

BAB IV

KESIMPULAN

Berdasarkan pertanyaan penelitian yang diangkat yaitu bagaimana dampak dari aktivitas diplomasi publik Selandia Baru dan Kanada terhadap hubungan diplomatik kedua negara, maka dapat disimpulkan bahwa aktivitas diplomasi publik yang dilakukan oleh Selandia Baru terhadap Kanada memiliki dampak positif bagi hubungan diplomatik kedua negara tersebut. Hubungan diplomatik yang menguat dan mendalam ini kemudian secara tidak langsung melalui aktivitas diplomasi publik yang memanfaatkan sumber daya *soft power* dan keterlibatan *indigenous peoples*—sebagai *common ground*—Selandia Baru dan Kanada mampu menghasilkan beragam dampak dan yang utama adalah keberhasilan Selandia Baru dalam menjalin FTA pertama dengan Kanada yang diwadahi oleh CPTPP.

Dalam konteks ini, FTA antara Selandia Baru dengan Kanada yang diwadahi oleh CPTPP memiliki peran sebagai pendorong aktivitas perekonomian dan perdagangan kedua negara. Hal ini dikarenakan FTA yang terbentuk dalam CPTPP memberikan sejumlah keringanan dan kemudahan dalam melakukan aktivitas ekspor-impor maupun kerja sama bisnis antara Selandia Baru dengan Kanada. Melalui FTA ini, hampir sebagian besar tariff maupun hambatan perdagangan yang sebelumnya berlaku menjadi berkurang dan bahkan dihapuskan—dengan sistem parsial. Yang mana FTA yang diwadahi oleh CPTPP ini kemudian menjadi faktor pendorong atau pemicu bagi kedua negara untuk meningkatkan aktivitas perekonomian maupun perdagangan agar dapat bersaing

secara sehat. Dikarenakan peran FTA yang diwadahi oleh CPTPP ini, maka baik Selandia Baru maupun Kanada kemudian juga berusaha sebaik mungkin agar perjanjian yang terjalin ini mampu memberikan pengaruh lebih positif lagi pada kualitas dan bahkan kemakmuran masyarakat kedua negara.

Tidak hanya itu, dampak utama ini juga diikuti oleh sejumlah dampak lainnya. Semisal rasa puas atau aspek *feel good* yang muncul di Selandia Baru merupakan dampak lain yang dihasilkan oleh aktivitas diplomasi publik yang dilakukan. Dimulai dari aspek *feel good* tersebut, aktivitas diplomasi publik kemudian memberikan efek *spillover* ke berbagai bidang. Tidak hanya pada bidang ekonomi dan perdagangan tetapi juga pada identitas nasional, *nation building*, standar dan kualitas hidup *New Zealanders*, kualitas pendidikan, kualitas tenaga kerja, begitu pula dengan terciptanya lapangan kerja di Selandia Baru.

Sedangkan dampak yang muncul di Kanada lebih cenderung pada *indigenous peoples* negara ini. Dimana melalui aktivitas diplomasi publik yang dilakukan oleh Selandia Baru, baik pemerintah maupun *indigenous peoples* Kanada dapat belajar akan banyak hal terkait bagaimana mereka harus memperjuangkan hak dan memperoleh kesempatan yang seharusnya dimiliki oleh mereka sebagai *indigenous peoples* yang notabeneanya mengalami rasisme, diskriminasi dan bahkan tindak kekerasan. Melalui aktivitas diplomasi publik Selandia Baru, setidaknya para *indigenous peoples* Kanada terinspirasi dan terdorong untuk memperjuangkan hak-hak mereka. Dampak dari aktivitas diplomasi publik ini pun kemudian ditunjukkan dengan tindakan pemerintah Kanada dengan mengadopsi UNDRIP sebagai bagian dari kebijakan negaranya dan melakukan sejumlah cara untuk mendekatkan diri

dengan para *indigenous peoples*. Salah satunya adalah menetapkan gedung bekas kedutaan besar Amerika Serikat di Jalan 100 Wellington, Ottawa sebagai ruang publik yang dapat digunakan oleh *indigenous peoples*.

Untuk memperoleh dampak seperti itu, Selandia Baru yang memiliki kekurangan dalam aspek *hard power*, kemudian memanfaatkan *soft power* yang dimiliki. Sumber daya *soft power* yang digunakan yaitu seni dan kebudayaan. Bagi *New Zealanders* maupun pemerintah, seni dan kebudayaan merupakan aspek paling penting di negaranya. Hal tersebut dikarenakan efek *spillover* yang dimiliki oleh seni dan kebudayaan yang membantu Selandia Baru dalam melindungi dan mencapai kepentingan nasional. Dalam konteks ini, seni dan kebudayaan tersebut dimanfaatkan oleh Selandia Baru dalam usahanya untuk memperkuat dan memperdalam hubungan diplomatik dengan Kanada.

Dalam usaha diplomasi publik Selandia Baru terhadap Kanada, pemanfaatan sumber daya *soft power* tidaklah cukup. Dibutuhkan komponen lain yang dapat membantu penetrasi diplomasi publik Selandia Baru dan komponen tersebut adalah *common ground* yang dimiliki oleh kedua negara ini. *Indigenous peoples* merupakan *common ground* yang dimiliki oleh Selandia Baru dan Kanada. Hal tersebut dikarenakan *indigenous peoples* kedua negara ini mengalami sejarah proses penjajahan serupa yang dilakukan oleh Inggris, berawal dari berbagi sejarah tersebutlah kemudian *indigenous peoples* kedua negara ini mulai menjalin hubungan yang erat.

Penetrasi yang dilakukan ini tidak hanya menitikberatkan pada aktivitas pertukaran kebudayaan internasional dan festival internasional, tetapi juga pada

keterlibatan para *indigenous peoples* Selandia Baru dan Kanada. Karena melalui keterlibatan *indigenous peoples* inilah penetrasi dapat dilakukan dengan baik. Melalui keterlibatan *indigenous peoples* inilah rasa familier dan kepercayaan Kanada terhadap Selandia Baru diperkokoh. Interaksi berkesinambungan antar *indigenous peoples* maupun *indigenous peoples* dengan perwakilan pemerintah Kanada yang terjadi dalam proses sosialisasi inilah yang kemudian mempengaruhi dinamika hubungan kedua negara ke arah yang lebih positif.

Perubahan dinamika hubungan positif yaitu hubungan diplomatik Selandia Baru dan Kanada yang semakin menguat dan mendalam ini yang menunjukkan bahwa aktivitas diplomasi publik yang dilakukan Selandia Baru terhadap Kanada mampu menghasilkan sebuah dampak. Walaupun dalam konteks ini, dibutuhkan waktu yang tidak sedikit untuk memperoleh dampak dari aktivitas diplomasi publik. Tetapi Selandia Baru mampu menunjukkan bahwa aktivitas diplomasi publik yang dilakukannya yang memanfaatkan sumber daya *soft power* seni dan kebudayaan serta dengan terlibatnya *indigenous peoples*—yang berasal dari Selandia Baru dan Kanada—mampu membantu negara ini untuk melindungi dan bahkan mencapai kepentingan nasional yang dimilikinya.

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