

## BAB IV

### KESIMPULAN

Berdasarkan pertanyaan penelitian **“Bagaimana diplomasi Uni Eropa melalui program GTKE untuk mempererat hubungan transatlantik dengan Amerika Serikat?”** penulis dapat menyimpulkan bahwa diplomasi UE melalui program GTKE untuk memperkuat hubungan transatlantik antara UE dan AS dilakukan dengan pendekatan diplomasi budaya milik Nicholas Cull, yakni pemberian budaya, pengenalan informasi budaya yang kurang diketahui, dan dialog budaya. Sebagai diplomasi budaya, GTKE berhasil membawa budaya-budaya UE masuk ke negara-negara bagian AS. Banyak dari mereka yang ingin berpartisipasi dengan kegiatan-kegiatan yang dicanangkan.

Program GTKE memberikan budaya UE dengan cara bekerja sama dengan lembaga-lembaga pendidikan dan memberikan budaya melalui acara-acara seperti kontes penulisan esai, festival musik, tur keliling Eropa bersama guru-guru, dll. Seluruh acara tersebut diadakan di tempat yang berbeda-beda di tanggal yang berbeda. Dengan pemberian budaya ini, diharapkan bahwa masyarakat AS dapat mempelajari UE dengan cara yang lebih menyenangkan dan ringan, tidak memaksa. Menurut Nicholas J. Cull, pendekatan pemberian budaya adalah pendekatan paling mendasar.

Budaya-budaya yang kurang diketahui oleh AS contohnya adalah perayaan Hari Eropa pada setiap tanggal 9 Mei, adapun perayaan *EuroFest* yang menyajikan berbagai

kontes untuk anak-anak dan dewasa seperti membuat poster tentang UE, adapun permainan akordion yang dapat dinikmati oleh para pengunjung ketika berjalan-jalan di area festival. Menurut Cull, pendekatan diplomasi budaya yang kedua adalah pendekatan melalui informasi budaya, GTKE membantu UE menginformasikan kepada AS budaya-budaya yang kurang diketahui oleh mereka. Dengan mengetahui budaya tersebut, AS semakin belajar lebih jauh mengenai UE.

Terakhir, melalui berbagai festival, mulai dari *EuroFest* hingga *square roots*, terjadi dialog antara UE dan AS. Dengan dialog tersebut, masyarakat AS dapat mengetahui keberadaan alat diplomasi budaya yang bernama GTKE yang bekerja sama dengan lembaga pendidikan di AS. Menurut Cull, pendekatan terakhir adalah pendekatan dengan dialog budaya, GTKE membantu lembaga-lembaga pendidikan menyelenggarakan berbagai festival agar masyarakat tahu mengenai adanya GTKE yang bekerja sama langsung dengan berbagai lembaga AS.

Dengan seluruh pendekatan yang sudah dilakukan oleh UE melalui GTKE, hubungan transatlantik antara kedua belah pihak baik UE maupun AS masih berjalan dengan baik hingga saat ini. Sebagai bukti, hingga tahun 2019, AS masih bersedia untuk melakukan hubungan dengan UE, terlebih lagi mereka mengadakan pertemuan pada Juli 2018 untuk membicarakan kerja sama untuk di masa mendatang. Pertemuan tersebut merupakan awal yang baik untuk dalam tindakan memperkuat hubungan transatlantik yang sempat meregang.

Namun dapat disayangkan, kekurangan dari penelitian ini adalah tidak adanya data yang cukup memadai yang dapat digunakan untuk membahas mengenai pendekatan pembangunan kapasitas budaya dan data mengenai program GTKE masih cukup minim, sehingga penulis tidak dapat menemukan testimoni dari aktor-aktor penting yang mungkin terlibat di dalam acara-acara yang berlangsung.

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