

BAB IV

KESIMPULAN

Berdasarkan pertanyaan penelitian “Apa faktor yang menyebabkan gagalnya diplomasi publik Arab Saudi melalui *MDL Beast Music Festival* dalam menciptakan citra positif Arab Saudi di Amerika Serikat?”, maka dapat disimpulkan bahwa diplomasi publik Arab Saudi melalui *MDL Beast Music Festival* terhadap publik Amerika Serikat gagal dikarenakan tidak terpenuhinya dimensi *trustworthiness*, *expertise*, dan *goodwill*, pada dimensi kredibilitasnya. Rusaknya kredibilitas mempengaruhi kemampuan aktor pelaku diplomasi publik untuk meyakinkan aktor lainnya. Rusaknya kredibilitas Saudi dari segi dimensi *trustworthiness*, *expertise*, dan *goodwill* menjadi alasan mengapa diplomasi publik Arab Saudi gagal terhadap publik Amerika Serikat. Hal ini juga menunjukkan bahwa festival musik tersebut tidak berhasil mencapai pilar strategis 8.3.1 dan 8.3.3 pada penyampaian Program *Quality of Life*, yang merupakan salah satu program realisasi *Vision 2030*, mengenai menciptakan citra Saudi yang positif di kancah internasional, yang pada kasus ini yakni publik Amerika Serikat.

MDL Beast Music Festival sebagai instrumen Diplomasi publik Arab Saudi dapat dikatakan gagal berdasarkan tingkatan dampak diplomasi publik. Respon atas *MDL Beast Music Festival* masih mempermasalahkan rekam jejak HAM Saudi, yang menandakan opini buruk atas Saudi sebagai reaksi diplomasi publik tersebut. Hal ini menunjukkan dari keempat tingkatan dampak diplomasi publik, yakni meningkatkan keakraban orang-orang di negara lain dengan negara pelaku diplomasi publik,

meningkatnya apresiasi masyarakat asing atas negara tersebut, menarik hati orang-orang asing tersebut dengan negara pelaku diplomasi publik tersebut, mempengaruhi negara tujuan, tidak menunjukkan tanda tercapainya dampak diplomasi publik baik dari tingkat pertama hingga tingkat terakhir. Temuan ini menandakan adanya perbedaan dari tujuan awal diplomasi publik ini, yang pada awalnya ingin memproyeksikan Saudi sebagai negara yang progresif, hebat, serta memiliki pemuda yang sama pada umumnya, namun festival ini malah dilihat sebagai alat untuk memperbaiki citra Saudi dan mempermasalahkan rekam jejak kasus HAM di Saudi.

Saudi melakukan upaya dalam menciptakan citranya yang positif secara internasional melalui MDL *Beast Music Festival*, namun bukannya menjadikan opini publik AS yang positif melainkan opini negatif yang didapatkan. Hal ini tentunya berbeda dengan upaya-upaya transformasi Saudi yang mendapat respon positif dari publik Amerika Serikat. Saudi kehilangan kemampuannya untuk meyakinkan aktor lain sebagai akibat dari kredibilitasnya yang rusak setelah peristiwa pembunuhan Jamal Khashoggi. Kredibilitas sendiri terbagi menjadi dua, yakni dimensi primer dan sekunder, dan dimensi primer menjadi fokus dari penelitian ini dikarenakan dapat diaplikasikan di berbagai konteks. Dimensi *trustworthiness* tidak terpenuhi, yang ditunjukkan melalui hasil survei yang memperlihatkan rendahnya kepercayaan masyarakat Amerika Serikat terhadap Saudi. Survei lainnya juga menunjukkan bahwa lebih banyak masyarakat AS yang melihat Saudi lebih sebagai musuh dibandingkan mempercayainya sebagai sekutu. Dimensi *expertise* juga rusak, yang ditandai dengan hasil survei bahwa lebih banyak masyarakat Amerika Serikat yang melihat bahwa

MBS tidak memiliki kemampuan dalam melakukan hal yang benar dalam urusan internasional. Publik AS juga tidak lagi memandang MBS sebagai reformis, yang sebelumnya merupakan daya tarik MBS, yang menunjukkan bahwa MBS tidak lagi dipandang memiliki kapabilitas tersebut. Dimensi *goodwill* juga rusak, yang dilihat dari publik AS yang beranggapan bahwa MDL *Beast Music Festival* merupakan perbaikan citra Saudi dan bukan sebagai upaya dalam menciptakan Saudi yang berprogresif. Meskipun begitu MDL *Beast Music Festival* mampu membawa sejumlah perubahan domestik, seperti konser EDM yang lebih terbuka, akses atas konser EDM yang lebih mudah bagi warga Saudi, serta memperkenalkan seniman-seniman EDM lokal, termasuk DJ EDM wanita Saudi pertama.

Penelitian ini memiliki keterbatasan dalam mengolah unggahan-unggahan terkait MDL *Beast Music Festival*, serta berita-berita atas festival musik tersebut secara detail. Hal ini dapat menjadi masukan untuk peneliti lainnya yang ingin meneliti topik yang sama.

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