

BAB IV

KESIMPULAN

Penelitian ini bertujuan untuk menjawab pertanyaan penelitian **“Bagaimana Peran BTS dalam Mendukung Diplomasi Publik Korea Selatan di Amerika Serikat?”**. Melalui analisis yang dilakukan kemudian diperoleh dua peran yang dilakukan oleh BTS :

Pertama, BTS melakukan advokasi terhadap masyarakat Amerika Serikat. BTS melakukan komunikasi untuk mempromosikan gerakan anti kekerasan dengan menyuarakan pentingnya mencintai diri sendiri terhadap masyarakat Amerika Serikat. Promosi dilakukan melalui pidato yang disampaikan dalam Sidang Umum PBB ke-73, hasil karya musik, serta kegiatan promosi di acara televisi Amerika Serikat. Advokasi disampaikan secara langsung oleh BTS di hadapan penonton yang hadir maupun penonton yang menyaksikan melalui berbagai media. Tindakan yang dilakukan BTS terkait isu sosial menjadi cerminan bagaimana masyarakat Amerika Serikat memandang negara Korea Selatan sebagai negara yang menjunjung perdamaian.

Kedua, BTS melakukan diplomasi budaya terhadap masyarakat Amerika Serikat. *Group* K-pop tersebut mempromosikan budaya tradisional dan modern dengan menanamkan unsur budaya tersebut ke dalam aktivitasnya dalam industri musik di Amerika Serikat. BTS memperkenalkan bahasa nasional, pakaian tradisional, situs bersejarah, budaya populer K-pop, dan hasil produk Korea Selatan seperti makanan dan produk kosmetik wajah. BTS memberikan pengetahuan serta memperkenalkan Korea Selatan melalui unsur budaya yang dibawa terhadap

masyarakat Amerika Serikat yang melakukan kontak dengan konten *group* musik Korea Selatan tersebut. Diplomasi budaya BTS kemudian membantu dalam membentuk persepsi masyarakat Amerika Serikat terhadap negara Korea Selatan.

Secara keseluruhan, BTS menunjukkan peran aktor non-negara dalam kegiatan diplomasi publik Korea Selatan yang dilakukan melalui aktivitas *group* di Amerika Serikat dengan mempromosikan kepentingan dan memperkenalkan budaya Korea Selatan. Peran BTS dalam diplomasi publik melalui advokasi dan diplomasi budaya mendukung pencapaian kepentingan pemerintah Korea Selatan. *Group* K-pop BTS kemudian menjadi perpanjangan tangan negara Korea Selatan dalam kegiatan diplomasi publik.

Temuan dari penelitian ini memberikan kontribusi terhadap perkembangan hubungan internasional yang kontemporer. Temuan ini membuktikan perluasan peran dalam aktor hubungan internasional yang kini tidak hanya terbatas pada aktor negara, tetapi juga peran dari aktor non-negara. *Group* musik sebagai aktor non-negara dapat mendukung kegiatan diplomasi publik negara melalui aktivitas di industri musik serta kegiatan promosi di bidang lainnya. Peran aktor non-negara sudah mulai dilibatkan dalam kegiatan politik internasional di ranah tingkat global.

Penelitian ini masih dapat dikembangkan mengingat data yang digunakan merupakan data sekunder. Peneliti tidak mengumpulkan data secara mandiri terkait persepsi masyarakat Amerika Serikat terhadap *group* K-pop BTS. Peneliti menyarankan peneliti selanjutnya melakukan penelitian metode kuantitatif untuk melihat pandangan masyarakat Amerika Serikat terhadap BTS. Untuk di masa depan, penelitian ini merekomendasikan untuk mengkaji secara lebih lanjut peran BTS setelah secara resmi ditunjuk sebagai utusan khusus Presiden Korea Selatan.

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