian State: <https://www.gob.pe/institucion/mincetur/noticias/25336-peru-lanza-en-asia-la-marca-super-foods-peru>
- Peruvian Government. (2017, September 6). *Peruvian food restaurant opens in Bali*. Retrieved from gob.pe Unique digital platform of the Peruvian State: <https://www.gob.pe/institucion/rree/noticias/6574-restaurante-de-comida-peruana-inauguran-en-bali>
- Peruvian Government. (2017, January 9). *Second Peruvian restaurant opens in Indonesia*. Retrieved from gob.pe Unique digital platform of the Peruvian State: <https://www.gob.pe/institucion/mincetur/noticias/25333-en-indonesia-se-inaugura-segundo-restaurante-de-comida-peruana>
- Peruvian Government. (2018, October 5). *Activity promotes Peruvian culture in Indonesia*. Retrieved from gob.pe Unique digital platform of the Peruvian State: <https://www.gob.pe/institucion/rree/noticias/19767-actividad-promociona-la-cultura-peruana-en-indonesia>
- Peruvian Government. (2018, October 5). *Activity promotes Peruvian culture in Indonesia*. Retrieved from gob.pe Unique digital platform of the Peruvian State: <https://www.gob.pe/institucion/rree/noticias/19767-actividad-promociona-la-cultura-peruana-en-indonesia>
- Peruvian Government. (2018, June 28). *In Indonesia they carry out cultural and tourist promotion of Peru*. Retrieved from gob.pe Unique digital platform of the Peruvian State: <https://www.gob.pe/institucion/rree/noticias/19767-actividad-promociona-la-cultura-peruana-en-indonesia>

the Peruvian State: <https://www.gob.pe/institucion/rree/noticias/12101-en-indonesia-realizan-promocion-cultural-y-turistica-del-peru>

Peruvian Government. (2018, May 15). *In Indonesia they promote cultural heritage and destinations of Peru.* Retrieved from gob.pe Unique digital platform of the Peruvian State: <https://www.gob.pe/institucion/rree/noticias/7059-en-indonesia-promueven-patrimonio-cultural-y-destinos-del-peru>

Peruvian Government. (2018, October 9). *Peruvian gastronomy promoted in Indonesia.* Retrieved from gob.pe Unique digital platform of the Peruvian State: <https://www.gob.pe/institucion/rree/noticias/19831-promocionan-gastronomia-peruana-en-indonesia>

Peruvian Government. (2018, November 22). *Tourism promotion agencies in Indonesia participate in a promotional event on Peru.* Retrieved from gob.pe Unique digital platform of the Peruvian State: <https://www.gob.pe/institucion/rree/noticias/22912-agencias-de-promocion-turistica-en-indonesia-participan-en-evento-de-promocion-sobre-el-peru>

Peruvian Government. (2019, August 21). *"Peruvian Festival" in the Indonesian city of Bandung.* Retrieved from gob.pe Unique digital platform of the Peruvian State: <https://www.gob.pe/institucion/rree/noticias/50031-peruvian-festival-en-ciudad-indonesia-de-bandung>

Peruvian Government. (2019, August 21). *Food Promotion Event at Jakarta Marriott Hotel.* Retrieved from gob.pe Unique digital platform of the Peruvian State: <https://www.gob.pe/institucion/rree/noticias/50030-evento-de-promocion-gastronomica-en-hotel-marriott-de-yakarta>

Peruvian Government. (2019, August 22). *Inauguration of the Gastronomic Festival "From Peru with love" in Indonesia.* Retrieved from gob.pe Unique digital platform of the Peruvian State: <https://www.gob.pe/institucion/rree/noticias/50035-inauguracion-de-festival-gastronomico-from-peru-with-love-en-indonesia>

Peruvian Government. (2019, December 20). *Peru present at Bazaar de la Caridad in Indonesia.* Retrieved from gob.pe Unique digital platform of the Peruvian State: <https://www.gob.pe/institucion/rree/noticias/71230-peru-presente-en-bazar-de-la-caridad-en-indonesia>

Peruvian Government. (2019, July 16). *Peruvian gastronomy promoted at two events in Indonesia.* Retrieved from gob.pe Unique digital platform of the Peruvian

State: <https://www.gob.pe/institucion/rree/noticias/45783-promocionan-gastronomia-peruana-en-dos-eventos-de-indonesia>

Peruvian Government. (2019, December 9). *Tourism and cultural promotion activity of Peru in Indonesia*. Retrieved from gob.pe Unique digital platform of the Peruvian State: <https://www.gob.pe/institucion/rree/noticias/70680-actividad-de-promocion-turistica-y-cultural-del-peru-en-indonesia>

Peruvian Government. (2020, February 10). *In Indonesia they celebrate "Pisco Sour Day" with promotional activity*. Retrieved from gob.pe Unique digital platform of the Peruvian State: <https://www.gob.pe/institucion/rree/noticias/81406-en-indonesia-celebran-dia-del-pisco-sour-con-actividad-promocional>

Peruvian Government. (2021, September 19). *Embassy of Peru in Indonesia organizes event "Pisco Sour: Presentation, Preparation & Tasting"*. Retrieved from gob.pe Unique digital platform of the Peruvian State: <https://www.gob.pe/institucion/embajada-del-peru-en-indonesia/noticias/521148-embajada-del-peru-en-indonesia-organiza-evento-pisco-sour-presentation-preparation-tasting>

Peruvian Government. (2021, April 16). *Embassy of Peru in Indonesia visits the "República del Perú" school in Jakarta*. Retrieved from gob.pe Unique digital platform of the Peruvian State: <https://www.gob.pe/institucion/embajada-del-peru-en-indonesia/noticias/482921-embajada-del-peru-en-indonesia-visita-la-escuela-republica-del-peru-en-yakarta>

Rockower, P. (2012). Recipes for gastrodiplomacy. *Place Branding and Public Diplomacy*, 235-246.

Rockower, P. (2012, September 21). *Setting the Table for Diplomacy*. Retrieved from USC Center on Public Diplomacy: <https://uscpublicdiplomacy.org/blog/setting-table-diplomacy>

Rockower, P. (2014, March 18th). *The State of Gastrodiplomacy*. Retrieved from Belgrade Initiative for Public and Digital Diplomacy (BIDD): <https://www.bidd.org.rs/the-state-of-gastrodiplomacy/>

Sugiyono. (2007). Metode Penelitian Kuantitatif Kualitatif dan R&D. *Alfabeta*, 333-345.

Suntikul, W. (2019). Gastrodiplomacy in tourism. *Current Issues in Tourism* 22.9.

- Takenaka, A. (2019). "Nikkei Food" for Whom? Gastro-Politics and Culinary Representation in Peru. *Anthropology of food* 14.
- Voordt, W. L. (2002). Ways to study - Descriptive research. 53-60.
- Wilson, R. (2013). Cocina Peruana Para El Mundo: Gastrodiplomacy, the Culinary Nation Brand, and the Context of National Cuisine in Peru. *Exchange: The Journal of Public Diplomacy*, 1-8.
- Wiseman, G. (2010). Polylateralism: diplomacy's third dimension. *Public Diplomacy Magazine*, 24-39.
- World Tourism Organization (UNWTO). (2016). *2ND UNWTO WORLD FORUM ON GASTRONOMY TOURISM*. UNWTO.
- World Tourism Organization (UNWTO). (2016). *Tourism and Culture Partnership in Peru - Models for Collaboration between Tourism, Culture, and Community*. UNWTO.
- World Tourism Organization (UNWTO). (2017). *Affiliate Members Report, Volume sixteen - Second Global Report on Gastronomy Tourism*. UNWTO.
- World Tourism Organization (UNWTO). (n.d.). *Global and regional tourism performance*. Retrieved from UNWTO Tourism Dashboard: <https://www.unwto.org/tourism-data/global-and-regional-tourism-performance>
- World Travel & Tourism Council (WTTC). (2017). *Travel & Tourism Economic Impact 2017 Peru*. WTTC.
- Zhang, J. (2015). The Foods of the Worlds: Mapping and Comparing Contemporary Gastrodiplomacy Campaigns. *International Journal of Communication* 9, 1-24.