

**UPAYA PEMERINTAH THAILAND DALAM MEMPROMOSIKAN
PARIWISATA KE DUNIA INTERNASIONAL PASCA PANDEMI COVID-19**

SKRIPSI

**Diajukan kepada Universitas Islam Negeri Sunan Ampel Surabaya
untuk Memenuhi Salah Satu Persyaratan Memperoleh Gelar Sarjana Sosial
(S.Sos.) dalam Bidang Hubungan Internasional**



Oleh:

Rafiqa Azzahro

I72219049

**PROGRAM STUDI HUBUNGAN INTERNASIONAL
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL
SURABAYA**

2023

PERYATAAN PERTANGGUNGJAWABAN PENULIS

Bismillahirrahmannirrahim

Yang bertanda tangan di bawah ini,


Nama : Rafiqa Azzahro
NIM : I72219049
Program Studi : Hubungan Internasional
Judul Skripsi : Upaya Pemerintah Thailand Dalam Mempromosikan
Pariwisata Ke Dunia Internasional Pasca Pandemi
COVID-19

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Rafiqa Azzahro
I72219049

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Setelah melakukan bimbingan terhadap Skripsi yang ditulis oleh:

Nama : Rafiq Azzahro
NIM : I72219049
Program Studi : Hubungan Internasional

Berjudul *Upaya Pemerintah Thailand Dalam Mempromosikan Pariwisata Ke Dunia Internasional Pasca Pandemi COVID-19*, saya berpendapat bahwa skripsi tersebut dapat diujikan sebagai salah satu persyaratan bagi yang bersangkutan untuk memperoleh Gelar Sarjana Sosial (S.Sos.) dalam bidang Hubungan Internasional.

Surabaya, 19 September 2023

Dosen Pembimbing,



Nur Luthfi Hidayatullah, S.IP., M.Hub.Int.

NIP 1991040920202121012

LEMBAR PENGESAHAN

Skripsi oleh Rafiqa Azzahro dengan judul *Upaya Pemerintah Thailand Dalam Mempromosikan Pariwisata Ke Dunia Internasional Pasca Pandemi COVID-19* telah dipertahankan dan dinyatakan lulu oleh Tim Penguji Skripsi pada tanggal 29 September 2023.

Tim Penguji Skripsi

Penguji I



Nur Luthfi Hidayatullah, S.IP., M.Hub.Int.
NIP 199104092020121012

Penguji II



Rizki Rahmadini Nurika, S.Hub.Int., M.A.
NIP 199003252018012001

Penguji III



Dr. Abid Rohman, S.Ag., M.Pd.I
NIP. 197706232007101006

Penguji IV



Dra. Hj. Wahidah Zein Br Siregar, MA, Ph.D
NIP. 196901051993032001

Surabaya, 29 September 2023

Mengesahkan,

Universitas Islam Negeri Sunan Ampel Surabaya

Fakultas Ilmu Sosial dan Ilmu Politik

Dekan



Prof. Dr. H. Abdul Chalik, M.Ag.

NIP. 197106272000031002



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KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
PERPUSTAKAAN

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300
E-Mail: perpus@uinsby.ac.id

LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI
KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

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Nama : RAFIQA AZZAHRO
NIM : 172219049
Fakultas/Jurusan : FISIP / HUBUNGAN INTERNASIONAL
E-mail address: rafiqaazzahro@gmail.com

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nama terang dan tanda tangan

ABSTRACT

Rafiqa Azzahro. 2023. *Thai Government's Efforts in Promoting the Country's Tourism Internationally After the COVID-19 Pandemic*

This research discusses the Thai Government's efforts in promoting the country's tourism internationally after the COVID-19 pandemic. The researcher use a qualitative approach with a descriptive type through data collection technique through online data retrieval. The data analysis technique used was the interactionist model according to Miles and Huberman. Based on the data obtained in the field, it was found that in dealing with the decline in tourists after the COVID-19 pandemic, the Thai Government has taken several efforts to promote the country's tourism based on the classification of tourism promotion concepts according to Martaleni Suryana which refers to the existence of decision efforts identified through four techniques, namely 1) Advertising efforts by the Thai Government are carried out by carrying out four elements, including organizing the event, creating awareness, commercial part, and online publishing. 2) Sales Promotion efforts by the Thai Government are taken by providing incentives to the world of tourism by providing discounts on plane tickets to a number of flight routes after careful consideration regarding the impact of the COVID-19 pandemic. 3) Personal selling efforts by creating certification for hotels, restaurants and other tourist destinations that are deemed capable of implementing the COVID-19 protocol. 4) Public relations efforts using several public relations services to support Thailand's national branding, including the formation of the TAT Newsroom and bringing in international media.

Keywords : *Thailand, Tourism Promotion, Culture.*

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ABSTRAK

Rafiqa Azzahro. 2023. Upaya Pemerintah Thailand Dalam Mempromosikan Pariwisata Negara Ke Dunia Internasional Pasca Pandemi COVID-19

Penelitian ini membahas mengenai Upaya Pemerintah Thailand Dalam Mempromosikan Pariwisata Negara Ke Dunia Internasional Pasca Pandemi COVID-19. Peneliti menggunakan pendekatan kualitatif dengan tipe deskriptif melalui teknik pengambilan data melalui peneulusran data melalui online. Teknik analisis data yang digunakan adalah teknik analisis menurut Miles and Huberman. Berdasarkan data yang diperoleh di lapangan, didapatkan fakta bahwa dalam menangani penurunan wisatawan pasca pandemi COVID-19, Pemerintah Thailand telah menempuh beberapa upaya dalam mempromosikan pariwisata negaranya berdasarkan klasifikasi konsep promosi pariwisata menurut Martaleni Suryana yang merujuk pada adanya upaya keputusan yang diidentifikasi melalui empat teknik yakni 1) Upaya *advertising* oleh Pemerintah Thailand yang ditempuh dengan menjalankan empat elemen antara lain *organizing the event, creating awareness, commercial part, serta online publishing*. 2) Upaya *Sales Promotion* oleh Pemerintah Thailand yang ditempuh dengan cara memberikan insentif kepada dunia pariwisata dengan jalan memberikan diskon tiket pesawat ke sejumlah rute penerbangan setelah adanya pertimbangan yang matang perihal dampak pandemi COVID-19. 3) Upaya *Personal selling* dengan membuat sertifikasi bagi hotel, restoran, dan bagi destinasi-destinasi wisata lainnya yang dianggap mampu untuk menerapkan protokol COVID-19. 4) Upaya *Public relations* dengan menggunakan beberapa jasa *public relation* untuk membandung *branding* negara Thailand, antara lain pembentukan TAT Newsroom dan mendatangkan media internasional.

Kata Kunci : Thailand, Promosi Pariwisata, Budaya.

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