

## Bab IV

### Kesimpulan

Berdasarkan pertanyaan penelitian “Bagaimana pemanfaatan konten *Instagram* @deutschland\_de dalam diplomasi digital mengenai bahasa Jerman?”, maka dapat disimpulkan bahwa konten *Instagram* @deutschland\_de berhasil dimanfaatkan menjadi sarana diplomasi digital mengenai bahasa Jerman oleh Kementerian Luar Negeri Jerman. Hal ini dapat dilihat dari hasil performa akun @deutschland\_de yang memiliki followers dengan dominasi dari Amerika Serikat sebanyak 217.800 orang berdasarkan data dari HypeAuditor. Selain itu, konten mengenai bahasa Jerman yang ditandai dengan #LearnGerman mendapatkan respon positif dari para pengikut akun @deutschland\_de karena berhasil mendapatkan konten dengan postingan angka disukai terbanyak yaitu sebesar 10.286 *likes*.

Faktor pendukung lain yang menjadi bukti bahwa akun @deutschland\_de berhasil menjadi sarana diplomasi digital dari Kementerian Luar Negeri Jerman, yaitu berdasarkan hasil wawancara bersama dengan pelajar-pelajar Indonesia di Jerman. Pada wawancara ini didapatkan data bahwa ketika narasumber melihat konten dengan #LearnGerman pada akun @deutschland\_de disetujui bahwa konten tersebut dapat membantu untuk meningkatkan rasa keingintahuan mengenai bahasa Jerman bagi orang yang belum mengetahui sama sekali mengenai Bahasa Jerman. Namun, untuk orang yang sudah mempelajari bahasa Jerman, konten dari akun @deustschland\_de ini akan sedikit diminati karena pembelajaran bahasa Jerman lebih banyak didapatkan dari institusi formal seperti *Goethe Institute*.

Diplomasi Digital yang dilakukan oleh Kementerian Luar Negeri Jerman mengenai bahasa Jerman ini juga menjadi alternatif berdiplomasi yaitu melalui sosial media. Sebelum

adanya pandemi COVID-19, diplomasi bahasa Jerman banyak dilakukan melalui festival kebudayaan dan juga melalui acara *Goethe Institute* di berbagai negara. Namun, semenjak pandemi COVID-19 terjadi, diplomasi bahasa Jerman menjadi lebih marak dilakukan oleh Kementerian Luar Negeri Jerman di *platform* media sosial. Hal ini dikarenakan efektivitas dari jangkauan audiens yang dihasilkan dari media sosial dapat menjangkau lebih banyak orang dengan cara yang lebih mudah dan dapat diakses oleh siapapun dan dimanapun.

Upaya diplomasi digital ini dilakukan oleh Kementerian Luar Negeri Jerman karena diplomasi bahasa merupakan salah satu agenda dari Kebijakan Luar Negeri Jerman, yaitu berkaitan dengan hubungan kebudayaan dan juga pendidikan. Jerman merasa bahwa pertukaran akademik, dan promosi bahasa Jerman menjadi penting untuk dilakukan agar dapat menjadi landasan yang kokoh untuk adanya hubungan internasional. Jerman juga percaya bahwa dengan melakukan promosi bahasa Jerman, akan tercipta kepercayaan dari dunia internasional, karena melalui bahasa dapat tercipta ikatan yang erat antara Jerman dengan negara lain ataupun warga negara yang mempelajari bahasa Jerman. Maka dari itu, dapat disimpulkan bahwa diplomasi digital yang dilakukan melalui akun *@deutschland\_de* adalah sesuai dengan Kebijakan Luar Negeri Jerman.

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