

BAB V

KESIMPULAN

Dengan berfokus kepada pertanyaan penelitian “bagaimana upaya Tiongkok dalam membentuk citra positif di Kawasan Afrika melalui *China Global Television Network* (CGTN)?”, maka penulis dapat menyimpulkan bahwa Tiongkok melakukan tiga bentuk upaya dalam membentuk citra positif di Kawasan Afrika dengan memanfaatkan CGTN, sebagai salah satu media yang dimiliki oleh pemerintah. Tiga bentuk upaya Tiongkok tersebut yaitu: menggunakan CGTN sebagai instrumen *soft power* dalam menyampaikan ide, nilai, dan budaya; melakukan diplomasi publik dengan melibatkan CGTN sebagai aktor pendukung aktivitas diplomasi publik; serta menggunakan strategi *agenda setting* lewat CGTN untuk mempengaruhi opini publik masyarakat Afrika mengenai Tiongkok.

Sebagai salah satu instrumen *soft power* dari Tiongkok, CGTN menyiarkan ide, nilai, dan budaya yang sesuai dengan kehendak Pemerintah Tiongkok dalam setiap berita dan program televisinya. Ide, nilai, dan budaya yang disampaikan Tiongkok melalui CGTN bertujuan untuk membuat masyarakat Afrika memiliki opini dan pandangan yang positif mengenai Tiongkok dengan cara menceritakan negaranya dengan sebaik mungkin. Pemerintah Tiongkok benar-benar menggunakan CGTN sebagai *soft power*-nya untuk memenuhi kepentingan nasionalnya, yaitu menciptakan rasa percaya masyarakat Afrika dengan menyiarkan ide, nilai, dan budaya positif mengenai Tiongkok untuk menjalin hubungan jangka panjang yang berkelanjutan dengan Afrika demi melancarkan BRI.

Selanjutnya, Tiongkok menggunakan CGTN dalam melakukan diplomasi publik, yakni mengelola lingkungan internasional dengan melibatkan masyarakat Afrika. Upaya diplomasi publik yang dilakukan Tiongkok melalui CGTN dilakukan dengan tiga cara yaitu: *listening*, *advocacy*, dan *international broadcasting*. Pertama, upaya *listening* yang dilakukan Tiongkok yakni mengumpulkan data mengenai apa yang dibutuhkan oleh Masyarakat Afrika, kemudian mewujudkannya dan mempublikasikan itikad baik tersebut melalui CGTN. Kedua, upaya *advocacy* yang dilakukan oleh Tiongkok yaitu menggunakan CGTN untuk mempromosikan kebijakan dan gagasan yang sesuai dengan kepentingan Tiongkok kepada masyarakat Afrika. Ketiga, upaya *international broadcasting* yang dilakukan oleh Tiongkok yaitu dengan cara menyiarkan konten dan informasi positif mengenai Tiongkok melalui CGTN dengan menggunakan strategi *agenda setting*.

Strategi *agenda setting* diterapkan CGTN sebagai salah satu upaya membangun citra positif Tiongkok di Afrika. Ketika Pemerintah Tiongkok memiliki sebuah agenda, yakni menciptakan citra positif di Afrika, maka CGTN membuat agenda tersebut menjadi agenda media yang kemudian akan disiarkan melalui konten-konten yang kemudian dapat mengubah pandangan dan opini masyarakat Afrika mengenai Tiongkok. CGTN menyiarkan konten yang positif secara berulang-ulang supaya masyarakat Afrika memiliki pandangan bahwa Tiongkok adalah mitra kerja yang baik dan dapat dipercaya. Penyiaran konten positif yang berkali-kali dilakukan CGTN akan secara tidak langsung menghilangkan isu-isu negatif mengenai Tiongkok di Afrika.

Melalui ketiga bentuk upaya Tiongkok yang telah dijelaskan di atas, dapat dilihat bahwa Tiongkok benar-benar memiliki kepentingan untuk membangun citra positif di kawasan Afrika. Sebagai negara yang sedang melakukan upaya memperkuat geopolitik dan perekonomiannya dengan melakukan investasi dalam jumlah yang besar di Afrika, Tiongkok membutuhkan dukungan dari masyarakat Afrika. CGTN digunakan pemerintah Tiongkok untuk menyiarkan konten-konten positif mengenai Tiongkok untuk membentuk citra positif yang dapat mendorong publik untuk mendukung segala bentuk tindakan Tiongkok di Afrika. Pembentukan citra positif di Afrika yang dilakukan oleh Tiongkok melalui CGTN bertujuan untuk menyukseskan salah satu kepentingan nasional Tiongkok, yaitu BRI.

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