

Gastrodiplomasi Gilgeorieumsik dalam Acara Realitas 'Jinny's Kitchen' = The Gilgeorieumsik Gastrodiplomacy in the Reality Show 'Jinny's Kitchen'

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Abstrak

Makanan Korea telah memperoleh kepopuleran di mancanegara. Kepopuleran ini terjadi karena semakin meningkatnya popularitas budaya populer Korea (hallyu), seperti K-pop, K-film, dan K-drama. Saat ini, makanan Korea juga semakin dikenal melalui acara realitas Korea, salah satunya adalah Jinny's Kitchen. Jinny's Kitchen adalah acara realitas yang memperkenalkan jajanan kaki lima Korea (gilgeorieumsik) melalui pembukaan restoran Korea di Bacalar, Meksiko. Tujuan penelitian ini adalah untuk menjelaskan strategi Jinny's Kitchen dalam melakukan gastrodiplomasi gilgeorieumsik. Penelitian ini menggunakan metode deskriptif kualitatif dan pendekatan studi kasus. Hasil penelitian menunjukkan bahwa Jinny's Kitchen telah melakukan berbagai strategi yang efektif untuk mengupayakan gastrodiplomasi di Meksiko. Berbagai strategi yang dilakukan Jinny's Kitchen berpengaruh pada peningkatan kesadaran target gastrodiplomasi terhadap budaya kuliner Korea.

.....Korean food has gained popularity abroad. This popularity occurs due to the increasing popularity of Korean popular culture (hallyu), such as K-pop, K-film and K-drama. Currently, Korean food is also increasingly known through Korean reality shows, one of which is Jinny's Kitchen. Jinny's Kitchen is a reality show that introduces Korean street food (gilgeorieumsik) through the opening of a Korean restaurant in Bacalar, Mexico. The aim of this research is to explain the motivation, strategy and success of Jinny's Kitchen in carrying out gilgeorieumsik gastrodiplomacy. This research uses a qualitative descriptive method and a case study approach. The research results show that Jinny's Kitchen carried out various effective strategies to pursue gastrodiplomacy in Mexico. The various strategies carried out by Jinny's Kitchen have an effect on increasing the awareness of gastrodiplomacy targets towards Korean culinary culture.