

ABSTRAK

DIPLOMASI TAILAN DALAM MENGEMBANGKAN *PINK TOURISM* DAN *MUSLIM-FRIENDLY TOURISM*

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Pariwisata merupakan salah satu sektor penting bagi Tailan. Seiring perubahan preferensi pasar global, Tailan tidak lagi hanya bergantung pada pariwisata konvensional. Namun, mengembangkan segmen pasar yang lebih spesifik, seperti *pink tourism* dan *Muslim-friendly tourism*. Tailan mengembangkan *pink tourism* sebagai respons terhadap meningkatnya permintaan pariwisata berbasis identitas dan gaya hidup. Pada saat yang sama, Thailand juga mengembangkan *Muslim-friendly tourism* untuk memenuhi kebutuhan wisatawan Muslim, terutama terkait ketersediaan makanan halal dan fasilitas ibadah.

Penelitian ini bertujuan untuk menganalisis pengembangan *pink tourism* dan *Muslim-friendly tourism* Tailan dalam kerangka diplomasi publik Nicholas J Cull menggunakan 5 elemen yaitu *listening*, *advocacy*, *cultural diplomacy*, *exchange diplomacy*, dan *international broadcasting*. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode studi dokumentasi yang bersumber pada dokumen resmi pemerintah Tailan, publikasi *Tourism Authority of Thailand* (TAT), *Central Islamic Council of Thailand* (CICOT), *website Go Thai Be Free*, serta berbagai artikel, laporan dan jurnal terkait promosi pariwisata Tailan.

Hasil penelitian menunjukkan bahwa strategi Tailan dalam mengembangkan *pink tourism* dan *Muslim-friendly tourism* sama-sama bertujuan untuk memperluas segmen pasar pariwisata Tailan, tetapi dilakukan melalui pendekatan strategi yang berbeda. *Pink tourism* lebih unggul karena kelima elemen diplomasi publik digunakan secara menyeluruh dan dikelola langsung oleh *Tourism Authority of Thailand* (TAT) melalui narasi keterbukaan sosial, memanfaatkan budaya Tailan yang dipadukan dengan identitas komunitas LGBTQ+ melalui peryaan dan festival, serta melalui media dan budaya populer sebagai sarana promosi global. Sebaliknya, *Muslim-friendly tourism* hanya menonjol pada elemen *listening* dan *advocacy*, dengan fokus pada informasi dan promosi halal, serta masih membutuhkan dukungan dan bantuan lembaga keagamaan.

Kata kunci: Diplomasi Publik, Pariwisata Tailan, *Muslim-friendly tourism*, *Pink tourism*

ABSTRACT

THAILAND DIPLOMACY IN DEVELOPING PINK TOURISM AND MUSLIM-FRIENDLY TOURISM

By

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Tourism is one of the important sectors in Thailand. As global market preferences continue to change, Thailand no longer relies only on conventional tourism, but has started to develop more specific market segments, such as pink tourism and Muslim-friendly tourism. Thailand promotes pink tourism as a response to the growing demand for tourism based on identity and lifestyle. On the other hand, Thailand also develops Muslim-friendly tourism to meet the needs of Muslim travelers, especially related to halal food and prayer facilities. This study aims to analyze the development of pink tourism and Muslim-friendly tourism in Thailand using the public diplomacy framework proposed by Nicholas J. Cull, which includes five elements listening, advocacy, cultural diplomacy, exchange diplomacy, and international broadcasting. This research uses a descriptive qualitative approach with a documentation method. The data are collected from official government documents, publications from the Tourism Authority of Thailand (TAT), the Central Islamic Council of Thailand (CICOT), the Go Thai Be Free website, as well as various articles, reports, and academic journals related to tourism promotion in Thailand. The results show that Thailand's strategies in developing pink tourism and Muslim-friendly tourism have the same goal, which is to expand the country's tourism market, but they are carried out using different approaches. Pink tourism shows stronger results because all five elements of public diplomacy are applied in a comprehensive way and are directly managed by the Tourism Authority of Thailand (TAT). This strategy is reflected in narratives of social openness, the integration of Thai culture with LGBTQ+ identity through celebrations and festivals, and the use of media and popular culture as tools for global promotion. Meanwhile, Muslim-friendly tourism mainly focuses on the elements of listening and advocacy, emphasizing the provision and promotion of halal information, and still depends largely on the support of religious institutions.

Key words: Public diplomacy, Thailand's tourism, Pink tourism, Muslim-friendly tourism