

BAB IV

KESIMPULAN

Berdasarkan pertanyaan penelitian “Bagaimana Strategi *Nation Branding* Thailand dalam melakukan pemerataan sektor pariwisata nasional terhadap Wisatawan Australia?”, maka dapat disimpulkan bahwa Thailand memanfaatkan beberapa pilar utama dalam *nation branding* yaitu *brand positioning*, *brand identity*, *brand image* dan pendekatan terpusat yang sejalan dengan kepentingan nasional Thailand yaitu untuk mempromosikan kepercayaan internasional dalam dan citra positif Thailand, meningkatkan kapabilitas dan efektivitas organisasi sesuai dengan prinsip tata kelola yang baik, serta melakukan fungsi protocol sesuai dengan praktik internasional untuk mendukung tugas-tugas di luar negeri terhadap wisatawan Australia.

Dengan ini, maka hasil temuan yang didapatkan adalah bahwa *Amazing Thailand* sebagai kampanye pariwisata memiliki peran dalam peningkatan wisata. Hal tersebut diturunkan ke dalam tiga pilar utama *nation branding* dan satu taktik *nation branding* sebagai berikut. *Brand Positioning* mencakup implementasi target-target dalam kebijakan dan rencana pemasaran pariwisata bagi Thailand sebagai arahan promosi dan pemerataan pariwisata bagi wisatawan Australia. *Brand Identity* ditekankan dan dilakukan oleh pemerintah melalui logo kampanye *Amazing Thailand* untuk menunjukkan identitas nasional Thailand dengan menyebarkan citra positif yang sesuai dengan kepentingan nasional melalui simbol “senyum”. *Brand Image* diterapkan sesuai dengan kepentingan nasional Thailand

untuk mendorong sektor pariwisata yang mengedepankan aspek-aspek positif melalui penerapan kualitas dibandingkan kuantitas. Dan pendekatan terpusat melalui *Amazing Thailand* dilakukan secara khusus kepada wisatawan Australia dan dilakukan di Australia sendiri. Pendekatan ini dilakukan untuk mempengaruhi dan mensosialisasikan pariwisata Thailand secara mendalam bagi wisatawan Australia melalui beberapa acara yaitu *35th Thailand Tourism Festival*, *Women's Journey Thailand 2017*, *The Amazing Thailand Roadshow in Australia*, *Songkran Festival* dan *Brisbane Thai Festival*.

Dalam keempat hal tersebut, strategi *nation branding* yang dilakukan oleh Thailand melalui *Amazing Thailand* mengarah pada kepentingan nasional Thailand dan ide-ide yang dibagikan datang dari pemerintah, dalam sistem operasionalnya pun dilakukan oleh Pemerintah Thailand dan terdapat dukungan melalui Pemerintah Australia. MOTS dan TAT sebagai perwakilan dari Pemerintah Thailand menjadi koordinator dalam inisiasi *nation branding* Thailand. Duta Besar Thailand bagi Australia dan jajaran penting lainnya di Kedutaan Besar Kerajaan Thailand, hingga Duta Besar Australia sebagai pendukung dalam implementasi *nation branding* Thailand.

Dengan ini strategi *nation branding* Thailand telah dilakukan melalui *Amazing Thailand* untuk pemerataan sektor pariwisata dengan target utama wisatawan Australia. Dalam kurun waktu tertentu, wisatawan Australia telah dikategorikan oleh Pemerintah Thailand sebagai *repeat visitor* dalam kunjungannya ke Thailand. Sebagai *repeat visitor*, Pemerintah Thailand mendorong wisatawan Australia untuk melakukan perjalanan wisata ke beberapa destinasi wisata baru di Thailand melalui beberapa acara pemasaran maupun

festival. Maka dengan diadakannya upaya tersebut, bahwa wisatawan Australia secara tidak langsung akan terpengaruh dengan *nation branding* yang dilakukan oleh *Amazing Thailand*. Mengingat pendekatan terpusat yang dilakukan sangat menjunjung tinggi nilai-nilai Thailand, sehingga akan menarik perhatian melalui keunikan yang ditonjolkan bagi wisatawan Australia.

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