

Conference Paper

The Role of ASEAN and Korean Youth for Future-Oriented Partnership: Sustainable Innovation on Making “Food Waste Bite-Size Snacks”

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ABSTRACT

Food waste is often considered garbage without further processing. This way of thinking eventually leads to waste in the form of food waste that accumulates. The existence of this issue requires contributions from various parties, including state or non-state actors, including the role of youth as future state leaders. Through gastro-diplomacy, the participation of state and non-state actors in overcoming this issue will result in significant solutions. One solution that could be done by the contribution of the state and youth is to reuse leftover food into food or snacks that have a high-selling value. If this initiative can be carried out massively in ASEAN countries and Korea, the accumulation of waste or the percentage of food waste will drastically decrease. In addition, food from leftovers can be traded and will improve people's living standards. Food from leftovers can be used as a diplomatic tool between ASEAN countries and Korea in overcoming the issue of food waste. In this paper, it will be explained further regarding how the role or contribution of the state and youth community can go hand in hand and can achieve the same goal, namely reducing food waste and turning it into ready to sell snacks.

Keywords: ASEAN-Korea youth, food waste, gastrodiploamacy

Introduction

The importance of youth in accomplishing ASEAN and Korean goals cannot be overstated. This actively demonstrates that both regions should make policies that need more contribution from youth. Several issues that should be solved by both regions are tourism and food. As future leaders, every youth should consider sustainable and future-oriented actions. The first question that came out was how to make a policy that contributed to building a sustainable and future-oriented ASEAN and Korea partnership. Regarding the data that has been collected by ASEAN in 2017, the urgency regarding this issue is that the percentage of youth in ASEAN is extremely high and the specific reason for this situation is youth contribution will have a significant influence on their community. The huge impact of globalization makes every youth around the world, especially in every country in ASEAN and Korea communicate easier than before to discuss the main issue about the food waste crisis in both regions. In addition, according to the data that has been collected by United Nations Environment Programme in 2017, The percentage of food waste in ASEAN is ranked one among other types of garbage. Many efforts can be made by youth in both regions.

The efforts made by government in every country in ASEAN and Korea have been made to tackle this issue, such as through law, volunteering, education, and many more (Loh, 2020). This issue needs more attention to be dealt with, such as reusing the food waste into food that

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represents that region. However, several challenges must be overcome in order for the purpose to be pointed toward the future. The role of youth across national borders is important to the achievement of this endeavor. Traditional delicacies that represent their country will contribute to developing their culture to a broader audience. Improved relations between both countries will strengthen diplomatic relations. Food waste processing that represents their respective countries will also have a significant economic value. The snacks could also be sent to Korea to introduce ASEAN's traditional bite-size snacks widely. As a result of the proliferation of traditional food companies in the community, the economies among all ASEAN and Korean nations will flourish. These enterprises increase their level of living. This initiative is inspired by many efforts that have been taken by many parties, such as the produce market, companies, and as well as an individual. The effort that has been taken by ReGrained as a granola bar company in San Francisco, USA is recycling beer grains into a granola bar. Moreover, the initiative that has been taken by an individual to reuse food waste is "Pagpag". Pagpag is leftover food from garbage and dumps. Before many people in the Philippines poor areas consume Pagpag, the leftovers are washed and cooked. These initiatives are the inspiration of the author's effort, namely "Food Waste Bite-Size Snacks".

This initiative involves guidance and support in assisting citizens to be able to expand their food waste that would be progressively going to build up in ASEAN nations and Korea, comprehensive research analyzing the nutritional quality of the food produced from food waste is also essential. Foods that represent each country should be nutritionally complex. As a consequence, credible researchers are expected to provide guidance and information to the government so it to assist its citizens. Aside from enhanced economic activities, the health of citizens will increase with the assistance of the government and researchers.

Theoretical framework

Liberalism is the philosophical foundation of modern political perspective which is the product of "The European Enlightenment" or Aufklärung Era that associated with European thinkers such as J.J Rousseau, Jean Bodin, Adam Smith, and others who measure the minimal role of government in the social and economic life of society, guaranteeing freedom individuals in politics, democracy and constitutionalism, and legal equality. The most basic premise of liberal political theory is that politics is embedded in a social context, which constrains the purposes and possibilities of government decisively. Liberals believe that society is made up of individual human agents with their interests and identities who form private groups, organizations, and institutions to achieve their social and political goals. Liberalism is frequently regarded as a theory based on state-to-state cooperation. Liberals believe that the state is not the primary actor. Individuals, as non-state actors, have an indirect influence on how every issue relating to international politics is analyzed from the inside out. Domestic politics refers to the units within a state that has the power to influence many of the government's policies. These initiatives also have a big impact on how certain countries behave in the international system. According to the components to achieve world peace by Immanuel Kant, the collaboration will make an economic interdependence that could help to decrease the tendency of war possibility. To achieve perpetual peace, society also has a crucial role to determine the direction. With all of these units in the international system, perpetual peace could be achieved and could decrease war possibilities in every country around the world. The authors of this research employ the liberal cooperation concept, which entails cooperation between states through the international system. Based on this research, ASEAN and Korea will be the subjects of cooperation with the goal of discovering a better solution to the food waste crisis in both areas. The authors will propose their best solution for dealing with the ASEAN countries and Korea's food waste crisis.

The premise of this theory is also in line with another International Relations concept with Soft Power Diplomacy. According to Nye's perspective, soft power does not apply to parties who want to dominate power by forcing their influence. Soft power can only be used if the other party

regarding the effort, has the same expectations in its implementation and strengthens the determination to achieve a common goal. Through cooperation between ASEAN and Korea, both regions could implement the best policy to deal with the food waste crisis. Soft power diplomacy has numerous advantages for both areas, including strengthening relationships which can have positive effects in a variety of different ways. One of many examples of Soft Power Diplomacy is Public Diplomacy. Public Diplomacy itself is best described as people's diplomacy between states or areas. There are many actors in Public Diplomacy, such as individuals, non-government organizations, and so on. Soft power, according to Nye's definition, is the ability to get what you want without relying on coercion or payment. 'Soft power,' to put it another way, is the ability to influence others through cooperative means of framing the agenda, persuading, and eliciting positive attraction to achieve desired outcomes. According to this research project, youths from ASEAN and Korea will be the actors who will transfer their knowledge and expertise. Both actors will put the writers' specific recommendations and solutions into action. If this action is taken, both ASEAN and Korea will achieve their goal of attempting to convert food waste into economically advantageous food. Furthermore, these traditional food products will be able to serve as a "tool" for introducing the country's culture and unique flavor

Material and Methods

In compiling this research, the author uses qualitative research methods and uses literature study as a method of collecting data to support research. Qualitative research is a research design that has three formats. The three formats include descriptive research, verification, and grounded research formats (Salmaa, 2021). In addition, Salmaa (2021) argues that qualitative research is research that aims to understand the phenomena experienced by research subjects. The author uses this method to find out how big the role of ASEAN and ROK youth is to overcome the problem of food waste through the innovation "Food Waste Bite-Size Snacks".

A literature study is an activity of studying various reference books and similar previous research results that are useful for obtaining a theoretical basis for the problem to be studied (Sarwono, 2006 in Repository UPI, n.d). Meanwhile, Nazir (2013) in Repository STEI (n.d) explained that a literature study is a technique of collecting data by reviewing books, literature, notes, and various reports related to the problem to be solved. The author uses various literature sources as the basis for analyzing these innovation recommendations to be implemented and carried out by ASEAN and ROK youth in overcoming the problem of food waste in ASEAN.

Results and Discussion

Food Waste Crisis in ASEAN

Food waste is defined by two different concepts. According to the FAO (Food and Agriculture Organization), there are many definitions of food loss, food waste, and food wastage. Food loss refers to a reduction in the bulk (dry matter) or nutritional value (quality) of food intended for human consumption. These losses are mostly the result of inefficiencies in food supply chains, such as inadequate infrastructure and logistics, a lack of technology, a lack of skills, knowledge, and managerial capacity among supply chain actors, and a lack of market access. Natural calamities also play an influence. Meanwhile, food waste refers to food fit for human eating that is rejected, whether or not it has been held over its expiry date or has been allowed to deteriorate. This is frequently related to food spoilage, but it may also be due to other factors such as market surplus or individual customer shopping or eating habits. On the other hand, food wastage refers to any food that has been lost due to deterioration or waste. As a result, the term "wastage" refers to both food loss and food waste. Food waste is one of many issues that should be tackled by all nations in the world. Food waste consists of fruits, vegetables, meat, poultry, seafood, pantry staples, dairy, eggs, beans, nuts, vegetarian proteins, oils, condiments, and spices (Ghamrawy. 2019). This issue represents that some countries or regions have several issues according to SDGs (Sustainable Development Goals). This particular reason is some countries are struggling with this

issue and progressing in tackling poverty and hunger. It reflects some countries in Southeast Asia, which also includes Brunei Darussalam, Burma or Myanmar, Cambodia, Timor Leste, Indonesia, Lao PDR, Malaysia, Philippines, Singapore, Thailand, and Vietnam. These nations are battling and searching for the best answer to their fundamental problems, such as poverty and famine. They are currently engaged in several endeavors. The food waste crisis in ASEAN should be tackled at all costs. 1,03 billion tonnes of food waste are generated globally every year, valued at USD 2.6 trillion, and sufficient to feed the world's 815 million hungry four times over (Miri, 2021). According to a survey conducted by the non-profit Future Directions International (FDI) in 2017, South and Southeast Asia contribute 25% of the world's food waste. Along the lines of more than 50% of Southeast Asia's waste is food waste. Singapore, Malaysia, Indonesia, Vietnam, and Thailand are the biggest contributors to food waste in Southeast Asia. It seems a shame that so much food is wasted in a country recognized for substantial proportions of populations suffering from hunger, poverty, food insecurity, and malnutrition.

Overbuying, overproduction, and spoiling are all common determinants of food waste in restaurants and households. Overbuying is sometimes caused by inaccurate forecasting of consumer demand and the enormous amounts of food that restaurants must typically purchase at one time. Certain preparation practices, for example failing to extract the most fruit off the rind might also result in waste. Furthermore, if food is not stored properly or is not consumed in a timely way, spoiling can occur, rendering it unsuitable for ingestion. This is also reflected in every household issue regarding the food waste crisis, such as a lack of appropriate planning along the lines of making plans on when and how the food will be prepared to be consumed in that family. This bad habit could result in the purchase and preparation of too much food. It would be obvious the excess food on the plate will go to waste.

ASEAN and the Republic of Korea (ROK) Cooperation

ASEAN and ROK cooperation has long been established since 1989 when the Sectoral Dialogue Partnership between the two countries was established. After the ROK was granted full Dialogue Partner status by ASEAN in 1991, the ASEAN and ROK dialogue relationship has increased from comprehensive cooperation in 2004 to a strategic partnership position in 2010 (Korea Tourism Organization, 2019). The two countries are close economic partners, trade between ASEAN and ROK amounted to \$159.74 billion (\$100.11 billion for exports and \$59.63 billion for imports), making ASEAN the second largest trading partner of Korea (Korea Tourism Organization, 2019). In addition, cultural exchanges have developed with the opening of the ASEAN Cultural House in Korea in 2017. The ASEAN and ROK Commemorative Summit is also the right place to exchange business innovations with fellow youth through the ASEAN and ROK business exhibition and start-up agenda to encourage work. Sustainable ASEAN and ROK cooperation which was held in 2019. This summit is a symbol of the New South policy by promoting cooperation with ASEAN in all fields based on the values of 3P (People, Prosperity, and Peace).

To establish smooth economic and trade cooperation, the ASEAN-Korea Free Trade Area (AKFTA) is an international trade agreement to realize free trade and facilitate the flow of goods and capital. This cooperation implements the principles of international trade promoted by the World Trade Organization. This cooperation has a legal basis in the form of a Joint Declaration on Comprehensive Cooperation Partnership between ASEAN and Korea, establishing the ASEAN-Korea Free Trade Area which was agreed upon in 2004. AKFTA has become a comprehensive FTA agreement with the signing of agreements in the field of trade in goods, trade in services, and investment (Soon-Chan & Moonsung, 2005). Currently, ASEAN and Korea are discussing implementation issues in the AKFTA scheme, and efforts to increase cooperation in the ECOTECH field (Lee & Bong-Seok, 2020). Through these agreements, it is hoped that it will become a forum for smooth cooperation between ASEAN and ROK youth in realizing the development of

innovation "Food Waste Bite-Size Snacks" to reduce food waste which is increasingly damaging to the environment and one of the contributors to climate change.

ASEAN in the Eyes of Korean Youth

There is an enormous amount of youth in Southeast Asia who are really into Korea's culture, such as pop culture, drama, and many more. Yet, how about Southeast Asia in the eyes of Korean Youth? Based on the survey that has been conducted by ASEAN-Korea Centre in 2017, it is noticeable that many Korean youths like traveling to various regions of Southeast Asia on vacation, such as Bali in Indonesia, the Philippines, Singapore, Da Nang in Vietnam, and also Thailand (Asean-Korea Centre & Korean Institute Southeast Asia Studies, 2017). Furthermore, the various snacks which also have a deep flavor of Southeast Asia dishes are the main reason why many Korean Youths love to try many cuisines in each country in Southeast Asia, such as Nasi Goreng or Fried Rice, Rendang, Laksa, Pho, Tom Yum, and many more. The cuisine taste in Southeast Asia and Korea also have several similarities, such as spiciness, sourness, and refresh. Furthermore, there are many similar dishes in Korea and Southeast Asia, such as Nasi Goreng with Bokkeumbap, Rendang with Galbijjim, Tom Yum and Malheunguk, and many more. These similarities make a lot of Korean Youth close to Southeast Asia's delicious snacks. However, Korean youth are unfamiliar with the numerous sorts of ASEAN snacks and tourist attractions in these nations, as contrasted to K-Pop and K-Drama, based on the survey that has been conducted by Kumparan in 2017 extending from elementary school students to adults, especially in Indonesia. Moreover, according to the data that has been collected by GAON in 2020, there are over 7.130.997 albums of BTS sold in the Philippines. Sadly, for illustration, Bali may be the perfect spot to spend a vacation, but Korean youth only recognize Bali as a tourist destination, unaware that Bali is part of Indonesia. This is also applicable in other ASEAN member countries. Korean Youth usually know ASEAN through the internet and social media, broadcasting, family and friends, and also from lectures or class. It reflects that the role of social media and the internet are significant to introduce our culture to worldwide citizens. On the other hand, there are still a lot of Koreans who think that ASEAN countries are poor, developing countries, and have a lot of migrant workers. The specific explanation for this situation is that there is a substantial percentage of migrant laborers from ASEAN countries working in Korea. This perception might be addressed by implementing a better policy to enhance each Southeast Asian country's economy. This approach requires additional participation from the government, residents, and youth.

The Role of Youth in the food waste industry

The food waste crisis has become a global issue as the second Sustainable Development Goal of zero hunger has become a mission for countries and international activists. It also reflects other SDGs such as poverty. This issue should be addressed as soon as possible with thorough research and better policy. It also shows that all countries need to work together to find the best solution to address this crisis. Youth is the right actor to overcome this problem because of the ability to express the latest ideas, easily understand the rapid development of technology, and the ability to adapt to the progress of the times. Various kinds of solutions to overcome food waste have been proposed by the youth in each ASEAN country through multi-national campaigns and innovations. One example of a solution is the role of Indonesian youth who create an application called "Surplus" based on food ordering to overcome food waste through collaboration with F&B sellers and offering a 50% discount on food that has the potential to be left over if it is not sold out before closing time.

"Food Waste Bite-Size Snacks" is an innovation from us as one of the ASEAN youth to achieve this goal and deal with the ASEAN high food waste crisis. It hopes to enhance the limited understanding of Korean youth about snacks typical of ASEAN countries while also strengthening mutually beneficial and sustainable cooperation for the future of both regions through

reprocessing food waste into ASEAN-specific snacks. This method is undoubtedly concerned with the nutritional value and quality of the primary ingredients used to make snacks from food waste. There are many suggestions to keep the nutrition from food waste snacks. If the main ingredients seem rotten and covered with mold, those main ingredients should not be processed. Moreover, making sure to heat again the main ingredients to keep the nutrition and the processing using food technology so that these "Food Waste Bite-Size Snacks" last longer also needs to be applied. Here are some suggestions of how each food waste could be used to make ASEAN-style snacks (Humas UNS, 2021). First, fruit and vegetable skins, these ingredients are used as a natural color in the production of "Food Waste Bite-Size Snacks." The utilization of leftover food from fruit and vegetable peels as natural colors for snacks adds nutrients and fiber that are beneficial to the body. Fruit and vegetable peels may be processed by extracting them, and the extract can then be utilized to make nutrient-rich natural food coloring. Second, overripe fruit, this ingredient should be used as a topping that may be made into dried fruit as a decoration to adorn ASEAN-style foods. Overripe fruit is frequently discarded. It may, however, be recycled into toppings and natural flavors. A lot of fruit has a lot of glucose. This can be used as a substitute for sugar in snacks. Foods having a naturally sweet taste from fruit are so healthier and higher in nutrients than sweet tastes from sugar. Third, seafood bones and skins, these ingredients are used as a flavoring, particularly in the production of seafood-flavored snacks. This seafood's bones and skin may be processed into flour and preserved broth, which can then be blended into treats. The umami taste of the fish skin and bones will give the snack a unique flavor. Fourth, leftover bread and biscuits, according to the basic composition of the biscuit or bread created, the usage of these ingredients acts as a flour material. If the remaining bread or biscuits were originally prepared from wheat flour, they are grouped with other leftover bread or biscuits made from wheat flour when they are processed or floured again to be utilized as raw materials for creating snacks.

Making snacks is suited to the preferences of ASEAN countries. Several types of snacks have been chosen by the author to serve as a profitable gastro-diplomacy between two countries, namely Klappertaart from Indonesia, Cekodok from Malaysia, Katilapam from Brunei Darussalam, Kaipen from Lao PDR, Mont Phet Htok from Myanmar, Roti Paung from Timor Leste, Kutsinta from Philippines, Tod Mun Pla from Thailand, Treap Bay from Cambodia, Chai Tow Kway or Carrot Cake from Singapore, and Banh Duc from Vietnam. We plan a strategy when "Food Waste Bite-Size Snacks" is marketed subsequently, these eleven bite-size snacks will be combined into one gastro-diplomacy package. This package will be introduced to the people of the Republic of Korea as a delightful ASEAN snack with a variety of tastes. We don't forget to mention the source of the snack's primary ingredients, which is food waste that is frequently discarded. The existence of this ASEAN snack package can also serve as an example for the people of the Republic of Korea to be able to reprocess their food waste into dishes or snacks with considerable economic importance. If this strategy can be implemented widely in ASEAN countries and Korea, the percentage of people living in poverty in these two regions will decrease, and so will the introduction of food in the shape of traditional snacks to the international market. The following is an illustration of the "Food Waste Bite-Size Snack" which is included in one insulated package as an ASEAN-Korea gastro-diplomacy product.



Figure 1. "Food waste bite-size snacks" Package

The challenges to implementation

There will undoubtedly be problems in the implementation process for every freshly produced breakthrough. Furthermore, sorting out food waste that may be recycled into ASEAN-specific snack items is a future problem for sustainable development. The challenges of implementing "Food Waste Bite-Size Snacks" in the ASEAN community are as follows. First, consistency in expanding and improving understanding of the importance of sorting out food waste that deserves to be recycled throughout the ASEAN community. Second, providing a worldwide platform for ASEAN nations to collaborate on processing innovation "Food Waste Bite-Size Snacks." Third, a mechanism for capital and profit sharing is based on the values of fairness, integrity, and long-term sustainability. This challenge will be overcome by the upstream and downstream cooperation implemented by the ASEAN and ROK youth which is formed in the coordination structure.

The consequences of innovation

The author's initiative "Food Waste Bite-Size Snacks" is accomplished to address the food waste issue as well as to introduce ASEAN delicacies to the people of the Republic of Korea (ROK) to enhance each region's future-oriented potential. When the consequences of "Food Waste Bite-Size Snacks" are realized, there are both good and bad consequences that should be tackled together.

Good consequences

As a type of gastro-diplomacy, disseminate a range of ASEAN delicacies to foreign markets. Traditional foods sold in overseas markets are no longer sufficiently covered to introduce the country's culture. This reality could be encountered by deciding to put the writers' recommendations into action. Through this sustainable innovation, both ASEAN and ROK not only could decrease the food waste garbage in their countries, yet also could introduce their uniqueness of culture to the international community. Moreover, this action is also managing the food waste crisis and promoting long-term and future-oriented goals. The advancement of the tourism industry is one of the long-term goals that both areas could accomplish. Foreigners who have witnessed the diversity of certain countries' traditional cuisines. Furthermore, the garbage that has been identified as a significant concern in certain ASEAN and ROK countries can be encountered. In addition, every country can obtain delicious fresh resources for the production of snacks by reprocessing wasted food. Fresh resources resulted in high-quality foods as well. As a result, food waste derived from high-quality resources still contains adequate nutrition for human consumption. Besides, this research project could also strengthen ASEAN and ROK youth through trade collaboration. The relationship between these areas is getting closer and closer. Through this project, youths from both areas could transfer their knowledge focusing on their country's culture. Nowadays, this kind of collaboration is re-ally crucial in the future. Last but not the least, bringing ASEAN youth together to stimulate the economic growth of ASEAN member nations. Every individual could make their recipe for traditional food that came from food waste. This potential action may be required to uplift their economy's rate.

Bad consequences

The first consequence that should be faced by every country is the potential of other nations to replicate ASEAN's potential for a range of snacks. Every ASEAN country should make its traditional cuisines that could be their identity icon to the international community. Furthermore, there is a risk of nutritional and nutritional deficiencies if food is not adequately supervised by the government. The role of government in both areas is critical in this research project. The government could ensure the quality of food resources used by all citizens. If the government did not control the resources, bacteria, and viruses would exist. Moreover, due to this new legislation, numerous companies or parties that reprocess food waste from household or restaurant waste

may suffer large losses. There are a lot of companies that reprocess the food waste that resulted from various companies, such as fast food companies and supermarkets. To prevent this effect, the government could make a policy that every household could make their traditional snacks that came from their food waste.

Conclusion

The significant food waste crisis in ASEAN should always be addressed rapidly through the implementation of innovative policies involving numerous stakeholders and youth. "Food Waste Bite-Size Snacks" is a method of our role as ASEAN youth in responding to the challenges of implementing the Sustainable Development Goals (SDGs) and dealing with the ASEAN food waste crisis by trying to offer this innovative thinking to increase mutually beneficial cooperation between ASEAN and the Republic of Korea. The invention also aims at promoting further ASEAN-style snacks to Korean youth to excite their interest in traveling and vacationing in ASEAN countries.

As a result of this concept, it is expected that policy development and in-depth research for the implementation of "Food Waste Bite-Size Snacks" will aid mutually beneficial, long-term, and future-oriented collaboration between the two areas. The challenges and negative consequences of implementing this initiative are also intended to be avoided for ASEAN's gastro-diplomacy engagement with Korea to be likely to succeed. The implementation of "Food Waste Bite-Size Snacks" is expected to be held in 2022 in response to the increased food waste crisis in ASEAN as well as dealing with unemployment caused by the COVID-19 pandemic, for research and proper processing methods regarding the nutritional content of reprocessing types of food waste that have been processed previously mentioned. Then for the production and distribution of this innovation as a gastro-diplomacy event, it is expected to be realized in 2023.

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