

ABSTRACT

As part of gastrodiploation, MSMEs have an important role in introducing Culinary to penetrate the global market, but this role still faces challenges such as digitization. This study analyzes the role of gastrodiploation in improving Indonesian nation branding through MSME actors processed rendang. The approach is qualitative with Case Study Method. This study used observation and in-depth interviews, with data analysis assisted by NVivo 12 Pro software. This study examined MSMEs Restu Mande, MSMEs Rendang Uni Lili, and MSMEs Rendang Gadih. This study shows that MSMEs play an important role in building the understanding of rendang as part of Indonesian Gastronomy through social media with a cultural, visual, and emotional approach. MSMEs Restu Mande focus on empowering communities through storytelling, Rendang Uni Lili emphasizes the authenticity of the cooking process with cultural elements, while Rendang Gadih raises the philosophy of the logo which means patience. In addition, MSMEs use the help of influencers and actively participate in international culinary festivals by using foreign languages, displaying live production processes, using custom clothing, and giving samples to create authentic and emotional experiences for consumers. Further research is recommended to involve expert informants and relevant ministries to enrich the perspective of gastrodiploation policy and support for MSMEs. In addition, the deepening of visual elements in digital content is important to understand effective communication efforts.

Keywords: *Gastrodiploasi, Nation Branding, Rendang, UMKM*