

UNDERGRADUATE THESIS PROPOSAL
THE THAILAND'S GASTRODIPLOMACY AS A
STRATEGY TO DEVELOP NATIONAL
BRANDING (2002-2025)



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2017

TITLE PAGE

UNDERGRADUATE THESIS THAILAND GASTRODIPLOMACY AS A STRATEGY TO DEVELOP NATIONAL BRANDING (2002-2015)

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UNIVERSITAS MUHAMMADIYAH YOGYAKARTA
2017**

ENDORSEMENT PAGE

This Undergraduate Thesis Entitled:
**THAILAND GASTRODIPLOMACY AS A
STRATEGY TO DEVELOP NATIONAL
BRANDING [2002-2015]**



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STATEMENT OF ORIGINALITY

This is to certify that to the best of my knowledge, the content of this thesis is my own work. This thesis has not been submitted for any degree or other purposes.

I certify that the intellectual content of this thesis is the product of my own work and that all the assistance received in preparing this thesis and sources have been acknowledged.

Yogyakarta / December 21, 2017



A handwritten signature in black ink, appearing to read "Amalia I".

Nurul Amalia I

EXTENDED GRATITUDE

Bismillahirrahmaanirrahim

I thank Allah for everything that He given to me, for all the happiness, joy, and precious things, Allah is the cause of every good things. Also, for every unexpected blessing and unpredictable ways to make me the best of me. Iam truly grateful for what he has done to my life, for every goodness and badness, I know he has planned for me a better place than my dreams. Furthermore, there were many people who helped, encouraged and supported me during the process of making this undergraduate thesis, so then I would like to deliver my biggest gratitude to:

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QUOTATION

*Never think that any request you have is too much for
Allah.*

*He says: “Be”
and it is.*

93:4

*“Indeed what is to come will be better for you than has
gone by”*

ABSTRACT

This thesis will describe and analyze the moderate technic of diplomacy from White Elephant Country, Thailand which is Gastrodiploamacy. The agricultural industry is an important sector for Thailand's economy. Thailand is one of the most important food exporters in Asia with revenues of approximately USD \$10 million per year. With abundant water and land resources, Thailand has good production opportunities. The potential of good agriculture certainly has a positive impact for the development of food and beverage industry. The writer has an interest in this topic because Gastrodiploamacy categorized as the new way to invite foreigner to get interest with other country's food and other agricultural things.

On the other hand, the method used in this research was qualitative method by using secondary data such as books, articles, journals, e-news, reports and other literary sources. In this thesis, the writer will describe the potential factors that come from those Gastrodiploamacy which created by Thailand in 2002 as the new form of 'Global Thai' program.

Keywords: *Thailand, Gastrodiploamacy, Cultural Diplomacy, Culinary Tradition*

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