



COMMUNITY-BASED GASTRODIPLOMACY AND COFFEE AGROTOURISM: A CASE STUDY OF KALIANGKRIK, MAGELANG

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ABSTRAK

Artikel ini mengeksplorasi gastrodiplomasi sebagai pendekatan strategis dalam mengembangkan agrowisata berbasis kopi di Kaliangkrik, Kabupaten Magelang, dengan menyoroti peran masyarakat lokal dalam membangun narasi budaya melalui kopi. Penelitian ini bertujuan untuk memahami bagaimana kopi lokal dapat menjadi instrumen diplomasi publik dan pembangunan identitas daerah. Dengan menggunakan metode interpretatif kualitatif, penelitian ini didasarkan pada wawancara mendalam, observasi lapangan, dan tinjauan pustaka. Kerangka teori mengacu pada konsep gastrodiplomasi Rockower dan teori soft power Nye. Temuan penelitian menunjukkan bahwa meskipun praktik gastrodiplomasi muncul secara organik melalui pengalaman pariwisata berbasis masyarakat, baik pemerintah daerah maupun pelaku bisnis belum mengembangkan strategi yang sistematis dan berkelanjutan untuk mempromosikan kopi lokal secara internasional. Meskipun telah ada upaya, seperti sertifikasi indikasi geografis dan acara promosi, inisiatif-inisiatif ini masih terfragmentasi dan belum terintegrasi ke dalam kebijakan jangka panjang. Studi ini menekankan perlunya strategi gastrodiplomasi yang terstruktur dan kolaboratif agar kopi lokal tidak hanya tumbuh secara ekonomi, tetapi juga berkontribusi dalam membentuk citra budaya kawasan di tingkat global.

Kata kunci: Gastrodiplomasi, Agrowisata, Soft Power, Budaya Kopi, Diplomasi Budaya

ABSTRACT

This article explores gastrodiploMACY as a strategic approach in developing coffee-based agrotourism in Kaliangkrik, Magelang Regency, by highlighting the role of local communities in building cultural narratives through coffee. This research aims to understand how local coffee can be an instrument of public diplomacy and regional identity building. Using a qualitative interpretive method, this research is based on in-depth interviews, field observations, and literature review. The theoretical framework refers to Rockower's concept of gastrodiploMACY and Nye's theory of soft power. The findings show that although the practice of gastrodiploMACY has emerged organically through community-driven tourism experiences, neither the local government nor businesses have developed a systematic and sustainable strategy to promote local coffee internationally. While there have been efforts, such as geographical indication certification and promotional events, these initiatives are still fragmented and not integrated into long-term policies. This study emphasizes the need for a structured and collaborative gastrodiploMACY strategy so that local coffee can not only grow economically but also contribute to shaping the region's cultural image at the global level.

Keywords: GastrodiploMACY, Agrotourism, Soft Power, Coffee Culture, Cultural Diplomacy

BACKGROUND

Indonesia has often introduced a variety of Indonesian culinary specialties at international forums. At the G20 Summit dinner, various dishes from Bali, Java, North Sulawesi, Lampung, West Sumatra, North Sumatra, and Aceh were served to state guests and invitees (Setiawan, 2022). These menus are presented and selected with the concept of ethnic, racial, linguistic, and cultural diversity in Indonesia. However, there is no strategic policy that regulates gastrodiploamacy in detail in the form of government regulations, foreign minister regulations, and so on, causing the direction and purpose of Indonesia's gastrodiploamacy to tend to be unclear. Gastrodiploamacy also has a role to play as the foundation of Indonesia's public diplomacy. In the study of international relations, the state's ability to organize cultural resources skillfully so that it can produce soft power that is able to influence other countries in the negotiation process of bilateral and multilateral negotiations (Nye, 2008). Therefore, diplomacy that starts with food can be a force to set the foreign policy agenda. This strategy has been implemented by several countries, namely Thailand, the United States, China, and Japan (Purwasito, 2016).

Indonesia, as a middle power country, has the potential to maximize the performance of public diplomacy through its strategic gastrodiploamacy capabilities so that Indonesia is known as a bridge country of world civilization. The concept of gastrodiploamacy elaborated by Rockower (2012), emphasizes the understanding of gastrodiploamacy positioned within the framework of public diplomacy. This makes gastrodiploamacy different from food diplomacy because food diplomacy correlates with food aid provided during a disaster or crisis in a country. According to him, this also distinguishes gastrodiploamacy from culinary diplomacy, which seems elitist because it is seen as an activity to promote a country's food to only the diplomatic corps of other countries. Then, Rockower emphasized that the fundamental factor of gastrodiploamacy is a public diplomacy effort supported by a comprehensive

framework of stakeholders to increase the international community's awareness and knowledge of a country's culinary culture. Meanwhile, Djumala (2020) argues that gastrodiploamacy always has historical, philosophical, and cultural dimensions so that all forms of gastrodiploamacy represent the culture of a nation.

The view of power in the international political arena is categorized into three forms: threats, incentives, and attraction. The manifestation of the application of power usually arises from the aspects of military and economic power as the main tools, so it is referred to as hard power. However, Nye (2008) characterizes the conception of soft power as a form of asset capable of generating a certain appeal. The main source of soft power is the culture of a country. Culture acts as an instrument of attraction that is able to mobilize the wider community within the framework of public diplomacy. In this research, the soft power perspective will be used to see the influence of tourists' experience visiting Kaliangkrik coffee tourism. The unique attraction factors of tourist destinations will also be examined so that the main reasons for foreign tourists to come to agrotourism can be commodified for the preparation of a more comprehensive gastrodiploamacy strategy involving regional actors who have tended to be passive in public diplomacy efforts.

On the other hand, the focal point of good public diplomacy lies in cultural promotion that emphasizes local culture to gain attention and interaction from other cultures abroad. A common form of public diplomacy is through cultural diplomacy, such as art performances, exhibitions, entertainment stages, and so on. However, gastrodiploamacy can also be understood as an experiential means of introducing foreign things in the form of food to the international community (Rockower, 2012). In the context of Indonesian gastronomy, the nation's natural, cultural, and historical diversity is presented in its culinary experiences (Wijaya, 2019). This research will offer the idea of solving the gastrodiploamacy problem by linking the sensory experiences of foreign tourists, such as witnessing the processing, seeing the plantation directly, and

others, in an agrotourism framework. Kaliangkrik coffee agrotourism destination serves as an effort to build Indonesia's gastrodiploamacy strategy, especially mapping the contributions of the actors involved from the national and local levels.

Public diplomacy is a fundamental factor of gastrodiploamacy because activities that contain historical, philosophical, and cultural dimensions will aim to communicate a country's foreign policy. The reason is that foreign policies that are highly political in nature are not easily understood by the general public. Therefore, Lipscomb (2019) suggests that gastrodiploamacy triggers a sense of pride in having a national dish affiliated with national identity. This means that gastrodiploamacy activities at the international level indicate that the exposure received by citizens of other countries to various cuisines from Indonesia will raise their curiosity to get to know and visit Indonesia. On the other hand, the role of gastrodiploamacy for the Indonesian diaspora community is also able to cure homesickness and bring brotherhood overseas. In particular, Indonesia's domestic economy will also increase because tourists' interest in a country's cuisine can be one of the strong reasons to visit the country and increase the duration of the tourists' stay (Lipscomb, 2019).

Finally, this research will focus on mapping the strategic efforts that have been made by stakeholders to use gastrodiploamacy to increase foreign tourist visits to Kaliangkrik coffee agrotourism. Kaliangkrik coffee, also known as Sindoro-Sumbing Javanese Arabica coffee, has been popular at the domestic level as demand for this coffee variant is always increasing. However, the Kaliangkrik coffee agrotourism area is not as well-known as Aceh coffee in the international arena. The potential of Kaliangkrik coffee agrotourism is that coffee plantations in the Kledung area of Kaliangkrik are also part of a conservation program to reduce erosion on mountain slopes (Nuswantoro, 2017). This can be commodified to attract foreign tourists who have an interest in ecotourism issues and sustainable tourism destinations. This research will also analyze the role of stakeholders in the gastrodiploamacy framework

for the advancement of the Kaliangkrik coffee agrotourism area. Therefore, the socio-cultural experience of Kaliangkrik coffee has the potential to leverage Indonesia's public diplomacy that is structured in a comprehensive gastrodiploamacy strategy.

LITERATURE REVIEW

Gastrodiploamacy is a form of public diplomacy that uses food as a medium of cultural communication and nation-building. Rockower (2012) explains that gastrodiploamacy aims to build positive perceptions of a country through inclusive culinary experiences, not limited to diplomatic circles but also targeting the wider community. In this context, food becomes a strategic tool to convey cultural narratives and strengthen nation branding at the international level.

Director of Nusantara Tourism Marketing of the Ministry of Tourism and Creative Economy, Dwi Marhen Yono, explained that based on survey results, the main reason for foreign tourists visiting Indonesia is because of its culinary appeal, even outperforming cultural factors, prices, and natural beauty (Habib & Faizin, 2024). This finding shows that local cuisine has a global appeal that has the potential to be developed as a public diplomacy tool. Therefore, gastrodiploamacy is not only theoretically important in the soft power framework but also has a strong empirical basis to be implemented in Indonesia's cultural promotion strategy.

Some policy targets are beginning to point in the direction of developing culinary-based diplomacy. The Indonesian government has set an ambitious target to establish 4,000 Indonesian culinary businesses abroad by 2024 (Kantor Staf Presiden, 2023). This is an initiative that reflects an awareness of the potential of culinary arts in shaping the nation's image in the eyes of the world. One implementation of this vision is the Indonesian Restaurant Fundraising (Indostar) program, which is one of the launch activities included in the Indonesia Spice Up The World movement launched by the Ministry of Tourism and Creative Economy to support the promotion of

national cuisine and spices through diaspora networks (Kemenparekraf, 2023). This initiative shows a step forward, but its scope is still limited to general promotion and has not touched the development of local culinary potential in a strategic and structured manner.

Although Indonesia has a very diverse culinary wealth, its utilization in gastrodiploamacy has not been running optimally. Research conducted by Prameswari & Yani (2023) highlights the absence of a structured and sustainable policy to direct cultural promotion efforts through culinary. Existing initiatives are still temporary, such as festivals or cultural exhibitions, without a clear national strategy. In addition, obstacles such as limited government budgets, overlapping authority between institutions, and the incomplete determination of national culinary icons are the main inhibiting factors in the development of Indonesia's gastrodiploamacy (Baskoro, 2022).

In its development, several studies have tried to expand the understanding of gastrodiploamacy through its relationship with the concepts of nation branding and soft power. One of them was conducted by Trihartono & Ladiqi (2022), which highlighted how the unification of Geographical Indication (GI) with the brand "Kopi Indonesia" not only strengthens the position of coffee in the global market, but also becomes a cultural diplomacy effort that builds a national image. Coffee, as a local product, has a great potential to be used as a soft power tool for Indonesia due to its long history, distinctive flavor, and global appeal. However, they also noted that coffee's role in shaping the national image is still underplayed in official diplomatic policies.

This view is relevant to the concept of soft power developed by Joseph Nye (2008), which explains that cultural power and values can influence other countries without coercion, but rather through attraction and trust. In the context of gastrodiploamacy, coffee, as part of everyday culture, can be an effective means of building a positive image in the international eye. The experience of foreign tourists in

enjoying local coffee, as happened in Kaliangkrik agrotourism, shows how culinary experiences can build a strong emotional connection between tourists and local culture. This makes coffee not just a commodity, but also an authentic and interesting instrument of cultural communication.

However, a number of studies emphasize that government attention to gastrodiploamacy is still very limited. For example, Nabilah et al., (2020) shows that Yogyakarta has rich culinary potential, but it has not been maximally utilized as a tourist attraction due to the absence of a planned gastrodiploamacy strategy. The lack of collaboration between central and regional institutions is an obstacle to building synergies for cultural promotion. In fact, the gastrodiploamacy approach requires the involvement of cross-sectors and actors, ranging from the central government, regions, local communities, to business actors (Prameswari & Yani, 2023).

Previous studies on traditional foods such as rendang, documented culinary heritage such as Mustikarasa, and collaborative practices in destinations such as Ubud provide important lessons on how local culinary potential can be used strategically in Indonesia's gastrodiploamacy. These studies enrich the understanding of cultural narratives, gastronomic documentation, and the importance of cross-actor collaboration as crucial elements that are still lacking in the development of Kaliangkrik coffee as a public diplomacy tool.

Research conducted by Ulung (2024) on rendang in the context of gastrodiploamacy shows that traditional Indonesian food not only functions as an economic commodity, but also as a strong cultural representation in public diplomacy. The recommendations in this study emphasize the importance of a systematic and sustainable gastrodiploamacy policy so that the potential of local cuisine can be utilized in the foreign policy agenda. However, there is no consistent national model in integrating the cultural value of traditional food with foreign diplomacy strategies. In the context of Kaliangkrik coffee, a similar approach can be applied to strengthen local

experiential narratives to authentically convey Indonesia's cultural image to the global sphere.

Then the study by Ulung et al. (2025) on Mustikarasa highlighted the importance of gastronomic documentation as a soft power resource in building national identity since the Sukarno era. The Mustikarasa book is considered an early form of nation branding that integrates culinary wealth with historical narratives, national values, and the philosophy of life of the Indonesian people. Recommendations from this study emphasize the need for a formal and narrative inventory of Indonesian cuisine to be used in today's gastrodiploamacy strategy. The gap is that the local gastronomic heritage has not been connected with the national promotion system in an integrated manner. In relation to Kaliangkrik coffee, this suggests that legalizations such as GI and historical narratives such as coffee farmland conservation need to be compiled in a documented format and synergized with cultural diplomacy strategies, not only at the local but also national level.

Clarified the study by Ulung (2023) on Ubud's proposal as a prototype world gastronomy destination by UNWTO shows the importance of collaboration between government and non-state actors in the success of gastrodiploamacy. Ubud's success is not only in its culinary delights, but also in the power of cultural narratives, history, and local community involvement that are strategically communicated to the world. The recommendation is to build a collaborative strategy across sectors (government, community, entrepreneurs, cultural preservationists) to elevate the potential of local gastronomy to the international stage. The gap is the lack of a pentahelix strategy in Indonesia's national gastronomy policy. This is very relevant to the case of Kaliangkrik coffee, which, although rich in potential experiences and cultural values, has not been supported by organized cross-actor collaboration. This means that the success of Kaliangkrik coffee-based gastrodiploamacy will depend on the ability to integrate local strengths into a comprehensive public diplomacy narrative.

In this context, the study of Kaliangkrik coffee offers an important contribution. Not many studies have specifically examined how coffee agrotourism can be used as a community-based gastrodiplomacy tool in Indonesia. In fact, the educational tourism experience offered by local actors like Rinto in Kaliangkrik has succeeded in attracting foreign tourists and building a positive image of Magelang coffee. Unfortunately, there is no integration between this local potential and the national gastrodiplomacy strategy, either in the form of policy support or a structured promotional platform. This shows the gap between the capacity of local actors and the absence of collaborative models, such as the pentahelix approach, that can bridge the development of gastrodiplomacy more thoroughly.

METHODOLOGY

This research uses an interpretative (post-positivist) approach to understand how cross-cultural relationships are built through food, influence perspectives, and find out how food is used as a cultural diplomacy tool by certain actors. Qualitative methods were used to collect primary and secondary data. At this stage, literature study, interviews, and field observations will be conducted to review the historical, philosophical, and cultural dimensions of the Kaliangkrik coffee agrotourism area. The research location is limited to the Magelang district, especially coffee-producing areas on the slopes of Mount Sindoro and Mount Sumbing. In particular, the public diplomacy aspect will be examined through structured interviews with stakeholders consisting of managers of coffee agrotourism areas in Magelang Regency and the Tourism, Youth, and Sports Office of Magelang Regency. Primary and secondary data that have been obtained are then analyzed using the content analysis method (Djamba & Neuman, 2013).

Furthermore, the data is grouped according to the framework of public diplomacy that will be the material of the gastrodiplomacy strategy in international

activities. At this stage, the soft power perspective that is successfully projected by the motivation of foreign tourists' arrival to the Kaliangkrik coffee agrotourism area can also be collected to complete the development pattern of the area in the future. Data collection and analysis techniques require costs that are used to smooth the process of interviews and focus group discussions (FGDs), which generally include accommodation, travel costs, report preparation costs, and honorarium for data processing.

This research is based on the theory of gastrodiploamacy, which emphasizes efforts to brand products through cultural diplomacy aimed at increasing awareness and understanding of the nation's culinary culture with overseas communities (Rockower, 2012). This theory is applied to analyze how local coffee can be used as an effective communication medium to attract domestic and international tourists.

DISCUSSION

From the results of interviews conducted with Rinto, a coffee entrepreneur in Kaliangkrik, which in this case was conducted to understand the history, production potential, and development of coffee agrotourism from the perspective of local coffee entrepreneurs, revealed that coffee in Magelang has roots since the Dutch colonial era, with a focus on Robusta in Grabag and Arabica in Kaliangkrik which he began to develop since 2012. He also highlighted educational agritourism attractions, such as coffee planting events, as well as branding challenges due to the dominance of Temanggung and the lack of government infrastructure support. Meanwhile, interviews conducted with the Regional Development Planning Agency (Bappeda) and the Tourism, Youth and Sports Office (Disparpora) of Magelang District, involving Puji (R&D), Maskur (Tourism), Asep (Agriculture), and Dani (Economy), provided insights into local government policies. They explained branding efforts such as "Melanglang Magelang" and coffee GI.

Coffee, as one of the agro-industrial food products, is very popular with the public and has become an integral part of daily life. More than just a drink, coffee has now become a culture for many people. With the increasing demand for coffee day by day, this opens up a great opportunity, especially for the people of Magelang District, to develop coffee from their local plantations. As explained by the Head of Plantation Division of Magelang District Agriculture and Food Agency, Supartomo, Magelang coffee has a distinctive flavor that is very potential to be exported, so it is worth developing (Kurniawati, 2022).

The coffee situation in Magelang is currently showing a fairly good development, although it still faces obstacles such as extreme weather. According to the latest data, coffee production in the region has increased significantly, especially in the slopes of Mount Merapi. Coffee farmers in Magelang, particularly in Babadan 2 Hamlet, Paten Village, Dukun Subdistrict, reported yields of 80 kilograms per hectare. In fact, some farmers managed to harvest up to two quintals in the past year. The peak harvest occurred in 2024, the highest since planting began in 2012. In addition, some farmers have already received coffee orders for 2026 (Birru, 2024). In fact, despite being hit by extreme weather, such as heavy rains and strong winds that caused a decrease in crop yields of around 30 percent and reduced coffee quality, coffee prices remained stable and even experienced an increase during the holiday season (Kusbandianto, 2025). This shows that public interest in coffee in Magelang remains high, and this sector still has the potential to be developed at this time.

One concrete example of this development can be found in the Kaliangkrik region, which has not only recorded growth in coffee production but has also managed to build a local brand identity through the initiative of the farming community. Kaliangkrik Java Coffee is a coffee brand initiated by Rinto and coffee farmers in the Kaliangkrik region, particularly Ngawonggo Village. Tangible evidence of this success is seen in the high demand for coffee, which reaches 10,000 kg to 50,000 kg per year.

This achievement was supported by Rinto's enthusiasm as the initiator who encouraged the people of Ngawonggo Village, the majority of whom are engaged in agriculture, to expand the land for coffee cultivation. Geographically, Ngawonggo Village is located at an altitude of 800 to 1,000 meters above sea level, an ideal condition for cultivating two types of coffee, namely Arabica and Robusta. The large coffee production each year has a positive impact, making coffee farming the main source of livelihood for the local community (Magelangkab.go.id, n.d.).

Based on the interviews conducted, coffee in Magelang currently shows complex dynamics, not related to public interest, but related to the challenges of branding, distribution of added value, and local people's awareness of their own coffee potential. The lack of knowledge among locals about the coffee itself resulted in their inability to become promoters of Kaliangkrik coffee. As a result, efforts to build a strong cultural narrative and culinary diplomacy rely heavily on Rinto's individual initiative. Without adequate community involvement, the dissemination of information and stories about coffee remains limited and poorly supported by the community base.

In terms of interest and market, Rinto, as the manager of Kaliangkrik Java Coffee, said that actually, Magelang coffee, especially from Kaliangkrik, is quite in demand by consumers outside the region and abroad. He explained, "Actually, the interest is there, even from abroad. But those who look for Kaliangkrik coffee must already understand it. Sometimes they think it's Temanggung." This shows that Kaliangkrik coffee is still lagging in branding compared to regions like Temanggung. According to Rinto, the local people themselves do not really recognize the coffee's potential. He continued, "Magelang people themselves sometimes don't even know their own coffee. So, those who come are from outside the city or abroad."

In terms of production, Asep explains that coffee production, especially Robusta in the Grabag region, is actually very high. Even one hamlet can produce up

to hundreds of tons per year. However, ironically, most of these products are sold to other regions without further processing by local farmers. He explained:

“If in Grabag, one village can produce 600 tons, but 90 percent is still sold to Temanggung. It means that the ones who enjoy the added value are not our farmers... Magelang, in terms of quality, can actually compete. But our farmers don’t all understand the importance of post-harvest handling. That’s why branding is important.”

This statement emphasizes that the coffee distribution chain in Magelang is not yet optimal, and farmers are still in a weak position within the value chain. While government assistance has been provided, it often does not match the actual needs of local actors. This mismatch indicates a lack of effective coordination between government agencies and local entrepreneurs.

In addition to weak institutional support, businesses themselves have not developed specific strategies to attract international tourists. Visits from foreign guests tend to happen naturally, relying on word-of-mouth recommendations or coincidences, rather than targeted promotions. This is unfortunately the case despite Kaliangkrik’s proximity to Borobudur Temple, one of Indonesia’s leading international tourist destinations. While storytelling efforts have been initiated, they have not been matched by a structured marketing strategy aimed at the foreign market.

This also affects the welfare level of farmers and the weak strengthening of the Magelang coffee brand itself. In addition, another main issue is the lack of awareness and understanding among farmers regarding the importance of maintaining post-harvest quality and building product image. This shows that although Magelang coffee has great potential in terms of production and quality, its utilization has not been maximized.

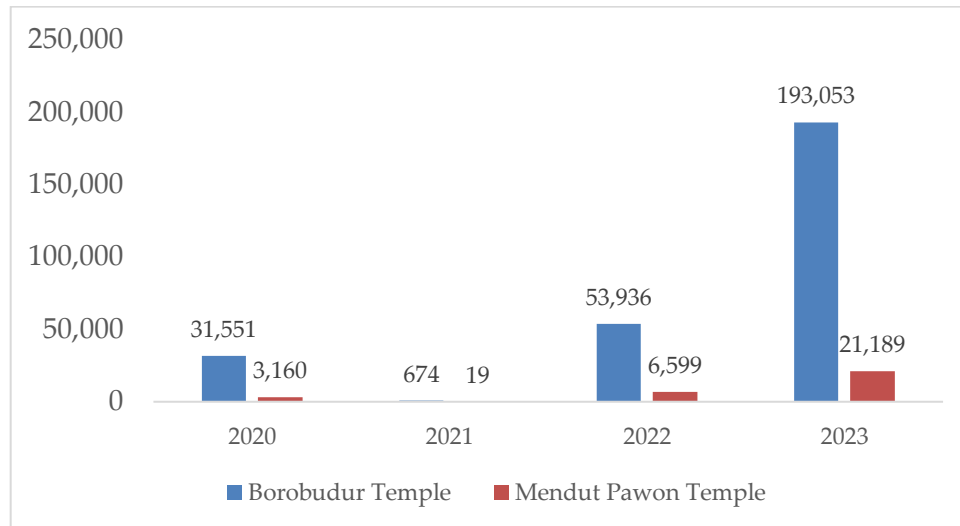
The Potential of Magelang Regency in Gastrodiplomacy Strategy through Coffee

Gastrodiplomacy is a part of public diplomacy that uses cuisine as a means to introduce a nation's culture. In the framework of Rockower's (2012) thinking, food serves as a tool of soft power to shape other countries' perceptions of national culture and identity. This strategy has been successfully implemented by countries such as Thailand, South Korea, and Japan.

In the case of Indonesia, official efforts to use food as a diplomatic tool are still partial and have not yet been incorporated into a comprehensive national strategy. Nevertheless, several initiatives have been undertaken, such as promoting culinary arts at the G20 summit event (Setiawan, 2022). However, the potential of Indonesia's gastrodiplomacy is not limited to the cuisine served at high-level diplomacy but can also be explored from local potentials such as Kaliangkrik coffee.

Based on official data from BPS (2024a) in the publication "Magelang Regency in Figures 2024," it is known that the total number of foreign tourist visitors according to tourist attractions and years in Magelang Regency from 2020 to 2023 has increased each year. Therefore, in this case, Magelang Regency should have the potential for gastrodiplomacy that can be developed. The data is illustrated through a graph that can be visually seen below.

Figure 1.
Total Foreign Tourist Visitors by Tourist Attraction and Year in
Magelang Regency 2020-2023



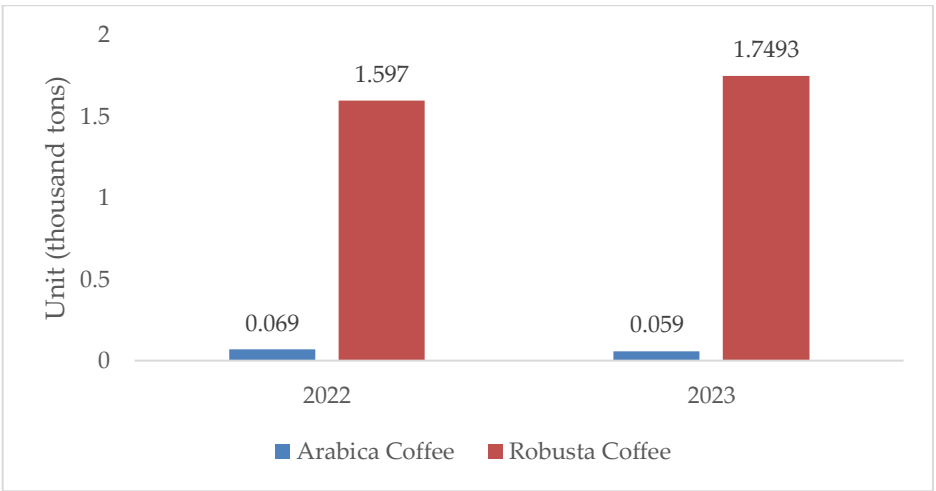
Source: BPS (2024a)

From Figure 1, data on the total number of foreign tourists visiting Borobudur Temple in 2020 shows 31,551 people. In 2021, there was a decline due to the impact of COVID-19, dropping to 674 people. In 2022, there was an increase of 53,936 people, and in 2023, there was a significant increase of 193,053 people. Meanwhile, the number of tourists visiting the Mendut and Pawon temples in 2020 was 3,160, then in 2021 it decreased to 19 people, in 2022 it increased again to 6,599 people, and in 2023 it saw an increase to 21,189 people. If compared, the interest of foreign tourists visiting the Borobudur Temple tourist attraction still dominates over the Mendut and Pawon Temple tourist attractions. However, there is no specific data regarding foreign tourist visits to the Kaliangkrik tourist attraction, which is used as the locus of this research.

The high number of tourist visits, especially foreign tourists, based on attractions such as Borobudur Temple and Mendut Temple, as well as Pawon Temple, from 2020 to 2023, indicates a great interest in the history and culture of Magelang Regency. In addition, from the data, opportunities are also identified to introduce the wealth of local products, including coffee commodities. Therefore, to see how great

the potential of this sector is, it is also necessary to review the coffee production data in Magelang Regency over the past two years, namely in 2022 and 2023, as a consideration in the integration between tourism and the development of local plantation products. The following is the coffee production data in Magelang Regency for the years 2022 and 2023 based on data from BPS in the publication “Magelang Regency in Figures 2024.”

Figure 2.
Coffee Production in Magelang Regency



Source: BPS (2024a)

Based on Figure 2, it is known that the production of Arabica coffee is less compared to the production of Robusta coffee. In 2022, the production of Arabica coffee was 0.069 thousand tons, then decreased to 0.059 thousand tons. Meanwhile, the production of Robusta Coffee in 2022 was 1,597 thousand tons, and it increased to 1,749.3 thousand tons in 2023 (BPS, 2024a).

Regarding coffee production in Magelang Regency, specifically Kaliangkrik coffee, through in-depth interviews with local coffee actors (Rinto) and government representatives (Bappeda and Disparpora), it was found that the main strength of Kaliangkrik coffee lies not only in the physical quality of the product but also in the stories and experiences offered to tourists. Rinto conveyed:

“But when I built storytelling about the planting and harvesting process, it turned out to be interesting and made people want to try it occasionally... Planting, harvesting, drying, and that’s where we finally started to be recognized internationally, even some foreign friends came here specifically to see the coffee. Yesterday, there were visitors from Japan, Slovakia, and, frequently, friends from Malaysia. Coffee, especially Arabica, on the slopes of these mountains has become a tourist attraction, but an educational one.”

This strategy aligns with the soft power approach according to Nye (2008), where cultural appeal, in this case coffee, can shape positive perceptions and curiosity about a country or region. More than just a commodity, coffee is packaged as an experiential product through events such as planting together and coffee education tourism. Even foreign tourists from Japan, Malaysia, and Slovakia have come specifically to participate in this activity.

Local Government’s Role in Gastrodiplomacy

In food diplomacy, cooperation from the government sector, especially local governments, is very important. Local food is the local identity and the attraction of every tourist destination in Indonesia. Local cuisine is usually unsure about the potential sales of their specialties, even though they actually have great potential. Local governments are now beginning to see regional specialties as attractions for local tourists (Pujayanti, 2017). In this case, collaboration with the government sector becomes important to support success. Based on an interview with the entrepreneur and owner of Kaliangkrik Java Coffee, Rinto stated that the collaboration with the government sector and coffee entrepreneurs in the initial stages did not proceed optimally. The efforts to develop and promote coffee were initially initiated entirely by entrepreneurs and the coffee enthusiast community themselves, without significant involvement from the government. Although various approaches were made to attract government support, the response given still did not show any real commitment.

However, the situation began to change when Kaliangkrik coffee gained wider public attention following Sandiaga Uno's visit to Kaliangkrik Java Coffee. Uno's visit encouraged the government to take a more active role in promoting Kaliangkrik coffee, something that had not been a priority before, such as the provision of 5,000 coffee seedlings from the relevant department.

In addition, through interviews conducted with Puji and the team from Bappeda and Disparpora, it was conveyed that the Magelang District Government has designated coffee as one of the leading industries in Regional Regulation No. 4 of 2023 concerning the district industrial development plan for the period 2023-2043. Puji explained, "We have processed the coffee patent, which is the Geographical Indication of Arabica coffee that we call Merapi-Merbabu Magelang Arabica Coffee, which was approved by the Ministry of Law and Human Rights in August 2023." Local promotion includes events such as the "2023 Cup" (drink coffee for free), which Dani said was "quite big from the regency government," as well as coffee festivals by coffee entrepreneurs, and the development of local coffee packaging.

However, there are still challenges faced, namely related to the branding process and policy support that is still sectoral and has not touched the ecosystem aspects as a whole. Coffee actors are still running independently; there is no large forum that can embrace all stakeholders. Coffee events conducted by the government are still limited, compared to Temanggung, which has routinely held coffee festivals through funds from the Regional Revenue and Expenditure Budget.

Gastrodiplomacy towards Agrotourism Development in Kaliangkrik

The central government has taken a role in encouraging local micro, small, and medium enterprises (MSMEs) to penetrate the international market. One of them was through a cooperation program with the Ministry of Foreign Affairs, which carried the

slogan “Magelang Goes to the World” and involved young diplomats. However, this approach was considered unsustainable and merely ceremonial. Rinto recounted:

“The newly graduated diplomats were tasked with cooperating with local actors to go international. Until the title ‘Magelang Goes to the World.’ Here, then, ceremonially at Puri Asri, signing MoUs with the Bangkok people. We sent samples once to Germany, but the results we asked for up to 7 months later didn’t exist.”

When asked if there was any continuation of the cooperation, he replied, “Their independent work has been completed. Until now, there has still been a WhatsApp group. I asked how, but there was no answer.” This finding shows that although the central government has been present in the form of a program, the lack of continuity, mentoring, and follow-up is a major obstacle in making this initiative effective as part of the national gastrodiploamacy strategy.

From the overall findings, it appears that the strength of Kaliangkrik Java Coffee is not only in the quality of its flavor and geographical location, but also in its success in making coffee a cultural communication tool. Rinto, as the entrepreneur of Kaliangkrik Java Coffee, not only focuses on the commodity aspect but also builds a cultural experience. Tourists who come from Japan, Slovakia, and Malaysia do not merely enjoy coffee but want to experience the whole process and the culture that surrounds it. The resulting impacts include social, economic, and tourism impacts. Rinto revealed, “Yesterday, my Papuan friends, 30 people, for four days, the head of the office came along.” This shows cross-cultural interaction through coffee education visits. This strengthens social networks or relationships between communities. Coffee sales increased with stock management, as Rinto explained, “I have potentially 10 regular partners; one doesn’t sell, the other two are for stock for stray people.” This creates added value for farmers, thus impacting the economy. Finally, domestic and foreign tourist arrivals have increased because of agrotourism, although it has not been quantitatively measured.

Its success can be seen from Arabica's GI and local events that attract global attention. Dani stated, "The coffee festival, how many thousands of cups, from the district government, which is quite large, is just that." Meanwhile, the challenge is seen from the low infrastructure, which is the main obstacle. Dani added, "The problem is that for satisfaction, our infrastructure service satisfaction index is C and D, which is very concerning, because yes, the potential is there, but in terms of the 4A's, it is still considered concerning." The other challenge is Temanggung's dominance in Robusta coffee branding.

Table 1.
Key Findings on Gastrodiplomacy Potential in Kaliangkrik

No	Aspect	Findings	Source
1.	Coffee Production	600 tons/year (Citrosoono), 10% processed locally, flavor value > 8.3	Rinto (Founder of Kaliangkrik Java Coffee), Puji (Bappeda)
2.	Agrotourism	Activities such as planting together, roasting, coffee tasting in the garden, and educational tours by local and international guests	Rinto (Founder of Kaliangkrik Java Coffee)
3.	Branding	There is already a GI for Arabica; the "Melanglang Magelang" branding has been launched, but it has not specifically highlighted coffee as a destination icon	Puji (Bappeda)
4.	Promotion	"2023 Cup", a local festival, featuring local brand packaging; the "Magelang Goes to the World" program was once run through the cooperation of the Ministry of Foreign Affairs, but it was ceremonial, unsustainable, and without follow-up assistance	Dani (Bappeda), Rinto (Founder of Kaliangkrik Java Coffee)
5.	Social Impact	Cross-cultural interactions (Papuan visits, foreign tourists)	Rinto (Founder of Kaliangkrik Java Coffee)
6.	Economic Impact	Value added through stock management	Rinto (Founder of Kaliangkrik Java Coffee)
7.	Impact of Tourism	Increase in domestic and foreign visits (not measured quantitatively, no data, just assumptions)	Rinto (Founder of Kaliangkrik Java Coffee)
8.	Excellent Results	Foreign tourists (Japan, Malaysia, Slovakia) come directly to the coffee plantation, and Kaliangkrik coffee is becoming more well-	Rinto (Founder of Kaliangkrik Java Coffee), Dani (Bappeda)

	known despite limited promotion, coffee GI, and local events attracting attention	
9. Challenges	Low infrastructure, lack of cross-actor collaboration forums, Temanggung's dominance with 996.73 thousand tons of Arabica coffee (2023) and 9,176.58 thousand tons of Robusta coffee (2023)	Dani (Bappeda), Rinto (Founder of Kaliangkrik Java Coffee), BPS Kabupaten Temanggung (BPS, 2024b)

Source: compiled from interviews, 2024, secondary data

The data in Table 1 shows that gastrodiploamacy through Kaliangkrik coffee has significant potential to increase foreign tourist visits and strengthen local cultural identity, in line with Rockower's (2012) theory that emphasizes culinary as a tool of public diplomacy. Foreign tourist visits from Japan, Slovakia, and Malaysia, as well as social interactions with Papuan communities, reflect the global cultural awareness generated from the agrotourism experience. Economically, local coffee stock management increases farmers' income, while tourism-wise, agrotourism becomes a new attraction beyond Borobudur. This supports Nye's (2008) concept of soft power, where the cultural appeal of Kaliangkrik coffee influences perceptions without coercion. However, challenges such as the low infrastructure service satisfaction index and the dominance of Temanggung's coffee production show that gastrodiploamacy can only be seen as potential without a more integrated strategy to be developed.

These findings have important implications for the development of agrotourism and gastrodiploamacy in Kaliangkrik and Indonesia as a whole. First, foreign tourist visits through coffee promotion show that agrotourism can be an alternative tourism in Magelang. Socially, cross-cultural interaction can strengthen community networks and awareness of local coffee heritage. Economically, the added value of local coffee processing can reduce dependence on the bonded system, improving farmers' welfare. However, without adequate infrastructure (such as wet/dry peelers) and pentahelix collaboration (government, business, academia, community, and media), these potential risks will stagnate or not develop. National implications suggest that the integration of local initiatives such as Kaliangkrik into

Indonesia's gastrodiploamacy strategy can strengthen global competitiveness, support cultural identity, and boost high coffee exports.

Foreign tourist visits support Rockower (2012) that culinary enhances global awareness, complementing Wijaya (2019) on Indonesia's culinary diversity as a diplomatic asset. Rinto explained that Kaliangkrik coffee has a long history dating back to the Dutch era, with the processing building in Losari as evidence. He started planting Arabica in 2012 after going home, with the first seedlings arriving in November 2012 and being planted in January 2013. "How Arabica coffee developed was beyond our expectations," he said, pointing out that the quality of this coffee exceeded initial expectations, especially after meeting partners who emphasized quality cultivation and post-harvest. Foreign tourist visits not only prove the coffee's appeal, but also show how storytelling about the coffee process, especially from planting to serving, is an expensive selling point, as he says, "and it is expensive to make the story." This reflects the historical and cultural dimensions that can be strengthened in gastrodiploamacy.

Puji explained that the GI process for Arabica coffee began in 2019, but was constrained by the pandemic until it became official in 2023. "We registered at the end of 2019. In 2020, COVID was already constrained. Finally, we could only register again in 2022," she said, pointing out bureaucratic and external challenges. Local events such as the "2023 Cup" and coffee festivals by community actors add to the intensity of promotion, but Dani admits, "The intensity in us is still very less," compared to Temanggung, which regularly holds coffee festivals with its Regional Revenue and Expenditure Budget.

Socially, the visit of 30 people from Papua for four days, including the head of the agency, shows that Kaliangkrik coffee agrotourism not only attracts foreign tourists, but also becomes a learning center between regions in Indonesia. Economically, Rinto exemplifies how he restricts stock to regular partners and

spontaneous travelers, creating exclusivity that increases selling points. Tourism benefits from hands-on experiences, such as “having coffee near the plantation, oh, there’s a tree, and then going home can bring souvenirs,” which Rinto says is an added attraction.

Dani highlighted that the infrastructure satisfaction index in Tourism Strategic Area A, including Kaliangkrik, is low based on unpublished collaborative research with the State University of Semarang, confirming the urgent need for improved access and facilities. Rinto added, “The farmer needs a wet peeler, dry peeler, or even solar harvesting,” pointing out the gap between government policy and real needs on the ground.

Although Magelang Regency has great potential in the field of gastrodiploamacy, especially through the wealth of local culinary and coffee production. Until now, there has been no strategic initiative from the local government specifically directed at targeting foreign tourists through this gastrodiploamacy approach. From the interviews with Bappeda and Disparpora, it is recognized that the promotional strategies carried out still focus on the main tourist destinations, such as Borobudur Temple and Ketep Pass, while the coffee production sector has not been explicitly raised as part of the promotion. As Dani from Disparpora said, “We have not yet entered the realm of gastrodiploamacy because we are still concentrating on the 4A’s first. Nevertheless, the potential is there, just need to be encouraged and collaborated.” The statement explains that the opportunity to make coffee and local food as a tool of cultural diplomacy is still not maximized, even though foreign tourists coming to Magelang continue to increase every year.

Related to that, the local government and local coffee businesses themselves do not have a specific strategy aimed at attracting foreign tourists through local coffee production. Although promotional activities have been carried out, the approach is still general and has not been focused on aspects of cultural diplomacy that can reach

a global audience. This was confirmed by Puji from Bappeda of Magelang District, who stated, "We do not have a special strategy for promotion to foreign tourists, especially through coffee. So far, it has only been limited to events and social media." A similar statement also emerged from Dani, a representative of Disparpora, "There is no road map that directs coffee promotion to foreign tourists. We haven't gotten to that yet, because our promotion is still conventional, not yet into a cultural diplomacy strategy." This finding reinforces that although the potential for gastrodiploamacy in Magelang Regency is quite large, there is no systematic strategic framework from the government or business actors to make local products, such as coffee, a diplomatic tool aimed at foreign tourists.

This finding is in line with Nye's concept of soft power, which cultural attractions, such as coffee-based tourism, can influence foreign perceptions. However, in the case of Kaliangkrik, this potential has not been utilized due to the lack of coordinated promotion, suggesting that soft power here is still in its infancy and unstructured.

CONCLUSION

This research discusses how the gastrodiploamacy strategy can be done through coffee agrotourism that develops in Kaliangkrik, Magelang Regency. The main focus and locus of the research is on Kaliangkrik Java Coffee, which plays a major role in introducing local culture through coffee. The research findings show that coffee agrotourism is not just about agricultural products, but also about how coffee can be a medium to convey in building a regional image in the eyes of the public, both local and international.

One of the important points raised is that gastrodiploamacy can actually grow from local communities such as Kaliangkrik Java Coffee. Through direct experiences felt by tourists, stories about coffee, and the involvement of residents in every process,

a natural form of cultural communication emerges. This is in line with Rockower's (2012) idea on the importance of stories in culinary diplomacy, and also supports Nye's (2008) soft power theory that emphasizes cultural appeal as a force of influence.

This research also shows that, although Magelang Regency has great potential to develop gastrodiploamacy through its culinary wealth and local coffee products, until now, there has not been a directed and sustainable strategy from both the local government and business actors. The promotional approach is still limited to conventional activities, without being supported by a clear road map to target foreign tourists. The lack of integration between the tourism sector and coffee production shows that cultural diplomacy opportunities have not been fully utilized. Therefore, government support and a more comprehensive policy formulation are needed so that the potential of local coffee can be elevated as part of Magelang Regency's cultural diplomacy strategy globally.

More broadly, this finding opens a discourse that the gastrodiploamacy approach can be part of Indonesia's cultural diplomacy strategy. In Magelang, coffee can be used as a symbol of cultural wealth, and agrotourism can be an effective means of communication to reach the international public. Regarding the future, there is a great opportunity to conduct further research. For example, how to design collaboration between government, businesses, academics, communities, and media in a more concrete form. It is also important to formulate success indicators that can measure the social, economic, and cultural impacts of gastrodiploamacy more measurably. Future research could also explore the role of diaspora, digital media, and international relations in strengthening Indonesia's local culinary position in the world.

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