

## BAB V

### KESIMPULAN

Sumber daya budaya Korea Selatan yang lebih dikenal dengan sebutan *Hallyu* memiliki peran yang signifikan dalam memenuhi kepentingan negara salah satunya adalah untuk mengubah citra negatif negara di mata negara lain. Salah satu negara yang memiliki persepsi negatif terhadap Korea Selatan adalah Jepang yang dibuktikan melalui kemunculan *Kenkanryu* dan organisasi *Zaitoku-kai* sebagai bentuk sentimen anti-Korea. Pandangan negatif Jepang terhadap Korea Selatan dipicu oleh beberapa konflik sejarah seperti konflik pulau Dokdo dan konflik *Comfort Women*. Persepsi negatif Jepang terhadap Korea Selatan mencapai puncaknya di tahun 2012 ketika presiden Lee Myung-bak mengunjungi pulau sengketa antara kedua negara yaitu pulau Dokdo.

Dengan kondisi demikian, Korea Selatan merasa perlu untuk mengubah persepsi negatif Jepang terhadap negaranya dikarenakan memiliki banyak kepentingan dengan Jepang. Korea Selatan memutuskan untuk melakukan upaya diplomasi budaya kepada Jepang dengan menggunakan *soft power* yang dimilikinya yaitu *Hallyu*. Oleh karena itu, rumusan pertanyaan penelitian ini adalah, “Apa upaya diplomasi budaya Korea Selatan terhadap Jepang melalui *Hallyu* untuk mengubah citra negara Korea Selatan (2012-2015)?”

Hasil penelitian menunjukkan bahwa dalam upaya mengubah citra negaranya di mata Jepang, Korea Selatan melakukan upaya diplomasi budaya dengan menggunakan *Hallyu* yang terbagi menjadi 3 bagian yaitu melalui *Korean drama*, *Korean Pop*, dan *Korean Culture*. Upaya yang dilakukan oleh aktor

negara adalah dengan menyelenggarakan festival Korean Drama, festival Korean Pop, festival pertukaran budaya, festival makanan, pameran *Hallyu* dan juga program pertukaran pelajar. Dari seluruh upaya yang dilakukan oleh aktor negara, aktor negara berperan sebagai inisiator dan pemberi dana yang selalu melibatkan aktor non-negara di setiap kegiatannya. Sedangkan upaya yang dilakukan oleh aktor non-negara adalah melalui penayangan drama Korea, mengadakan audisi K-Pop, mengadakan konser grup K-Pop, merekrut anggota grup K-Pop asal Jepang, membuka toko pakaian, merilis kosmetik, dan juga menyelenggarakan pameran *Hallyu*. Dalam melakukan kegiatannya, aktor non-negara tidak selalu bekerja sama dengan aktor negara, namun setiap kegiatan yang dilakukannya sejalan dengan tujuan negara dalam mengubah citra negaranya di mata negara lain.

Melalui kegiatan-kegiatan tersebut, beberapa diantaranya menunjukkan adanya peningkatan pengunjung, penggemar, dan penjualan dari tahun ke tahun yang dapat dijadikan sebagai indikator perubahan citra negara Korea Selatan di mata Jepang karena adanya permintaan yang lebih tinggi. Selain itu, terjadi penurunan drastis kegiatan organisasi anti Korea *Zaitoku-kai* pada tahun 2015 dimana hal ini dapat juga menjadi indikator yang menunjukkan pandangan negatif masyarakat Jepang terhadap Korea Selatan telah menurun. Selanjutnya juga terjadi perubahan citra Korea Selatan di masyarakat Jepang dimana masyarakat Jepang yang sebelumnya memandang Korea Selatan sebagai warga miskin dan buruk rupa, melihat warga Korea Selatan sebagai warga yang cantik, tampan, dan sopan. Selanjutnya, berdasarkan data yang telah dipaparkan, dapat disimpulkan bahwa dalam upayanya untuk mengubah citra negara melalui *Hallyu*, pemerintah

Korea Selatan lebih banyak berperan sebagai inisiator, dan penyedia fasilitas bagi industri budaya untuk berkembang. Sedangkan keberhasilan *Hallyu* dalam memasuki pasar negara lain merupakan hasil dari strategi dan promosi yang dilakukan oleh aktor non-negara. Dari setiap kegiatan yang dilakukan oleh pemerintah, aktor non-negara selalu dilibatkan didalamnya dimana seluruh aktifitas didalam kegiatan tersebut dilakukan oleh aktor non-negara. Namun sebaliknya, aktor non-negara melakukan kegiatan-kegiatannya tanpa melibatkan pemerintah. Singkatnya, pemerintah memainkan peran utama dalam merangsang dan memfasilitasi industri budaya untuk berkembang, sementara untuk pelaksanaannya, adalah aktor non-negara yang berperan dalam mencapai keberhasilan mempromosikan negaranya. Dengan kata lain, aktor negara harus bersinergi dengan aktor non-negara untuk mewujudkan citra negara yang positif.

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