

Gastrodiplomacy in Action: The Role of the Indonesian Embassy in Promoting Indonesian Coffee at the *Le Printemps du Café* Event in Tunis, Tunisia

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Abstract

This research aims to review the role of the Embassy of the Republic of Indonesia in Tunis in promoting Indonesian coffee products at the *Le Printemps du Café* event held in the Kram Exhibition Centre Tunis, Tunisia. The research method used is a descriptive qualitative approach with data analysis techniques using NVivo. The result using NVivo show that the challenges faced by the Indonesian Embassy in Tunis during their participation in the event included regulatory and policy issues, language barriers, and security concerns at the Indonesian booth. The participation of the Indonesian Embassy in Tunis successfully achieved its goals to promote Indonesian coffee products by adopting the theme *Kopi Indonesia Cita Rasa Surga* and showcasing Indonesian culture through traditional dances. The Indonesian Embassy also established business relationships with coffee industry players and distributors, as evidenced by the visitors' enthusiasm for the showcased Indonesian coffee products. The role of Indonesian embassy in Tunis in promoting Indonesian coffee products at the *Le Printemps du Café* event includes bridging communication between relevant parties, facilitating, and promoting Indonesia through its coffee products and culture.

Keywords: Coffee diplomacy, Embassy of the Republic of Indonesia, *Le Printemps du Café*, Promotion

A. INTRODUCTION

Tourism involves travel and visits by individuals or groups to destinations outside their usual environment for recreation, leisure, business, or educational purposes. It encompasses activities such as travel, lodging, dining, and other recreational activities undertaken by tourists during their visits. Tourism significantly contributes to the economy of a region or country by creating jobs, increasing local income, and supporting the development of tourism infrastructure (Pradini et al., 2023).

Notably for Tunisia, according data from OECD (2024), tourism is a vital sector in the Tunisian economy, contributing directly to 4.5% of country Gross Domestic Product and 4.4% of formal employment. Tunisian National Tourism Office, stated that Tunisia welcomed 8.8 million tourists in 2023. Tourism revenues reached 6.7 billion dinars (\$2.18 billion), with expectations that the figure would reach 7 billion dinars (\$2.27 billion) by the end of 2023. Most visitors to Tunisia this year came from French-speaking countries or neighboring regions, with Algerians topping the list at 2.7 million visitors, followed by Libyans with 2.1 million, and the French with just under 1 million. After Morocco, Tunisia is the second most-visited country in North Africa and ranks fourth in Africa overall in terms of tourist arrivals (Guiat, 2023).

Tunisia, officially the Republic of Tunisia, is a North African country bordering the Mediterranean Sea. Geographically, Tunisia is located at the northern tip of the African continent, facing the European continent (southern Italy), separated by the Mediterranean Sea, and positioned at the junction of Europe, the Middle East, and Africa. Topographically, the northern and eastern regions consist of coastal areas that are the heart of Tunisia's economy. The northern region includes fertile highlands suitable for agriculture, while the northeastern to western regions contain the Atlas Mountains, which extend into Algeria (with

the highest point being Jebel Chambi at 1,544 m). The southern region is semi-arid and part of the Sahara Desert. The official language of Tunisia is Arabic, though French is also widely spoken in daily life.

Based on the author's observations in Tunisia in February 2024, cafés are a common feature in nearly every part of the city, from small alleys to villages and shops. These cafés serve as popular spots where people from various backgrounds gather to engage in conversations, work, or relax for hours while enjoying a cup of coffee. Tunisia, often referred to as the "land of Ibn Khaldun" or "El-Khadra" due to its lush plains, is also known for producing numerous scholars and scientists who contributed to Islamic civilization.

With the advancement of globalization and the Fourth Industrial Revolution, driven by technological progress, knowledge, and increased business competition, meetings and negotiations at national and international levels have risen. Among these are MICE (Meetings, Incentives, Conventions, and Exhibitions) events, which bring together various sectors and stakeholders and generate significant economic impact (Simamora et al., 2024). The MICE industry, characterized by the planning and execution of diverse business meetings, corporate incentives, conventions, and exhibitions, has seen rapid growth. MICE is a crucial sector within the tourism industry, where participants primarily attend business-related activities while also engaging in tourism (Naila & Syah, 2024).

A notable event used as a case study in this research is *Le Printemps du Café* in Tunisia, held from October 5 to 8, 2023, in celebration of International Coffee Day on October 1. *Le Printemps du Café* (translated as The Coffee Spring) is the first international coffee event held at the Kram Exhibition Centre in Tunis. The event aimed to revitalize the coffee sector by bringing together a diverse array of participants, including manufacturers of equipment, porcelain, and packaging, designers of IT solutions, importers, distributors, café owners, restaurateurs, hoteliers, and coffee enthusiasts. The exhibition featured activities such as free tastings, barista training, entertainment, workshops, and more, allowing exhibitors to introduce and promote their products to a wider audience (ACTU, 2023).

The Embassy of the Republic of Indonesia in Tunisia also hosted a promotion of Indonesian coffee at *Le Printemps du Café* under the theme "*Kopi Indonesia Cita Rasa Surga*" (Indonesian Coffee: Taste of Heaven) in collaboration with Mayora Group, a leading Indonesian food producer. Several coffee products, such as Torabika, Coffee Joy, and Kopiko, were promoted. The Indonesian Embassy in Tunis acted as a facilitator and liaison between stakeholders during the event to introduce Indonesian coffee products.

Product promotion strategies are essential, particularly event marketing, which is a form of marketing carried out at events like *Le Printemps du Café*. Event marketing aims to directly promote products to consumers, allowing them to become familiar with the products or services offered (Nurhaliza, & Kusuma, 2024). According to Cen, (2022), promotion is a critical component of the marketing mix. It not only serves as a communication tool between companies and consumers but also influences purchasing decisions. The goal of promotion is to attract potential customers by highlighting a product's features, functions, and value, fostering awareness, loyalty, and interest in the product or service (Saptadi et al., 2024).

This research utilizes Nvivo to analyze data gathered from interviews with key informants, observations, and documentation to provide insight into the role of the Indonesian Embassy in Tunis in promoting Indonesian coffee products. It also explores the challenges faced by the embassy during the event and the rationale behind their promotional activities. Marketing products abroad often presents challenges due to local regulations and policies, making effective strategy and meticulous planning crucial for gaining product recognition and acceptance in the global market. In this context, the role of the Indonesian Embassy in Tunis is vital in facilitating promotional activities. Event marketing, as seen at *Le Printemps du Café*, offers a direct approach to promoting products to consumers, helping them become familiar with the offerings.

B. LITERATURE REVIEW

Collaboration

Collaboration is a process where parties, who view different aspects of a problem, can constructively explore their differences and find solutions that extend beyond their own limited perspectives of what is possible. Meanwhile, Astuti et al., (2020) define collaboration as an activity fundamentally rooted in managing social networks, with these networks representing the connections between communication nodes among stakeholders.

Priambudi, (2022) state that collaboration is a mutually beneficial relationship between two or more parties who work together to share responsibility, authority, and accountability to achieve common goals and results. Based on the theories above, it can be concluded that collaboration is a process involving multiple parties in a mutually beneficial relationship, where two or more entities work together to achieve shared goals and outcomes. It describes a process of facilitation and implementation that involves several organizations to solve problems that cannot, or are not easily, addressed by a single organization.

MICE (Meeting, Incentive, Conventions, Exhibition)

According to Maranisa and Putri (2022), an event is an organized occasion aimed at commemorating significant matters or serving as a celebration. Events can be conducted individually or collectively and are often connected to cultural, traditional, or religious practices, typically held at specific, predetermined times. Similarly, Maranisa and Sharen (2023), defines events as a communication tool used by organizations to introduce themselves to the public. Events also serve as promotional platforms, utilizing social media, event marketing, and special occasions to increase visibility and engagement.

Based on the theories above, it can be concluded that an event is an organized occasion with cultural, traditional, or religious ties, held at a predetermined time. Events also function as a communication medium that can be used as a promotional tool to introduce an organization to the public. According to Handayani et al., (2023), MICE is an abbreviation for Meetings, Incentives, Conventions, and Exhibitions. MICE events consist of meetings, incentive travel, conventions, and exhibitions. The primary goal of MICE events is to connect people in a business environment, facilitate the exchange of information, promote products and services, and create business opportunities.

The definition of MICE by Kuba and Guntara (2021), refers to a sector of tourism that combines leisure and business activities. This typically involves groups of people participating in a series of events such as meetings, incentive trips, conventions, congresses, conferences, and exhibitions or fairs. Additionally, according to Law Number 10 of 2009 concerning Tourism, which outlines the scope of tourism businesses, MICE is defined as a business that provides services to employees and business partners as a form of recognition for their achievements. It also includes the organization of exhibitions aimed at disseminating information about goods and services on national, regional, and international scales (Pratama & Firmansyah, 2023). In conclusion, MICE stand for Meetings, Incentives, Conventions, and Exhibitions. MICE activities involve businesses that provide services in organizing meetings, incentive trips, conventions, and exhibitions with the aim of connecting people within a business environment, disseminating information, or promoting products and services.

Event Marketing

According to Ramadanty and Christin (2023), event marketing is a company's method of connecting products with the public through events, allowing the public or potential customers to personally experience the marketed product. In marketing activities, a marketer's product is often associated with popular events, such as exhibitions, festivals, sports events, music concerts, or other attention-grabbing activities. This marketing approach can leave a lasting impression on attendees,

enabling customers or potential customers to remember the experience for a long time (Julietta et al., 2023). Additionally, DwiYanti and Ulya (2023) defines event marketing as a form of marketing communication that focuses on customer experience, providing integrated, direct interaction with the company, organization, or community.

Promotion

The definition of promotion is a key element of the marketing mix, essential for businesses to market their products and services. Companies must promote their products or services to attract potential buyers (Ihsannudin et al., 2022). Meanwhile, Tarigan and Haro, (2024), defines promotion as the communication of information about products, aimed at influencing consumers to make purchases. It also serves to raise awareness and acceptance of products and services by the public.

According to Septiyani and Sarah (2024), promotion is an activity carried out by a company with the goal of influencing both existing and potential customers. This encourages them to engage with the products being offered, both in the present and in the future. Demolingo et al., (2022), states that the concept of promotion is closely related to communication, as it involves various methods of communication, such as advertising, publicity, interpersonal communication, and personal selling, to directly promote products.

Based on the theories above, it can be concluded that promotion is a critical variable in the marketing mix. It involves marketing products or services to consumers in a way that attracts their attention and encourages them to engage with the products or services offered. The author aims to explain the research issues in order to understand the role of the Indonesian Embassy in Tunis in promoting Indonesian coffee products at the *Le Printemps du Café* event in Tunisia. This research seeks to address the problem formulation, specifically:

1. What challenges the Indonesian Embassy in Tunis faced in promoting Indonesian coffee products at *Le Printemps du Café* event in Tunisia.
2. Why the Embassy carried out promotional activities at this event, and how the Embassy played a role in the *Le Printemps du Café* event in Tunisia.
3. What is the role of Indonesian embassy in Tunis in promoting Indonesian coffee products at *Le Printemps du Café* event in Tunisia.

C. RESEARCH METHOD

This research employs a descriptive qualitative methodology, utilizing NVivo software as a research tool. Qualitative research is generally an intuitive method for analyzing phenomena, events, dynamics, social attitudes, beliefs, and perceptions of individuals or groups on specific issues (Ratnaningtyas et al., 2023). This study employs qualitative methods, collecting data through interviews, observations, and documentation with relevant parties. The research focuses on the activities of the Indonesian Embassy in Tunis concerning the event, the achievement targets, and the challenges faced. Descriptive analysis was conducted to provide a clear understanding of the role of the Indonesian Embassy in Tunis in promoting Indonesian coffee products, as well as the strategies used to address regulatory, language, and security challenges during the event. The research aims to answer the predetermined research questions and offer insights into the effectiveness of the Indonesian Embassy's role in promoting Indonesian coffee. It also identifies the challenges that need to be addressed to improve future performance (Figure 1).

According to Ratnaningtyas et al., (2023), data analysis is an intuitive and systematic process of searching for and organizing data with the aim of enhancing scientific understanding of the research being studied and presenting it as a discovery for others. In qualitative research, the data analysis process begins by analyzing all the data collected from various sources, such as interviews, field notes, personal

documents, official documents, drawings, photographs, and other relevant materials. Abdussamad and Sik, (2021) state that qualitative data analysis is conducted interactively and progresses sequentially until completion. The analysis process includes data reduction, data display, and finally, conclusion drawing or verification.

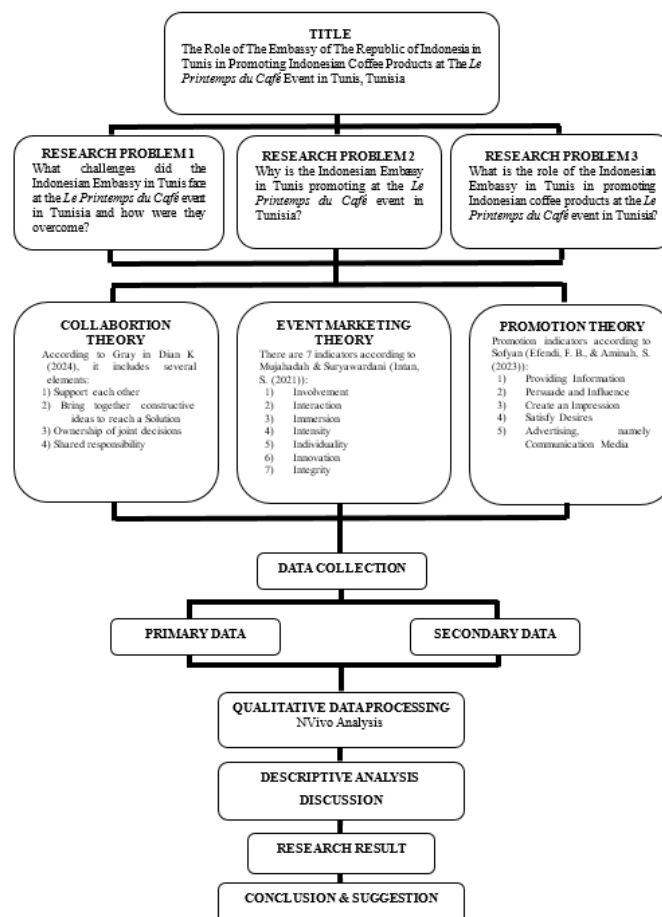


Figure 1. Research Framework

Source: Author, 2024

The author will also use NVivo as a research tool to analyze data obtained from interviews, observations, and documentation. This is necessary because the data collected is qualitative, including interviews with narrative respondents and other sources, such as articles, journals, content, photos, and videos related to the research topic. NVivo can process a variety of file formats, allowing intuitive intelligence to integrate and work with different data sources. Additionally, NVivo can generate intuitive nodes or codes to create labels and categorize the most intuitive parts of the data, making it easier to categorize and retrieve information based on findings or topics of interest. This flexible coding system enables researchers to analyze data at a granular level, identify patterns, and uncover meaningful insights (Jackson et al., 2019). The data was validated using source triangulation techniques to ensure the accuracy of the information obtained. The collected data was analyzed using NVivo software to manage and organize it, making it easier for the author to categorize data from various sources. NVivo was also used to identify themes and patterns emerging from the data and to generate visualizations that helped in understanding the relationships between the studied topics.

D. RESULTS AND DISCUSSIONS

Le Printemps du Café is an annual international event held to commemorate International Coffee Day on October 1st. The 2023 event took place from October 5 to 8 at the Kram Exhibition Centre in Tunis (Figure 2), aiming to introduce significant innovations to the coffee sector. It brought together manufacturers, equipment producers, porcelain and packaging designers, information technology solution developers, importers, distributors, café owners, restaurateurs, hoteliers, and coffee enthusiasts, including those who enjoy filter coffee, Americano, Espresso, Cappuccino, and Lattes. Several activities were held during the event, including free tastings, barista training, latte art shows, entertainment, seminars, business meetings, and more (Figure 3). Exhibitors participating in this event also had a unique opportunity to promote and showcase their products.



Figure 2. Documentation of *Le Printemps du Café* Event
Source: Authors own documentation, 2023



Figure 3. *Le Printemps du Café* Brochure
Source: Authors own documentation, 2023



Figure 4. Word Cloud

Source: Authors, 2024

Based on Figure 4, the larger and bolder expressions indicate a higher frequency of usage, as emphasized by the interviewees. The most prominent keywords are bridging, facilitating, and promoting. This suggests that the speakers emphasized the enhanced role of the Indonesian Embassy in Tunis in facilitating communication among all involved parties, supporting the expertise and capabilities of these parties, and promoting Indonesian coffee products. The research will interpret the results of the word cloud as follows:

Bridging

The term bridging, relates to the role of the Indonesian Embassy in Tunis as an intermediary, facilitating communication among various parties, including foreign investors, distributors, Tunisian government representatives, and other foreign embassies. Dulany (2023), defines bridging as a process in which individuals or groups act as intermediaries or intuitive mediators, guiding different parties in both social and economic contexts. The goal of this process is to foster better understanding and cooperation.

Based on the results of an interview with the guest speaker, Mrs. Anissa Ismi, who serves in the economic function at the Indonesian Embassy in Tunis, the embassy acts as an intermediary that facilitates communication between the relevant parties. In this case, the Indonesian Embassy's position here is as a bridging or intermediary, whether it is from government or foreign affairs; it also becomes a bridge between the related parties.

Facilitate

The term facilitate, pertains to the creation and provision of necessary resources, including human resources, disclosures, and required tools. facilitate means to provide facilities. facilitation as an intuitive means of supporting the implementation of innovative functions. In an interview with staff member of the Indonesian Embassy, she explained that the embassy's economic functions include providing all essential resources to ensure the effective execution of promotional activities. This support encompasses the provision of additional staff or volunteers, exhibition equipment, and other resources necessary for promoting and representing Indonesia at the *Le Printemps du Café* event. The embassy's facilitation efforts

cover both physical aspects—such as booths, chairs, tables, backdrops, and decorations—and non-physical aspects, such as assistance with communication and coordination among the various parties involved in the event. The Indonesian Embassy in Tunis provides assistance to Mayora Group in terms of communication and networking with the event organizer of *Le Printemps du Café*, as well as facilities to carry out promotional activities at the exhibition, such as booths, chairs, tables, backdrops, standing banners, decorations, and other items needed specifically for promotional activities.

Promote

The term promote, reflects its definition as promotion as one component of marketing activities (Marketing Mix) and involves one-way communication that informs, reminds, and persuades consumers to take actions that may lead to innovation (Pradini et al., 2022). According to interviews, one of the primary functions of the Indonesian Embassy in Tunis is to promote Indonesian coffee products. By showcasing these products, the Indonesian Embassy effectively communicates the uniqueness of Indonesian coffee to coffee enthusiasts, importers, and business professionals from various countries. One of the tasks of the Indonesian Embassy in Tunis is promotion; the event *Le Printemps du Café* serves as a means for us to specifically promote Indonesian coffee products.

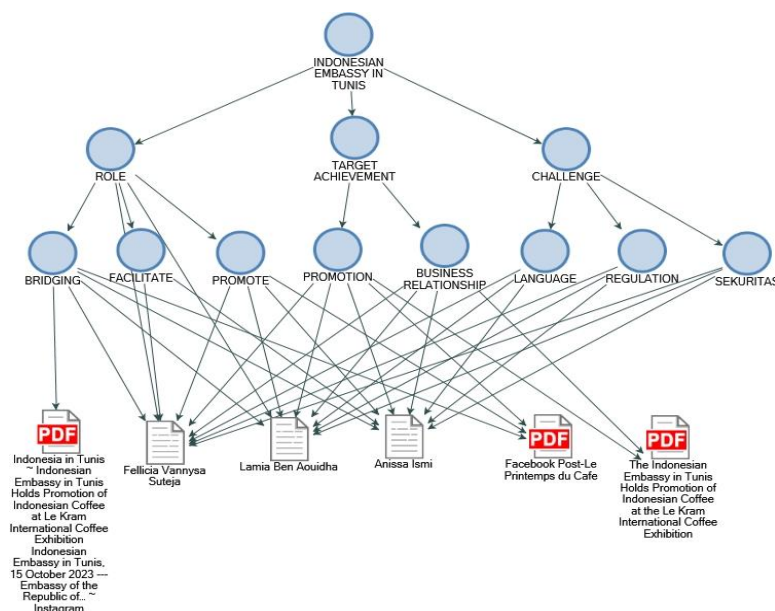


Figure 5. Project Map

Source: Author, 2024

Figure 5 outlines a project undertaken by the Indonesian Embassy in Tunis to promote coffee products at the "*Le Printemps du Café*" exhibition. The Project Map illustrates the relationships between various countries, achievement targets, and challenges encountered by the Indonesian Embassy in Tunis during the international coffee exhibition, alongside information from multiple sources and related documents. Figure 5 showed that the Indonesian Embassy in Tunis as the central node, detailing its primary roles, including bridging communication between relevant parties and facilitating exhibition activities. This involves collaborating with the Mayora Group to provide the necessary equipment for promotional activities.

The achievement targets for the Indonesian Embassy in Tunis include promoting Indonesian coffee products and culture, notably through traditional Indonesian dances, while balancing business

opportunities with local distributors and foreign dignitaries attending the event. The challenges faced by the Indonesian Embassy in Tunis include language barriers, regulatory and policy constraints, and security concerns. It also illustrates the relationships between various documents and sources, including information obtained from interviews, observations, and posts on the official website and social media platforms of the Indonesian Embassy in Tunis, such as Instagram and Facebook.

Indonesian Coffee

Indonesia is one of the largest coffee producers and exporters in the world, ranking as the fourth-largest foreign exchange earner for the country. Most of Indonesia's coffee production is of the Robusta type, although there are other varieties, such as Arabica and Colombian. Several types of Indonesian coffee have gained global recognition, including Kopi Luwak, which can be sold at high prices on the international market. Coffee was introduced by the Dutch in the 17th century, beginning with the planting of coffee trees around their territory in Batavia. This practice quickly expanded coffee production to various regions of Indonesia, including Java, Sumatra, Sulawesi, and Bali. By the mid-19th century, Indonesia had become the largest coffee producer in the world. Arabica coffee is cultivated in various regions, and both production and exports of Indonesian coffee continue to rise, making it an important commodity in international trade.

Indonesia maintains its position as one of the largest coffee producers globally, with a quality recognized worldwide. Indonesian coffee is known not only for its high quality but also for its variety, offering everything from fine Arabica to strong Robusta. In addition, Indonesia provides unique and exotic coffee varieties, such as Luwak coffee, which is famous throughout the world. The country also boasts specialty coffees that are sources of local pride, such as Toraja coffee, known for its complex flavor; Gayo coffee, with its distinctive aroma; and Aceh coffee, which is strong and characterful. This diversity makes Indonesian coffee a top choice for coffee lovers around the globe.

Challenges and Solutions

Language Barrier

The Indonesian Embassy in Tunis faced several challenges at *Le Printemps du Café*, including language barriers. The official language in Tunisia is Arabic, although French is also widely spoken. This linguistic diversity made effective communication and promotion of Indonesian coffee products difficult, posing a significant obstacle for both the Indonesian Embassy and the Mayora Group, which needed to interact with business practitioners and distributors at the exhibition. To address this issue, the Indonesian Embassy in Tunis facilitated the participation of the Mayora Group by providing volunteer translators. These volunteers, Indonesian students studying in Tunisia, were proficient in both Arabic and French, the primary languages spoken by Tunisians. Their presence helped bridge communication gaps between exhibition visitors and Mayora Group representatives. This solution not only improved interaction and understanding between the parties but also enhanced the effectiveness of promoting Indonesian coffee products at the exhibition, ensuring that product information was conveyed clearly and accurately to potential traders.

Regulation and Policies

Regulations and policies posed another challenge for the Indonesian Embassy in Tunis and the Mayora Group at *Le Printemps du Café*. Specifically, the exhibition's regulations prohibited participants from selling their products directly to buyers and potential consumers. This restriction limited opportunities for generating direct income and hindered market interest in the products being offered. To address these challenges, the Indonesian Embassy in Tunis and the Mayora Group adhered to the

regulations to avoid conflicts and complications. They implemented alternative promotional strategies, such as focusing on increasing brand awareness and building networks with importers and potential distributors. This included exchanging business cards and providing contact information to interested visitors. Additionally, they distributed free product samples to visitors to gather feedback and comments on their products.

Security

The final obstacle encountered by the Indonesian Embassy in Tunis at the *Le Printemps du Café* event was related to security at the Indonesian stand. The prohibition against direct sales transactions led some visitors who were highly interested in Indonesian coffee products to attempt to take the products secretly. This restriction not only limited sales potential but also increased the risk of product loss. To address this issue, the Indonesian Embassy in Tunis implemented a more rigorous security strategy at the Indonesian stand. This involved assigning additional staff specifically tasked with monitoring the stand and requesting support from the event organizers to ensure the security of the area. These measures were put in place to maintain both the safety and integrity of the products on display.

Target Achievement

The Indonesian Embassy in Tunis had several key achievement targets for its participation in *Le Printemps du Café*, focusing on effectively carrying out promotional activities and establishing strategic business relationships with industry stakeholders, distributors, and importers in the coffee sector. According to interviews with the speakers, these objectives were successfully met. Visitors to the *Le Printemps du Café* event demonstrated significant enthusiasm for the Indonesian coffee stand. Their interest, particularly in Indonesian instant coffee—a product relatively uncommon among Tunisians—highlighted the unique appeal of Indonesian coffee as a novel offering. The strong interest from international buyers further underscored the effectiveness of the Indonesian Embassy's promotional strategy and the substantial potential of Indonesian coffee on the global stage.

The Role of The Embassy of The Republic of Indonesia

The Indonesian Embassy in Tunisia plays a crucial role in promoting Indonesian coffee products at the *Le Printemps du Café* event. According to interviews the Embassy's primary function is to act as a liaison, facilitating communication between various parties, including event organizers and Indonesian representatives such as the Mayora Group. The Embassy ensures smooth communication and provides essential facilities, including equipment such as booths, chairs, tables, coffee-themed backdrops, and traditional Indonesian craft decorations. Additionally, the Embassy promotes the unique qualities of Indonesian coffee through cultural activities, featuring performances of the Payung and Saman dances by Indonesian students in Tunisia. The Embassy's main objectives are to introduce Indonesian coffee, highlight its distinctive flavor, and create export opportunities and mutually beneficial business collaborations at the international level.

E. CONCLUSION

Based on the results and discussion, the author concludes that the Indonesian Embassy in Tunis played a significant role in promoting Indonesian coffee products at the *Le Printemps du Café* event in Tunis, Tunisia. This role involved addressing several challenges, including language barriers and regulations prohibiting direct sales. To mitigate the language barrier, the Embassy facilitated the participation of Mayora Group by providing volunteer translators from among Indonesian students studying in Tunisia. Although regulatory constraints limited direct sales, the Embassy and Mayora Group

implemented alternative strategies, such as enhancing brand awareness, building business networks through the exchange of business cards and information, and distributing product samples to visitors at the Indonesian stand.

Security issues were also addressed by deploying additional staff to monitor the stand and coordinating with event organizers to ensure security around the Indonesian booth. The Embassy's participation successfully achieved its objectives of promoting Indonesian coffee products and culture through traditional Indonesian dances performed by Indonesian students in Tunisia, as well as establishing business relationships with key players in the coffee industry and distributors. The success of these efforts was evident in the enthusiastic response of visitors to the Indonesian coffee products showcased.

In its role, the Embassy acted as a liaison, facilitating communication between various stakeholders, including business operators, distributors, event organizers, and visitors, to ensure the smooth and accurate delivery of information. The Embassy also supported the successful conduct of promotional activities by providing essential equipment and tools, encompassing both physical elements—such as booths, chairs, tables, backdrops, and decorations—and non-physical elements, including assistance with communication and coordination with various parties involved in the event.

Furthermore, the Embassy was responsible for promoting and highlighting the uniqueness of Indonesian coffee, emphasizing its distinctive flavors and aromas. At the *Le Printemps du Café* event, the Embassy not only focused on promoting coffee products but also showcased Indonesian culture through traditional dances, such as the Payung Dance and Saman Dance, during the opening and closing ceremonies. This dual focus not only enhanced Indonesia's international image but also created greater export opportunities and supported Indonesia's economic growth as a high-quality coffee producer in the global market.

The authors of this research acknowledge certain limitations in the study, such as the challenges encountered in obtaining more comprehensive data and information that could have enhanced the research. The authors hope that future studies will employ diverse research methods and instruments to achieve more in-depth, accurate, and reliable findings. Such improvements are anticipated to contribute more significantly to the advancement of scientific knowledge and practical applications in the relevant fields.

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