

ABSTRAK

GLOBALISASI *THAI WAVE (T-WAVE)* DI KAWASAN ASIA TENGGARA TAHUN 2018–2023

Oleh

ANDINI NABILA PUTRI

Penyebaran *Thai Wave (T-Wave)* atau arus budaya populer Thailand yang mencakup elemen Food, Film, Fashion, Fighting, dan Festival, menunjukkan pertumbuhan yang pesat di Asia Tenggara sepanjang 2018–2023. Proses ini berlangsung di tengah keragaman regulasi lokal, dinamika identitas regional, dan keterlibatan aktif pemerintah Thailand. Penelitian ini bertujuan mendeskripsikan proses globalisasi *T-Wave* di Asia Tenggara sekaligus menganalisis peran pemerintah Thailand dalam proses tersebut.

Penelitian menggunakan pendekatan kualitatif deskriptif dengan metode studi dokumen. Analisis globalisasi dilakukan melalui tiga tahap: produksi merujuk pada konsep *cultural industries*, distribusi dibaca melalui *mediascapes*, dan konsumsi dianalisis menggunakan kerangka *Three H Scenarios*. Peran negara diinterpretasikan melalui kerangka yang membedakan peran pemerintah sebagai regulator, fasilitator, kolaborator, dan diplomat budaya.

Penelitian ini menemukan bahwa globalisasi *T-Wave* di Asia Tenggara pada 2018–2023 merupakan hasil strategi negara yang mengombinasikan kontrol pada tahap produksi dengan fleksibilitas pada tahap distribusi dan konsumsi budaya. Melalui strategi tersebut, Thailand membangun posisi sebagai *standard-setter* budaya populer di kawasan, sementara penyebaran budaya berlangsung melalui jaringan non-negara yang tetap bergerak dalam ekosistem yang dibangun negara. Temuan penelitian juga menunjukkan bahwa respons negara-negara Asia Tenggara terhadap *T-Wave* mengarah pada heterogenisasi yang dipengaruhi oleh kapasitas dan sumber daya masing-masing negara. Dalam keseluruhan proses globalisasi ini, pemerintah Thailand mendominasi sebagai fasilitator yang menyediakan infrastruktur, ruang promosi, dan kerja sama lintas aktor tanpa mengontrol seluruh hasil akhirnya. *T-Wave* tidak hanya memperkuat *soft power* Thailand, tetapi juga menunjukkan kemampuannya membangun *structural power* budaya di kawasan.

Kata Kunci: *Thai Wave (T-Wave)*, Globalisasi Budaya, Asia Tenggara, Peran Pemerintah, Thailand.

ABSTRACT

THE GLOBALIZATION OF THAI WAVE (T-WAVE) IN SOUTHEAST ASIA ON 2018–2023

By

ANDINI NABILA PUTRI

The spread of the Thai Wave (T-Wave), a wave of Thai popular culture encompassing the elements of Food, Film, Fashion, Fighting, and Festivals has shown rapid growth in Southeast Asia from 2018 to 2023. This process has unfolded amid diverse local regulations, regional identity dynamics, and the active involvement of the Thai government. This study aims to describe the globalization process of the T-Wave in Southeast Asia while analyzing the Thai government's role in this process. The study employs a descriptive qualitative approach using document analysis. Globalization is analyzed through three stages: production, referencing the concept of cultural industries; distribution, examined through mediascapes; and consumption, analyzed using the Three H Scenarios framework. The state's role is interpreted through a framework that distinguishes the government's roles as regulator, facilitator, collaborator, and cultural diplomat. This study found that the globalization of the T-Wave in Southeast Asia from 2018 to 2023 resulted from a state strategy that combined control at the production stage with flexibility at the distribution and consumption stages of culture. Through this strategy, Thailand established its position as a standard-setter for popular culture in the region, while cultural dissemination occurred through non-state networks that continued to operate within the state-built ecosystem. The study's findings also indicate that Southeast Asian countries' responses to the T-Wave led to heterogenization influenced by each country's respective capacities and resources. Throughout this globalization process, the Thai government dominates as a facilitator that provides infrastructure, promotional spaces, and cross-actor collaboration without controlling the entire final outcome. The T-Wave not only strengthens Thailand's soft power but also demonstrates its ability to build cultural structural power in the region.

Keywords: Thai Wave (T-Wave), Cultural Globalization, Southeast Asia, Role of Government, Thailand.