

## **BAB IV**

### **KESIMPULAN**

Berdasarkan Pertanyaan penelitian yang menjadi dasar dari penelitian ini yaitu **“Bagaimana Jepang menggunakan *anime, manga dan Pop culture* sebagai instrumen diplomasi Jepang terhadap China?”** maka dapat disimpulkan bahwa budaya *anime* dan *manga* digunakan Jepang dalam proses diplomasi ke China melalui diplomasi publik yang ditujukan untuk memberikan apersepsi kepada masyarakat China terhadap nilai-nilai kehidupan bermasyarakat Jepang melalui agenda program *Pop Culture Diplomacy* dan *Cool Japan Initiatives*.

Dalam menjawab permasalahan pemerintah Jepang terkait hadirnya pendapat anti-Jepang di China, permasalahan ini memberikan urgensi Jepang untuk membentuk sebuah tindakan untuk melakukan mediasi penyampaian pesan kepada masyarakat China. Pesan yang perlu disampaikan bahwa nilai-nilai kehidupan bermasyarakat Jepang tidak berbeda jauh Dengan kehidupan yang dilaksanakan oleh masyarakat China, khususnya di kalangan masyarakat muda. Meninjau hubungan Jepang dan China yang terhalang oleh bekas luka yang hadir dari tragedi perang dunia memberikan pandangan bahwa sulitnya memperbaiki hubungan kedua negara ini. Akan tetapi, perbaikan hubungan ini dimungkinkan dengan adanya proses normalisasi diplomasi yang dilakukan oleh kedua belah negara. Dari proses normalisasi ini hadir inisiatif yang melahirkan *pop culture diplomacy* dengan kesadaran Jepang akan unggulnya produk budaya audio dan visual. Keunggulan ini dinilai dari besaran angka ekspor dari Jepang kepada pasar internasional. Komoditas budaya ini menempati urutan ke-3. Hadirnya *pop culture diplomacy*

melahirkan *Cool Japan Initiatives* yang merupakan kegiatan strategis yang dilakukan oleh pemerintah Jepang dalam mendorong sirkulasi produk budaya di ranah internasional. Inisiatif ini dapat dilihat dari penunjukan Doraemon sebagai duta budaya *anime* oleh Kementerian Luar Negeri Jepang. *Cool Japan Initiative* memberikan kesempatan untuk budaya *anime* dan *manga* untuk menembus pasar internasional khususnya China. Penggunaan *anime* dan *manga* pun dinilai efektif karena menimbulkan perasaan cocok di kalangan masyarakat muda. Hal ini pun didasari oleh kesamaan nilai kehidupan dan keseharian masyarakat muda China. Nilai yang terkandung dalam *anime* dan *manga* seperti kekeluargaan, akademis, bahkan fantasi yang ditampilkan memberikan rasa familiar kepada masyarakat muda di China. Dengan demikian, melalui proses pengenalan budaya ini, *anime* dan *manga* berhasil membawa pesan yang ingin disampaikan oleh Jepang terhadap China. Kegiatan diplomasi ini menjadi awal dari terciptanya hubungan yang baik di kedua belah negara dan masyarakat China mendapatkan kesempatan lebih untuk mengenal negara Jepang melalui budaya yang ditawarkan.

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