

## ABSTRACT

*This paper explains about the effort of Bhutan to propose Gross National Happiness (GNH) as an alternative of global development discourse. Using the theory of counter-discourse from Michael Foucault, this research findings proof that GDP as part of the economic development discourse, a dominant development discourse, is only a regime of truth which constructed by the Western countries. Economic development with its GDP tangibly proven are failed to measure and at the same time bring happiness and well-being to the society. Therefore, Bhutan continuously promoting GNH through its various policies. Until the majority of countries and international world in general, slowly accept the GNH as an alternative for their orientation of the development agenda.*

**Keywords:** *Bhutan, global development, counter-discourse, Gross National Happiness, Gross Domestic Product*