

**STRATEGI DIPLOMASI PUBLIK THAILAND DALAM
UPAYA MENARIK MINAT WISATAWAN ASING PASCA
COVID**

*Disusun dan diajukan untuk memenuhi salah satu syarat
memperoleh gelar Sarjana Ilmu Sosial (S.sos) Strata-1*

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2025

**STRATEGI DIPLOMASI PUBLIK THAILAND DALAM UPAYA
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ABSTRAK

Sektor pariwisata memegang peranan penting dalam perekonomian Thailand, memberikan kontribusi yang signifikan. Dikenal dengan keindahan alamnya yang memukau, budaya yang kaya, serta warisan sejarah yang berharga, Thailand telah lama menjadi tujuan wisata yang diminati oleh pengunjung dari dalam maupun luar negeri. Namun, pandemi COVID-19 telah memberikan dampak besar, menyebabkan penurunan tajam dalam jumlah wisatawan yang datang. Dalam situasi ini, penerapan strategi diplomasi publik menjadi sangat penting untuk memulihkan citra negara dan menarik kembali perhatian wisatawan asing. Melalui Tourism Authority of Thailand (TAT), negara ini menerapkan berbagai strategi diplomasi publik untuk memulihkan sektor pariwisatanya yang terdampak parah akibat pandemi. Dengan mengacu pada konsep diplomasi publik yang dikemukakan oleh Mark Leonard, TAT telah merancang serangkaian program inovatif yang bertujuan untuk menarik kembali wisatawan asing dan mendukung pemulihan ekonomi yaitu Amazing New Chapter, Amazing Thailand Workplace Paradise dan Amazing Thailand Culinary City, dengan merujuk pada konsep Diplomasi Publik Leonard, yang meliputi Strategic Communications, News Management dan Relationship Building. Skripsi ini bertujuan untuk mengeksplorasi strategi diplomasi publik yang telah diimplementasikan oleh TAT dengan menggunakan pendekatan kualitatif dan pengumpulan data dilakukan melalui metode studi literatur.

Kata Kunci: *Diplomasi Publik, Tourism Authority of Thailand (TAT), Pariwisata, Thailand.*

ABSTRACT

The tourism sector plays a crucial role in Thailand's economy, making a significant contribution. Known for its stunning natural beauty, rich culture, and valuable historical heritage, Thailand has long been a favored destination for visitors both domestically and internationally. However, the COVID-19 pandemic has had a profound impact, leading to a sharp decline in the number of incoming tourists. In this context, the implementation of public diplomacy strategies becomes essential to restore the country's image and regain the attention of foreign tourists. Through the Tourism Authority of Thailand (TAT), the country has adopted various public diplomacy strategies to revive its severely impacted tourism sector. Referring to the concept of public diplomacy proposed by Mark Leonard, TAT has designed a series of innovative programs aimed at attracting foreign visitors and supporting economic recovery, including Amazing New Chapter, Amazing Thailand Workplace Paradise, and Amazing Thailand Culinary City. These initiatives align with Leonard's public diplomacy concepts, which encompass Strategic Communications, News Management, and Relationship Building. This thesis aims to explore the public diplomacy strategies that have been implemented by TAT using a qualitative approach, with data collection conducted through literature review methods.


Keyword: *Public Diplomacy, Tourism Authority of Thailand (TAT), Tourism, Thailand.*

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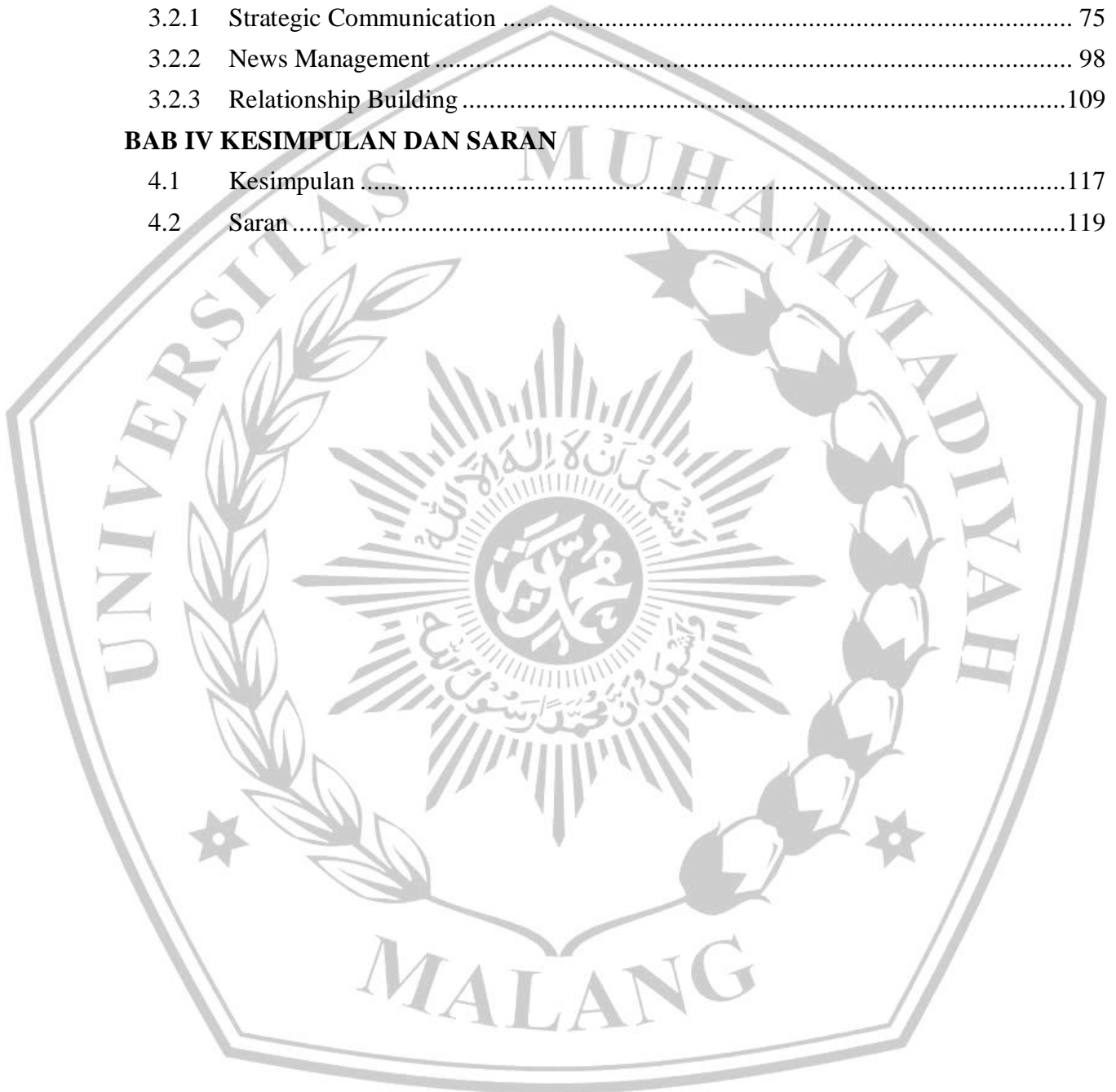
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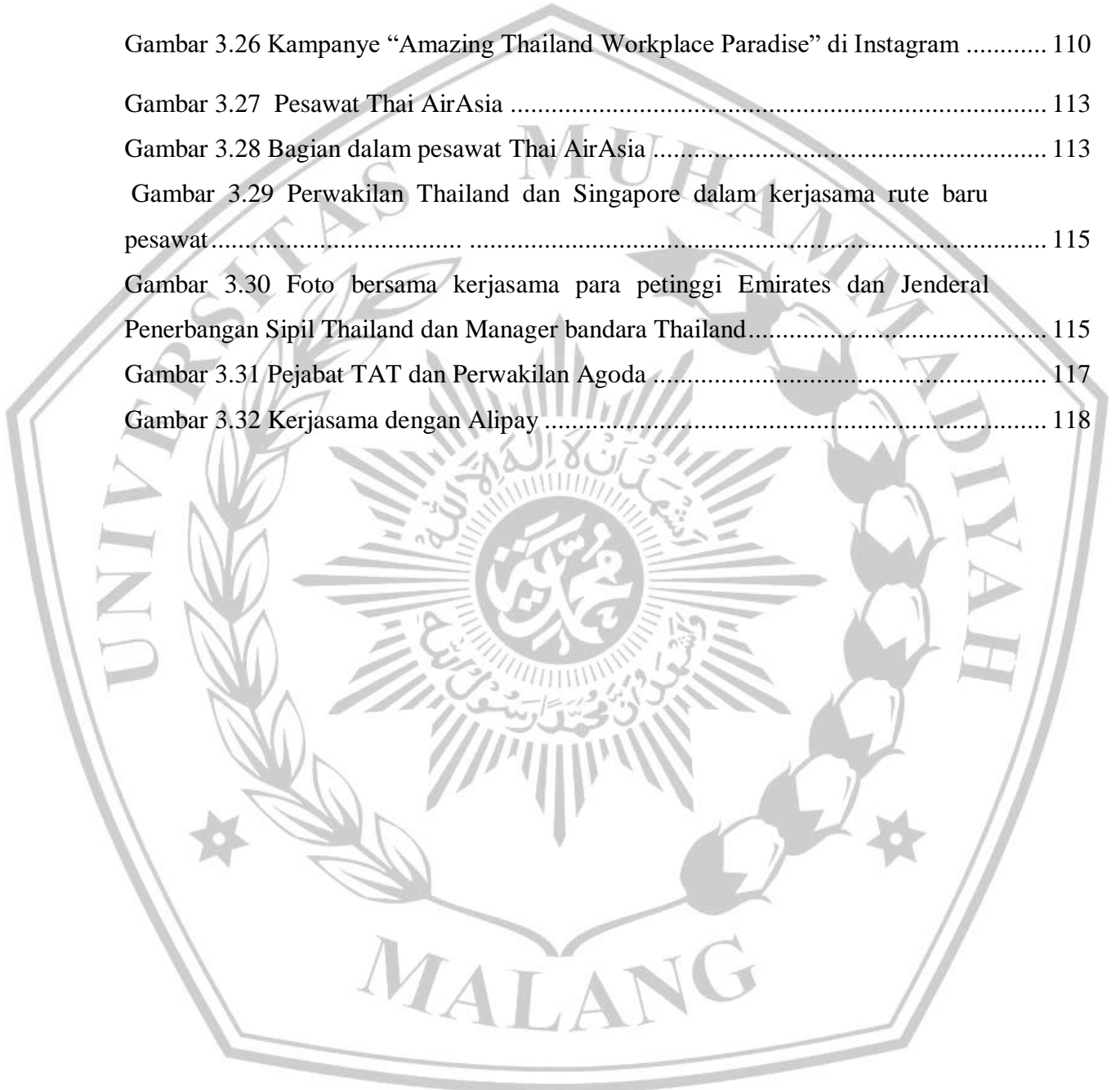


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TAT (Tourism Authority of Thailand)



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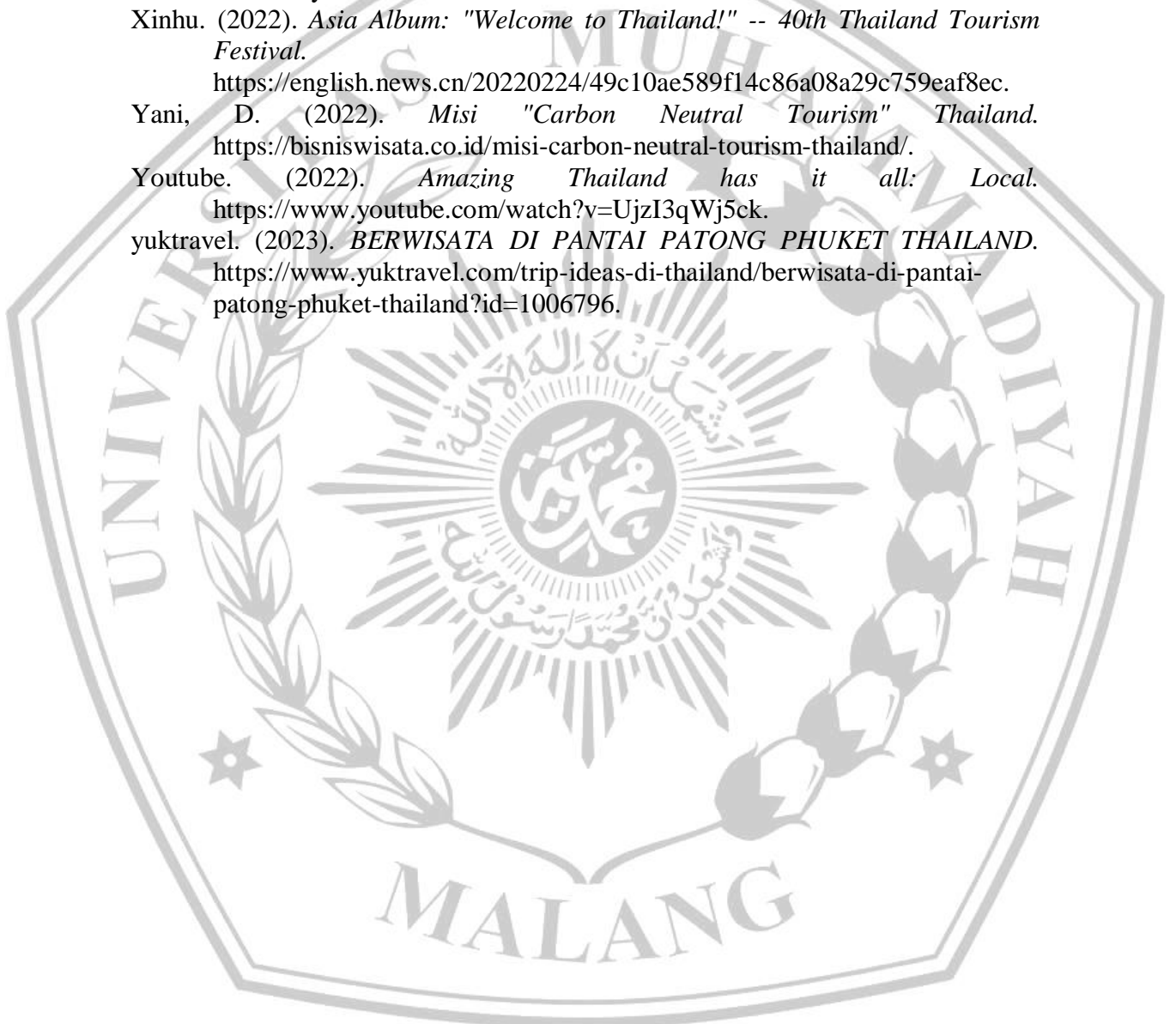
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