

## BAB V

### Kesimpulan

Penelitian ini dilatarbelakangi oleh fenomena *Brexit* yang populer. Dimana Uni masyarakat Inggris mendorong pemerintah untuk membawa Inggris keluar dari keanggotaan Uni Eropa. Karena Uni Eropa dianggap gagal dalam membantu Inggris untuk mengatasi beberapa masalah yang timbul dari kebijakan yang diciptakan Uni Eropa. Berdasarkan pemberitaan *The Sun* terkait kasus *Brexit*, dapat dilihat bahwa media tidak semata-mata memberikan liputan tentang realita tanpa memasukkan nilai dan keyakinannya sendiri dalam *framing*. Media *The Sun* merupakan salah satu media populer dan tertua di kalangan media massa Inggris. Maka keberadaan pembacanya juga tidak mungkin diabaikan. Sebagai media yang memiliki jumlah pembaca yang besar, *The Sun* memiliki artikel - artikel berita menarik yang memberikan peran representasi terhadap masyarakat Inggris yang menganut pandangan Euroskeptis.

Dalam menjawab pertanyaan penelitian yaitu: “Bagaimana peran media *The Sun* terhadap perkembangan pandangan Euroskeptis masyarakat Inggris dalam kasus *Brexit* (tahun 2016 - 2020)?”, penulis menggunakan cara berpikir konstruktivisme, dengan konsep opini publik, *framing* dan *agenda setting*, serta model komunikasi Paul Hodkinson. Berdasarkan metode penelitian kualitatif studi kasus ditemukan bahwa peran yang paling mendominasi adalah *The Sun* sebagai representasi masyarakat Inggris.

Terdapat komunikasi dua arah antara *The Sun* dan masyarakat Inggris terkait kasus *Brexit*. Tidak hanya membentuk opini para pembacanya dengan *framing* pro-*Brexit*, namun juga mewakili karakteristik masyarakat yang resah atas

tertundanya realisasi *Brexit*. Artikel berita yang diproduksi *The Sun* memiliki keselarasan dengan dinamika penganut pandangan euroskeptis pada masyarakat Inggris. Ditambah lagi dengan adanya validasi dari tanggapan kanal berita seperti *The Guardian* dan *Reuters* menunjukkan besarnya pengaruh artikel berita *The Sun* pada masyarakat Inggris.

Dalam Hubungan Internasional, media merupakan salah satu aktor penting yang dapat menyebarkan informasi kepada masyarakat luas. Meskipun keseluruhan analisis peran *The Sun* telah menunjukkan hubungan media dan masyarakat serta pengaruhnya terhadap pandangan masyarakat terhadap suatu kasus, penelitian ini hanya memberikan satu dari banyak penjelasan alternatif tentang bagaimana kedua faktor itu saling terkait. Penelitian lebih lanjut diharapkan dapat menganalisis lebih banyak sisi penjelasan alternatif tentang hubungan antara *The Sun* dan masyarakat Inggris.

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