



**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.)**

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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*

TABLE OF CONTENTS

PANEL OF EXAMINER APPROVAL	II
THESIS ADVISER RECOMMENDATION LETTER	III
STATEMENT OF ORIGINALITY	IV
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	V
ADVISOR'S APPROVAL FOR PUBLICATION.....	VI
TURNITIN PLAGIARISM TEST RESULT.....	VII
ARTIFICIAL INTELLIGENCE BASED.....	VIII
ANTI-PLAGIARISM TEST RESULT.....	VIII
ABSTRACT.....	IX
ACKNOWLEDGEMENT	XII
TABLE OF CONTENTS.....	XIII
LIST OF TABLES	XVI
LIST OF FIGURES	XVII
LIST OF ACRONYMS	XVII
CHAPTER I	1
I.1 Background of the Study	1
I.2 Literature Review.....	6
I.3 Problems Identification.....	10
I.4 Research Questions.....	11
I.5 Research Objectives and Significance	12
I.6 Theoretical Framework.....	12

I.7 Research Methodology	15
I.8 Scope and Limitation of the Study.....	17
I.9 Research/ Thesis Structure	17
CHAPTER II.....	19
II.1 Indonesia Overview	19
II.1.1 Indonesia Tourism Condition Before, During, and After COVID-19	19
II.1.2 Indonesia Tourism Policy Before, During, and After COVID-19	24
II.1.3 Actor Involvement in the Indonesia Tourism Recovery	36
II.2 Thailand Overview	40
II.2.1 Thailand Tourism Condition Before, During, and After COVID-19	40
II.2.2 Thailand Tourism Policy Before, During, and After COVID-19	45
II.2.3 Actor Involvement in the Thailand Tourism Recovery	52
CHAPTER III	54
III.1 Strategy.....	54
III.1.1 Indonesia.....	54
III.1.2 Thailand.....	55
III.1.3 The Analysis of Strategy between Indonesia and Thailand.....	56
III.2 Substance.....	60
III.2.1 Indonesia.....	60
III.2.2 Thailand.....	61
III.2.3 The Analysis of Substance between Indonesia and Thailand.....	62
III.3 Symbolic Actions	65
III.3.1 Indonesia.....	65
III.3.2 Thailand	66

III.3.3 The Analysis of Symbolic Actions between Indonesia and Thailand	67
CHAPTER IV	70
REFERENCES	74

LIST OF TABLES

Table 1: The Comparative Study of Strategy between Indonesia and Thailand Post-COVID-19 Tourism Recovery Strategy	54
Table 2: The Comparative Study of Substance between Indonesia and Thailand Post-COVID-19 Tourism Recovery Strategy	60
Table 3: The Comparative Study of Symbolic Action between Indonesia and Thailand Post-COVID-19 Tourism Recovery Strategy	65

LIST OF FIGURES

Figure 1: GDP Growth of Indonesia Year on Year	19
Figure 2: Number of International Visitor Arrivals in Indonesia from 2013	23
Figure 3: Wonderful Indonesia Logo.....	25
Figure 4: New Government Strategy for Foreign Tourists and Local Tourists in 2018	26
Figure 5: Graph of National Vaccination Development	30
Figure 6: Launch of Indonesia Care as a Campaign for Adapting New	32
Figure 7: Ha Island, Krabi, Top 10 Destinations in Thailand.....	41
Figure 8: Number of International Visitor Arrivals in Thailand from 2013-2022	44
Figure 9: Joint Media Statement of the Twenty-First Meeting of ASEAN Tourism Ministers (21st M-ATM)	46
Figure 10: The Logo of Amazing Thailand and Tourism Authority of Thailand (TAT)	48
Figure 11: SHA Certification Certified By World Travel and Tourism Council (WTTC).....	49
Figure 12: Reopening to More Sustainable Tourism for Thailand	52

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