

DAFTAR PUSTAKA

- Amelia Putri, Fani, Mansur Juned, and Andi Kurniawan. (Placeholder1) (Placeholder1)*Strategi Nation branding Korea Selatan Mellui Imagine Your Korea Than 2016-2018*, n.d.
- Anholt, Simon. "Nation-Brands of the Twenty-First Century." *Journal of Brand Management* 5, no. 6 (July 1998): 395–406.
- Baskoro, Riski M. *A Lesson Learned From Pioneer Of Gastrodiplomacy: Strategies Of Utilizing Nation Brand By The Country Through the Global Thai Campaign*. Baskoro AEGIS /. Vol. 6, n.d.
- Dewi, Azzahra Aulia, Darlin Aulia, Kurnia Indah Sumunar, and Erni Hernawati. "Pengaruh Covid-19 Terhadap Perekonomian di Negara ASEAN." *JISIP (Jurnal Ilmu Sosial dan Pendidikan)* 5, no. 3 (July 31, 2021).
- Dinnie, Keith. *Nation Branding Concept, Issues, Practice* n.d.
- Farida Nugharani. *Metode Pendidikan Kualitatif Dalam Pendidikan Bahasa*. 1st ed. Surakarta: Cakra Book, 2014.
- I Putu Sudana. "Strategi Pengembangan Desa Wisata Ekologis Di Desa Belimbing, Kecamatan Pupuan Kabupaten Tabanan." *Jurnal Pariwisata* 13, no. 1 (2013): 13.
- Kim, Hwajung. *The Importance of Nation Brand*, n.d.
- Kuai, Yi He, and Hooi Leng Ser. "COVID-19 Situation in Thailand." *Progress in Microbes and Molecular Biology*. HH Publisher, February 8, 2021.
- Lee, Seow Ting, and Hun Shik Kim. "Nation branding in the COVID-19 Era: South Korea's Pandemic Public Diplomacy." *Place Branding and Public Diplomacy* 17, no. 4 (December 1, 2021): 382–396.
- Makyut Pamela, and Morehouse Richard. *Beginning Qualitative Research A Philosophic and Practical Guide*, n.d.
- Mohtar Mas' oed. *Ilmu Hubungan Internasional: Disiplin Dan Metodologi*. LP3ES, 19904.
- Nunes Maudi Julia. *Post Covid-19; Rebuilding the Tourism Industry in Thailand*, 2022.
- Nur Hikmatul Auliya, MSi, Grad Cert Biotech Helmina Andriani, MSi Roushandy Asri Fardani, MPd Jumari Ustiawaty, MSi Evi Fatmi Utami, Apt Dhika Juliana Sukmana,

Ria Rahmatul Istiqomah, Diterbitkan Oleh, CV Pustaka Ilmu Editor, and Husnu Abadi. *Metode Penelitian Kualitatif & Kuantitatif*, n.d.

Orîndaru, Andreea, Maria Floriana Popescu, Alina Petronela Alexoaei, Ştefan Claudiu Căescu, Margareta Stela Florescu, and Anca Olguţa Orzan. “Tourism in Post-Covid-19 Era: Sustainable Strategies for Industry’s Recovery.” *Sustainability (Switzerland)* 13, no. 12 (June 2, 2021).

Sarana, Salsabila Annisa, and Viani Puspita Sari. “Strategi *Nation branding* Malaysia Dalam Penggalakan Pariwisata Medis Terhadap Publik Indonesia.” *Padjadjaran Journal of International Relations* 4, no. 2 (August 12, 2022): 179.

Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Bandung: Alfabeta, 2013.

Ushakov, Denis. *Tourism Industry Of Thailand: Through Crisis, Lockdown and Sandbox to Self Sufficiency. The EUrASEANs: Journal on Global Socio-Economic Dynamics*ll. Vol. 4, n.d. <https://www.euraseans.com/4>.

WTTC. “World Travel & Tourism Council: Economic Impact Research.” WTTC. Last modified December 14, 2022. Accessed January 3, 2024. <https://wtcc.org/research/economic-impact>.

Yulliana, Engga Ayu. *Diplomasi Budaya Melalui Nation branding Wonderful Indonesia Di Era New Normal Tourism. Global & Policy*. Vol. 9, 2021.

“2019 World Travel Award Winners.” *World Travel Awards*. Last modified 2019. Accessed January 3, 2024. <https://www.worldtravelawards.com/winners/2019>.

“Amazing Thailand.” Last modified 2021. Accessed December 11, 2023. <https://amazingthailand.com.au/general-information/>.

International Tourism Highlights, 2019 Edition. International Tourism Highlights, 2019 Edition. World Tourism Organization (UNWTO), 2019.

“Statement on the Third Meeting of the International Health Regulations (2005) Emergency Committee Regarding the Outbreak of Coronavirus Disease (COVID-19).” *World Health Organization*. Last modified 2020. Accessed January 3, 2024. [https://www.who.int/news/item/01-05-2020-statement-on-the-third-meeting-of-the-international-health-regulations-\(2005\)-emergency-committee-regarding-the-outbreak-of-coronavirus-disease-\(covid-19\)](https://www.who.int/news/item/01-05-2020-statement-on-the-third-meeting-of-the-international-health-regulations-(2005)-emergency-committee-regarding-the-outbreak-of-coronavirus-disease-(covid-19)).

“Tourism Revenue Incurred from International Tourist Arrivals in Thailand from January to September 2023.” *Statista*. Last modified 2023. Accessed January 3, 2024.

<https://www.statista.com/statistics/994736/thailand-tourism-revenue-international-tourist-arrivals/>.

“Visit Thailand Year 2022: Amazing New Chapters’ Envisioned Thai Tourism Transformation.” *TATNews*. Last modified February 11, 2022. Accessed January 3, 2024. <https://www.tatnews.org/2022/02/visit-thailand-year-2022-amazing-new-chapters-envisioned-thai-tourism-transformation/>.

Polwiang, Sittisede. “The Lockdown and Vaccination Distribution in Thailand’s COVID-19 Epidemic: A Model Study.” *Infectious Disease Modelling* 8, no. 2 (June 1, 2023): 551–561.

Putri, Ririn Noviyanti. “Indonesia Dalam Menghadapi Pandemi Covid-19.” *Jurnal Ilmiah Universitas Batanghari Jambi* 20, no. 2 (July 1, 2020): 705.

Salah Wahab. *Wahab on Tourism Management: An Introduction to the Scientific Study of Tourism Management, Aimed at Those Who Recognise the Rewards of a Well Managed Tourism Industry, and Who Perceive the Penalties of Mismanagement*. Tourism International Press, 1975, 2011.

Sapbamrer, Ratana, Jiraporn Chittrakul, Wachiranun Sirikul, Amornphat Kitro, Wilawan Chaiut, Pattarika Panya, Patchareeya Amput, et al. “Impact of COVID-19 Pandemic on Daily Lives, Agricultural Working Lives, and Mental Health of Farmers in Northern Thailand.” *Sustainability (Switzerland)* 14, no. 3 (February 1, 2022).

Vithayaporn, Sanhakot. *COVID-19 Pandemic-A Testing Time for Tourism and Hospitality in Thailand*. *ABAC ODI JOURNAL VISION.ACTION.OUTCOME*. Vol. 8, 2021. <http://www.assumptionjournal.au.edu/index.php/odijournal41>.

“New Normal Tourism Recovery,” 2020.

The Anholt-Ipsos Nation Brands Index SM, 2022.