

**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**



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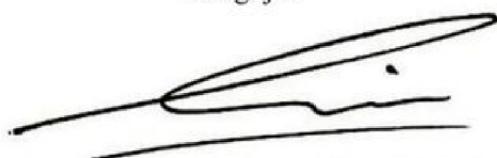
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## ABSTRACT

**Rafiq 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

**Rafiqah 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 peneulusuran 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 membandingkan *branding* negara Thailand, antara lain pembentukan TAT Newsroom dan mendatangkan media internasional.

**Kata Kunci :** Thailand, Promosi Pariwisata, Budaya.

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