

BAB IV

Kesimpulan

Berdasarkan pertanyaan penelitian “mengapa program *Generation UK* ini tidak efektif sebagai alat diplomasi publik?” maka dapat disimpulkan bahwa program *Generation UK* ini tidak efektif karena beberapa penyebab, yaitu ketidakmampuan lembaga *British Council* dalam menjalankan tugas, program yang dilaksanakan tidak direncanakan, dan masyarakat tidak menyukai program *Generation UK*. Masalah-masalah ini sudah ada tetapi tidak tertangani dengan baik, sehingga menyebabkan program *Generation UK* tidak efektif.

Ketidakmampuan lembaga *British Council* dalam melakukan tugas dibuktikan dengan indikator yang sudah disebutkan dalam kerangka pemikiran. Indikator-indikator tersebut menjamin program yang ada berjalan sesuai dengan pelaksanaan diplomasi publik bidang budaya yang ideal seperti kesesuaian program, hubungan budaya yang ada diantara kedua negara, dan membuka pintu bagi masyarakat serta menjembatani perbedaan. Tetapi, yang terjadi pada program *Generation UK* di Tiongkok adalah indikator-indikator ini tidak terpenuhi, sehingga program yang dijalankan menjadi tidak efektif.

Program *Generation UK* tidak direncanakan. Dalam pelaksanaan sebuah program diplomasi publik budaya, program yang ada direncanakan agar tepat guna dan mampu memenuhi tujuan utama dilakukannya kegiatan ini, yaitu agar Tiongkok menyelesaikan masalah Xinjiang dan Hong Kong, serta mencairkan hubungan antara Inggris dan Tiongkok yang sudah membeku. Program dengan tujuan seperti ini biasanya direncanakan secara baik, untuk memastikan bahwa tujuan utama dapat dipenuhi. Tetapi, dalam pelaksanaannya, program ini tidak direncanakan, mulai dari

pencatatan program yang sangat minim, program yang tidak sesuai dengan rencana awal, minimnya informasi yang ada mengenai program ini, serta tidak adanya sistem kritik dan saran.

Masyarakat tidak menyukai program *Generation UK*. Program diplomasi publik bergantung pada masyarakat. Masyarakat merupakan peserta program, sekaligus yang menjadi tujuan penanaman pengaruh. Apabila masyarakat menyukai programnya, maka program akan bertahan lama. Namun, apabila masyarakat tidak menyukai program, maka program yang ada tidak bertahan lama. Dalam kasus program *Generation UK* di Tiongkok, masyarakat tidak menyukai programnya. Hal ini dibuktikan dengan rendahnya partisipasi generasi muda Tiongkok dalam program ini.

Program *Generation UK* ini tidak dapat mencapai tujuan utama, yaitu mempengaruhi masyarakat Tiongkok. Program ini menjadi tidak bertujuan ketika dihadapkan dengan hasil yang tidak efektif. Ketidakefektifan secara berlarut-larut menunjukkan bahwa lembaga *British Council* tidak berhasil membujuk generasi muda supaya mau mengikuti program ini dan nantinya mempengaruhi pemerintah Tiongkok. Mengingat bahwa hal ini sudah terjadi secara berkelanjutan, terdapat kemungkinan bahwa program ini akan digantikan dengan program lain.

Meskipun program ini tidak efektif, program ini masih dapat diperbaiki. Program ini dapat diperbaiki maupun diganti. Tetapi, hal ini hanya dapat dilakukan dengan perintah dari pemerintahan Inggris. Selain itu, perbaikan juga harus cepat agar hasilnya menjadi baik.

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