

**STRATEGI *FILM, FOOD, FASHION, FIGHTING, FESTIVAL (5F SOFT POWER)* SEBAGAI *NATION BRANDING THAILAND PASCA COVID-19***

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui bagaimana upaya Thailand dalam mengubah image sex tourism dengan mempromosikan budayanya melalui *5F Soft Power* sebagai *nation branding*. Metode yang digunakan dalam penelitian ini adalah kualitatif deskriptif. Teknik pengumpulan data didapat melalui proses wawancara dengan Kedutaan Besar Thailand di Jakarta dan studi dokumentasi dari *website* resmi pemerintahan Thailand serta media *online* seperti portal berita, literatur, dan *platform* sosial media. Hasil penelitian menunjukkan bahwa pemerintah Thailand telah menerapkan strategi *5F Soft Power* sesuai dengan konsep *nation branding* yakni melibatkan elemen *nation brand advertising, customer and citizen relationship, nation brand ambassador, diaspora mobilization, nation days*, dan *the naming of brand*. Adapun peluang bagi Pemerintah Thailand dalam mempromosikan strategi *5F Soft Power* yaitu dengan memanfaatkan fenomena *Thai Wind* untuk membentuk citra negara yang kaya budaya. Namun, dalam pelaksanaannya Pemerintah Thailand perlu memperhatikan jenis *event* yang diadakan, supaya bisa diterima dengan baik oleh masyarakat.

Kata kunci : *5F Soft Power, nation branding, budaya*

**FILM, FOOD, FASHION, FIGHTING, FESTIVAL (5F SOFT POWER STRATEGY AS THAILAND'S NATION BRANDING AFTER COVID-19)**

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**ABSTRACT**

*This research aims to find out how Thailand changed the image of sex tourism by promoting its culture through 5F Soft Power as nation branding. The method used in this research is descriptive qualitative by explaining in detail about Thailand's sex tourism image before Covid-19, the efforts that have been made, and the obstacles faced. Data collection techniques were obtained through an interview process with the Thai Embassy in Jakarta and documentation studies from the official website of the Thai government as well as online media such as news portals, literature, and social media platforms. The results showed that the Thai government has implemented the 5F Soft Power strategy in accordance with the concept of nation branding, which involves elements of nation brand advertising, customer and citizen relationships, nation brand ambassadors, diaspora mobilization, nation days, and the naming of brands. The opportunity for the Thai Government in promoting the 5F Soft Power strategy is by utilizing the Thai Wind phenomenon to shape the image of a culturally rich country. However, in its implementation, the Thai Government needs to pay attention to the type of event held, so that it can be well received by the public.*

*Keywords: 5F Soft Power, nation branding, culture*