

BAB 4

KESIMPULAN

Berdasarkan pada pertanyaan penelitian “**Bagaimana upaya-upaya pemerintah Malaysia dalam mempromosikan gastronominya melalui Program *Malaysia Kitchen for The World* (MKP) di Amerika Serikat?,**” maka dapat disimpulkan bahwa pemerintah Malaysia berupaya dengan membuat berbagai macam program kegiatan yang berkaitan kuat dengan strategi gastrodiplomasi yaitu *food events, product marketing, coalition building, opinion leader, education, dan media relations*. Program kegiatan tersebut sesuai dengan tiga konsep utama dalam diplomasi publik, yaitu *cultural diplomacy, advocacy, international broadcasting*.

Sebagai upaya dari komponen *cultural diplomacy*, pemerintah Malaysia dalam memperkenalkan kebudayaan Malaysia, dalam hal ini adalah makanan khas Malaysia, membuat banyak program kegiatan seperti festival makanan Malaysia, truk makanan Malaysia, perlombaan memasak makanan Malaysia, demo masak makanan khas Malaysia, dan *Malaysia Restaurant Week*. Kegiatan-kegiatan ini bertujuan untuk memperkenalkan dan memberikan wawasan mengenai budaya dari Malaysia kepada masyarakat Amerika Serikat. Berdasarkan program-program kegiatan tersebut, dapat ditemukan tiga strategi gastrodiplomasi yang dilakukan oleh pemerintah Malaysia. Strategi pertama adalah *food events* dimana secara keseluruhan program-program kegiatan tersebut merupakan acara yang digunakan

untuk mempromosikan makanan khas Malaysia kepada masyarakat Amerika Serikat. Strategi kedua adalah *coalition building* dimana pemerintah Malaysia membangun mitra kerja sama dengan perusahaan LUCKYRICE yang memiliki tujuan yang mirip dengan tujuan dari MKP. Dalam strategi ketiga yaitu *education*, kegiatan seperti demo masak makanan khas Malaysia yang dilakukan oleh chef-chef berpengalaman merupakan contoh nyata dari strategi ini dikarenakan adanya pemberian informasi dan wawasan terkait makanan khas Malaysia dari aktor-aktor yang lebih berpengalaman kepada masyarakat Amerika Serikat.

Upaya selanjutnya dari pemerintah Malaysia melalui MKP di Amerika Serikat adalah dalam melakukan *advocacy*. Hal ini dapat dilihat dari aktifnya pemerintah Malaysia yang mempromosikan gagasan MKP dalam setiap program kegiatan MKP di Amerika Serikat. Hal ini dapat dilihat dari bagaimana Mohd Mustafa Abdul Aziz yang memiliki posisi sebagai *Senior Trade Commissioner* di *Malaysia External Trade Development Corporation* (MATRADE) selalu berupaya menjelaskan tujuan dari MKP dalam setiap liputan terkait program kegiatan MKP yang berlangsung di Amerika Serikat. Selain itu, pemerintah Malaysia juga menunjuk juru bicara untuk mempromosikan MKP di Amerika Serikat seperti Christina Arokiasamy yang terkenal lewat buku masak ciptaannya dan Gina Keatley, seorang pembawa acara televisi dan Ahli Gizi-Ahli Diet Bersertifikat di Amerika Serikat. Hal ini berhubungan erat dengan strategi gastrodiplomasi yaitu *opinion leaders*, dimana pemerintah Malaysia menunjuk orang yang terkenal di Amerika Serikat dan memiliki pengalaman dengan makanan khas Malaysia untuk

mempromosikan MKP kepada masyarakat Amerika Serikat. Hal ini perlu dilakukan untuk lebih mengoptimalkan promosi dari MKP itu sendiri sehingga semakin banyak masyarakat Amerika Serikat yang tertarik dengan makanan khas Malaysia maupun negara Malaysia sendiri.

Upaya selanjutnya adalah melalui *international broadcasting* dimana pemerintah Malaysia memanfaatkan teknologi yang ada untuk mempromosikan gastronominya kepada masyarakat Amerika Serikat. Untuk program MKP sendiri, pemerintah Malaysia banyak memanfaatkan media sosial dalam mempromosikan baik acara maupun makanan khas Malaysia. Hal ini sesuai dengan salah satu strategi gastrodiplomasi yaitu *media relations*, yaitu penggunaan media tradisional maupun sosial untuk mempromosikan kampanye gastrodiplomasi yang dilakukan oleh suatu aktor. Pemerintah Malaysia memanfaatkan media sosial seperti *Youtube* dan *Facebook* untuk memberikan informasi terkait dengan acara MKP yang telah dilaksanakan maupun yang mendatang. Selain media sosial, pemerintah Malaysia juga membuat situs resmi MKP di Amerika Serikat. Situs ini memberikan informasi terkait dengan MKP itu sendiri, acara yang telah terlaksana dan yang akan datang, restoran-restoran Malaysia yang beroperasi di Amerika Serikat, dan resep-resep masakan rumahan khas Malaysia, serta tawaran untuk membeli produk-produk makanan Malaysia yang bisa didapatkan oleh masyarakat Amerika Serikat.

Selain berdasarkan ketiga komponen diplomasi publik tersebut, pemerintah Malaysia juga sebagai bagian dari program MKP membuat fasilitas bantuan finansial yang dinamakan *Malaysia Kitchen Financing Facility* (MKFF). MKFF ditujukan untuk para pengusaha Malaysia yang ingin mengembangkan bisnis restorannya ke luar negeri. Hal ini sesuai dengan strategi gastrodiplomasi yang terakhir yaitu *product marketing*. Strategi ini pada intinya berkaitan dengan pembentukan rantai restoran, mengembangkan waralaba, dan mempromosikan perdagangan produk makanan. Adanya bantuan dari MKFF baik dalam memberikan pinjaman maupun konsultasi bisnis, di Amerika Serikat sendiri terdapat peningkatan angka restoran Malaysia beroperasi. Dengan semakin banyak dan berkembangnya restoran Malaysia yang beroperasi di Amerika Serikat, maka semakin berkembang juga pasar Malaysia dalam bidang makanan di Amerika Serikat.

Selama melakukan penelitian ini, penulis menyadari adanya kesulitan untuk memperoleh informasi terkait dengan program-program MKP di Amerika Serikat. Banyaknya situs resmi maupun media sosial MKP di Amerika Serikat yang sudah tidak aktif menyebabkan penulis merasa kesulitan untuk dapat mencari informasi terkait dengan program-program yang telah terlaksana di bawah MKP. Untuk penelitian berikutnya yang akan membahas topik yang serupa, penulis menyarankan untuk mencari lebih banyak sumber yang

menjelaskan program-program MKP di Amerika Serikat sehingga dapat menghasilkan analisis yang lebih mendalam.

Daftar Pustaka

Buku

Berridge, G. R. 2010. *Diplomacy: Theory and Practice*. 4th ed. UK: Palgrave Macmillan.

Cull, Nicholas John. 2009. *Public Diplomacy : Lessons from the Past*. Los Angeles: Figueroa Press.

Goff, Patricia M. 2013. *Cultural Diplomacy*. *Oxford Handbooks Online*. Oxford University Press.
<https://doi.org/10.1093/oxfordhb/9780199588862.013.0024>.

Hodkinson, Paul. 2011. *Media, Culture and Society*. SAGE Publications.

Kerr, Pauline, and Geoffrey Wiseman. 2018. *Diplomacy in a Globalizing World*. 2nd ed. New York: Oxford University Press.

Rana, Kishan S. 2011. *21st Century Diplomacy: A Practitioner's Guide*. New York: The Continuum International Publishing Group.

Sodhy, Pamela. 2012. "Malaysia-US Relations 2000-2011." Malaysia: Institute of Strategic and International Studies (ISIS) Malaysia.
https://isis.org.my/wp-content/uploads/2009/06/attachments_e-books_Pamela_Sodhy_Malaysia-US_Relations_Oct2012.pdf.

W Lawrence Neuman. 2014. *Social Research Methods : Qualitative and Quantitative Approaches*. 7th ed. Harlow, Essex: Pearson.

Jurnal dan Artikel

Bakar, Adnan Abu. 2013. "Malaysia –U.S. Relations: Influencing Factors and Its Impact on Malaysia." Pennsylvania: U.S. Army War College. <https://apps.dtic.mil/sti/pdfs/ADA588579.pdf>.

Chapple-Sokol, Sam. 2013. "Culinary Diplomacy: Breaking Bread to Win Hearts and Minds." *The Hague Journal of Diplomacy* 8 (2): 161–183. <https://doi.org/10.1163/1871191x-12341244>.

Chin, James. 1998. "Malaysia in 1997: Mahathir's Annus Horribilis." *Asian Survey* 38 (2): 183–189. <https://doi.org/10.2307/2645677>.

Clark, Marshall. 2013. "THE POLITICS of HERITAGE." *Indonesia and the Malay World* 41 (121): 411. <https://doi.org/10.1080/13639811.2013.804979>.

Fareha, Nur. 2018. "Role of Islam in Malaysia's Public Diplomacy: Abdullah Badawi Administrations." *International Journal of Law Reconstruction* 2 (1): 16. <https://doi.org/10.26532/ijlr.v2i1.2957>.

Forman, Johanna Mendelson. 2016. "Foreign Policy in the Kitchen." *E-International Relations*. 5 Oktober 2016. <https://www.e-ir.info/2016/10/05/foreign-policy-in-the-kitchen/>.

Hassan, W. Shawaluddin W., and Diana Peters. 2003. "Malaysia-the United States Relations in the 1990s: Rhetoric and Realities." *Sejarah: Jurnal Jabatan Sejarah Universiti Malaya* 11 (11): 139–154. <https://ejournal.um.edu.my/index.php/SEJARAH/article/view/9138/6463>.

- Hwang, Jonny. 2014. "On the 626 Night Market." *Public Diplomacy: Gastrodiplomacy*, 2014.
- Jalis, Mohd Hairi. 2016. "An Analysis of the Integration of Local Cuisine into International Destination Marketing Strategies for Malaysia," Agustus 2016.
https://researchportal.scu.edu.au/discovery/delivery/61SCU_INST:ResearchRepository/1267232920002368?l#1367455770002368.
- Jalis, Mohd Hairi, Mohd Salehuddin Mohd Zahari, Muhammad Izzat, and Zulhan Othman. 2009. "Western Tourists Perception of Malaysian Gastronomic Products." *Asian Social Science* 5 (1): 26-36.
<https://doi.org/10.5539/ass.v5n1p25>.
- Karim, Muhammad Shahrin Abdul, Bee-Lia Chua, and Hamdin Salleh. 2010. "Malaysia as a Culinary Tourism Destination: International Tourist's Perspective." *Journal of Tourism, Hospitality & Culinary Arts*, 63-78.
<https://core.ac.uk/download/pdf/154828439.pdf>.
- Khalid, Khadijah Md. 2003. "'September 11' and the Changing Dynamics of Malaysia-US Relations." *ASIAN REVIEW: Globalization and Hegemony* 16 (4): 91-112.
<https://jannederveenpieterse.com/wp-content/uploads/2019/08/NP-Asian-Review2003.pdf#page=95>.
- Kuik, Cheng-Chwee. 2013. "Malaysia's US Policy under Najib: Structural and Domestic Sources of a Small State's Strategy." *Asian Security* 9 (3): 143-164. <https://doi.org/10.1080/14799855.2013.832211>.

Mark, Simon. 2009. "A Greater Role for Cultural Diplomacy." Netherlands Institute of International Relations "Clingendael." https://www.clingendael.org/sites/default/files/pdfs/20090616_cdsp_discussion_paper_114_mark.pdf.

Mukhtaruddin, Mas Juliana. 2015. "An Evaluation of Malaysia's Political Leadership in Malaysia-US Relations in the Post 9/11 Era." *Journal International Studies* 11: 141–154. <https://doi.org/10.32890/jis2015.11.9>.

Mukhtaruddin, Mas Juliana Bt., Rusdi Omar, and Ratnaria Wahid. 2013. "Bridging the West and the Muslim World: A Case Study of Malaysia-US Relations," 789–802. https://www.researchgate.net/profile/Ratnaria-Wahid/publication/263351816_2013_BRIDGING_THE_WEST_AND_THE_MUSLIM_WORLD_NCSC/links/0deec53aa4c657aae8000000/2013-BRIDGING-THE-WEST-AND-THE-MUSLIM-WORLD-NCSC.pdf.

Nahar, Naili, Shahrim Ab Karim, Roselina Karim, Hasanah Ghazali, and Steven Eric Krauss. 2018. "The Globalization of Malaysia National Cuisine: A Concept of 'Gastrodiplomacy.'" *Journal of Tourism, Hospitality and Culinary Arts* 10 (Juni): 42–58. <https://www.researchgate.net/publication/326129550>.

Nair, Bipithalal Balakrishnan. 2021. "Gastrodiplomacy in Tourism: 'Capturing Hearts and Minds through Stomachs.'" *International Journal of Hospitality & Tourism Systems* 14 (1): 32. https://www.researchgate.net/publication/344363206_Gastrodiplomacy_in_Tourism_%27Capturing_Hearts_and_Minds_through_Stomachs%27.

- Nirwandy, Noor, and Ahmad Azran Awang. 2014. "Conceptualizing Public Diplomacy Social Convention Culinary: Engaging Gastro Diplomacy Warfare for Economic Branding." *Procedia - Social and Behavioral Sciences* 130 (Mei): 325–32. <https://doi.org/10.1016/j.sbspro.2014.04.038>.
- Nor Ahmar Mohd Sanip, Mohd, and Ramlee Mustapha. 2020. "Sustainability of Gastronomic Tourism in Malaysia: Theoretical Context." *International Journal of Asian Social Science* 10 (8): 417–425. <https://doi.org/10.18488/journal.1.2020.108.417.425>.
- Nuttavuthisit, Krittinee. 2007. "Branding Thailand: Correcting the Negative Image of Sex Tourism." *Place Branding and Public Diplomacy* 3 (1): 21–30. <https://doi.org/10.1057/palgrave.pb.6000045>.
- Nye, Joseph S. 2008. "Public Diplomacy and Soft Power." *The ANNALS of the American Academy of Political and Social Science* 616 (1): 94–109. <https://doi.org/10.1177/0002716207311699>.
- Ongkowitzjojo, Grace Debora Christina, and Muhammad A.S. Hikam. 2015. "Enhancing Competitive Identity in Global Competition: A Comparative Study of Gastrodiplomacy in Malaysia and South Korea." *Jurnal Universitas Paramadina* 12 (1): 1319–1347. <https://journal.paramadina.ac.id/index.php/upm/article/view/96>.
- Rockower, Paul S. 2012. "Recipes for Gastrodiplomacy." *Place Branding and Public Diplomacy* 8 (3): 235–246. <https://doi.org/10.1057/pb.2012.17>.

- Sae, Rofika. 2015. "Malaysia's Food Image : A Case of Malaysia Kitchen Programme (MKP) in Finland." Dublin Business School. <https://esource.dbs.ie/handle/10788/2913>.
- Selamat, Aszlan. 2015. "Hubungan Ekonomi Amerika Syarikat (AS)-Malaysia Pasca 9/11 Era Pentadbiran Bush." November 2015. https://www.researchgate.net/publication/321129285_Hubungan_Ekonomi_Amerika_Syarikat_AS-Malaysia_Pasca_911_Era_Pentadbiran_Bush.
- Shalihan Putri, Tasha Ayu, and Riski M Baskoro. 2021. "The Rise of Malaysian Gastro Diplomacy: From Local Cuisine to the Global Cuisine." *AEGIS : Journal of International Relations* 5 (1): 20–39. <https://doi.org/10.33021/aegis.v5i1.1644>.
- Sirat, Morshidi. 2008. "The Impact of September 11 on International Student Flow into Malaysia: Lessons Learned." *International Journal of Asia Pacific Studies* 4 (1): 79–95. <https://ijaps.usm.my/wp-content/uploads/2012/06/morshidi.pdf>.
- Soh, Byungkuk. 2000. "Mahathir's Anti-Western World View: An Intellectual Origin of Malaysian Reactions to the Economic Crisis in the Late 1990s." *International Area Review* 3 (2): 3–15. <https://doi.org/10.1177/223386590000300201>.
- Solleh, Fatin Mahirah. 2015a. "Gastrodiplomacy as a Soft Power Tool to Enhance Nation Brand." *Journal of Media and Information Warfare* 7: 161–199. <https://jmiw.uitm.edu.my/images/Journal/v7c5.pdf>

Storey, Ian. 2005. "Malaysia and the United States 2004-2005: The Best of Times?" *The Asia-Pacific and the United States 2004-2005*, no. 12 (Februari): 1–8. <https://doi.org/10.21236/ada627434>.

Zhang, Juyan. 2015. "The Foods of the Worlds: Mapping and Comparing Contemporary Gastrodiplomacy Campaigns." *International Journal of Communication* 9 (1): 1–24. <https://ijoc.org/index.php/ijoc/article/view/2847/1316>.

Laporan

Bank Negara Malaysia. 2006. "Ninth Malaysia Plan." https://www.bnm.gov.my/documents/20124/1330951/chap_8.pdf.

Brand Finance. 2011. "Brand Finance : Nation Brands 100." https://brandfinance.com/wp-content/uploads/1/bfnb_100_2011_web_sp.pdf.

Economic Planning Unit. 2010. "Tenth Malaysia Plan." <https://www.epu.gov.my/sites/default/files/2021-09/RMK10.pdf>.

Malaysia Economic Planning Unit. 2006. "Ninth Malaysia Plan." <https://policy.asiapacificenergy.org/sites/default/files/9th%20MP.pdf>.

National Economic Advisory Council. 2009. "New Economic Model for Malaysia Part 1." *NEAC Malaysia*. Malaysia: National Economic Advisory Council. <https://www.epu.gov.my/sites/default/files/2020-02/nem.pdf>.

Rinehart, Ian E. 2015. "Malaysia: Background and U.S. Relations." United States: Congressional Research Service. <https://sgp.fas.org/crs/row/R43505.pdf>.

Vaughn, Bruce, and Michael F. Martin. 2007. "Malaysia: Political, Security, Economic, and Trade Issues Considered." Congressional Research Service.

Situs Web

"About - the Malaysian Kitchen." n.d. The Malaysian Kitchen. Diakses pada 24 Maret 2021. <https://themalaysiankitchen.com/home/about/>.

"About LUCKYRICE." 2020. LUCKYRICE. 2020. <https://www.luckyrice.com/about>.

"About SEARCCT." n.d. Southeast Asia Regional Centre for Counter-Terrorism (SEARCCT). Diakses 26 November 2021. https://www.searcct.gov.my/en_gb/introduction-about/.

"America's Food-Truck Industry Is Growing Rapidly despite Roadblocks." 2017. The Economist. 4 Mei 2017. <https://www.economist.com/graphic-detail/2017/05/04/americas-food-truck-industry-is-growing-rapidly-despite-roadblocks>.

BBC News. 2009. "Beyonce Postpones Malaysia Show," 20 Oktober 2009. <http://news.bbc.co.uk/2/hi/entertainment/8315829.stm>.

"Chefs Compete in a Malaysian Rendang Cook-Off." 2012. Restaurant Business. 15 Februari 2012.

<https://www.restaurantbusinessonline.com/chefs-compete-malaysian-rendang-cook>.

“History of the U.S. And Malaysia.” n.d. U.S. Embassy in Malaysia. Diakses pada 24 November 2021. <https://my.usembassy.gov/our-relationship/policy-history/io/>.

Hubert, Diana. 2010. “Malaysia Consulate Presents Night Market in New York.” The Epoch Times. 13 September 2010. https://www.theepochtimes.com/malaysia-consulate-presents-night-market-in-new-york_1508563.html.

Institute of Culinary Education. 2010. “Malaysia Kitchen for the World with Zac Pelaccio.” Institute of Culinary Education. 29 September 2010. <https://ice.edu/blog/malaysia-kitchen-world-with-zac-pelaccio>.

Institute of Culinary Education. 2011. “Malaysia Kitchen for the World with Zak Pelaccio.” Institute of Culinary Education. 4 November 2011. <https://ice.edu/blog/malaysia-kitchen-world-with-zak-pelaccio>.

“Institute of Culinary Education | Culinary School.” n.d. Institute of Culinary Education. Diakses pada 31 Mei 2022. <https://ice.edu/>.

“Introduction & Background.” n.d. The Malaysian-American Commission on Educational Exchange (MACEE). Diakses pada 8 Desember 2021. <https://www.macee.org.my/about/>.

Keatley, Gina. n.d. “Gina Keatley: About.” Gina Keatley. Diakses pada 1 Juni 2022. <https://ginakeatley.com/about/>.

Khairunnisa, Syifa Nuri. 2021. "Apa Bedanya Laksa Di Indonesia, Malaysia, Singapura, Dan Thailand?" Kompas. 23 Mei 2021. <https://www.kompas.com/food/read/2021/05/23/141300375/apa-bedanya-laksa-di-indonesia-malaysia-singapura-dan-thailand-?page=all>.

Malaysia Kitchen. 2010. "Spotlight on Malaysian Food at LUCKYRICE Festival." Cision PR Newswire. 15 April 2010. <https://www.prnewswire.com/news-releases/spotlight-on-malaysian-food-at-luckyrice-festival-90946109.html>.

———. 2011. "Discover the Exotic Flavors of Malaysian Food as Malaysian Restaurant Week Returns June 13-19, 2011." Cision PR Newswire. 6 Juni 2011. <https://www.prnewswire.com/news-releases/discover-the-exotic-flavors-of-malaysian-food-as-malaysian-restaurant-week-returns-june-13-19-2011-123235713.html>.

"Malaysia Kitchen for the World." 2010. Malaysia Kitchen NYC. 2010. <https://web.archive.org/web/20101006193443/http://www.malaysiakitchen.nyc.com/>.

Malaysia Kitchen for the World. 2010. "Explore the Spicy Flavors of Malaysian Cuisine during Malaysian Restaurant Week, June 14-20, 2010." Cision PR Newswire. 3 Juni 2010. <https://www.prnewswire.com/news-releases/explore-the-spicy-flavors-of-malaysian-cuisine-during-malaysian-restaurant-week-june-14-20-2010-95504264.html>.

———. 2010. “Explore the Best of Malaysian Street Food at the Malaysian Night Market in the Meatpacking District September 14, 2010.” Cision PR Newswire. 1 September 2010. <https://www.prnewswire.com/news-releases/explore-the-best-of-malaysian-street-food-at-the-malaysian-night-market-in-the-meatpacking-district-september-14-2010-101965223.html>.

———. 2010. “Catch the Malaysia Kitchen Food Truck October 11 - November 19 in Manhattan and Queens, NY.” Cision PR Newswire. 4 Oktober 2010. <https://www.prnewswire.com/news-releases/catch-the-malaysia-kitchen-food-truck-october-11---november-19-in-manhattan-and-queens-ny-104271468.html>.

———. 2012. “Spicy, Exotic Flavors of Malaysia Take Center Stage When Malaysian Restaurant Week Returns, along with a Special Supermarket Promotion of Malaysian Food Products.” Cision PR Newswire. 4 Juni 2012. <https://www.prnewswire.com/news-releases/spicy-exotic-flavors-of-malaysia-take-center-stage-when-malaysian-restaurant-week-returns-along-with-a-special-supermarket-promotion-of-malaysian-food-products-156965785.html>.

Malaysia Kitchen for the World Program. 2014. “Malaysia Answers U.S. Demand for Increased Food Imports; MATRADE Appoints Acclaimed Cookbook Author, Teaching Chef and Spice Expert as Malaysia’s Food Ambassador to the U.S.” Cision PR Newswire. 10 April 2014. <https://www.prnewswire.com/news-releases/malaysia-answers-us-demand-for-increased-food-imports-matrade-appoints-acclaimed-cookbook-author->

teaching-chef-and-spice-expert-as-malysias-food-ambassador-to-the-us-254728341.html.

Malaysia Kitchen NYC. 2011. "Malaysia Noodle Festival." Youtube. November 2011. https://www.youtube.com/watch?v=62Ulcc0D_ss.

———. 2012. "Malaysia Kitchen NYC Rendang Cook-Off." Youtube. 2012. <https://www.youtube.com/watch?v=6PCSZBMUby5>.

———. 2012. "Malaysia Kitchen New York Campaign 2011." Youtube. Juli 10, 2012. <https://www.youtube.com/watch?v=tEMoStInUzg>.

"MALAYSIA KITCHEN PROGRAMME (MKP)." 2015. Ministry of International Trade and Industry Malaysia. 22 Juni 2015. <https://www.miti.gov.my/index.php/blogs/view/295>.

"Malaysia Kitchen Restaurant Programme by Matrade and Exim Bank." 2019. Cameron Highlands. May 16, 2019. <https://www.cameron.com.my/malaysia-kitchen-restaurant-programme-by-matrade-and-exim-bank>.

"Malaysia Kitchen USA." 2014. Malaysia Kitchen USA. 2014. <https://web.archive.org/web/20141217211013/http://www.malaysiakitchen.us/>.

"Malaysia Noodle Festival | Noodles - Malaysia Kitchen NYC." 2011. Malaysia Kitchen NYC. 2011. <https://web.archive.org/web/20111028153214/http://www.malaysiakitchennyc.com/news-events/events/malaysian-noodle-festival>.

“Malaysia Trade.” 2018. World Integrated Trade Solution. 2018.
<https://wits.worldbank.org/CountrySnapshot/en/MYS>.

“Malaysia Trade Summary 2009.” 2019. World Integrated Trade Solution. 2019.
<https://wits.worldbank.org/CountryProfile/en/Country/MYS/Year/2009/Summary>.

Malaysian External Trade Development Corporation. 2010. ““Malaysia Kitchen for the World 2010’ Campaign Launched to Promote Malaysian Restaurants and Cuisine in the New York Metro Area.” Cision PR News. 9 Maret 2010.
<https://www.prnewswire.com/news-releases/malaysia-kitchen-for-the-world-2010-campaign-launched-to-promote-malaysian-restaurants-and-cuisine-in-the-new-york-metro-area-87148567.html>.

“Malaysian Kitchen Food Truck in New York City.” 2010. Restaurant Guru. 2010.
<https://restaurantguru.com/Malaysian-Kitchen-Food-Truck-New-York>.

MATRADE. 2010. “Experience the Best of Malaysian Street Food at the Malaysia Kitchen Night Market December 10, 2010.” Cision PR Newswire. 29 November 2010.
<https://www.prnewswire.com/news-releases/experience-the-best-of-malaysian-street-food-at-the-malaysia-kitchen-night-market-december-10-2010-110976929.html>.

“MKP Aims at Boosting Patronage of Malaysian Restaurants.” 2014. New Straits Times. 30 December 2014.

<https://www.nst.com.my/news/2015/09/mkp-aims-boosting-patronage-malaysian-restaurants>.

“Policy & History.” n.d. U.S. Embassy in Malaysia. Diakses pada 24 November 2021. <https://my.usembassy.gov/our-relationship/policy-history/>.

“Public Expresses Mixed Views of Islam, Mormonism.” 2007. Pew Research Center. 25 September 2007. <https://www.pewforum.org/2007/09/26/public-expresses-mixed-views-of-islam-mormonism/#section1>.

“Rendang Cook-off 2012.” 2012. Malaysia Kitchen NYC. 2012. <http://www.malaysiakitchennyc.com/media/event-photos/rendang-cook-off>.

Reuters. 2007. “Beyonce Dumps Malaysia Show to Avoid Muslim Outcry,” 2 Oktober 2007, sec. Entertainment News. <https://www.reuters.com/article/us-malaysia-beyonce-idUSKLR22737320071002>.

Sepulveda, Jhack. 2015. “The Malaysia Kitchen for the World Announces Gina Keatley as Spokesperson.” Press Release Distribution. 15 Oktober 2015. <https://www.pr.com/press-release/641912>.

“The Functions of Diplomacy.” 2011. E-International Relations. 20 Juli 2011. <https://www.e-ir.info/2011/07/20/the-functions-of-diplomacy/>.

“TOURISM CONTRIBUTES RM86.14 BILLION to MALAYSIA ECONOMY with 26.1 MILLION TOURISTS

in 2019.” 2020. Tourism Malaysia. April 2020.
<https://www.tourism.gov.my/media/view/tourism-contributes-rm86-14-billion-to-malaysia-economy-with-26-1-million-tourists-in-2019>.

United States Census Bureau. 2021. “Foreign Trade - U.S. Trade with Malaysia.”
U.S. Census Bureau. 2021.
<https://www.census.gov/foreign-trade/balance/c5570.html>.