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Surabaya Culinary Gastrodiplomacy: A Strategy to Increase Learning Motivation of BIPA Programme Students in Surabaya City

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The gastrodiplomacy strategy based on Surabaya's culinary specialities has a huge potential to be applied in the BIPA Programme in Surabaya City. The use of culinary as a teaching medium not only attracts students' attention, but also gives them direct experience of the social and cultural context in which the language is used. The objectives of this study are, (1) to analyse Surabaya's culinary that has potential use in gastrodiplomacy, (2) to explore gastrodiplomacy strategies based on Surabaya's culinary specialities to increase the learning motivation of BIPA Program students in Surabaya City and (3) to explore the role of gastrodiplomacy based on Surabaya's culinary specialties in BIPA learning. This research uses a qualitative method with a descriptive approach. Determination of research subjects was done by purposive sampling technique. Data collection was conducted through in-depth interviews and participatory observation and additional data collection through document analysis. The focus of the analysis is the experience of students who participate in culinary-based activities, how they perceive the impact of these activities on language learning, and the cultural elements that are most influential on learning motivation. To maintain data validity, triangulation was conducted. The results show that the role of gastrodiplomacy in BIPA learning is very significant. This strategy not only helps students in learning the language, but also introduces them to cultural values and local traditions in a deep and meaningful way. With an interactive and contextual approach, Surabaya's typical culinary gastrodiplomacy is able to increase students' learning motivation, making the Indonesian language learning process more enjoyable, effective, and oriented towards local culture.

Keywords: BIPA, gastrodiplomacy, international students, culinary, Surabaya City

Primary author: DESY ANGGRAENI, Natalia

Presenter: DESY ANGGRAENI, Natalia

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