

## Traditional Icon Culinary as Indonesia Gastro Brand

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### Abstrak

#### **ABSTRACT**

Indonesia foods have been initiated and developed as nation brand. However, there is no specific food or beverage of Indonesia became an icon of gastro brand although Indonesia decided to have 30 icons of traditional

culinary as a part of soft diplomacy. This study surveyed the culinary icons at hotels that have restaurants which

served breakfast for local and foreign guests who stayed at. As a guideline, this study constructs the working definition of gastro brand by elaborating previous concepts such as gastro, gastronomy and brand. In addition,

this study used parallel mix-method to identify and confirm Indonesia gastro brand. This study found that fried

rice could be identified as a main icon of Indonesia gastro brand based on its popularity and availability. The study also confirms previous research that fried rice is not only traditional, omnipresent and ubiquitous' culinary

but also as a part of nation brand.