

BAB IV

KESIMPULAN

Dalam pencapaian kepentingan nasionalnya, masing-masing negara melakukan kegiatan diplomasinya dengan cara yang berbeda. Salah satu negara yang memiliki keunikan dalam kegiatan berdiplomasinya adalah Tiongkok. RRT merupakan salah satu negara yang beralih dari penggunaan *hard power* menjadi *soft power*. Upaya ini dilakukan oleh Tiongkok dengan menggunakan kebudayaan negaranya dalam upaya mengambil hati masyarakat luas. Dengan mengacu pada pertanyaan “Bagaimana efektivitas program-program diplomasi panda Tiongkok di Indonesia?” penelitian ini akan membahas mengenai upaya diplomasi publik Tiongkok terhadap Indonesia.

Penggunaan budaya, hewan, teknologi, pertukaran pelajar adalah salah satu bentuk kegiatan diplomasi publik dan merupakan cara Tiongkok mengembangkan *soft power* kepada negara lain. Salah satu bentuk diplomasi yang hanya dapat dilakukan oleh Tiongkok adalah diplomasi panda. Panda merupakan hewan yang dikatakan sebagai simbol perdamaian dan persahabatan ini sangat identik dengan Tiongkok. Dalam kegiatan diplomasi modern yang dilakukan oleh Tiongkok, panda digunakan sebagai aset diplomatik dan simbol politik. Tiongkok menggunakan kelucuan panda untuk mengambil hati negara sasaran.

Penelitian ini akan membahas diplomasi panda Tiongkok terhadap Indonesia. Indonesia merupakan salah satu negara sasaran dilakukannya diplomasi publik oleh Tiongkok. Berbagai jenis diplomasi publik dalam bentuk pembentukan institusi

bahasa, pendekatan melalui agama. Masih tingginya sentimen anti-Tiongkok di Indonesia membuat Tiongkok kerap melakukan diplomasi publiknya untuk mengambil hati masyarakat. Melihat upaya diplomasi publik yang kurang efektif, Tiongkok akhirnya menggunakan hewan sebagai alat diplomasinya.

Diplomasi panda di Indonesia berawal pada tahun 2010, hal ini pertama kali dibahas pada perayaan “60 Tahun Persahabatan Tiongkok-Indonesia” yang dilakukan Presiden Susilo Bambang Yudhoyono (SBY) dan Xi Jinping. Namun, kerja sama ini baru terealisasi pada saat masa kepemimpinan Joko Widodo. Kerjasama ini ditandai dengan penandatanganan MoU pada tahun 2017 yang berisikan 7 pasal dan penandatanganan nota kerjasama *business-to-business* antara TSI dengan China CWCA.

Sebelum kedatangan panda di Indonesia, TSI telah mengikuti serangkaian pelatihan mengenai perkandangan, edukasi, penanaman bibit bambu, perawatan panda, dsb yang diberikan oleh CWCA. Upaya konservasi panda di Indonesia dapat terealisasi karena besarnya peranan dari pemerintah yang mendukung secara penuh kerjasama ini. Selain peranan pemerintah, konservasi ini dapat dilakukan karena adanya peranan dari NGO TSI dan CWCA. Indonesia mendapatkan ucapan terima kasih dari Duta Besar Tiongkok untuk Indonesia atas minatnya akan perlindungan dan pelestarian panda raksasa.

Indonesia dan Tiongkok sendiri telah menjalin hubungan kerja sama sejak dahulu kala. Melalui *joint statement*, kedua negara bersepakat untuk melakukan kerjasama bilateral yang saling menguntungkan dalam berbagai bidang. Melalui

diplomasi panda, kedua negara ingin meningkatkan persahabatan yang saling menguntungkan bagi perdamaian, stabilitas, dan kemakmuran dunia. Diplomasi panda sendiri berdampak terhadap sektor pariwisata Indonesia, baik dalam segi peningkatan pengunjung TSI, angka wisatawan asing dari Tiongkok pun turut meningkat.

Bagi Tiongkok, antusiasme masyarakat Indonesia yang tinggi terkait panda merupakan pertanda yang baik. Hal ini berarti penyebaran kebudayaan melalui hewan dapat dikatakan berhasil. Melihat hal tersebut, Tiongkok akhirnya mengadakan kerjasama baru dengan Indonesia terkait pemberian beasiswa bagi masyarakat Indonesia ke Tiongkok. Diplomasi panda merupakan salah satu kegiatan diplomasi yang menjadi gerbang pembuka kerja sama. Tidak dapat dipungkiri, kerjasama Tiongkok dan Indonesia mengalami peningkatan dengan bertambah banyaknya pertukaran di berbagai bidang.

Penelitian ini menemukan bahwa diplomasi panda Tiongkok terhadap Indonesia dapat dikatakan efektif. Hal ini dilihat dari meningkatnya pendapatan negara dari sektor pariwisata, terbukanya peluang kerjasama antar kedua negara, meningkatnya pengetahuan masyarakat Indonesia mengenai kebudayaan Tiongkok, dan menambah wawasan masyarakat dalam bidang konservasi hewan. Hal ini sangat berdampak terhadap kepercayaan politik, rasa saling menghormati yang dapat meningkatkan perdamaian, kemakmuran, stabilitas, dan pertumbuhan kawasan.

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