

## BAB V

### KESIMPULAN

Penelitian ini membahas pentingnya *nation branding* yang pada kenyataannya dipandang dalam kacamata diplomasi sebagai bentuk upaya negara untuk meningkatkan status negara melalui citra yang kuat. Dengan *branding*, Korea Selatan berhasil mencapai citra yang lebih baik dan persepsi positif baik di Amerika Serikat secara positif terhadap perekonomian, pariwisata, politik, hingga kredibilitas diplomatik. Penelitian ini bermaksud menjawab pertanyaan “*Bagaimana Strategi Nation Branding Korea Selatan Melalui Bighit Entertainment di Amerika Serikat pada Tahun 2017-2022?*”. Berdasarkan metode penelitian kualitatif studi kasus serta dengan pengumpulan data melalui studi dokumentasi. Penelitian menemukan bahwa upaya yang dilakukan oleh Bighit Entertainment dalam ekspansi budaya Korea Selatan melalui musik K-Pop pada periode tahun 2017-2022 adalah dengan melakukan penyebaran budaya populer melalui musik berbahasa Korea, membuka kolaborasi dengan musisi dan label di Amerika Serikat, mendorong partisipasi BTS dalam aktivitas formal kenegaraan, mengikutsertakan TXT dalam konser *Korean Concert* atau KCON, serta melalui *Customer Relationship Management*, BTS berhasil menjalin hubungan dengan penggemar internasional.

Lebih lanjut, hasil temuan tersebut semakin mengafirmasi karakteristik diplomasi publik baru Abad ke-21 (*New public diplomacy in 21<sup>st</sup> century*) yang memperlihatkan bahwasanya keterlibatan aktor tidak lagi hanya negara saja. Pemerintah memang tetap menjadi pusat dalam diplomasi publik. Namun di masa kini, keterlibatan aktor non negara turut berkontribusi pada pelaksanaan diplomasi publik yang mendukung kontribusi hasil akhirnya. Ketika menargetkan publik asing, aktor lain seperti sektor swasta, aktor pemangku kepentingan lain, bahkan publik sendiri dapat melakukan interaksi dengan negara menggunakan konsep *soft power* yang lebih menekankan pada interaksi yang kooperatif. Dengan adanya dukungan dari

MOFA dan KOCCA bahwa penggunaan aset *soft power* digunakan dalam pelaksanaan diplomasi publik. Tujuan Korea Selatan adalah untuk meningkatkan citra dan persepsi positif dari negara lain dan publik di Amerika Serikat. Seperti gaya baru diplomasi publik saat ini, persepsi dapat dibentuk dengan melibatkan peran aktor pemangku kepentingan lain. Korea Selatan berhasil menanamkan budaya populer Korea di Amerika Serikat yang pada dasarnya bahasa Korea merupakan bahasa yang cukup kompleks, serta di Amerika Serikat sendiri yang memiliki industri hiburan yang seringkali dikenal oleh masyarakat sebagai hiburan *western*. Ketika publik asing melihat bahwasanya Bighit Entertainment sebagai perusahaan swasta internasional yang berhasil memberikan reputasi yang baik terhadap Korea Selatan, dapat dikatakan bahwa keberhasilan diplomasi publik Korea Selatan didukung oleh keterlibatan aktor non negara. *Bighit Entertainment* menjadi perusahaan yang bergerak di industri hiburan yang berhasil masuk ke dalam pasar hiburan barat, yang didorong oleh BTS dan TXT sebagai aktor pemangku kepentingan lain. Tak hanya semata-mata Korean Wave yang dijadikan alat diplomasi Korea Selatan, nyatanya hiburan dari negara tersebut berhasil tembus pasar barat yang menandakan bahwa eksistensi industri hiburan Korea Selatan justru diterima dengan baik oleh masyarakat asing.

Penulisan skripsi ini diakui penulis masih ada kekurangan. Namun, peneliti sudah semaksimal dan seoptimal mungkin mengenai pembahasan tiap bab maupun sub bab. Berdasarkan penelitian dan pembahasan yang telah penulis jelaskan sebelumnya, pengembangan penelitian mengenai *nation branding*, diplomasi publik, dan diplomasi budaya yang memanfaatkan aset budaya perlu dikembangkan lagi dengan memperoleh studi kasus yang ada. Melihat diplomasi publik saat ini melibatkan peran non negara seperti perusahaan swasta hingga publik, dampaknya akan semakin banyak sehingga menciptakan persepsi positif dan *nation identity* sesuai dengan tujuan dan kepentingan nasional Korea Selatan. Selain itu, ada pula sumber lembaga pemerintahan bisa didapat dari laman resmi seperti yang membahas

mengenai MOFA dan KOCCA di Korea Selatan, terutama dalam industri hiburan. Selain itu, penelitian selanjutnya diharapkan agar dapat mengkaji ragam referensi untuk mendukung data-data pada tiap pembahasan, terutama di negara Amerika Serikat. Besar harapan penulis terhadap penelitian ini adalah agar dapat bermanfaat dalam bidang akademis dan dapat dikembangkan untuk pengetahuan hingga kepentingan akademis.

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