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The Impact of Thailand's Glocalization Strategy and Culinary Gastrodiplomacy on Indonesia's Creative Economy: an Islamic Economics Perspective

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Abstract

The purpose of this study is to explain the influence of Thailand's culinary glocalization and gastrodiplomacy strategies on the sustainability of the creative economy in Indonesia, particularly the culinary sub-sector, from an Islamic economic perspective. The method used in this study is a quantitative method with a descriptive approach. The sample in this study consisted of 100 respondents who were urban communities in Indonesia with an interest in foreign cuisine. The object of this study is the creative economy of the culinary sub-sector, while the independent variables studied include Thailand's culinary glocalization and gastrodiplomacy strategies. Primary data was obtained by distributing questionnaires, while secondary data was obtained from relevant documents. Data analysis was performed using multiple linear regression with SPSS 20. The results showed that the variables of Thai culinary glocalization and gastrodiplomacy strategies had a positive and significant effect, both partially and simultaneously, on the development of the creative economy in the culinary sub-sector in Indonesia. The coefficient of determination (R^2) value was 63.7%, which means that the independent variables in this study were able to explain 63.7% of the dependent variable. From an Islamic economic perspective, this study shows that the sustainability of the creative economy can be realized if the practices of glocalization and gastrodiplomacy are carried out based on the principles of adl (justice), maslahah (benefit), and ta'awun (mutual cooperation) to create an ethical, innovative, and equitable economic ecosystem. The implications of this study indicate that policymakers, culinary entrepreneurs, and creative economy stakeholders in Indonesia need to adopt adaptive glocalization strategies and ethical gastrodiplomacy approaches rooted in Islamic economic values to strengthen the competitiveness, sustainability, and global positioning of Indonesia's culinary creative economy.

Keywords: *Glocalization Strategy; Gastronomic Diplomacy; Creative Economy; Thai Cuisine; Islamic Economics.*

Introduction

The creative economy sector is currently highly important for the development of the global economy, including in Indonesia. This sector covers a wide range of industries, such as design, art, culinary, fashion, and digital marketing, all of which are based on creativity, innovation, and the use of technology (Qusairy et al., 2025). The creative economy in Indonesia, particularly the culinary subsector, has become a major pillar of the country's economic growth.

According to data from the Ministry of Tourism and Creative Economy Kemenparekraf (2022) the culinary sector in Indonesia contributes significantly to the Gross Domestic Product (GDP) of the national creative economy, accounting for

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approximately 40% of the total GDP of the creative sector in 2022. This sector also plays an important role in job creation, fostering innovation, and promoting local cultural diversity (Oktaviani & Putri, 2025).

As culinary consumption continues to rise, competition within this sector has become increasingly intense, especially with the entry of foreign cuisines that have been integrated into local culture one of which is Thai cuisine. The presence of Thai cuisine, which is now increasingly accepted by Indonesian society, is evidenced by the existence of Thai culinary festivals and the establishment of Thai restaurants in several cities across Indonesia.

Table 1. Culinary Festivals

No.	Festival Name	Location	Organizer
1	*From Al-Furqon to Bangkok*	Bandar Lampung	Kuliner Lampung Festival
2	*Festival Taste of Thai & Friends*	Surabaya, Bandung, Medan, Jambi, Balikpapan, Samarinda, Pontianak, Jambi	Jangkrik Kuliner
3	*Little Bangkok*	Jakarta	Go Market
4	*Roadshow Kuliner Viral Indonesia*	Pekanbaru, Batam, Palembang, Medan, Jambi, Lampung, Bengkulu, Bandung, Bogor, Cirebon, Semarang, Solo, Sidoarjo, Makassar, Malang, Kediri, Lombok, Palu, Bali	GW Food dan Gtown Square

Source: TikTok @jangkrikkuliner, Instagram @kuliner_lampung, @roadshowkulinerviralindonesia.

These festivals are attended by foreign culinary micro, small, and medium enterprises (MSMEs) in the respective cities, the presence of Thai cuisine in Indonesia is also reflected in the growing number of Thai restaurants. In Indonesia, well-known Thai restaurants include Suan Thai in Jakarta, which has been operating since 1988, and Tamnak Thai in Jakarta, which has been operating since 1995. Other Thai restaurants include Sawasdee Thai Restaurant, Uncle Son's, Charm Thai, and Thai Palace in Bandung; Chao Phraya Thai Fine Cuisine and Little Thai Street Food in Surabaya; as well as Horapa Seafood & Thai Kitchen in Semarang. Distribution data regarding 120 Thai restaurants in Indonesia are generally presented on the Thai Select website, although without detailed information regarding the locations of these Thai restaurants across Indonesia (Tika, 2024).

This phenomenon may also function as a medium of cultural exchange, increasingly introducing Thai cuisine into the everyday lives of Indonesian people and strengthening Thailand's culinary position in Indonesia's food market. It is also associated with shifts in culinary preferences among Indonesians, particularly urban consumers who are increasingly attracted to international flavors. Surveys indicate a 25% increase in foreign food

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consumption over the last five years (Statistik, 2023). However, this trend also poses challenges for local culinary businesses, particularly small and medium enterprises (SMEs), since many SMEs operate within the creative economy sector. Approximately 70% of local culinary SMEs are at risk of losing market share due to global competition (Kemenkop, 2022).

The increasing popularity of Thai cuisine in Indonesia cannot be separated from the era of globalization, which has become increasingly competitive, where cultural power has emerged as an effective strategic instrument for strengthening diplomacy and expanding a country's influence on the international stage (Sulianita & Qorib, 2023). Cultural diplomacy refers to a form of diplomacy that places culture as the main component delivered through various media such as traditional dances, regional songs, language, and costumes (Michelle & Baskoro, 2022). One concrete manifestation of cultural diplomacy is gastrodiplomacy, namely an effort to promote a country's image and national identity through its cuisine (Prameswari & Yani, 2023).

Gastrodiplomacy does not merely invite people to enjoy traditional dishes, but also serves as a window for learning a nation's culture through authentic culinary experiences. This concept forms part of a soft power strategy, which encourages people to experience authentic cuisine while gaining insights into a country's cultural identity (Tyas Untari et al., 2025). Moreover, foreign culinary cultures that are adapted using local ingredients still maintain their uniqueness and become an attraction in themselves, particularly among urban communities interested in distinctive forms, colors, flavors, and food preparation processes (Humaera et al., 2024).

Thailand is one of the countries that has been highly successful in implementing a systematic and structured gastrodiplomacy strategy. Through official programs such as "Kitchen of the World" and the "Global Thai Campaign", launched in 2002, Thailand has actively introduced its unique cuisine to various parts of the world, including Indonesia (Michelle & Baskoro, 2022). These programs do not only focus on food promotion, but also educate the public about the history and culinary practices of Thailand.

In addition, the Thai government grants the "Thailand Brand" certificate to Thai restaurants abroad that meet the quality and authenticity standards set by the Thai Ministry of Commerce. Thailand's gastrodiplomacy is integrated with its economic, tourism, and cultural diplomacy agendas through various instruments, such as establishing official restaurants, organizing culinary festivals, collaborating on halal certification, and providing training for local chefs (Yuniningsih et al., 2024).

The foundation of Thailand's gastrodiplomacy strategy is grounded in government policy that is integrated into national development plans, particularly in the fields of tourism, culture, and the creative economy. The Thai government views cuisine as both a cultural asset and a strategic diplomatic tool to enhance the country's image and economic competitiveness.

This policy foundation is reflected in Thailand's Tourism Act, which serves as the primary legal umbrella for the management and development of the tourism sector, including the promotion of culture and cuisine as tourism attractions. Article 4 of this Act emphasizes the government's responsibility to develop and promote sustainable tourism,

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including cultural and culinary aspects, while Article 7 regulates the role of the Ministry of Tourism and Sports in formulating and implementing tourism promotion policies, including Thai culinary development programs. The National Tourism Development Plan prepared by Thailand's Ministry of Tourism and Sports also places culinary arts as one of the main pillars in the country's tourism marketing strategy and cultural diplomacy (Ministry of Tourism & Sports of Thailand, 2025).

This policy document supports restaurant and culinary product certification programs such as "Thai Select", and encourages the organization of culinary festivals and chef training as part of cultural promotion. The "Global Thai" and "Thai Select" programs, jointly managed by Thailand's Ministry of Tourism and Sports and the Ministry of Commerce, play an important role in ensuring the quality, authenticity, and halal status of Thai culinary products in the global market, including in Indonesia.

Although there is no specific law that regulates gastrodiplomacy separately, this policy is actively implemented through regulations related to food certification, quality standards, chef training, and multisector collaboration between government institutions, the private sector, and culinary communities to ensure the success of Thai cuisine promotion globally.

In Indonesia, from a legal perspective, Law Number 11 of 2005 states that the state has an obligation to fulfill economic, social, and cultural rights namely the duty to monitor and realize the economic, social, and cultural rights of its citizens. Gastrodiplomacy policies that support culinary development are not only related to local policy and cultural issues, but also involve efforts to preserve and develop ancestral heritage, which is inseparable from livelihoods and community food wealth. In this context, gastrodiplomacy also fulfills the mandate of the food law, namely Law Number 18 of 2012, which may serve as a foundation for gastrodiplomacy development through economic diplomacy policy and international economic cooperation (Purwasito, 2016).

This phenomenon is also closely related to the influence of glocalization strategies, which combine global elements with local content, as applied by many international companies operating in Indonesia, including in the culinary sector. McDonald's and Burger King, for instance, implement glocalization by adapting their menus to local tastes, such as rendang-flavored burgers and gulai chicken (Oktavian & Parmono, 2023).

A similar strategy is also applied by Thai restaurants that adapt their cuisine to Indonesian local preferences, including halal aspects. Considering that Thailand is a country with a Muslim minority, Thai cuisine becomes easier to accept within Indonesia, which has a Muslim-majority population (Murdhania, 2022). Indonesia is the world's largest consumer of halal products, reaching 11.34%, with a Muslim population of 85% or 231 million people (Rahayu et al., 2024). Consuming halal food is part of the lifestyle taught in Islam, and for most Muslims in Indonesia, halal consumption is highly important. With halal certification, Thai cuisine is more easily accepted because it fulfills the concept of thayyib (good, healthy, and safe) and aligns with Islamic Sharia principles (Musthofa & Burhanudin, 2021).

From the perspective of Islamic economics, this phenomenon must be critically examined. Islamic economics emphasizes principles of justice (*adl*), benefit (*maslahah*), and the halal nature of products in all economic activities (Ritonga et al., 2025). The

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implementation of halal concepts can stimulate economic growth. The halal nature of products is not limited to religious aspects; it creates a healthy economic dynamic, opens opportunities for new businesses, generates sustainable employment, and increases income for local communities (Devitasari et al., 2025).

The entry of Thai cuisine into the Indonesian market may indeed encourage innovation and competitiveness among local businesses; however, on the other hand, it also becomes a major obstacle for Indonesia's local culinary enterprises. Without strengthening strategies, local businesses may become marginalized due to the strong penetration of foreign cuisine.

Islam emphasizes the importance of mutual assistance (*ta'awun*) and wealth purification (*tazkiyah al-mal*) in economic activities; therefore, business competition should be directed toward improving the quality of local products, halal and thayyib innovation, and the sustainability of businesses that benefit the broader community. Hence, this research is important to empirically examine how Thailand's culinary glocalization and gastrodiplomacy strategies influence the development of Indonesia's creative economy, and how these impacts can be analyzed from the perspective of Islamic economics.

With an Islamic framework, this study is expected to provide both conceptual and practical contributions in strengthening Indonesia's culinary subsector to remain competitive amidst globalization while remaining aligned with Sharia principles. Previous studies on glocalization, gastrodiplomacy, and the creative economy have been conducted; however, research gaps remain. This study specifically examines how Thailand's gastrodiplomacy and culinary glocalization strategies in Indonesia influence the development of the national creative economy, particularly the culinary subsector.

Several previous studies have discussed gastrodiplomacy as a cultural diplomacy strategy that can strengthen a country's image and promote its culinary industry globally. Other studies have also analyzed the concept of glocalization in the food industry, emphasizing the adaptation of global culinary products to local tastes and cultural contexts in order to increase market acceptance and economic competitiveness. In addition, research on the creative economy has highlighted the role of innovation, cultural identity, and culinary entrepreneurship in supporting sustainable economic growth.

However, most of these studies focus primarily on cultural diplomacy, tourism promotion, or marketing strategies, without deeply examining their implications for the sustainability of the creative economy within a value-based economic framework. Furthermore, previous research has rarely examined this phenomenon from the perspective of Islamic economics, which emphasizes the principles of justice (*adl*), benefit (*maslahah*), halal–thayyib values, and business sustainability. Therefore, this study fills the existing research gap by integrating the concepts of gastrodiplomacy and culinary glocalization with the principles of Islamic economics to analyze their influence on the sustainability of the culinary creative economy in Indonesia. This integration represents the novelty of this research, as it offers a holistic perspective that combines cultural diplomacy strategies, creative economy development, and Sharia-based economic values.

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Literature Review

Glocalization

Glocalization is a concept that combines elements of globalization and localization, as explained by Roland Robertson in 1995, in which global products are adapted to local cultures, norms, and preferences so that they are accepted without losing their original identity. In practice, glocalization encompasses economic, social, and cultural dimensions, with an emphasis on adapting to local contexts in order to create a balance between global values and the needs of local communities (Roudometof, 2016).

The implementation of glocalization in Indonesia can be seen in the adjustment of taste, presentation style, and halal certification to align with the preferences of Indonesia's Muslim-majority population. Such adaptations have enabled Thai cuisine to be widely accepted while still maintaining its distinctive characteristics. The integration of globalization theory within the perspective of Islamic economics reflects the principles of *'adl* (justice) and *maslahah* (public benefit), in which the adaptation of global products should provide benefits without harming local businesses, comply with halal standards, and support ethical and sustainable economic practices.

The application of glocalization principles can be clearly observed in the branding strategy of Mixue in Indonesia. Mixue has successfully adapted its menu to local tastes by offering flavors familiar to Indonesian consumers, such as boba, chocolate, and tropical fruits. In digital marketing, Mixue adopts a localized approach through light and interactive social media content and by involving local influencers, thereby building emotional connections with young consumers. Furthermore, Mixue implements affordable pricing and broad distribution strategies, adjusting to the purchasing power of Indonesian society. Critically, Mixue's success demonstrates that a comprehensive strategy is required—one that involves understanding culture, consumer behavior, and local economic values, rather than merely adapting products. By maintaining its global identity while strengthening local acceptance, Mixue proves that glocalization can serve as a sustainable business model aligned with Islamic economic values: fair, profitable, and oriented toward social welfare (Hidayat N et al., 2024).

Gastrodiplomacy

Culinary diplomacy is a form of culture-based public diplomacy that utilizes food as a soft power instrument to strengthen relations between countries and build a positive image of a nation. This concept was popularized by Paul Rockower in 2011 as "soft power on a plate," referring to the use of cuisine as a non-confrontational diplomatic tool (Prameswari & Yani, 2023).

Countries such as South Korea can be cited as successful examples. South Korea has effectively enhanced its global image through the promotion of kimchi, bulgogi, and bibimbap (Nobelis et al., 2024). Thailand has implemented gastrodiplomacy strategies through restaurants, culinary festivals, and chef training programs, which have also strengthened tourism and increased exports of halal products. Thailand has even succeeded in developing halal diplomacy, supported by certification institutions and Muslim-friendly

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facilities, making it a non-Muslim country with an advanced halal industry (Purnama et al., 2021).

To improve effectiveness and long-term impact, sustainable strategies are required, including promoting traditional foods through embassy websites and establishing authentic Indonesian restaurants abroad, supported by the Ministry of Foreign Affairs and the Ministry of Tourism and Creative Economy. The use of social media platforms such as Instagram has also proven effective as a tool for digital gastrodiplomacy, since visually appealing content can increase public interest in Indonesian cuisine. However, the main challenge lies in transforming visual interest into real culinary experiences (Putri et al., 2024).

From the perspective of Islamic economics, gastrodiplomacy aligns with the principles of *maslahah* (public good) and *ta'awun* (mutual cooperation), emphasizing that culinary diplomacy should generate mutual benefits and encourage economic cooperation among nations. Therefore, gastrodiplomacy functions not only as a means of cultural promotion but also as a strategic instrument to strengthen national image, expand economic opportunities, and foster sustainable and ethical cross-border cooperation.

Creative Economy

The creative economy emphasizes the importance of creativity, innovation, and the utilization of intellectual assets such as art, design, and culinary culture as sources of new economic value. The term "creative economy" was first introduced by John Howkins in 2001 through his book *The Creative Economy: How People Make Money from Ideas*. Howkins described the creative economy as economic activity that generates value from ideas, innovation, and creativity. According to Howkins, this sector includes industries that rely on individual creativity to produce goods or services with significant economic value (Howkins, 2001).

According to data from the Ministry of Tourism and Creative Economy in 2020, the culinary subsector contributes significantly to the GDP of Indonesia's national creative economy. In this context, Thailand's gastrodiplomacy and culinary glocalization have a notable influence on the dynamics of Indonesia's creative economy. The presence of foreign cuisines such as Thai cuisine may encourage local businesses to innovate and improve product quality, both in terms of taste, presentation, and marketing strategies. However, without proper management, this phenomenon may also shift the dominance of local cuisine and reduce public interest in domestic products.

Therefore, adaptive policies are needed to balance global competition and the protection of national culinary culture, through strengthening innovation capacity, promoting local identity, and encouraging cross-sector collaboration. In Indonesia, the creative economy plays a strategic role in supporting the transformation of MSMEs through innovation based on local culture and digitalization. Nevertheless, challenges remain, such as limited access to capital, low digital literacy, and weak cross-sector collaboration. Thus, inclusive policies are needed, including strengthening human resources, simplifying regulations, developing fair digital infrastructure, and providing equitable access to financing (Qusairy et al., 2025).

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Programs such as Indonesia Spice Up The World, which promotes Indonesian spices and cuisine through support from the Ministry of Tourism and Creative Economy and Food Startup Indonesia (FSI), serve as concrete examples of synergy between the creative economy, culinary diplomacy, and digital technology in strengthening the global competitiveness of Indonesian cuisine in a sustainable manner (Sophiana Widiastutie, 2021).

From the perspective of Islamic economics, the creative economy can be integrated with the principles of *maslahah* (public good) and *ta'awun* (mutual cooperation), in which economic innovation should not only be profit-oriented but must also generate social benefits and shared sustainability. This includes collaboration between local and foreign businesses in creating ethical, fair, and sustainable products in accordance with the principle of *tazkiyah al-mal* (wealth purification).

Research Method

This study employs a quantitative method with a descriptive approach to measure the relationship between Thailand's culinary glocalization strategy and gastrodiplomacy toward the development of Indonesia's creative economy from the perspective of Islamic economics, particularly in the culinary subsector. Quantitative research is a method that aims to describe phenomena or social symptoms through measurable data (Sudaryono, 2017). The research approach used in this study is descriptive, which is intended to explain the object of research as it is. This study was conducted over a period of one month (adjusted to the needs of the research). The research location covers several cities in Indonesia. The population of this study consists of all urban communities in Indonesia. According to Statistics Indonesia (BPS) (2024), Indonesia's total population reached 281,603.8 thousand people, while the Trading Economics website reports that Indonesia's urban population in 2024 was 59.2% or approximately 166,709,450 people. The sampling technique used in this study is purposive sampling, which is a non-probability sampling technique where respondents are selected based on specific criteria relevant to the objectives of the study. The criteria for respondents in this research include: (1) individuals who live in urban areas in Indonesia, (2) individuals who have an interest in or experience consuming foreign cuisine, particularly Thai food, (3) individuals aged at least 17 years old so that they are considered capable of providing rational responses, and (4) individuals who are familiar with the development of the culinary industry or creative economy, either as consumers or observers.

The number of respondents in this study was 100 people, which was determined based on the consideration that quantitative research using multiple linear regression analysis requires an adequate sample size to ensure statistical reliability. Referring to common methodological guidelines, a minimum sample size of 30–100 respondents is considered sufficient for regression-based analysis in social research. In addition, the use of 100 respondents is expected to provide a representative overview of the perceptions of urban communities toward Thailand's culinary glocalization and gastrodiplomacy strategies in relation to the development of Indonesia's culinary creative economy.

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The primary data in this study include Thailand's Culinary Glocalization Strategy (X1), Thailand's Culinary Gastrodiplomacy (X2), and the Creative Economy in the culinary subsector (Y), which were obtained through the distribution of questionnaires to communities in the research locations. Secondary data were also used to complement the primary information obtained in this study. These secondary data were derived from various relevant documents, such as official statistical reports from government institutions (e.g., Statistics Indonesia/BPS), reports and publications related to the creative economy from the Ministry of Tourism and Creative Economy of Indonesia, international reports on gastrodiplomacy and culinary diplomacy, academic journals, books, previous research studies, and other credible sources that discuss glocalization strategies, gastrodiplomacy, and the development of the culinary creative economy. These documents were used to support the theoretical framework, strengthen the research background, and provide contextual data relevant to the research variables. Data analysis was conducted using SPSS 20, including the Pearson validity test, Cronbach's Alpha reliability test, and classical assumption tests (normality, heteroscedasticity, and multicollinearity) to ensure the validity of the multiple linear regression model applied. Regression analysis was conducted to determine the influence of the independent variables (glocalization strategy and gastrodiplomacy) on the dependent variable (creative economy).

Based on the research objectives, this study proposes the following hypotheses:

H1: Thailand's culinary glocalization strategy has a positive and significant effect on the development of the creative economy in Indonesia's culinary subsector.

H2: Thailand's culinary gastrodiplomacy has a positive and significant effect on the development of the creative economy in Indonesia's culinary subsector.

H3: Thailand's culinary glocalization strategy and gastrodiplomacy simultaneously have a positive and significant effect on the development of the creative economy in Indonesia's culinary subsector.

Data analysis in this study was conducted using SPSS version 26. Several statistical procedures were applied to ensure the validity and reliability of the research instruments and the accuracy of the regression model. The analysis began with instrument testing, including the Pearson validity test and Cronbach's Alpha reliability test, to ensure that the questionnaire items were valid and reliable. After that, classical assumption tests were conducted, consisting of normality tests, multicollinearity tests, and heteroscedasticity tests, to confirm that the regression model met the required statistical assumptions. Furthermore, multiple linear regression analysis was applied to examine the influence of the independent variables, namely Thailand's culinary glocalization strategy (X1) and Thailand's culinary gastrodiplomacy (X2), on the dependent variable, namely the development of the creative economy in the culinary subsector (Y).

Hypothesis testing was carried out using the t-test to analyze the partial influence of each independent variable on the dependent variable and the F-test to examine the simultaneous effect of both independent variables. In addition, the coefficient of determination (Adjusted R^2) was used to determine the extent to which the independent variables explain the variation in the dependent variable.

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Result and Discussion

Descriptive Statistics Test

The descriptive statistics test was conducted to determine the average responses of the respondents. The descriptive statistics used in this study consist of the mean score, median, maximum, minimum, and standard deviation.

Table 2. Results of the Descriptive Statistics Test

	Thailand's Culinary Glocalization Strategy (X1)	Thailand's Culinary Gastrodiplomacy (X2)	Creative Economy in Indonesia (Culinary Subsector) (Y)
Mean	47.2800	33.3800	35.8600
Median	47.0000	33.0000	36.0000
Std. Dev.	6.45431	4.99046	4.85137
Maximum	60.00	45.00	45.00
Minimum	28.00	21.00	19.00
Observations	100	100	100

Source: SPSS 20 Output (Processed Data, 2025)

Based on the table above, from 100 sample data collected for Thailand's Culinary Glocalization Strategy (X1), the maximum value was 60.00, the minimum value was 28.00, the mean value was 47.2800, and the standard deviation was 6.45431. This indicates that the mean value is higher than the standard deviation, suggesting that the data deviation is low and the distribution of values is relatively even. For Thailand's Culinary Gastrodiplomacy (X2), the maximum value was 45.00, the minimum value was 21.00, and the mean value was 33.3800. Since the mean value is greater than the standard deviation (4.99046), the distribution can be considered relatively even. Regarding the Creative Economy in Indonesia (Culinary Subsector) (Y), the maximum value was 45.00, the minimum value was 19.00, the mean value was 35.8600, and the standard deviation was 4.85137. This also indicates that the mean value is higher than the standard deviation, meaning the deviation of the data is low and the distribution of values is relatively even.

Multiple Linear Regression Analysis

Table 3. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
		B		Beta		
1	(Constant)	5.485	2.320		2.364	.020
	X1	.343	.058	.457	5.935	.000
	X2	.424	.075	.436	5.670	.000

Source: SPSS 20 Output (Processed Data, 2025)

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Based on the regression results in the table above, the regression equation is as follows:

$$Y = 5.485 + 0.343X_1 + 0.424X_2 + \varepsilon$$

Based on the results of multiple linear regression analysis, the regression constant shows a positive value of 5.485, which means that when the independent variables (X1 and X2) are held constant, the value of the creative economy variable in the culinary subsector (Y) is 5.485. The variable X1 has a positive coefficient of 0.343, meaning that a one-unit increase in Thailand's Culinary Glocalization Strategy (X1) will increase the Creative Economy (Y) by 0.343 units, indicating a positive relationship between the two variables. The variable X2 has a positive coefficient of 0.424, meaning that a one-unit increase in Thailand's Culinary Gastrodiplomacy (X2) will increase the Creative Economy (Y) by 0.424 units, also showing a positive relationship between the two variables. Thus, it can be concluded that both X1 and X2 contribute positively to Y.

Hypothesis Testing (t-test)

Based on the regression results in Table 9, the partial test shows that variable X1 has a significance value of 0.000 < 0.05, and the calculated t-value (5.935) > t-table (1.98472). Therefore, H0 is rejected and Ha is accepted, meaning that X1 has a positive and significant effect on Y. Similarly, variable X2 has a significance value of 0.000 < 0.05, and the calculated t-value (5.670) > t-table (1.98472). Thus, H0 is rejected and Ha is accepted, indicating that X2 has a positive and significant effect on Y.

Simultaneous Hypothesis Testing (F-test)

The F-test is used to examine the simultaneous effect of independent variables on the dependent variable. The significance level used in this study is 5% (0.05).

Table 4. Results of the F-test

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1500.243	2	750.122	87.686
	Residual	829.797	97	8.555	
	Total	2330.040	99		

Source: SPSS 20 Output (Processed Data, 2025)

Based on the results above, the F-test shows that the significance value is 0.000 < 0.05 and the calculated F-value (87.686) > F-table (3.09). Therefore, H0 is rejected and Ha is accepted, meaning that Thailand's culinary glocalization strategy and gastrodiplomacy simultaneously have a positive and significant effect on the creative economy (culinary subsector).

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Coefficient of Determination (R^2)

Table 5. Results of the Coefficient of Determination Test (R Square)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802a	.644	.637	2.92483

Source: SPSS 20 Output (Processed Data, 2025)

Multiple linear regression analysis uses the adjusted coefficient of determination, namely Adjusted R Square, to provide a more accurate explanation of the model. The SPSS output shows an Adjusted R Square value of 0.637 (63.7%), meaning that the independent variables (X1 and X2) are able to explain 63.7% of the variation in the dependent variable (Y). The remaining 36.3% is explained by other variables outside the model.

The Influence of Thailand's Culinary Glocalization Strategy on the Creative Economy (Culinary Subsector) in Indonesia

The results of data processing show that the effect of the glocalization strategy on the creative economy has a significance value of 0.000 and a calculated t-value of 5.935. Therefore, Ha is supported, meaning that partially, Thailand's culinary glocalization strategy has a positive influence on the creative economy in Indonesia's culinary subsector. In relation to this finding, it can be interpreted that the indicators of the glocalization strategy are essential. These indicators include taste adaptation, modification of raw ingredients, restaurant design and atmosphere adapted to local culture, and adjustments in culinary presentation for the Indonesian market.

This analysis is consistent with Roland Robertson's theory (1995), which explains that although global products spread widely, local culture can still be preserved through adaptation to local preferences. The development of glocalization strategies implemented by Thailand can encourage innovation among local culinary business actors in Indonesia. This may also increase demand for local raw materials used in the preparation of Thai cuisine in Indonesia.

However, this phenomenon can also become a challenge for local culinary businesses if it is not balanced with strengthening strategies. Local culinary entrepreneurs may be displaced by the strong penetration of foreign cuisines. According to data from Statistics Indonesia (BPS) in 2023, the consumption of foreign food increased by 25% over the last five years.

These findings are supported by research conducted by (Oktavian & Parmono, 2023), which states that adaptation to local tastes is necessary for foreign culinary products to enter, survive, and grow in the target country, and that such adaptation influences local culinary preferences. In addition, research by Hidayat et al., 2024, indicates that the glocalization approach not only creates shifts in Indonesian consumer interest and generates competition, but also has the potential to build strong customer loyalty.

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The Influence of Thailand's Culinary Gastrodiplomacy on the Creative Economy (Culinary Subsector) in Indonesia

The results of data processing show that the effect of gastrodiplomacy on the creative economy has a significance value of 0.000 and a calculated t-value of 5.670. Thus, Ha is supported, meaning that partially, Thailand's culinary gastrodiplomacy has a positive influence on Indonesia's creative economy in the culinary subsector. Therefore, the indicators of the gastrodiplomacy variable are considered important. These indicators include culinary promotion, the role of embassies and tourism institutions, and the use of cuisine as a diplomatic instrument.

This analysis aligns with Paul Rockower's theory (2011), which defines food as "soft power on a plate" that can build international relations in a subtle and non-confrontational manner. In addition to introducing food, gastrodiplomacy creates economic opportunities through trade and international cooperation. Through official programs such as the "Kitchen of the World" and the "Global Thai Campaign," introduced since 2002, Thailand has actively promoted its distinctive cuisine around the world, including in Indonesia.

Gastrodiplomacy also serves as a pathway for people to learn about a country's culture through its traditional cuisine. The presence of Thai culinary festivals and Thai restaurants indicates that Thailand's gastrodiplomacy is actively taking place in Indonesia. This finding is further supported by research conducted by Puttrawandi et al., (2022), which states that gastrodiplomacy has an influence on the development of the creative economy in Indonesia.

The Influence of Thailand's Culinary Glocalization and Gastrodiplomacy Strategies on the Sustainability of the Creative Economy (Culinary Subsector) in Indonesia from an Islamic Economics Perspective

The findings of this study indicate that Thailand's culinary glocalization and gastrodiplomacy strategies collectively have a significant influence on the creative economy. Based on the F-test results from the SPSS output, the significance value was 0.000 < 0.05 and the calculated F-value was 87.686 > F-table 3.09, which shows that H0 is rejected and Ha is accepted.

The combination of Thailand's culinary glocalization and gastrodiplomacy strategies can significantly influence the creative economy in the culinary subsector. Glocalization encourages the adaptation of global culinary products to match local preferences, which can enhance innovation and increase the diversity of local culinary products. Meanwhile, gastrodiplomacy can open access to international markets and stimulate economic growth in the culinary sector. Both strategies contribute to the transfer of knowledge and technology in culinary business management, which ultimately enhances competitiveness in global markets.

From the perspective of Islamic economics, sustainability can be achieved if Islamic economic principles are implemented, such as justice (*'adl*), benefit (*maslahah*), blessing and wholesomeness (*tayyib*), mutual assistance (*ta'awun*), and wealth purification (*tazkiyah al-mal*). Glocalization and gastrodiplomacy can serve as bridges for fair collaboration between local

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and foreign culinary business actors, ensuring that innovation and quality improvements do not benefit only certain parties.

Furthermore, product adaptation must still preserve the authenticity of local culinary culture. If policies and practices related to both strategies prioritize Islamic economic principles properly, the results will be positive and sustainable. Government support is also necessary to protect local business actors, provide facilities such as capital and training, and create fair collaboration.

This is in line with the teachings of Prophet Muhammad (peace be upon him), who stated:

"A leader is a guardian and is responsible for those under his care, and he will be held accountable for the people under his responsibility." *(Narrated by Bukhari and Muslim).*

Promotional strategies that prioritize product authenticity while also adopting modern practices can enhance competitiveness. Through this approach, glocalization and gastrodiplomacy strategies may also help maintain social and cultural welfare in the long term.

Result

This study concludes that Thailand's culinary glocalization strategy and gastrodiplomacy have a positive and significant influence on the development of the creative economy in Indonesia's culinary subsector. Partially, both glocalization and gastrodiplomacy contribute to increasing innovation, competitiveness, and market expansion within the culinary industry. The results of this study support the findings of previous research by Oktavian & Parmono (2023), who argued that the adaptation of foreign culinary products to local tastes is a key factor for success in international markets. Additionally, the glocalization approach of modifying ingredients and restaurant designs to fit local culture aligns with Hidayat et al. (2024), who emphasized the importance of such adaptations in fostering local consumer loyalty and maintaining competitiveness.

At the same time, Thailand's gastrodiplomacy efforts including culinary promotions and the use of food as a tool for international diplomacy have significantly influenced the creative economy in Indonesia. The promotion of Thai cuisine through various channels, such as the "Global Thai Campaign" and Thai culinary festivals, has increased Thailand's culinary presence in Indonesia, contributing to cultural exchange and expanded market opportunities. This supports Paul Rockower's (2011) concept of "soft power on a plate", wherein food serves as a means of fostering international relationships and economic growth. The study findings align with Puttrawandi et al. (2022), who recognized gastrodiplomacy as a catalyst for economic opportunities, particularly in developing markets like Indonesia.

This research also presents a unique contribution by integrating an Islamic economics perspective, which has been largely overlooked in previous studies on culinary diplomacy and glocalization. The combination of both glocalization and gastrodiplomacy

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strategies, when framed within Islamic economic principles, provides a more sustainable and inclusive model for the creative economy. By adhering to values such as justice (adl), public benefit (maslahah), and mutual cooperation (ta'awun), the strategies can foster long-term economic growth while ensuring fair opportunities for both local and foreign culinary businesses.

In summary, this study not only corroborates previous research on the positive effects of glocalization and gastrodiplomacy but also adds a new dimension by discussing how these strategies can promote social welfare and long-term sustainability through the lens of Islamic economics.

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