

**STRATEGI MALAYSIA MELALUI *MALAYSIA HEALTHCARE*
TRAVEL COUNCIL (MHTC) DALAM PENGEMBANGAN
WISATA MEDIS TERHADAP PASIEN INDONESIA**

SKRIPSI

*Diajukan guna memenuhi salah satu syarat
Untuk memperoleh Gelar Sarjana Ilmu Politik pada
Fakultas Ilmu Sosial dan Ilmu Politik
Universitas Andalas*



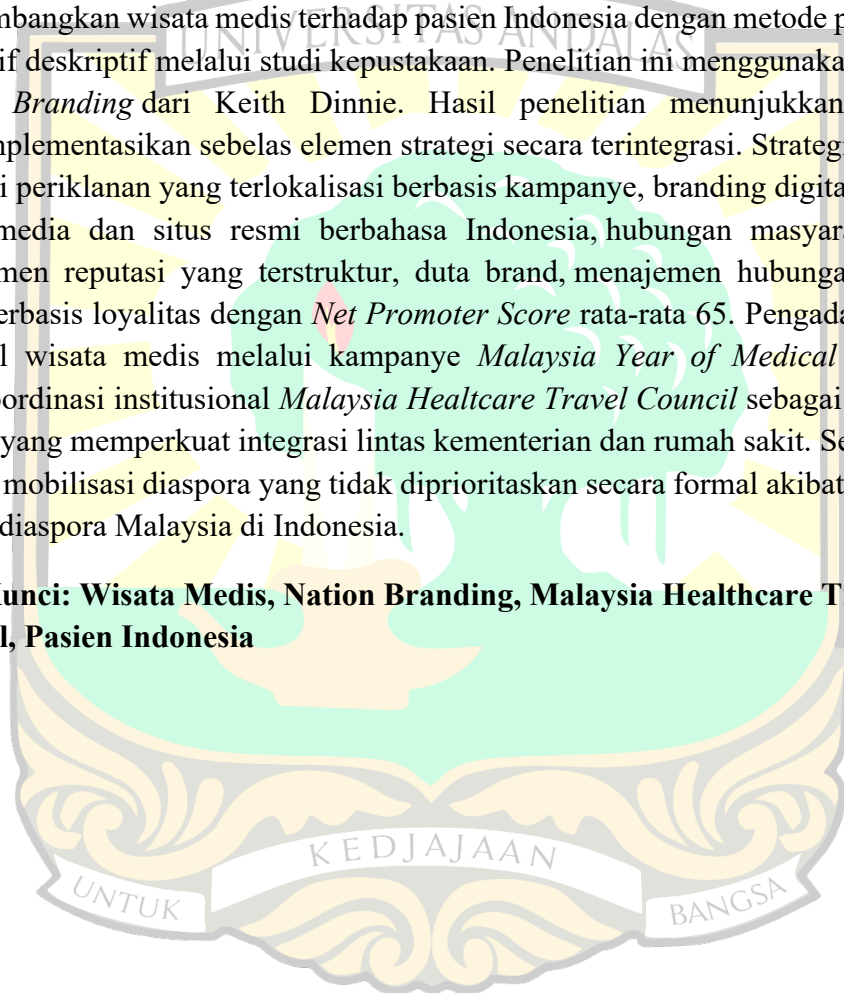
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UNIVERSITAS ANDALAS**

2026

ABSTRAK

Wisata medis Malaysia menunjukkan pertumbuhan yang signifikan, tercermin dari peningkatan jumlah pasien internasional yang mencapai 1,6 juta pada tahun 2024 dengan Indonesia konsisten menjadi negara pengirim pasien terbesar. *Malaysia Healthcare Travel Council* menetapkan target RM 12 miliar pendapatan wisata medis pada 2030 melalui kampanye *Malaysia Year Of Medical Tourism*. Namun pencapaian target tersebut menghadapi tantangan berupa persaingan ketat dari regional, Covid-19, dan perubahan perilaku konsumen. Penelitian ini bertujuan menganalisis strategi *Malaysia Healthcare Travel Council* (MHTC) dalam mengembangkan wisata medis terhadap pasien Indonesia dengan metode penelitian kualitatif deskriptif melalui studi kepustakaan. Penelitian ini menggunakan konsep *Nation Branding* dari Keith Dinnie. Hasil penelitian menunjukkan MHTC mengimplementasikan sebelas elemen strategi secara terintegrasi. Strategi tersebut meliputi periklanan yang terlokalisasi berbasis kampanye, branding digital melalui sosial media dan situs resmi berbahasa Indonesia, hubungan masyarakat dan manajemen reputasi yang terstruktur, duta brand, manajemen hubungan pasien asing berbasis loyalitas dengan *Net Promoter Score* rata-rata 65. Pengadaan acara nasional wisata medis melalui kampanye *Malaysia Year of Medical Tourism* serta koordinasi institusional *Malaysia Healthcare Travel Council* sebagai *one-stop agency* yang memperkuat integrasi lintas kementerian dan rumah sakit. Sedangkan strategi mobilisasi diaspora yang tidak diprioritaskan secara formal akibat kecilnya jumlah diaspora Malaysia di Indonesia.

Kata Kunci: Wisata Medis, Nation Branding, Malaysia Healthcare Travel Council, Pasien Indonesia



ABSTRACT

Malaysia's medical tourism is showing significant growth, reflected in an increase in the number of international patients reaching 1.6 million in 2024 with Indonesia consistently becoming the largest patient sending country. The Malaysia Healthcare Travel Council has set a target of RM12 billion in medical tourism revenue by 2030 through the Malaysia Year of Medical Tourism campaign. However, achieving these targets faces challenges in the form of tough competition from regionally, Covid-19, and changes in consumer behavior. This study aims to analyze the strategy of the Malaysia Healthcare Travel Council (MHTC) in developing medical tourism to Indonesian patients with descriptive qualitative research methods through literature studies. This study uses the concept of Nation Branding from Keith Dinnie. The results showed that MHTC implemented eleven elements of the strategy in an integrated manner. These strategies include campaign-based localized advertising, digital branding through social media and Indonesian-language official websites, structured public relations and reputation management, brand ambassadors, loyalty-based foreign patient relationship management with an average Net Promoter Score of 65. The procurement of national medical tourism events through the Malaysia Year of Medical Tourism campaign and institutional coordination of the Malaysia Healthcare Travel Council as a one-stop agency that strengthens integration across ministries and hospitals. While the diaspora mobilization strategy is not formally prioritized due to the small number of Malaysian diaspora in Indonesia.

Keywords: Medical Tourism, Nation Branding, Malaysia Healthcare Travel Council, Indonesian Patient

