

ABSTRAK

ANALISIS UPAYA THAILAND DALAM MENJALANKAN GASTRODIPLOMASI UNTUK MEMBANGKITKAN CITRA POSITIF NEGARANYA

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Penelitian ini menganalisis upaya Thailand dalam menjalankan gastrodiplomasi guna membangun citra positif negaranya. Thailand, yang sebelumnya dikenal dengan citra negatif terkait wisata seks, kekerasan, dan kebersihan makanan, telah berhasil mengubah persepsi global melalui berbagai program gastrodiplomasi. Penelitian ini disusun dengan tujuan untuk menganalisis bagaimana Thailand menerapkan gastrodiplomasi sebagai strategi diplomasi publik untuk meningkatkan citra negara.

Penelitian ini menggunakan pendekatan konstruktivisme untuk memahami bagaimana Thailand menjalankan gastrodiplomasi melalui identitas, norma, dan interaksi sosial yang terbentuk dari budaya makanan. Metode penelitian yang digunakan adalah kualitatif. Data dikumpulkan melalui studi kepustakaan yang mencakup jurnal akademik, buku, situs web resmi, dan laporan kebijakan pemerintah Thailand. Selain itu, penelitian ini juga mengacu pada laporan investasi pemerintah Thailand dalam sektor kuliner dan pariwisata sebagai bagian dari strategi gastrodiplomasi.

Hasil penelitian menunjukkan bahwa gastrodiplomasi Thailand telah berhasil mengubah citra negatif negara tersebut menjadi lebih positif melalui promosi makanan dan berbagai program kuliner yang didukung oleh pemerintah. Keberhasilan ini diperkuat dengan laporan dari *The Nation Thailand* (2022) yang mencatat peningkatan jumlah restoran Thailand bersertifikasi Thai Select di berbagai negara serta laporan dari *Tourism Authority of Thailand* (TAT) menyatakan bahwa strategi ini berdampak terhadap peningkatan jumlah wisatawan kuliner. Thailand telah menciptakan persepsi global yang lebih baik mengenai negaranya, menjadikan makanan sebagai *soft power* yang kuat dalam diplomasi internasional.

Kata Kunci: Gastrodiplomasi, Thailand, Citra Positif, Konstruktivisme, Identitas Nasional, *Soft Power*.

ABSTRACT

ANALYSIS OF THAILAND'S EFFORTS IN IMPLEMENTING GASTRODIPLOMACY TO RAISE ITS COUNTRY'S POSITIVE IMAGE

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This research analyzes Thailand's efforts in carrying out gastrodiplomacy to build a positive image of its country. Thailand, which was previously known for its negative image related to sex tourism, violence, and food hygiene, has succeeded in changing global perceptions through various gastrodiplomacy programs. This research was conducted with the aim of analyzing how Thailand implements gastrodiplomacy as a public diplomacy strategy to improve the country's image. This research uses a constructivist approach to understand how Thailand carries out gastrodiplomacy through identity, norms, and social interactions formed from food culture. The research method used is qualitative, which aims to explain the causal relationship between Thailand's gastrodiplomacy strategy and the transformation of its country's image at the global level. Data were collected through a literature study that included academic journals, books, official websites, and policy reports from the Thai government and international organizations related to gastrodiplomacy. In addition, this study also refers to the Thai government's investment report in the culinary and tourism sectors as part of the gastrodiplomacy strategy. The results of the research indicate that Thailand's gastrodiplomacy has succeeded in changing the country's negative image to a more positive one through food promotion and various culinary programs supported by the government. This success is reinforced by a report from The Nation Thailand (2022) which noted an increase in the number of Thai Select certified Thai restaurants in various countries and a report from the Tourism Authority of Thailand (TAT) which stated that this strategy had a significant impact on increasing the number of culinary tourists. In this case, the author concludes that gastrodiplomacy has proven to be an effective tool for Thailand in building a positive national identity, increasing tourism, and strengthening the economy. Through social interaction and cultural promotion, Thailand has created a better global perception of its country, making food a strong soft power in international diplomacy.

Keywords: *Gastrodiplomacy, Thailand, Positive Image, Constructivism, National Identity, Soft Power.*