

**STRATEGI LAOS DALAM MENINGKATKAN SEKTOR PARIWISATA  
MELALUI *NATION BRANDING* “*LAOS SIMPLY BEAUTIFUL*” TAHUN  
2012-2019**

*Disusun dan diajukan untuk memenuhi salah satu syarat memperoleh gelar*

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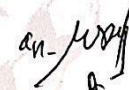


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






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## ABSTRAKSI

**Muhammad Rizaldy, 201710360311249, Universitas Muhammadiyah Malang, Fakultas Ilmu Sosial dan Ilmu Politik, Jurusan Hubungan Internasional, STRATEGI LAOS DALAM MENINGKATKAN SEKTOR PARIWISATA MELALUI NATION BRANDING “LAOS SIMPLY BEAUTIFUL” TAHUN 2012-2019, Dosen Pembimbing: Havidz Ageng Prakoso, S.IP, M.A**

Laos telah memberlakukan *nation branding Laos Simply Beautiful* sejak tahun 2012 pada sektor pariwisatanya. Laos sebagai negara yang kurang berkembang di Asia Tenggara telah membuat peningkatan di sektor pariwisata melalui *nation branding* tersebut selama tahun 2012 – 2019. Untuk mengetahui tata kelola pariwisata Laos yang mampu meningkatkan sektor pariwisatanya, maka digunakan konsep *nation branding hexagon* dari Simon Anholt yang menggambarkan strategi dari *nation branding* Laos dari enam aspek *nation branding hexagon* untuk meningkatkan sektor pariwisatanya. Keenam aspek tersebut antara lain adalah pariwisata, masyarakat, kultur & warisan budaya, investasi & imigrasi, pemerintah, dan ekspor. Penelitian ini menggunakan metode deskriptif dengan teknik analisa data deduksi, serta menggunakan teknik pengumpulan data tinjauan pustaka dengan jenis data berupa data sekunder seperti buku, media massa, artikel, internet, dan sumber-sumber lainnya terkait topik penelitian. Hasil penelitian ini menunjukkan bahwa strategi Laos telah mampu meningkatkan sektor pariwisata bersamaan dengan diberlakukannya *Nation Branding Laos Simply Beautiful*. Kebijakan – kebijakan yang diberlakukan Laos dalam keenam aspek *nation branding hexagon* telah terlaksana dan membuat peningkatan mulai dari jumlah kunjungan wisatawan, devisa pariwisata, sampai nilai daya saing pariwisata global telah mengalami peningkatan yang dinamis dalam prosesnya selama tahun 2012 – 2019.

**Kata Kunci: Investasi , Laos, Nation Branding, Pariwisata, Perdagangan**

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## ABSTRACT

**Muhammad Rizaldy, 201710360311249, University of Muhammadiyah Malang, Faculty of Social and Political Sciences, Department of International Relations, LAOS STRATEGY TO IMPROVE THE TOURISM SECTOR THROUGH THE “LAOS SIMPLY BEAUTIFUL” NATION BRANDING FOR 2012-2019, Advisor Lecturer: Havidz Ageng Prakoso, S.IP, M.A**

*Laos has implemented the nation branding Laos Simply Beautiful since 2012 on its tourism sector. Laos as a less developed country in Southeast Asia has made improvements in the tourism sector through the nation branding during 2012 – 2019. To find out Laos' tourism governance that is able to improve its tourism sector, the concept of the nation branding hexagon from Simon Anholt is used which describes the strategy of Laos nation branding from the six aspects of the nation branding hexagon to improve its tourism sector. The six aspects include tourism, society, culture & cultural heritage, investment & immigration, government, and exports. This study uses a descriptive method with data deduction analysis techniques, and uses a literature review data collection technique with the type of data in the form of secondary data such as books, mass media, articles, internet, and other sources related to the research topic. The results of this study indicate that the Laos strategy has been able to increase the tourism sector along with the implementation of the Laos Simply Beautiful Nation Branding. The policies implemented by Laos in the six aspects of the nation branding hexagon have been implemented and have made an increase ranging from the number of tourist visits, tourism foreign exchange, to the value of global tourism competitiveness which has experienced a dynamic increase in the process during 2012 - 2019.*

**Keywords: Investment , Laos, Nation Branding, Tourism, Trade**

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telah melakukan cek plagiasi pada naskah Skripsi sebagaimana judul di atas, dengan hasil sebagai berikut:

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Malang, 26 Oktober 2022

Prodi HI,

  
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