

## Bab IV

### Kesimpulan

Berdasarkan pertanyaan penelitian “Bagaimana Dampak Film Animasi *Spirited Away* dalam Menyebarkan Nilai-nilai Jepang di Amerika Serikat?”, maka dapat disimpulkan bahwa Jepang dalam agendanya untuk melakukan diplomasi budaya di Amerika Serikat melalui film animasi *Spirited Away*, mampu menghasilkan perubahan pada opini dan respon masyarakat Amerika Serikat terhadap Jepang dan nilai-nilai budayanya, walaupun memiliki kebudayaan dan letak geografis yang berbeda. Keberhasilan diplomasi budaya ini didukung oleh popularitas dan pergeseran budaya yang disebabkan oleh film animasi yang mengandung unsur budaya, semakin diakui, diminati, dan diapresiasi di Amerika. Selain itu, keberhasilan juga memberikan dampak berupa proyeksi citra baik Jepang, mempromosikan pertukaran budaya Jepang dengan Amerika, serta membuka pintu untuk menjalin kemitraan lebih lanjut dengan aktor-aktor di Amerika.

Jepang cenderung mengalami kesusahan dalam memproyeksikan ide-ide mereka dalam bentuk nilai. Sehingga, produk budaya seperti film diperlukan sebagai cara mereka untuk menerjemahkan ide-ide tersebut dengan melibatkan emosi atau rasa yang dibangun di dalamnya. Menggunakan konsep budaya populer oleh Galia Press-Bernathan, ditemukan bahwa film animasi dapat menjadi media untuk menyalurkan nilai-nilai kebudayaan Jepang dan membentuk emosi masyarakat. Film animasi lalu dijadikan salah satu dari budaya populer yang

diperkenalkan ke Amerika Serikat. Namun, karena perbedaan budaya yang signifikan, seringkali produk budaya populer yang mengandung unsur budaya, tidak diterima oleh masyarakat Amerika. Dengan menggunakan teori Liberalisme Sosiologis dengan model *cobweb* oleh John Burton, ditemukan bahwa keterlibatan individu maupun kelompok tertentu dalam membawa perubahan, merupakan hasil dari kerjasama dan aksi sosial yang dilakukan sehingga menghasilkan manfaat bukan hanya di dalam negeri, namun juga secara internasional. *Anime* dijadikan media untuk menghubungkan dan menjalin suatu ikatan diantara para penggemar, dapat membantu menjelaskan bahwa kelompok-kelompok di masyarakat yang tinggal di suatu bangsa memiliki ikatan eksternal dengan latar belakang yang berbeda, sehingga membuat mereka terhubung satu sama yang lain.

Tidak ingin film animasi Jepang jatuh ke peraturan rigid dengan kisah dan akhir sederhana milik Amerika, para penggemar menjadi aktor perubahan menuntut agar pemotongan adegan tidak lagi dilakukan untuk keuntungan satu pihak saja. Para penggemar lalu membentuk sebuah identitas baru berdasarkan kekaguman dan apresiasi tinggi terhadap film animasi Jepang. Dengan latar belakang yang berbeda, mereka masuk ke dalam *anime fandom* untuk melakukan penerjemahan, dan mendistribusikan film animasi orisinal kepada khalayak banyak. Maka dari itu, terlihat bahwa peran para penggemar sangat penting untuk menggeser pemikiran kuno dan menyebarkan informasi baru demi mencapai tujuan tertentu. Seiring perkembangannya, film animasi semakin dinikmati oleh masyarakat Amerika yang menganggap bahwa unsur budaya-lah yang membuat film animasi Jepang berbeda dengan film animasi buatan Amerika.

Perubahan lalu terlihat saat film animasi *Spirited Away* diperkenalkan di Amerika Serikat. Produk budaya populer memiliki potensi untuk menjangkau banyak orang melalui penyebarannya. Walaupun begitu, tidak sedikit adegan dalam film animasi Jepang yang harus dipotong untuk menghilangkan unsur budayanya. Dalam film *Spirited Away*, nilai-nilai dan kebudayaan Jepang, diolah sedemikian rupa ke dalam adegan maupun latar belakang film agar penonton dapat memahami unsur budaya tanpa merasa tertinggal. Konsep dari Jack T. Lee lalu digunakan untuk melihat 3 dampak yang dihasilkan diplomasi budaya yaitu proyeksi citra negara yang positif mempromosikan pertukaran budaya, dan membentuk kepercayaan untuk menjalin kemitraan. Melalui analisa, ditemukan bahwa film *Spirited Away* dapat membantu Jepang meraih 3 dampak tersebut.

Memenangkan piala bergengsi *Oscar* tahun 2003, membuat film animasi Jepang memberikan dampak yang signifikan sebagai budaya populer dari Jepang. Sebelumnya, di mata masyarakat Amerika *anime* penuh dengan kesan seks dan kekerasan, sehingga *anime* “dewasa” lalu dianggap menjadi produk yang tidak pantas disebarluaskan. Dengan langkah untuk menampilkan *Spirited Away* di Amerika tahun 2002, citra negara Jepang sebagai negara yang baik, bersahabat dan memiliki budaya yang menarik, berhasil terbentuk. Sejumlah kritikus film dari Amerika mengakui popularitas film *Spirited Away* yang dianggap merupakan animasi yang berhasil memasukan unsur budaya, tetapi tetap memiliki daya tarik sendiri untuk menyentuh penonton Amerika dari segala usia. Kata-kata seperti ‘*high quality*,’ ‘*imaginative*,’ ‘*traditional*,’ dan ‘*masterpiece*,’ menghiasi kolom ulasan *the Rotten Tomatoes* untuk *Spirited Away* dari kritikus Amerika. Film

animasi ini memberikan jalan untuk film animasi Jepang lainnya untuk berkembang di Amerika.

Berkat *Spirited Away*, semakin banyak festival, konvensi, hingga *cosplay* diselenggarakan oleh baik di bawah naungan pemerintah Jepang melalui *The Japan Foundation*, *The Japan Society* di Amerika, maupun oleh pihak Amerika yang membantu mempromosikan *Spirited Away* melalui *The International Council of The Museum of Modern Art (MoMA)*, *San Diego Comic-Con International fan convention*, dan *NEW PEOPLE Artist Series Festival*. Dengan dijalankannya kegiatan ini, mendukung terjadi pertukaran budaya yang nantinya merangsang apresiasi, antusiasme dan interaksi antar artis, penggemar, serta pengunjung biasa. Kemitraan antara Jepang dengan Amerika pun semakin terjalin berkat kesuksesan diplomasi budaya ini. Hal ini terlihat dalam pendistribusian yang melibatkan studio animasi ternama Amerika, membuat *Spirited Away* dapat memperluas pengaruhnya karena ditayangkan di 710 layar lebar di Amerika. Selain itu, berkat kesuksesan *Spirited Away*, kemitraan juga terjalin saat Jepang dilanda bencana alam di tahun 2011. Hal ini membuat masyarakat Amerika berbondong-bondong menghabiskan tiket dan datang untuk berdonasi sebagai tanda apresiasi dan penghormatan kepada Jepang dan warga negaranya.

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