

**DIPLOMASI PUBLIK PEMERINTAH THAILAND MELALUI
PROMOSI PARIWISATA RAMAH LGBTQ+ DALAM
MENINGKATKAN KUNJUNGAN WISATAWAN NEGARA PADA
TAHUN 2020 – 2025**

Marsya Saelimar Indranata

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dinamika diplomasi publik pemerintah Thailand dalam formulasi dan implementasi pariwisata ramah LGBTQ+ pada periode 2020–2025 sebagai upaya meningkatkan pariwisata nasional. Penelitian ini menggunakan konsep diplomasi publik dalam kajian Hubungan Internasional untuk menjelaskan bagaimana pariwisata dimanfaatkan sebagai instrumen pembentukan citra negara dan komunikasi dengan publik internasional. Metode penelitian yang digunakan adalah kualitatif deskriptif. Teknik pengumpulan data dilakukan melalui studi kepustakaan dengan menelaah dokumen resmi pemerintah Thailand, publikasi Tourism Authority of Thailand, laporan lembaga terkait, serta literatur akademik yang relevan. Penelitian ini menggunakan empat tahapan analisis, yaitu pengumpulan data, reduksi data, penyajian data, serta penarikan dan verifikasi kesimpulan melalui triangulasi sumber. Hasil penelitian menunjukkan bahwa pariwisata LGBTQ+ Thailand dirumuskan dan dipromosikan secara bertahap sejak masa pandemi COVID-19 hingga periode pemulihan pariwisata. Keterlibatan berbagai aktor terlihat dalam pelaksanaan ini, yang meliputi pemerintah Thailand, Tourism Authority of Thailand, perwakilan diplomatik, pelaku industri pariwisata, serta media internasional. Pemerintah Thailand memiliki peran sentral sebagai koordinator dan promotor dalam mengelola serta melaksanakan program promosi pariwisata inklusif melalui kampanye “Go Thai. Be Free.”, penyelenggaraan Pride Festival, serta promosi destinasi wisata yang ramah terhadap keberagaman. Hasil penelitian juga menunjukkan bahwa promosi pariwisata ramah LGBTQ+ tersebut berhasil mendorong peningkatan pariwisata Thailand. Keberhasilan ini tercermin dari meningkatnya minat dan kunjungan wisatawan mancanegara serta penguatan citra Thailand sebagai destinasi wisata yang terbuka dan inklusif di tingkat internasional. Rencana ini berkontribusi pada pemulihan ekonomi pariwisata.

Kata Kunci: *Diplomasi publik Thailand, Go Thai Be Free, pariwisata LGBTQ+, peningkatan pariwisata*

THAILAND'S GOVERNMENT PUBLIC DIPLOMACY THROUGH LGBTQ+ FRIENDLY TOURISM PROMOTION IN INCREASING INTERNATIONAL TOURIST ARRIVALS (2020–2025)

Marsya Saelimar Indranata

ABSTRACT

This study aims to analyze the dynamics of the Thai government's public diplomacy in the formulation and implementation of LGBTQ+ tourism policies during the period 2020–2025 as an effort to enhance national tourism. The study employs the concepts of public diplomacy within the field of International Relations to examine how tourism policy is utilized as an instrument for nation branding and communication with international audiences. This research adopts a qualitative descriptive method. Data were collected through library research by examining official policy documents of the Thai government, publications of the Tourism Authority of Thailand, reports from relevant institutions, and academic literature. The analysis was conducted through four stages: data collection, data reduction, data presentation, and conclusion drawing and verification through source triangulation. The findings indicate that Thailand's LGBTQ+ tourism policy was formulated and promoted gradually from the COVID-19 pandemic period to the phase of tourism recovery. Various actors were involved in the implementation of this policy, including the Thai government, the Tourism Authority of Thailand, diplomatic representatives, tourism industry stakeholders, and international media. The Thai government played a central role as coordinator and promoter in managing and implementing inclusive tourism promotion programs through the "Go Thai. Be Free." campaign, Pride Festival events, and the promotion of destinations that are friendly to diversity. The study also finds that the promotion of LGBTQ+ tourism policies successfully contributed to the growth of Thailand's tourism sector. This success is reflected in the increasing interest and arrival of international tourists, as well as the strengthening of Thailand's image as an open and inclusive tourism destination at the global level. The policy contributed to the recovery of the tourism economy.

Keywords: *Thailand's public diplomacy, Go Thai Be Free; LGBTQ+ tourism, tourism enhancement*