

## **BAB V**

### **KESIMPULAN**

Diplomasi budaya ini merupakan suatu bentuk diplomasi yang relatif masih baru. Walaupun baru, beberapa negara telah menjadikannya sebagai suatu kepentingan. Korea Selatan merupakan salah satu negara yang menggunakan *soft power* mereka melalui diplomasi budaya. Korea Selatan melakukan hal ini pada Iran untuk mempertahankan hubungan baiknya dengan Iran, dan bahkan berusaha untuk meningkatkannya hingga memunculkan pertanyaan “Bagaimana upaya diplomasi budaya yang dilakukan oleh Korea Selatan dalam meningkatkan hubungannya dengan Iran?”. Berbagai usaha dilakukan melalui diplomasi budaya yang bertujuan untuk membantu meningkatkan hubungan kedua negara melalui beragam festival kebudayaan di Iran, mempromosikan bahasa Korea, dan menggunakan pendidikan. Dengan menggunakan diplomasi budaya ini, Korea Selatan berhasil mempertahankan hubungan dengan Iran semasa sanksi agar tidak terlalu memburuk. Setelah lepasnya sanksi terhadap Iran pun diplomasi budaya ini bisa meningkatkan hubungannya dengan Iran terbukti dari semakin banyaknya interaksi yang terjadi antar kedua negara.

Hubungan yang dimiliki kedua negara ini sudah terjalin sejak lama, namun hubungan diplomatik secara resmi dibentuk pada tahun 1962. Berbagai kerjasamapun sudah dijalin mulai dari bidang politik, sosial budaya, hingga yang utama yaitu ekonomi. Kerjasama ekonomi antar kedua negara ini saling mempengaruhi satu sama lain, dimana Iran ini menjadi salah satu pengekspor minyak mentah terbesar ke Korea Selatan dan sebaliknya Korea Selatan memiliki

peran dalam pembangunan dalam beberap sektor di Iran. Namun akibat tekanan yang mengharuskan Korea Selatan ikut serta dalam memberi sanksi terhadap Iran, hubungan keduanya sempat mengalami kerenggangan beberapa aktivitas bilateral dihentikan atau dibataskan. Sanksi ini diangkat pada tahun 2016 yang menjadi babak baru bagi kedua negara. Berkat diplomasi budaya yang dilakukan, babak baru yang dimulai ini memiliki sedikit kemudahan.

Diplomasi budaya cenderung dilakukan dalam upaya meningkatkan interaksi antar satu negara dengan yang lainnya. Kegiatan-kegiatan yang dilakukan tentu saja mengikuti kebijakan yang dimiliki negara tersebut. Korea Selatan memiliki *Hallyu* sebagai salah satu *soft power* dalam pelaksanaan diplomasi budaya, bahkan ikut dimasukkan dalam kebijakan yang dibuat berkaitan dengan budaya. *Hallyu* ini berperan sebagai pengantar yang mengenalkan beberapa kebudayaan Korea Selatan lainnya.

Dalam praktik kegiatan diplomasi budaya yang dilakukan ke Iran, Korea Selatan cenderung melakukannya melalui festival kebudayaan, mempromosikan bahasa, dan juga menggunakan jalur pendidikan. Dalam festival kebudayaan beragam jenis budaya dapat dikenalkan sekaligus dalam satu *event*, seperti pameran pakaian tradisional, pameran kerajinan, dan hingga berbagai penampilan panggung dari berbagai seniman. Mempromosikan bahasa pemerintah Korea Selatan mendirikan tempat belajar bahasa yaitu King Sejong Institute untuk mempermudah masyarakat Iran yang ingin mempelajari bahasa Korea. Pengajar didatangkan langsung dari Korea Selatan untuk sekaligus menyebarkan nilai-nilai budaya. Sedangkan dalam hal pendidikan, pemerintah Korea Selatan bekerjasama

dengan beberapa universitas di Iran untuk melakukan pertukaran pelajar. Selain itu, pemerintah juga memiliki beasiswa untuk masyarakat yang tertarik melanjutkan pendidikan di Korea Selatan. Melalui cara-cara ini dapat memungkinkan partisipan secara langsung mempelajari kebudayaan yang ada. Dapat terlihat bahwa pemerintah merupakan salah satu aktor yang paling banyak perannya dalam melakukan kegiatan diplomasi budaya Korea Selatan. Pemerintah membantu mengirim orang-orang untuk mengisi acara dalam festival kebudayaan, mengirim pengajar bahasa Korea, dan juga mengorganisir beberapa kegiatan lainnya. Beberapa lembaga kenegaraan seperti MOFA, MCST, KOCIS, dan King Sejong Institute terlibat dalam proses diplomasi budayanya di Iran. Selain pemerintah ini tentu saja ada juga peran dari orang-orang atau bisa disebut sebagai sumber informasi kebudayaan Korea Selatan.

Terdapat peran-peran seperti individu yang terlibat dalam festival kebudayaan (para pengisi festival), ataupun individu yang terlibat dalam proses pembelajaran bahasa Korea, sehingga menimbulkan sebuah interaksi. Dengan adanya interaksi yang terjadi, dapat meningkatkan hubungan dan cenderung membantu dalam proses perbaikan hubungan kedua negara. Tidak mudah untuk mengukur hasil dari upaya diplomasi budaya, tetapi interaksi yang terjadi cenderung dapat membantu dalam mempererat hubungan. Interaksi yang terjadi antar individu-individu yang melakukan pertukaran budaya ini dapat memperdalam hubungan dan pengertian antar satu sama lainnya. Dengan saling memahami nilai-nilai negara cenderung dapat menjadi landasan kuat terbentuknya kepercayaan hingga dapat menghasilkan kerjasama yang lebih besar kedepannya.

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### **Thesis dan Disertasi**

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