

BAB IV.

KESIMPULAN

Berdasarkan pertanyaan penelitian yaitu, Tantangan apa yang Rusia hadapi dalam mempromosikan Olimpiade Sochi 2014 terhadap Amerika Serikat untuk membangun citra positif?. dapat disimpulkan bahwa menjelang Olimpiade Sochi, Rusia menghadapi berbagai isu yang menjadi tantangan di dalam dan luar negeri yang mempengaruhi upaya diplomasi publik Rusia dengan Amerika Serikat. Kebijakan-kebijakan Rusia terhadap negara bekas Uni Soviet yaitu Ukraina dan undang-undang yang dikeluarkan pada tahun 2014 mengenai komunitas LGBT menjadi sebuah tantangan besar untuk Pemerintahan Rusia dengan Rusia mendapat masalah dengan Uni Eropa dan Amerika Serikat dikarenakan tindakan yang dianggap melanggar peraturan internasional. Intervensi Rusia di Krimea, Ukraina menghasilkan Rusia terkena sanksi dari Uni Eropa dan Amerika Serikat yang menargetkan ekonomi Rusia. Undang-undang LGBT yang dikeluarkan oleh Pemerintahan Rusia dianggap melanggar hak asasi manusia dan diskriminatif, membuat dunia internasional kembali mempertanyakan moralitas Rusia. Selain itu upaya untuk mempromosikan Olimpiade Sochi tidak mendapatkan dukungan yang diperlukan dari Pemerintahan Rusia untuk memastikan promosi Olimpiade Sochi menyebar dan diterima oleh masyarakat Amerika Serikat. Upaya promosi Olimpiade Sochi tersebut hanya diandalkan oleh masyarakat keturunan Rusia, mantan atlet Uni Soviet

yang ingin memperbaiki hubungan dengan Amerika Serikat dan dari komite Olimpiade Rusia sendiri.

Akibat dari isu-isu yang dihadapi oleh Pemerintahan Rusia, Amerika Serikat Meminimalkan partisipasi dan penerimaan terhadap Olimpiade Sochi. Amerika Serikat tidak mengirim delegasi yang dikatakan berbeda, dengan delegasi yang dikirim adalah mantan atlet Amerika Serikat dari komunitas LGBT sebagai tanda penolakan undang-undang LGBT Rusia. Olimpiade Sochi dianggap negara barat sebagai upaya mengalihkan perhatian Rusia dari isu-isunya, terutama intervensi militer di Krimea dimana Rusia tidak memiliki justifikasi yang lazim. Rusia menghadapi tantangan dalam segi media dari barat yang berusaha mengganggu aktivitas Olimpiade Sochi, membuat Olimpiade Sochi panggung untuk menyoroti dan menekan Rusia mengenai isu-isunya. Rusia membalas dengan memulai perang informasi melalui media untuk melindungi Olimpiade Sochi dan Rusia dari barat untuk mengurangi kerusakan terhadap posisi Rusia dan aktivitas Olimpiade Sochi yang menjadi kepentingan *soft power* Rusia pada saat itu. Presiden Putin berusaha menenangkan dunia internasional dengan menjelaskan alasan dari kebijakan mereka, dimana berasal dari budaya, sejarah, satu bahasa dan keinginan untuk menjaga masyarakat Rusia dari siapapun yang ingin membahayakan mereka. Pemerintahan Rusia menjelaskan adanya ancaman terhadap masyarakat Rusia yang menyebabkan kebijakan-kebijakan tersebut dijalankan, seperti bagaimana

masyarakat minoritas keturunan Rusia dan Pro-Rusia di target dan berada dalam situasi berbahaya dari kelompok anti-Rusia.

Pemerintahan Rusia menggunakan media yang dikontrol oleh mereka yaitu *Russia Today* sebagai alat utama untuk mengeluarkan informasi yang membuat Rusia dalam pandangan baik dan menjustifikasikan tindakan mereka. *Russia Today* juga membangun naratif yang membuat tindakan Amerika Serikat dan Uni Eropa sebagai aggressor dan oportunist, berusaha untuk meraih kepentingan politik mereka sendiri. Media menjadi alat diplomasi publik mereka untuk membangun naratif propaganda yang membuat Rusia sebagai sisi yang baik, dengan Presiden Putin menggunakan rasa sentimen untuk membangun dukungan. Rusia berusaha menunjukkan kepada dunia bahwa intervensi Rusia di Krimea diperlukan dengan melakukan referendum jika masyarakat Krimea ingin bergabung kembali dengan Rusia, dengan 96% setuju. Referendum tersebut menjadi upaya Rusia menunjukkan bahwa Krimea memerlukan bantuan Rusia dan tindakan Pemerintahan Rusia benar. Tetapi dengan semua upaya Rusia dengan menjalankan diplomasi publik untuk menenangkan situasi, perkataan yang dikeluarkan oleh Pemerintahan Rusia hanya sebuah propaganda dan kebohongan, kebijakan Rusia tetap merupakan sebuah tindakan yang salah terlepas dari alasan mereka. Upaya diplomasi publik mereka tidak memiliki pengaruh besar untuk membangun naratif baik dan menjaga integritas Olimpiade Sochi, dikarenakan beratnya *hard power* yang dijalankan Rusia dan dampak negatif yang terjadi.

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