

**A COMPARATIVE STUDY OF POST-COVID-19 TOURISM
RECOVERY STRATEGIES BETWEEN INDONESIA AND
THAILAND BY USING THREE MAIN COMPONENTS OF
NATION BRAND**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Sosial (S. Sos.)**

By:

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CIKARANG
SEPTEMBER 2023**

PANEL OF EXAMINER APPROVAL

The Panel of Examiners declare that the undergraduate thesis entitled **A Comparative Study of Post-COVID-19 Tourism Recovery Strategies between Indonesia and Thailand by Using Three Main Components of Nation Brand** that was submitted by Dinda Azzahra Achyar majoring in International Relations from the Faculty of Humanities was assessed and approved to have passed the Oral Examinations on 22 September 2023.

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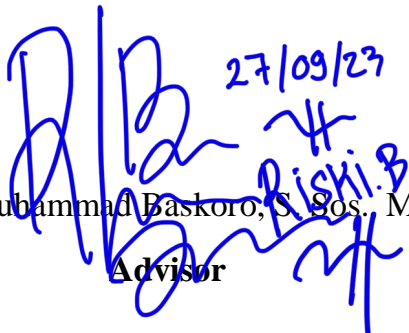

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This thesis entitled “**A Comparative Study of Post-COVID-19 Tourism Recovery Strategies between Indonesia and Thailand by Using Three Main Components of Nation Brand**” prepared and submitted by Dinda Azzahra Achyar in partial fulfilment of the requirements for the degree of Bachelor of Social Sciences in the Faculty of Humanities has been reviewed and found to have satisfied the requirements for a thesis fit to be examined. I therefore recommend this thesis for Oral Defense.

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A COMPARATIVE STUDY OF POST-COVID-19 TOURISM RECOVERY STRATEGIES BETWEEN INDONESIA AND THAILAND BY USING THREE MAIN COMPONENTS OF NATION BRAND UNDERGRADUATE THESIS Submitted as one of the requirements to obtain Sarjana Sosial (S.

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ABSTRACT

Dinda Azzahra Achyar, International Relations 2020, President University

Thesis Title: “A Comparative Study of Post-COVID-19 Tourism Recovery Strategies between Indonesia and Thailand by Using Three Main Components of Nation Brand”

This study aims to compare post-COVID-19 tourism recovery strategies between Indonesia and Thailand by using the three main components of the Nation Branding theory developed by Simon Anholt. In addition, this research also aims to provide a better understanding of the efforts made by the two countries to recover their tourism sector after the significant impact of the COVID-19 pandemic. The theory used in this study is the Nation Branding theory developed by Simon Anholt. This theory focuses on building the image and reputation of a country through systematic and strategic branding efforts. The three main components from the theory that will be used in this comparative study is Strategy, Substance, and Symbolic Actions from the two countries. The research method used is qualitative research with the comparative study. Data will be collected through literature reviews and case studies related to the two countries. An analysis will be carried out to compare the tourism recovery strategies implemented by Indonesia and Thailand and to evaluate their impact on the two countries Strategy, Substance, and Symbolic Actions. The research findings will provide a comprehensive picture of Indonesia and Thailand's post-COVID-19 tourism recovery strategy based on nation brand theory founded by Simon Anholt. The expected outcomes of this study are to enhance comprehension of endeavors towards the recuperation of tourism in the aftermath of COVID-19 and to provide differences and similarities of post-COVID-19 tourism recovery strategies between the two countries for other nations grappling with comparable predicaments.

Keywords: Tourism Strategy, COVID-19 Recovery, Indonesia-Thailand Comparative Study, Nation Brand

ABSTRAK

Dinda Azzahra Achyar, International Relations 2020, President University

Judul Penelitian: “A Comparative Study of Post-COVID-19 Tourism Recovery Strategies between Indonesia and Thailand by Using Three Main Components of Nation Brand”

Penelitian ini bertujuan untuk membandingkan strategi pemulihan pariwisata pasca COVID-19 antara Indonesia dan Thailand dengan menggunakan tiga komponen utama teori *Nation Branding* yang dikembangkan oleh Simon Anholt. Selain itu, penelitian ini juga bertujuan untuk memberikan pemahaman yang lebih baik mengenai upaya yang dilakukan kedua negara untuk memulihkan sektor pariwisatanya pasca dampak signifikan pandemi COVID-19. Teori yang digunakan dalam penelitian ini adalah teori *Nation Branding* yang dikembangkan oleh Simon Anholt. Teori ini berfokus pada membangun citra dan reputasi suatu negara melalui upaya *branding* yang sistematis dan strategis. Tiga komponen utama dari teori tersebut yang akan digunakan dalam studi banding ini adalah Strategi, Substansi, dan Tindakan Simbolik dari kedua negara. Metode penelitian yang digunakan adalah penelitian kualitatif dengan studi komparatif. Data akan dikumpulkan melalui kajian pustaka dan studi kasus terkait kedua negara. Analisis akan dilakukan untuk membandingkan strategi pemulihan pariwisata yang diterapkan oleh Indonesia dan Thailand dan untuk mengevaluasi dampaknya terhadap Strategi, Substansi, dan Tindakan Simbolik kedua negara. Hasil riset tersebut akan memberikan gambaran komprehensif tentang strategi pemulihan pariwisata Indonesia dan Thailand pasca COVID-19 berdasarkan teori *Nation Brand* yang didirikan oleh Simon Anholt. Kajian ini bertujuan untuk mengetahui capaian dan kendala yang dihadapi kedua negara dalam melaksanakan rencana pemulihan. Hasil yang diharapkan dari penelitian ini adalah untuk meningkatkan pemahaman tentang upaya pemulihan pariwisata pasca COVID-19 dan untuk memberikan perbedaan dan

persamaan strategi pemulihan pariwisata pasca COVID-19 antara kedua negara untuk negara lain yang sedang bergulat dengan kesulitan serupa.

Kata Kunci: Strategi Pariwisata, Pemulihan COVID-19, Studi Komparatif Indonesia-Thailand, *Nation Brand*

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Cikarang, 13 September 2023

Dinda Azzahra Achyar

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LIST OF ACRONYMS

ADB	: Asian Development Bank
APINDO	: Association of Indonesian Employers (Asosiasi Pengusaha Indonesia)
ASEAN	: Association of Southeast Asian Nations
ASITA	: Association of the Indonesian Tours and Travel Agencies
ATF	: ASEAN Tourism Forum
BCG	: Bio-Circular-Green Economy
BLK	: Vocational Training Centers (Balai Latihan Kerjs)
BPOM	: Indonesian Food and Drug Supervisory Agency (Badan Pengawas Obat-obatan dan Makanan)
BPS	: Central Bureau of Statistics (Badan Pusat Statistik)
BUMN	: State-Owned Enterprises (Badan Usaha Milik Negara)
BSKLN	: The Foreign Policy Strategy Agency (Badan Strategi Kebijakan Luar Negeri)
CCSA	: Centre for Covid-19 Situation Administration
CHSE	: Cleanliness, Health, Safety, and Environmental Sustainability
COVID-19	: Corona Virus Disease 19
DPRD	: Regional People's Representative Assembly (Dewan Perwakilan Rakyat Daerah)
FGD	: Focus Group Discussion
GDP	: Gross Domestic Product
I DO CARE	: Indonesia Care
IMF	: International Monetary Fund
KEK	: Special Economic Zones (Kawasan Ekonomi Khusus)
MICE	: Meetings, Incentives, Conventions and Exhibitions

MoFA	: Ministry of Foreign Affairs
MoTCE	: Ministry of Tourism and Creative Economy
MSMEs	: Micro, Small, Medium Enterprises
MUI	: Ulema Council Indonesia (Majelis Ulama Indonesia)
NCDC	: National Communicable Diseases Committee
OECD	: Organization for Economic Cooperation and Development
PEN	: National Economic Recovery (Pemulihan Ekonomi Nasional)
PHRI	: Association of Indonesian Hotels and Restaurants (Perhimpunan Hotel dan Restoran Indonesia)
PPKM	: Restrictions on Community Activities (Pemberlakuan Pembatasan Kegiatan Masyarakat)
PSBB	: Large-Scale Social Restrictions (Pembatasan Sosial Berskala Besar)
RKP	: Government Work Plan (Rencana Kerja Pemerintah)
RPJMN	: National Medium Term Development Plan (Rencana Pembangunan Jangka Menengah Nasional)
SHA	: Safety and Health Administration
SKSG	: School of Strategic and Global Studies (Sekolah Kajian Strategik dan Global)
TAT	: Tourism Authority of Thailand
TWG	: Tourism Working Group
UNCTAD	: United Nations Conference on Trade and Development
UNDP	: United Nations Development Programme
UNWTO	: United Nation World Trade Organization
WHO	: World Health Organization
WI	: Wonderful Indonesia
WTTC	: World Travel and Tourism Council