



**A Study on the Concept of Gastrodiplomacy: The Case of Turkish Breakfast Day**  
*Gastrodiplomasi Kavramı üzerine bir çalışma: Türk Kahvaltı Günü Örneği*

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**Özet**

Uluslar, kimliklerini dünya genelinde tanıtmak, yüksek ekonomik değeri olan gıda ürünlerinin ve yemek kültürünün yaygınlaştırılmasını sağlamak için stratejiler belirleyerek gastrodiplomasi hareketliliği gerçekleştirmektedir. Ülkemizde de “Dünya Kahvaltı günü” etkinliği ile gastrodiplomasi hareketliliği her yıl Haziran ayının ilk Pazar gününde ulusal ve uluslararası platformlarda gerçekleştirmektedir. Bu etkinlik Türk kahvaltısının tanıtılmasını ve yaygınlaştırılmasını içermektedir. Günlük yaşamda çok fazla vakit ayrılan sosyal medya platformları, tanıtım ve farkındalık için sıklıkla kullanılmaktadır. Gastrodiplomasi hareketliliğinde sosyal medya platformları bu bağlamda önemli bir paylaşım ve yaygınlaştırma bir aracıdır. Bu çalışma, “Türk Kahvaltı Günü” ve “Dünya Kahvaltı Günü” etiketleri ile instagramda yapılan paylaşımların tematik olarak incelenmesini içermektedir. MAXQDA yazılım programı kullanılarak paylaşılan yorumlar ve fotoğraflar kalitatif olarak incelenmiş ve gastrodiplomasi hareketliliği olan bu etkinliğin tematik analizi gerçekleştirilmiştir. Yiyecek, çekici unsurlar, duygular, aktiviteler ve diğerleri olmak üzere toplamda beş ana tema tespit edilerek bu temalarda yer alan kelimeler ve kodlara dayanarak Türk kahvaltısının içeriği ve değerleri tanımlanmıştır. Elde edilen sonuçlar, sosyal medya paylaşımlarında Türk kahvaltısının zengin ürün çeşitliliğini sergilerken sofraya kültürümüzde yeri olan öğünlerimizi aile ve dostlarımızla paylaşmanın gelenekselliğini koruduğu gözlenmiştir. Çalışmada görseller üzerinde yapılan kalitatif analiz Türk kahvaltısının ana öğelerini de ortaya çıkarmış ve yerel ürün çeşitliliğini de göstermiştir. Son olarak, bu çalışmada elde

edilen verilere göre gastrodiplomasi hareketliliğinde izlenebilecek tavsiyelerde de bulunulmuş olup bu etkinliğin yaygınlaştırılması için de stratejik hedefler belirtilmiştir.

**Anahtar kelimeler:** Türk Kahvaltı Günü, Dünya Kahvaltı Günü, gastrodiplomasi, tematik analiz, kalitatif analiz

### Abstract

Nations engage in gastrodiplomacy to determine strategies for promoting their identities globally and to disseminate food products and cuisine culture with high economic value. In our country, gastrodiplomacy takes place on national and international platforms every year on the first Sunday of June with the "World Breakfast Day" event. This event aims to promote and disseminate the Turkish breakfast. Social media platforms, which people use frequently in their daily lives, are often utilized for promotion and increasing awareness. In the context of gastrodiplomacy mobility, social media platforms play a significant role in sharing and disseminating information. This study involves conducting a thematic analysis of Instagram posts tagged with "Turkish Breakfast Day" and "World Breakfast Day". Using the MAXQDA software program, a qualitative analysis of comments and photos shared for an event featuring gastrodiplomacy mobility was conducted and then was carried out a thematic analysis, identifying five main themes: food, attractive elements, emotions, activities, and others. Based on the words and codes in these themes, the content and values of a Turkish breakfast was defined. The findings demonstrate that social media posts exhibit the varied product range of Turkish breakfast, whilst upholding the practice of enjoying meals with loved ones, which is deeply ingrained in our culinary customs. Additionally, a qualitative examination of the images within the research uncovered the fundamental components of Turkish breakfast and highlighted the multiplicity of local ingredients. Finally, according to the data obtained in this study, recommendations that can be followed in gastrodiplomacy mobility have been made and strategic targets have been specified for the dissemination of this activity.

**Keywords:** Turkish Breakfast Day, World breakfast day, Gastrodiplomacy, thematic analysis, qualitative analysis

## INTRODUCTION

Food has been a key factor in communication and cross-cultural interaction throughout human history. J.A. Brillant-Savarin famously said: “*Tell me what you eat; I will tell you who you are*” (Brillant-Savarin, 2015) encapsulates the way in which the food consumed extends beyond a biological function, allowing for the introduction of a diversity of food cultures, even within smaller regions such as countries, communities, or rural areas. In his 1964 publication, “*Raw and Cooked*,” Claude Lévi-Strauss posited that food preparation functions as a language, exposing the underlying societal structure. He introduced the culinary triangle, consisting of raw, rotten, and cooked, as a semantic field for the diverse methods of transforming natural, raw food into more culturally imbued forms (Graf & Mescoli, 2020). Through this study, it has been recognized that societies differ not only in the food itself, but also in the methods of production and preparation. In his study, Wilson (2011) argued that everyone in the world regardless gender, age, nationality, social cultural status, or anything else, has an experience with food, arguing with enjoy the food and drinks we consume through our senses and thus memorise the foods and emotions we feel. Gastronomy has also a purpose to provide a social space for individuals to come together and share experiences, regardless of their level of authority (Spence, 2016). This can be achieved through adapting consumption habits and seeking different effects at the community level. For instance, bosses can dine with their subordinates, or small cafes can be implemented in the workplace to foster an inclusive environment among colleagues.

It is also clear that gastronomy plays a role in politics, conveying messages over time through the food served and consumed. Emotionally enhancing moods, building relationships and even influencing decisions. Examples can be seen at receptions for special occasions in embassies or at national/international events hosted by governments. The composition of the ingredients in the food served for dinner or lunch has the potential to stimulate the release of hormones such as glucose and serotonin, while the cultural and social interactions within the community can lead to the release of endorphins. This situation highlights the impact of food on the decision-making process and how it can be embraced as a soft power tool (Spence, 2016). In diplomacy, soft power refers to the elements that enable people or other countries to achieve their goals or desires through their own will and consent. In relation to this explanation, it can be argued that areas such

as music, food, film, and dance, which have the ability to communicate with countries and individuals from different cultures and backgrounds, are highly beneficial in terms of being soft power elements. Nye (1990), the originator of the concept of soft power, argued that any policy instrument that does not involve coercion can be classified as soft power. In line with these assertions, Nirwandy (2014) elucidated the idea of gastrodiploamacy as an instrument of soft power in public diplomacy, highlighting its effectiveness as a powerful form of non-verbal communication.

Today's understanding of gastrodiploamacy, a relatively new form of diplomacy, dates back to ancient times when it was practised both consciously and unconsciously. A clear manifestation of this form was the act of representatives of countries holding meetings while sharing a meal around a table. Since then, gastrodiploamacy has evolved into a state policy aimed at the global recognition of a country's own cultures through food and culinary traditions. The modern strategic movement of gastrodiploamacy was initiated by Thailand and has resulted in a positive change in its reputation in the eyes of other countries around the world, particularly in Asia.

This study aims to conduct a qualitative analysis of the global movement initiated by the hashtags "turkishbreakfastday" and "worldbreakfastday" based on social media posts considered as Turkish cuisine gastrodiploamacy initiatives. We examined the success of the dissemination of Turkish breakfast, which is a significant emblem of Turkish cuisine. Furthermore, the authors did not encounter any related research on the concept of Turkish breakfast day in their literature review. Consequently, this study will serve as a valuable resource for academics and researchers engaged in the field of gastrodiploamacy.

## **LITERATURE REVIEW**

The concept of gastrodiploamacy was initially coined by *Economist* (2002) to describe the endeavours of the Thai government in promoting their culinary culture. Paul Rockower (2012), who was among the first to define gastrodiploamacy, explained this term as "*winning hearts and minds through the stomach.*" According to Chappel-Sokol (2013), food is a medium employed to foster intercultural communication and collaboration, a premise he terms as culinary diplomacy. Although the terms culinary diplomacy and gastrodiploamacy are often used interchangeably, Rockower (2011)

distinguishes between the two concepts: gastrodiplomacy primarily pertains to communication between citizens and peoples through food, whereas culinary diplomacy involves the use of food as a tool by government-level organisations to demonstrate their power. Soner (2020) defined gastrodiplomacy as the utilization of society's food-related cultural resources to manage a nation's image and reputation through international relationships in alignment with the country's foreign policy objectives, categorized under the headings of cultural and public diplomacy.

The Thai government initiated the mobilisation of gastrodiplomacy in 2001, marking the first instance of a government officially employing cuisine as a representation of their soft power or nation branding. The Thai gastrodiplomacy strategy began with the aim to position Thailand as the “*Kitchen to the world*” and “*Food Basket of Asia*”. In 2001, there were merely 5,500 Thai restaurants worldwide, but the government aimed to increase this figure to 8,000 by 2023 (Lipscomb, 2019). Gastrodiplomacy has proven to be a highly effective strategy, as evidenced by 5,000 to 20,00 restaurants opening worldwide in 2008 (Ranta and Ichijo, 2022). Thailand has successfully positioned its unique culture as an ideal tourist destination by promoting its culinary heritage in a way that distances the country from the negative connotations of sex tourism (Suntikul, 2019). The expanding impact of Thai cuisine on a global scale has been portrayed as providing foreign nationals with a positive cultural environment and augmenting their inclination to travel to Thailand. Several countries have implemented measures inspired by Thai gastrodiplomacy tactics by creating strategic plans for gastrodiplomacy. Table 1 outlines gastrodiplomacy techniques implemented across various countries in the world.

**Table 1.** Best practices of gastrodiplomacy around the world

Country	Product	Process	Reference
Japan	Traditional food “ <i>sushi</i> ”	Increasing the consumption all over the world with a promotional campaign. The traditional sushi recipe “ <i>washoku</i> ” was included in the UNESCO heritage list	Zhang (2015)
India	Traditional food “ <i>samosa</i> ”	Increasing the consumption all over the world with a promotional campaign.	Lightning (2020)

<b>Peru</b>	Peruvian cuisine	Peruvian cuisine was included in the UNESCO heritage list	Suntikul (2019)
<b>South Korea</b>	Traditional food “kimchi”	Increasing the consumption all over the world by sharing traditional recipe. It was included in the UNESCO heritage list	Zhang (2015)
<b>Taiwan</b>	Traditional food “dim sum”	To promote the traditional product and ensured its dissemination all over the world. Taiwan made investment plans to increase the number of the restaurants around the world.	Türker (2018)
<b>France</b>	French cuisine	French cuisine, which is on the UNSECO cultural heritage list, spread French culinary culture all over the world with the “Gastronomy Cities Network” campaign	Suntikul (2019)
<b>Norway / Denmark / Sweeden / Northern European countries</b>	National cuisine	With the cuisine promotion campaign, Northern European countries have become gastronomy destinaitons.	CPD (2015)
<b>Malaysia</b>	Halal food Malaysian cuisine	The understanding of halal food was first introduced in Muslim countries and then to the whole world.	Nahar et al. (2018)

Turkey began its gastrodiplomacy initiatives very late compared to the Asian counterparts. In 2012, the country introduced Turkish coffee with its distinct flavour and rich cultural heritage via a mobile coffee truck in the United States of America (USA), as part of efforts to promote the beverage (Türker, 2018; Suntikul, 2019). The yearly “*Turkish Breakfast Day*” events, which have been strategically established and continuously held since 2020, represent Turkey's most extensive gastrodiplomacy initiative. Similarly, the newly launched "Turkish Cuisine Week" event celebrated in 2022 has the potential to become a significant gastrodiplomacy movement in the future.

The word “*kahvaltı*” is Turkish for breakfast and is composed of two words, “*kahve*” meaning coffee and “*altı*” meaning under. This term refers to the act of having a snack before drinking coffee in the early hours of the day (Özden, 2020). Product diversity and eating habits in Turkish breakfast vary significantly between regions in Turkish cuisine. Differences exist not only between regions, but also between cities within the same geographical region and even between cities that share similar cultures. Turkey's rich history, spanning several millennia and civilizations, accounts for the visible distinctions within neighbouring cities. The spiritual significance of this tradition transcends the mere act of eating. Breakfast assumes a central role in Turkish culture, serving as a ceremonial gathering for people residing in the same household, families, and others with strong bonds. It is striking that regardless of the specific culinary customs in different regions of Turkey, a plentiful and diverse breakfast offering is ubiquitous. The typical breakfast in Turkey is comprised of items such as tea, cheese, olives, and jam, which do not differ substantially from one province to another. However, there are notable differences in the types of products offered across regions (Özden, 2020). For instance, although cheese is a common breakfast item, there are distinct local varieties found in different provinces. There are cheeses, including Izmir tulum, Van herbed cheese and Bergama tulum, named after the cities, they originate from and commonly consumed. Local variations in culinary culture reflect unique regional identities and are also significant in terms of gastronomic tourism. In addition to these cheeses, breads, and pastries, integral to breakfast in our wheat-rich country, exemplify the richness of our morning meals. Kaytaz pastry from Hatay, boyoz from İzmir, salty katmer from Sivas, and pistachio and clotted cream katmer from Gaziantep exemplify the diversity of Turkish pastries. It is evident from these examples that products with common bases and even the same names are crafted and consumed in distinct ways across different cities. Moreover, breakfast culture in Turkey extends beyond serving abundant tables of various dishes. Although breakfast customs vary across different cities, it is quite common to eat soups, pastries, and dishes made with offal in the morning.

Over time, due to working life, daily breakfast consumption has shifted from long and lavish meals to more relaxed gatherings with family and friends on weekends, particularly on Sundays, showcasing the Turkish breakfast culture. The emergence of Sunday breakfast gatherings has boosted the establishment of food and beverage venues



exclusively providing this meal. On 1 June 2014, Van's breakfast achieved a record-breaking attendance of 51,793 participants, earning the distinction of being listed in the 2014 Guinness Book of World Records. Following Van's world record, the Ministry of Foreign Affairs initiated the development of "World Breakfast Day" on the first Sunday of June (İzmir Provincial Directorate of Culture and Tourism,2021). The Van Chamber of Commerce and Industry dedicated considerable effort to organise the inaugural event in 2020, which unfortunately could not be held physically as originally intended due to the Covid-19 pandemic. In response to this challenge, the World Breakfast Day was observed virtually in 2020 via social media platforms featuring hashtags such as "turkishbreakfastday", "worldbreakfastday", "turkkahvaltigunu", and "dunyahvaltigunu." Consequently, subsequent celebrations of World Breakfast Day shifted from digital spaces to physical environments with in-person events as the impact of the Covid-19 pandemic began to abate. While the origin of World Breakfast Day can be traced back to Van breakfast, the Ministry of Foreign Affairs and the provincial representative offices of the Ministry of Tourism and Culture have supported its expansion. Presently, World Breakfast Day is observed in all provinces of our country alongside our foreign representative offices. To promote Turkish breakfast and increase its popularity, local breakfasts and breakfast products are presented on the first Sunday of June during the celebrations.

## **METHOD**

The Instagram platform is one of the platforms that successfully conveys the process of word-of-mouth through short comments on visuals. This platform, where people share posts with certain tags, is used to popularise and promote content such as relevant topics, places, etc. The research data was created by copying and pasting the posts published on the social media platform Instagram between 2020 and 2022 with the tags "turkkahvaltigunu", "turkishbreakfastday", "worldbreakfastday" and "dunyahvaltigunu" in both English and Turkish versions into a Microsoft Office Word file and transferring the related images shared on Instagram to the computer. In the study:

- i. Posts related to breakfast but not related to the Turkish breakfast day,
- ii. Cases where a post was shared by more than one institution or person at the same time,



- iii. Posts that were shared outside of Turkish Breakfast Day and entered advertisements were not included.

The images and captions/comments in the dataset were analysed using the qualitative data analysis software MAXQDA (MAXQDA Plus 2022 Release 22.6.1). For data analysis, the data were first transferred to the computer and the accounts of all the posts were coded (G1, G2, G3...). The analysis was carried out in Turkish, and the results were then translated into English for the manuscript. All articles were systematically analysed to find relevant themes and categories. All data were then analysed and coded according to the previously identified categorisation system. If a new theme emerged from the data, the categorisation system was adapted again. This was systematically carried out separately by the two researchers involved in the study and decided jointly by consensus. Many categories and subcategories were identified and defined. Word cloud visualisations were also created using the frequencies of the codes created.

In qualitative research, the notion of qualitative validity refers to verifying the accuracy of the findings through specific procedures, whereas qualitative reliability denotes ensuring consistency in the researcher's approach across diverse researchers and projects (Creswell, 2014, p. 531). Reliability is determined by a set of strategies which involve scrutinising written texts and visuals, checking codes, as well as determining themes and sub-themes by the research team (Creswell, 2014, p. 534). These strategies were applied individually and then jointly by the researchers. For the sake of ensuring qualitative validity, the researchers provided a detailed explanation of the qualitative analysis and aimed to enhance the realism and depth of the findings through meticulous data coding. The researchers were mindful not to allow their subjective judgments to pervade the analysis process.

The study employed the qualitative analysis method to address the following questions:

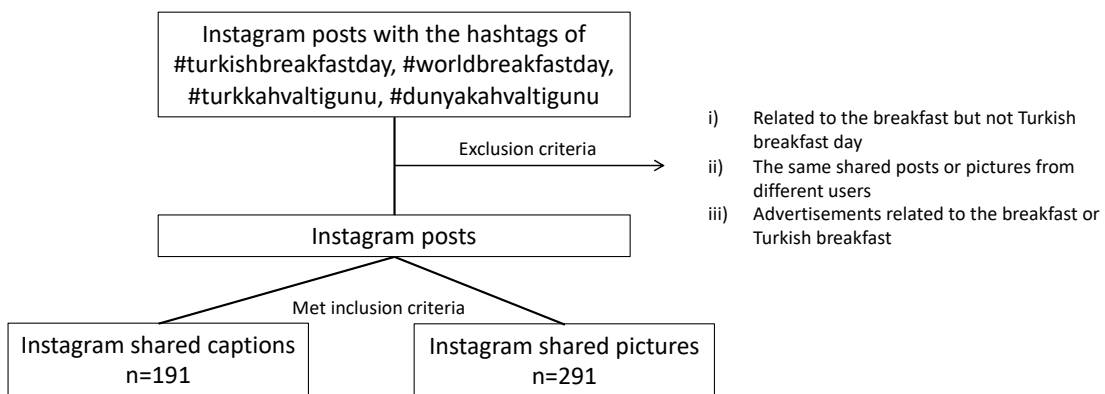
Q1. What themes and subcategories are present in Instagram posts?

Q2. Which themes and subcategories do photos shared on Instagram fall under?

## **RESULTS AND DISCUSSION**

Prior to the data analysis and evaluation, scanning procedure was conducted to review the posts related to the Turkish breakfast day hashtags. During the initial scan, numerous posts were discovered and upon in-depth analysis, it was revealed that an

additional event named "World Breakfast Day" which is held on September every year is observed. Furthermore, posts related to world breakfast day were also tagged with another hashtag which is "sundayfunday". Consequently, a dataset comprising written text and picture posts was created by following the scanning procedure which is shown in Figure 1. Totally 191 shared captions with a text were selected and then the pictures were download with number of 291. The number of the pictures is higher than the number of texts, because Instagram allows more than one picture sharing within the one post. The maximum number of the pictures can be shared at one is 10 pictures.



**Figure 1.** Flow diagram of scanning procedure on Instagram

191 written texts and 291 photographs that met the criteria were analysed. Themes and subcategories were created based on the analysis of all images shared in a single Instagram post. The study observed the various emojis used by social media users to express emotions in written texts. These emojis were also considered when analysing the data. At the end of the analysis, four primary themes were identified regarding Turkish breakfast, focusing on food, activity, emotions/feelings, and attraction elements. Additionally, elements that did not fall under these themes were grouped under the category of "other". Figure 2 shows a summary of the studied themes on Turkish breakfast. The codes assigned to sub-themes are based on the top six codes ranked by frequency. Tea and pastries such as bread, pastry, cereal, or bagels are considered essential for Turkish breakfast tables, as indicated by the theme codes. Other frequent remarks focus on showcasing local products or breakfasts as part of our culinary culture, and on celebrating the happiness, richness, and flavour of breakfasts in general.

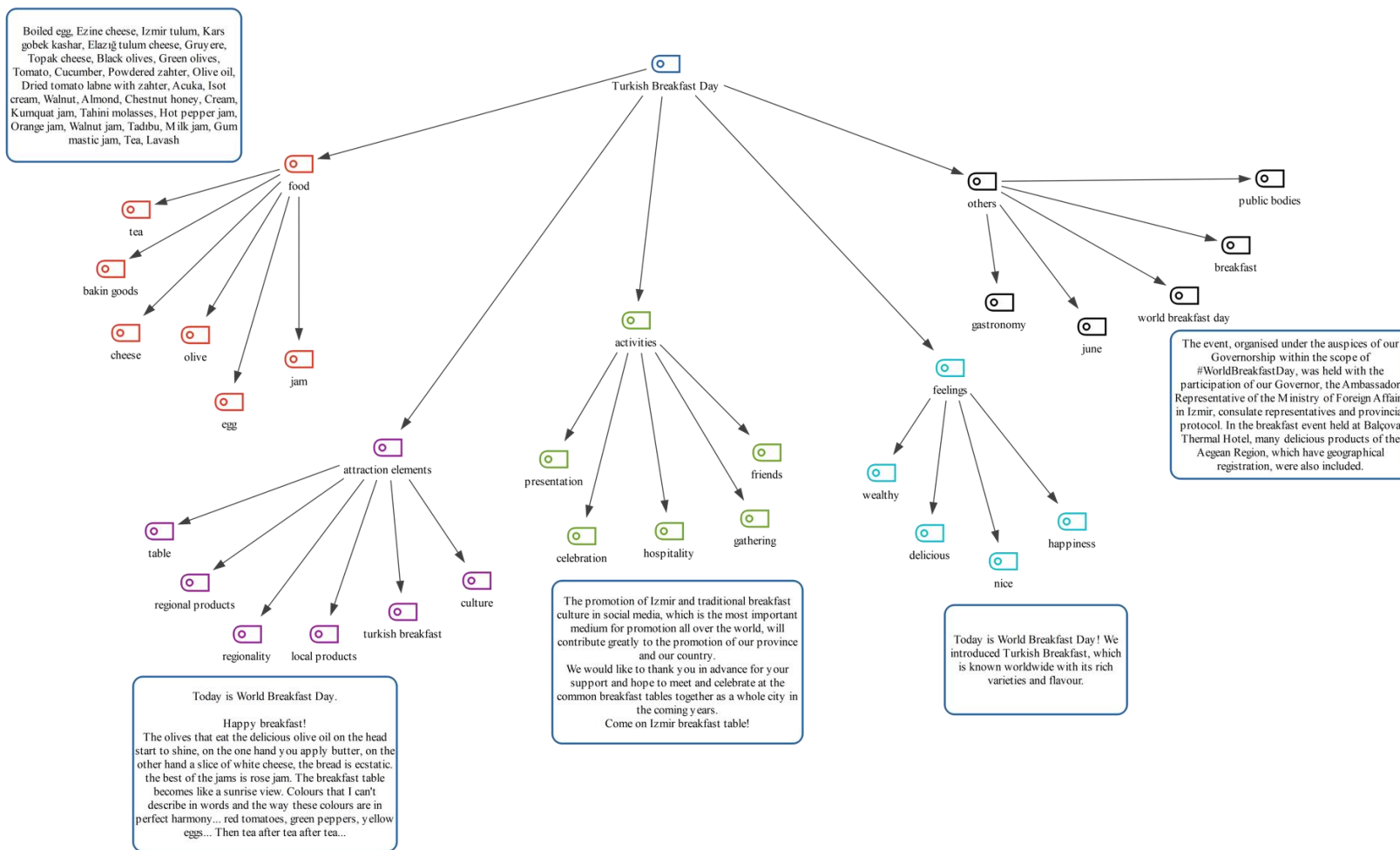


Figure 2. Classification of Turkish Breakfast Day comments according to the number of coded sections (code-subcode model)

It was observed that most of the user posts included in the study were related to the theme of "food". In the captions, Instagram users mentioned the food products specific to their region, breakfast cultures, and the variety of food products commonly consumed at breakfast. The majority of the posts were made in a way that reflected the foods consumed at breakfast and the richness of the Turkish breakfast, while a few tried to draw attention to other points other than the breakfast day. It was observed that users who highlighted local products often used tags related to these products. Below are representative examples of tags that seem to be compatible with the "food" theme:

G1. *"On #WorldBreakfastDay, the plants (#Heliz, #Mendo, #sirmo, #siyabo, #catri, #soh, etc.) that are added to #VanOtluCheese (#Heliz, #Mendo, #sirmo, #siyabo, #catri, #soh, etc.), which is indispensable for #VanBreakfast, need to be produced urgently, otherwise these plants will be endangered in the near future! #HaziraDağDayanmaz"*

G2. *"Boiled egg, Ezine cheese, Izmir tulum, Kars belly kashar, Kars belly kashar, Elazığ tulum cheese, Gruyere, Topak cheese, Black olives, Green olives, Tomato, Cucumber, Powdered zahter, Olive oil, Dried tomato zahter labne, Acuka, Isot cream, Walnut, Almond, Chestnut honey, Kaymak, Kumquat jam, Tahini molasses, Hot pepper jam, Orange jam, Walnut jam, Tadibu, Milk jam, Gum mastic jam, Tea, Lavash #breakfastserving #breakfasttarifler #breakfasttastes #breakfasttaste #turkishbreakfast #breakfastday #breakfasttoday #breakfasttoday #worldbreakfastday"*

G3. *"Breakfast has a completely different place in our society. Brewed tea, the smell of fresh and hot bread... We wish you a pleasant Sunday breakfast all over the world at the same time. #worldbreakfastday #food #breakfast"*

In the titles included in the classification based on the "activities" theme identified in the data analysis phase, it was noted that breakfast was generally mentioned as a meal rather than its nutritional content. When the subtitles used were analysed in terms of content, it was found that concepts such as sharing, celebration and togetherness were emphasised, so it was thought that the texts in this theme could belong to breakfast culture in general. The titles that exemplify the ideas proposed in this theme are listed below:

G4. *"As Cemal Süreyya said "breakfast should have something to do with happiness" 🌟 #worldbreakfastday #turkishbreakfast #happiness #turkishfood #tea*

*#sunday #event #greece #pazarkahvaltısı #turkishbreakfast #event #punday # happiness #greece”*

G5. *“On the occasion of World Breakfast Day, we shared delicious examples of Turkish Breakfast, which is now a brand, with our South African friends at the Turkish Spirit Cafe. After breakfast, Miss Dilek showed our guests how to cook Turkish coffee in the sand. We sent our guests off with our gifts including coffee pot, cup, Turkish coffee and Turkish delight. #WorldBreakfastDay #WorldBreakfastDay #TurkishBreakfastDay #DKG”*

G6. *“Today is #WorldBreakfastDay, initiated by the Van Chamber of Commerce! As Cemal Süreya said, "Breakfast must have something to do with happiness" and we set the breakfast table to share this happiness with our colleagues.”*

The data obtained from the texts considered appropriate for the theme of "elements of attraction" are mostly shared by individuals belonging to family, friendship, and public institutions. Posts from public institutions such as international embassies, non-governmental organisations and municipalities are also grouped under this heading. The posts belonging to the subtitle examples analysed under the theme of attraction are as follows:

G7. *“On the occasion of World Breakfast Day, the first of which was declared by our country last year, we hosted Federal and Berlin Members of Parliament, Federal Ministry officials, members of the diplomatic corps, representatives of the business and gastronomy world at the Turkish Breakfast event organised today at our Embassy. He mentioned the characteristics of Turkish cuisine and the place of breakfast in Turkish gastronomy and customs, and stated that Turkish breakfast has become a worldwide gastronomy brand. At the end of the breakfast, Turkish coffee was served to the guests and a presentation was made on the history of Turkish coffee and its place in Turkish culture. #worldbreakfastday #breakfast #traditional #coffee #dkg”*

G8. *“We were happy to introduce the healthy, delicious, rich and original "Turkish Breakfast" to our Swiss friends on World Breakfast Day. TRTRTR 🍌🍷🍅🍲 #WorldBreakfastDay #WorldBreakfastDay #TurkishBreakfastDay”*

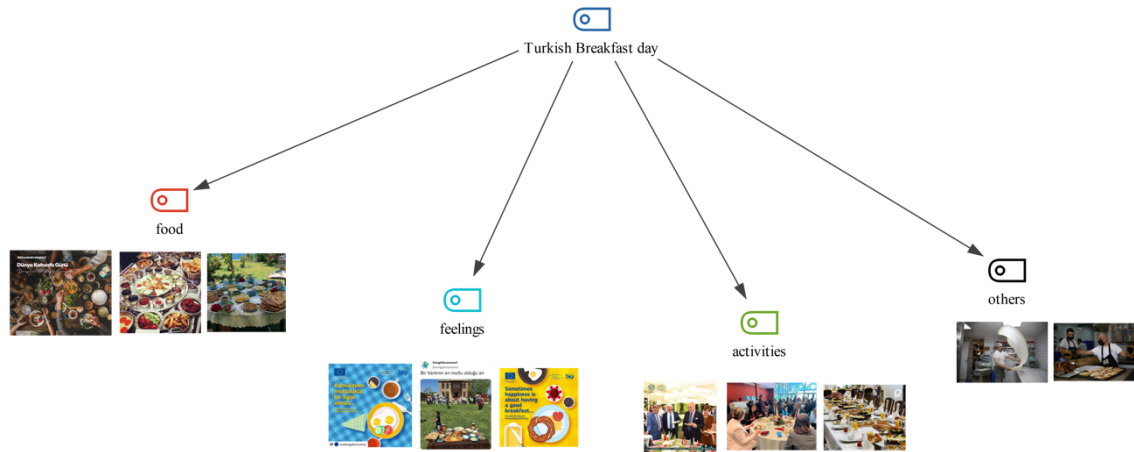
Considering the subcodes and the content of the subtitles used, feelings/emotions was the theme that best demonstrated the value that Turkish people place on their culture

and traditions. As can be seen in the examples below, emotions and feelings are clearly expressed in the Turkish posts:

G9. *“The best breakfast in the world is Turkish breakfast! 🍳🍷🍷The world's favourite breakfast is our breakfast! Happy #worldbreakfastday! 🇹🇷Happy #WorldBreakfastDay!”“Our Turkey is very beautiful.”*

G10. *“Beautiful with its breakfast, beautiful with its folklore, beautiful with its traditions and customs... 😊 Today is World Breakfast Day; When it comes to breakfast, "Van Breakfast" comes to mind. 😊👍#Happy World Breakfast Day.”*

Finally, the posts that were identified and did not fit into any other theme were grouped under the “other” theme. In this theme, the most shared hashtags were those indicating public organisations. The reason for the high number of these hashtags is that the Turkish Breakfast Day was organised by the provincial representative offices of the Ministry of Tourism and Culture and the foreign representative offices of the Ministry of Foreign Affairs. It was observed that the day organised in June was also included in the tags. It has been also observed that there were some Instagram sharing about the chefs or cooks who perform the Turkish culinary culture in our kitchens and reflect the results of their specialized techniques on our tables with the products served. Most of the shared social media posts about the chefs were included in photos rather than in comments. As a result of the analysis of the shared photo posts, three themes were found. The theme of food, reflecting the richness and variety of products on our breakfast tables, the emotions we feel while eating breakfast, and the theme of activities, reflecting our tables and bringing together our social environment such as family, friends, and colleagues, are the most common results. Figure 3 shows an example for each theme of photo posts. According to the results, we can say that the users who shared the photos generally celebrated the breakfast day by getting together with their loved ones. In this context, it is easy to understand that breakfast is a culture that is maintained as a crowded group around the table for the individuals who share. Another result of the posts is the sharing of the products of our breakfast tables. Accordingly, it was found that images showing the rich Turkish breakfast table and our products were frequently shared.



**Figure 3.** Classification of Turkish Breakfast Day photo posts according to the number of coded sections (code - subcode model)

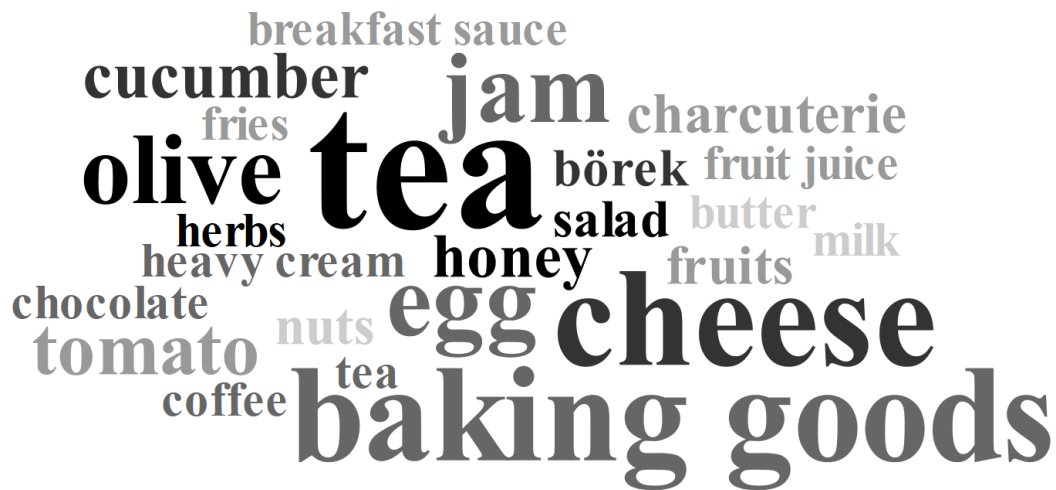
A word cloud was generated from all the posts, including comments and photos, in addition to the categories mentioned above. An analysis of the word cloud derived from the comments in Figure 4 shows a focus on public institutions, World Breakfast Day, breakfast, regional products and table. Although these words are mainly related to the importance of the day, they also highlight the variety of products that are available in our country. The results also show that gathering around the table with family or friends, spending hours enjoying food, is also a sign of the importance of meals in Turkish culinary culture.



**Figure 4.** Word cloud derived from Instagram text posts. Words with high frequency are shown in a larger font (generated using MAXQDA 22).



Figure 5 shows the word cloud generated from the photo posts only. Analysing this word cloud, it is clear that there is a wide range of products commonly found on Turkish breakfast tables, including tea, bakery products, cheese, olives, eggs and jam. In addition, the accompanying photos suggest that most tables are meticulously laid and that celebrations are often held and enjoyed.



**Figure 5.** Word cloud derived from Instagram photo posts. Words with high frequency are shown in a larger font (generated using MAXQDA 22).

## CONCLUSION

Gastrodiplomacy, which is one of the soft power elements that have become widespread in the field of politics in the world, has very successful examples applied by various countries. Gastrodiplomacy is one of the tools used by nations to promote and popularise their culinary cultures all over the world. Gastrodiplomacy, which brings economic value to the tourism and gastronomy sectors, has been attempted by our country to promote Turkish coffee in the past. Turkish breakfast day events have been steadily organised as a gastrodiplomacy activity for the last three years. This study was carried out with the aim of evaluating the posts made on Instagram with the hashtags determined by the Ministry of Foreign Affairs as gastrodiplomacy mobilisation.

With the aim of introducing the Turkish breakfast to the whole world, "World Breakfast Day" was celebrated for the first time in 2020 by the Ministry of Tourism and Culture as a gastrodiplomacy activity in our foreign embassies on the international platform and nationally by the governorates. The Ministry determined the hashtags related to the event and requested that sharing and dissemination activities take place on

social media platforms. The results of the evaluation showed that the Turkish Breakfast Day activities, which started for the first time in 2020, had very few activities at the beginning, but 2021 was the year with the highest number of shares, despite the Covid-19 pandemic period. It has been observed that the shares made with Turkish breakfast point to the diversity and richness of breakfast products, and it has been observed that crowded breakfast tables with our social circle and family are pleasing. Chefs and masters, who are the ambassadors of our tables and culinary culture, were not forgotten and they were included in the posts.

Another conclusion of the researchers is that it is too early to comment on the success of the Turkish breakfast day event, which is an example of Turkish gastrodiplomacy with the findings obtained in the study. This result is also seen as one of the limitations of the study. When the mobility of gastrodiplomacy in the world is analysed, it is observed that it is carried out with five and ten-year strategic plans. According to these strategic plans:

- Dissemination through promotional campaigns in national and international media,
- Creating a national awareness by ensuring the participation of restaurants in the food and beverage sector in the event day,
- Carrying out geographical indication studies for local products due to the prominence of local flavours,
- It is recommended that efforts be made to include the items related to Turkish breakfast in the UNESCO cultural heritage list.

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