

## ABSTRAK

Penelitian yang berjudul “Implementasi Anholt *Branding* Hexagon sebagai Strategi Nation Branding Malaysia terhadap Indonesia pada Sektor *Medical Tourism* Tahun 2019-2023” ditulis dengan menggunakan sudut pandang Anholt *Branding* Hexagon yang terdiri dari elemen *Tourism, Export Brand, Governance, Investment & Immigration, Culture & Heritage*, dan *People*. Fokus penelitian ini adalah untuk mengetahui bagaimana implementasi keenam elemen Anholt *Branding* Hexagon sebagai strategi *nation branding* Malaysia dalam menarik wisatawan medis dari Indonesia selama periode 2019-2023. Keenam elemen Anholt *Branding* Hexagon diimplementasikan Malaysia melalui beberapa langkah, antara lain ekspor merek “*Malaysia Healthcare*” dan promosi pariwisata melalui *Malaysia Healthcare Expo*, pembentukan *Malaysia Healthcare Travel Council* oleh pemerintah, investasi dari dalam negeri dan asing, kebijakan imigrasi yang mempermudah mobilitas lintas batas, praktik budaya dan tradisi kedua negara yang sejalan, serta partisipasi positif dari masyarakat Malaysia. Upaya *branding* melalui berbagai elemen berhasil membentuk citra positif Malaysia sebagai destinasi pariwisata medis bagi wisatawan medis asal Indonesia.

Kata Kunci: Malaysia, Indonesia, *Nation Branding*, Anholt *Branding* Hexagon, Pariwisata Medis.

## **ABSTRACT**

*The research entitled "Implementation of Anholt Branding Hexagon as Malaysia's Nation Branding Strategy for Indonesia in the Medical Tourism Sector in 2019-2023" is formed with the Anholt Branding Hexagon perspective consisting of the elements of Tourism, Export Brand, Governance, Investment & Immigration, Culture & Heritage, and People. The focus of this research is to determine how the implementation of the six elements of the Anholt Branding Hexagon as Malaysia's nation branding strategy in attracting medical tourists from Indonesia during the period 2019-2023. The six elements of the Anholt Branding Hexagon were implemented by Malaysia through several steps, including exporting the "Malaysia Healthcare" brand and promoting tourism through the Malaysia Healthcare Expo, the establishment of the Malaysia Healthcare Travel Council by the government, domestic and foreign investment, immigration policies that facilitate cross-border mobility, cultural practices and traditions of both countries that are in line, and positive participation from the Malaysian people. Branding efforts through various elements have succeeded in forming a positive image of Malaysia as a medical tourism destination for medical tourists from Indonesia.*

*Key Words: Malaysia, Indonesia, Nation Branding, Anholt Branding Hexagon, Medical Tourism.*