

ABSTRACT

This thesis will describe and analyze the moderate technic of diplomacy from White Elephant Country, Thailand which is Gastrodiplomacy. 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 Gastrodiplomacy 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 Gastrodiplomacy which created by Thailand in 2002 as the new form of 'Global Thai' program.

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