

## **BAB IV**

### **PENUTUP**

#### **4.1 Kesimpulan**

Selama pandemi COVID-19 sejak 2019 lalu, berbagai aspek membuat masyarakat, tidak terkecuali pemerintah, mulai mengarah ke pola hidup digital dalam berinteraksi sehari-hari. Pemerintah mulai semakin mengedepankan strategi digital yang inklusif, terkoordinasi, dan komprehensif sebagai fokus utama dalam agenda kebijakan mereka untuk menanggapi pandemi COVID-19, termasuk Tiongkok. Dalam meneliti bagaimana penggunaan diplomasi digital ‘Wolf Warrior’ Tiongkok untuk memperbaiki citra negara melalui media sosial selama pandemic COVID-19 tahun 2019-2021, penelitian ini menemukan bahwa diplomasi digital yang dilakukan Tiongkok berhasil memperbaiki citranya di mata dunia internasional melalui banyaknya sentiment positif dari publik asing di Twitter.

Pandemi COVID-19 yang terjadi pada akhir tahun 2019 mulai membawa krisis baru bagi Tiongkok. Fenomena pandemi COVID-19 menjadi permasalahan internasional karena dampaknya mempengaruhi keamanan hidup dan mata pencaharian masyarakat internasional. Kecepatan penyebaran virus COVID-19 hingga ke hampir seluruh negara di dunia ini membuat virus ini sebagai sebuah pandemi global. Masyarakat internasional mulai menunjukkan kemarahannya terhadap Tiongkok sebagai awal mula ditemukannya virus ini, yaitu di Wuhan pada

Desember 2019 lalu. Sejak saat itu, Tiongkok mulai mendapat berbagai tuduhan dan kritikan dari berbagai kalangan masyarakat internasional, termasuk beberapa politisi AS. Hal ini membuat Tiongkok mendapatkan narasi negatif dari banyak negara, terutama di media sosial Twitter. Oleh karena itu, hal ini membuat Tiongkok ingin memperbaiki citranya kembali melalui diplomasi secara digital. Tiongkok mulai bertransformasi menggunakan media sosial khususnya Twitter untuk melakukan diplomasi digital Wolf Warrior.

Twitter telah menjadi platform yang cukup populer bagi ribuan orang untuk bertukar pikiran tentang COVID-19 dalam bentuk *tweet*. Twitter menjadi salah satu platform bersama untuk mengungkapkan opini publik asing terkait pandemi COVID-19. Sejak saat itu, untuk memperbaiki citra Tiongkok di mata dunia internasional, @MFA\_China dan @zlj517 mulai secara aktif melakukan berbagai aktivitas diplomasinya, seperti membalas kritikan dan tuduhan dari negara barat, memberi informasi terbaru terkait COVID-19 secara cepat dari asal-usul hingga distribusi vaksin, hingga menunjukkan dukungan dan solidaritasnya kepada masyarakat internasional terutama negara-negara berkembang yang membutuhkan bantuannya.

Kedua diplomat melalui akun Twitturnya melaksanakan aktivitas diplomasi digital dalam *agenda-setting* dan *presence-expansion* secara konsisten memproduksi konten informasi yang berisi artikel, gambar, hingga video yang diunggah dalam akun media sosial resminya secara *real-time*. Publik juga dapat merespon secara langsung pesan informasi yang disampaikan berupa penyampaian pesan kembali atau *retweet*. Banyaknya tanggapan *replies*, *likes*, dan *retweet*

mencerminkan tanggapan positif publik asing dalam membaca *tweet* yang diunggah pada kedua akun tersebut.

Respon positif lainnya dapat dilihat melalui perubahan signifikan dalam sentimen publik setelah dilakukan aktivitas diplomasi Wolf Warrior. Sebelum kedua diplomat aktif menggunakan Twitternya, sentimen publik terhadap Tiongkok didominasi oleh sentimen komentar negatif. Namun, setelah dilaksanakannya diplomasi Wolf Warrior pada kedua akun tersebut, dapat dilihat hasil analisis sentimen mengalami perubahan menjadi didominasi oleh sentimen positif terhadap Tiongkok. Hal ini menunjukkan bahwa aktivitas diplomasi ini dapat dikatakan berhasil untuk memperbaiki citra negara Tiongkok di mata dunia internasional.

Semenjak adanya COVID-19, semua aspek dalam kehidupan khususnya diplomasi sudah mulai bertransformasi menjadi digital, termasuk Tiongkok yang sebelumnya sama sekali tidak aktif di media sosial, menjadi mulai aktif di Twitter. Hal ini artinya sesuatu yang tidak terbayangkan sebelumnya bisa terjadi di era COVID-19. Jika dilihat dari hasil sentimen publik yang lebih positif, artinya diplomasi digital yang dilakukan Tiongkok ini cukup efektif untuk memperbaiki citra negaranya dan mempengaruhi sentimen publik terhadap Tiongkok.

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