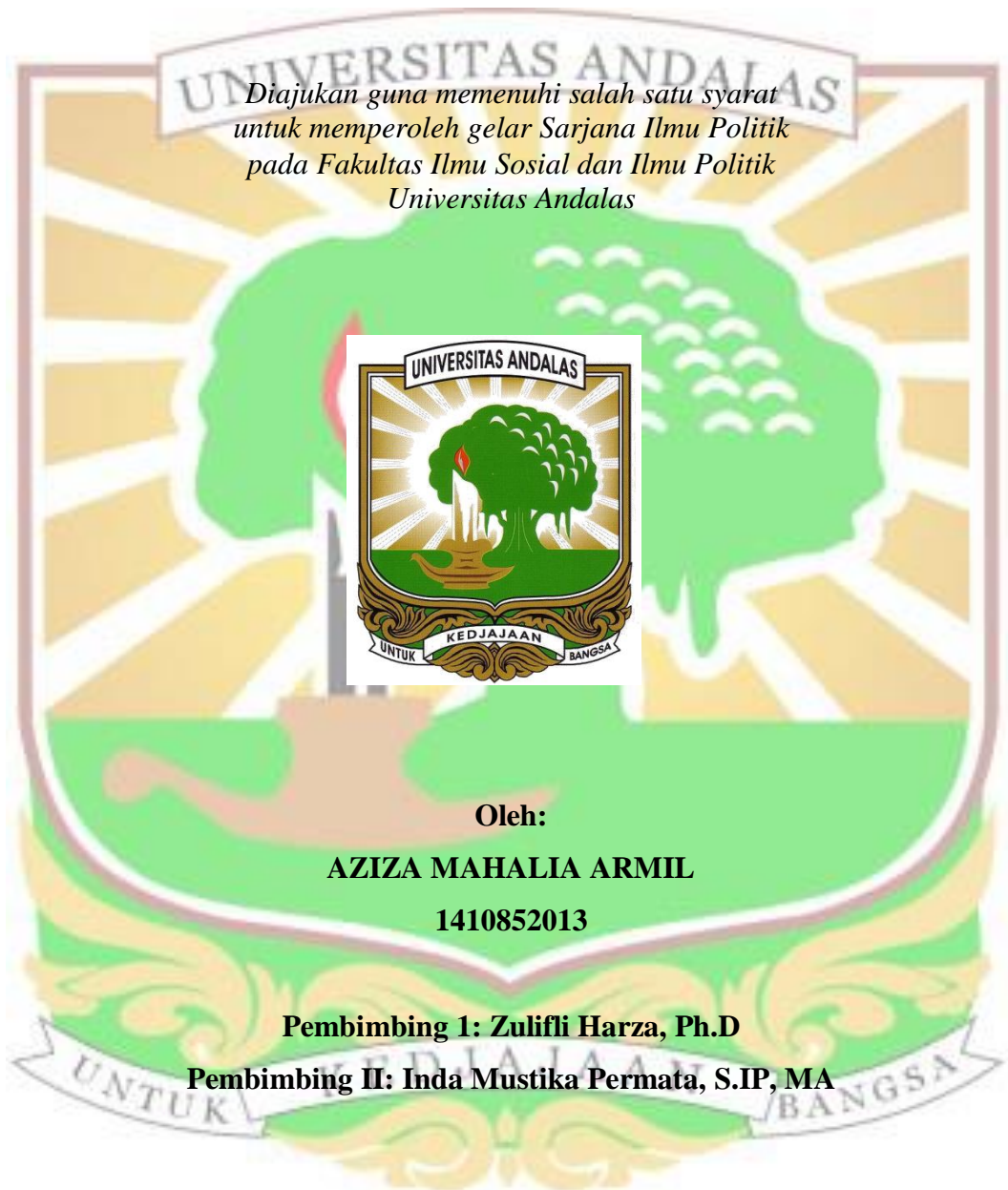


**DIPLOMASI PUBLIK THAILAND DALAM MENINGKATKAN TURIS
MUSLIM KE THAILAND**

SKRIPSI



UNIVERSITAS ANDALAS

*Diajukan guna memenuhi salah satu syarat
untuk memperoleh gelar Sarjana Ilmu Politik
pada Fakultas Ilmu Sosial dan Ilmu Politik
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UNIVERSITAS ANDALAS**

2020

ABSTRACT

This research aims to describe the public diplomacy conducted by the Thai government in increasing the number of Muslim tourists. Thailand occupies the second position as a non-Islamic Cooperation Organization countries that has succeeded in developing halal tourism and has become popular destination for muslim tourists. Meanwhile, Thailand is a predominantly Buddhist country and has a track record that is less harmonious with the Muslim minority population in Pattani, Southern Thailand. This will affect the efforts to promote halal products and services offered by Thailand. Therefore to describe the public diplomacy carried out by the Thai government in order to form a positive image and give a friendly impression to Muslim tourists. This research is analyzed with halal tourism and public diplomacy which related to nation branding as conceptual framework proposed by Szondi. Szondi stated that nation branding is part of public diplomacy. This research uses descriptive methods and data collection techniques with the literature method. The final results of this research found that to increase the number of muslim tourists while giving the impression of being muslim friendly destination, the Thai government conducted public diplomacy through the Thailand Diamond Halal to promote the halal brand by using halal certificates. Thailand government launched various digital applications such as Muslim friendly, Amazing Thailand and Thailand Tourism with the aim to provide comfort for visiting muslim tourists.

Keyword : Public Diplomacy, Thailand , Thailand Diamond Halal, Muslim Friendly, Amazing Thailand, Tourism Thailand

