

Revitalizing the Spice Route in the Perspective of Asian Globalization

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INTRODUCTION

- *We never actually create anything. Everything already exists in the world, all we do is rearrange it. Think back to the law of conservation of mass. The number of things we have is always the same, but the world is a more beautiful place because we rearrange them"*(Romer)
- Many people think that globalization seems to happen only in the present. In Indonesian history, globalization has been going on for a long time in the form of connectivity between regions, countries, and civilizations.
- One of the most notable episodes of globalization was the trading period in Southeast Asia in the 15th and 17th centuries. Reid (1993) calls it the "age of commerce". At that time, global meetings took place with spices as the agency. Thus, there was a knowledge gap, thinking in time.
- In recent years, the government has launched a revitalization program to encourage the spice route as a world heritage.



No commodity has played a more pivotal role in the development of modern civilization than the spices
(Parry, 1969)

Why were spices sought after by Europeans?

- Nutmeg is thought to cure pestilence
- Aroma therapy
- Cold weather warmer
- Enhancing the aroma and flavor of delicious food





LITERATURE REVIEW

Asian globalization has various meanings. Asian globalization will reshape and expand the idea of globalization (Khondker, 2020); globalization implies dependency with the narrowing of national boundaries (Giddens, 1990); the five basic concepts in understanding globalization are: internationalization, liberalization, universalization, westernization, and deterritorialization (Scholte, 2001). Globalization is seen as westernization (Murphy, 1999). Asian globalization is understood as oriental globalization (Pieterse, 2006). Globalization as standardization that encourages cultural homogenization (Tomlinson, 2001). Globalization in the land downwind moves towards unity and pluralism (Tirtosudarmo, 2011). Yuan Shu (2005) associates globalization with "Asian values". Spakowski (2016) places Asian globalization as the future.



METHOD

- This research uses qualitative methods, with data collection through observation, interviews, and literature studies. Observations were made in several regions, including North Maluku, Banten and Lampung. These three provinces are the main spice-producing areas. Interviews were conducted with a number of stakeholders related to spices. Data searches were conducted in several libraries that store data related to the history of spice trade, issues related to spice revitalization, and current conditions regarding spice development.

FINDING AND DISCUSSION

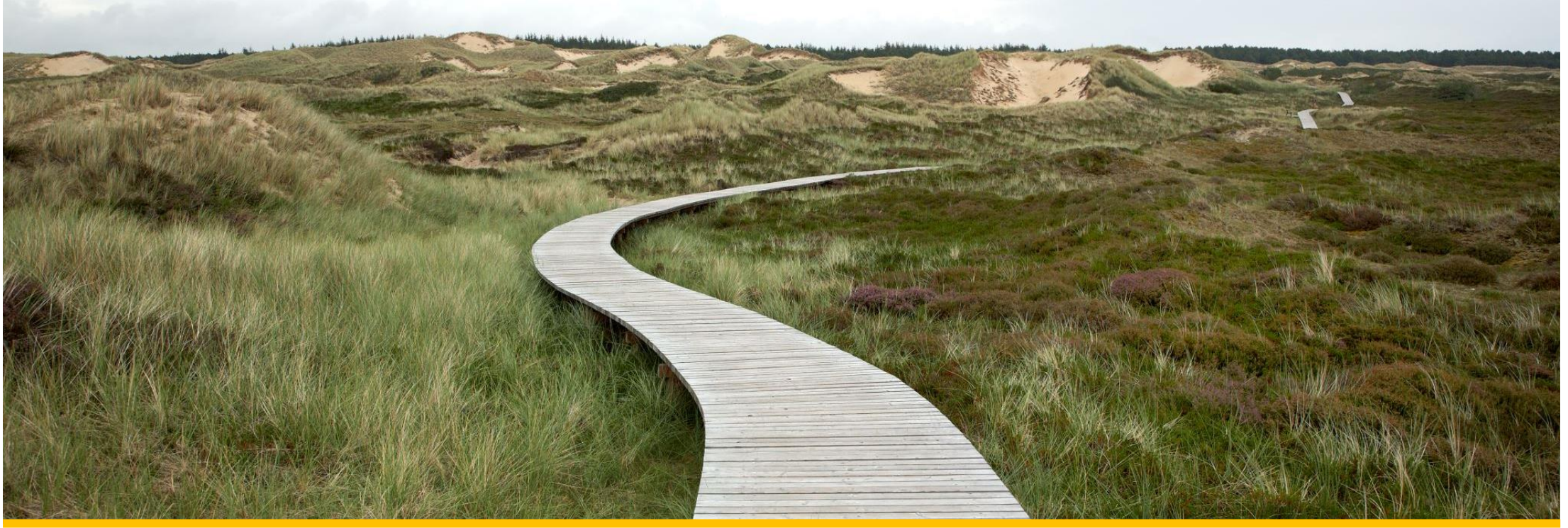
Factors driving the Spice Route:

- The China-initiated Silk Road was recognized as a world heritage by UNESCO in 2014. The Silk Road included both land and sea routes. This success inspired and stimulated a drive to revive Indonesia's role as a "spice paradise". The VOC archive in 2003 became the "memory of the world", and included the spice route archive in it.
- The global panic caused by the Covid-19 Pandemic encouraged interest in utilizing spices as an alternative to increase immunity. Many people consume spices and herbs.



Spice revitalization is carried out by increasing the number of publications and disseminations related to spices. The Directorate General of Culture is the leading sector by developing various programs to raise the Spice Route as a world heritage in collaboration with various institutions and related parties. In 2020 the proposal for the Spice Route to UNESCO to become a world heritage is increasingly echoing.





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- The concept of the Spice Route is a result of construction, because previously the "silk route" was better known. In the past "Spice Island" was called by Westerners to designate Maluku as a producer of spices. The word "silk" connotes China. China uses historical justification as a tool of cultural diplomacy. Various Silk Road programs in the 1980s were even followed by researchers in Indonesia. The concept of the silk road became a way of thinking to describe maritime trade in Indonesia. China launched OBOR (One Belt One Road) in 2013, and replaced it with BRI (Belt and Road Initiative) covering 65 countries; 4.4 billion, and about 40 percent of global GDP. The main commodity traded was spices, while silk became the "medium of exchange". Spices became the main driver of maritime trade between the western and eastern worlds with the Nusantara as the center.



- Reviving the Spice Route is about geographical and economic utilization. Ports were activated. Spices are abundant, processed and processed into export-quality products. The Spice Route is actually a cultural route that connects the nations of the world, spreading religion, education, exchanging science, art, language, shipping technology, and political interests. This pathway helped build Indonesia's culture and identity as it is today - which is plural. Therefore, cultural development is key to the sustainability of efforts to revitalize the Spice Route as the future.

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- The spice routes are part of the world trade routes that remain alive today. The spice route established and developed trading cities throughout the route. The development of the silk route in China and the spice route in Indonesia as a maritime country. The spice route encouraged the development of religion, science, and culture. Revitalization of the Spice Route can be done with cultural development. The spice route becomes the foundation for the promotion of national culture clearly and straightforwardly described. The spice route in the future must become one of Indonesia's cultural icons and pride and be widely recognized as a location that was once a cosmopolitan area.





CONCLUSION

- Spices are important commodities that have influenced the development of world history for centuries. International trade and colonialism resulted from the demand for and control over spices. The glory of spices faded in the 19th century and was replaced by new commodities that dominated world trade. Efforts to revitalize the spice route in the early 21st century are encouraged through public literacy and other action programs. Spices are not only the past, but the future; not only in Indonesia, but also in Asia and the world.

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THANK YOU!