

THAI HALAL FOOD AS SOFT POWER FOR THAILAND TOWARDS CHINESE MARKET: A SENTIMENTAL ANALYSIS APPROACH

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ABSTRACT

The study investigates the role of Thai Halal food as a soft power tool for Thailand in the Chinese market. Utilizing sentiment analysis and machine learning models such as BiLSTM, XGBoost, and GBR, the research delves into consumer preferences and market trends. The halal industry, valued at \$2.3 trillion globally, presents significant growth potential, particularly within China, benefitting from the Belt and Road Initiative. The research highlights the popularity of Thai cuisine, including dishes like Massaman curry and Tom Yum Goong, and underscores the necessity of government support and strategic marketing to leverage cultural assets. Analysis of consumer reviews and social media discussions identifies key market drivers and promising products for investment. The findings indicate that targeting high-demand categories like processed foods, fresh foods, and convenience items can maximize revenue. Predictive models align consumer sentiment with sales trends, providing strategic insights for sustained growth in the Chinese market. Integrating faith power, soft power, and digital power forms a new growth platform, enhancing Thailand's cultural and economic influence.

Keywords: Data-Analytics, Digital Power, Faith Power, Food Market, Halal E-Commerce, Key Words Analysis, Predictive Analysis, Product Projection, Sentiment Analysis, Soft Power.

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