

ABSTRACT

Despite Indonesia's rich culinary and spice heritage, its international culinary visibility remains relatively low and past gastrodiplomacy initiatives have often been fragmented across ministries and non-state actors. Launched in 2021, Indonesia Spice Up the World (ISUTW) was designed as an integrative policy umbrella to synchronize gastrodiplomacy efforts and pursue targets such as expanding Indonesian restaurants abroad and increasing spice and food exports. This thesis examines what collaborative governance looked like in ISUTW (2021–2024) and which institutional factors enabled or hindered collaboration. Using a qualitative case study strategy, the research draws on in-depth interviews with government and non-government stakeholders and analyses through framework analysis, guided by a combination of collaborative governance from Ansell and Gash (2008) and Koppenjan (2024). Findings show that ISUTW was relationally strong but institutionally fragile. Facilitative leadership by the coordinating ministry helped convene actors, build shared meaning through a unified narrative, and enable knowledge sharing and working trust, particularly in early phases. However, collaboration remained state-dominated, with non-state actor participation often informal and selectively institutionalized. The absence of dedicated funding, late and weak legal anchoring, bureaucratic rigidity, and turnover of representatives constrained decisiveness and continuity. Sustaining gastrodiplomacy collaboration requires stronger policy and budget anchoring, institutionalized non-state participation, and operational pathways aligned with feasibility.

Keywords: *Collaborative governance, Gastrodiplomacy, Public diplomacy, Cross-sector collaboration, Indonesia Spice Up the World (ISUTW)*