

Bab V

KESIMPULAN

Didasari oleh pertanyaan penelitian, dapat disimpulkan bahwa identitas dalam budaya populer masyarakat AS menjadi salah satu penyebab dari diskriminasi dan xenofobia BTS di Amerika Serikat. Konstruktivisme kritis memaparkan kajian dalam hubungan internasional tidak lagi terpaku pada interaksi antar negara. Hal tersebut dikarenakan perkembangan dunia yang memunculkan banyak aktor transnasional yang berpengaruh terhadap suatu negara seperti BTS di AS. Terhitung sejak meraih gelar *Top Social Artist* dalam BBMA di tahun 2017, BTS secara progresif memecahkan berbagai rekor dunia dan industri musik AS hingga kuartal tiga 2021. Hal tersebut secara jelas dibuktikan dari pencapaian BTS seperti: masuknya salah satu album BTS ke dalam nominasi Grammys; mendapatkan sertifikasi RIAJ; diundang secara resmi oleh *United Nations*; memenangkan acara penghargaan musik AS seperti BBMA, AMA dan VMA; menjadi *boyband* dengan rekor peringkat 1 dalam peringkat Billboard; serta tampil dalam acara musik bergengsi AS seperti The Ellen Show dan Saturday Night Live. Pencapaian BTS di AS banyak mengalahkan artis dan musisi AS, yang berarti mendominasi industri musik secara global.

Sebagai bagian dari konstruksi sosial, budaya yang dibawa BTS dalam bentuk musik *K-pop* membuat banyak masyarakat dan industri musik AS mengkonstruksikan pandangan tersendiri akan identitas BTS dan musik *K-pop*. Sebagai bentuk konstruksi sosial, teori identitas sosial mengungkapkan tendensi

manusia untuk mengelompokkan masyarakat sebagai *ingroup* dan *outgroup*. Imperialisme budaya AS dalam budaya global membuat banyak masyarakat dan industri musik AS memiliki pemahaman dan persepsi bahwa budaya AS harus tetap mendominasi, termasuk dalam industri musik. BTS dianggap sebagai salah satu representasi musik *K-pop* yang berbeda dan tidak bisa mengalahkan dominasi musik AS. Persepsi keunggulan budaya AS menyebabkan banyak masyarakat dan industri musik AS mengkategorikan BTS dengan identitas yang lebih rendah, atau *outgroup* musik AS.

Namun, persepsi akan keunggulan identitas masyarakat AS dalam budaya populer dapat menimbulkan perilaku diskriminatif bahkan xenofobia, sehingga penulis berusaha untuk mengungkapkan peran identitas dalam budaya populer untuk menjelaskan diskriminasi dan xenofobia terhadap BTS di AS. Pandangan akan perbedaan identitas dan pengkategorian sosial BTS di AS hadir dalam bentuk *stereotype* yang diiringi dengan perilaku negatif dan merugikan, seperti tuduhan manipulasi, komentar rasis, dikecualikan dalam penghargaan musik, bahkan ancaman pembunuhan. Hal tersebut merupakan tindakan diskriminasi. Jika diskriminasi disebabkan karena adanya persepsi keunggulan budaya, diskriminasi tersebut merupakan bentuk xenofobia. Walaupun memiliki pencapaian yang luar biasa di AS, pandangan akan identitas dan budaya BTS yang dianggap lebih rendah dari musisi AS atau musisi dengan lagu berbahasa Inggris menyebabkan BTS banyak menerima perilaku diskriminasi yang merupakan bentuk xenofobia.

Saat ini, musik seharusnya melahirkan identitas baru sebagai bentuk universalisme budaya yang dapat dinikmati tanpa dikategorikan ke dalam kelas

sosial, ras, atau bahkan negara tertentu. Dalam penelitian ini, BTS merupakan salah satu contoh kasus diskriminasi yang dilakukan industri musik AS sebagai entitas yang tidak memiliki kemiripan latar-belakang budaya AS. Walaupun hadir dalam bahasa berbeda, BTS sudah selayaknya mendapatkan kesempatan dan posisi yang sama dalam industri musik AS. Pemahaman akan BTS dan musik *K-pop* yang dianggap berbeda dan tidak layak bersanding dalam industri musik AS nyatanya menghilangkan persamaan hak dan kedudukan dalam dua entitas tersebut secara global. Tidak hanya BTS, hal tersebut juga berlaku bagi musik lainnya yang bukan berasal dari AS maupun tidak berbahasa Inggris.

Studi kasus BTS di AS merupakan salah satu fenomena akan perilaku diskriminasi yang nyatanya dapat dilakukan oleh AS sebagai negara terhadap BTS sebagai aktor internasional yang didasari oleh persepsi identitas. Dunia yang sudah mengalami perkembangan akibat globalisasi tetap tidak menghentikan adanya bentuk ketidakadilan dan diskriminasi, yang dialami oleh BTS sebagai contoh dari aktor transnasional di AS. Selain peran identitas, masih terdapat berbagai peran dari pandangan dan persepsi lain dalam masyarakat dalam suatu negara yang dapat menimbulkan perilaku diskriminatif terhadap penerimaan budaya tertentu. Maka dari itu, penulis juga merekomendasikan penelitian di masa depan untuk menggali berbagai faktor tersebut, dalam upaya untuk memahami akan penyebab lain dari diskriminasi atau xenofobia yang masih dialami oleh sekelompok masyarakat, yang dikaji dalam perspektif hubungan internasional.

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