BAB IV

KESIMPULAN

Berdasarkan rumusan masalah "**Bagaimana Amerika Serikat memanfaatkan industri Hollywood dalam melegitimasi kebijakan luar negerinya terkait *War on Terrorism* melalui film *Zero Dark Thirty* (2012), *The Lone Survivor* (2013), dan *American Sniper* (2014)?**", penulis menyimpulkan bahwa Amerika Serikat telah memanfaatkan kekuatan lunaknya dalam upayanya. Hal ini tercermin melalui simbiosis mutualisme yang terjalin antara Departemen Pertahanan Amerika Serikat atau yang lebih dikenal sebagai Pentagon dan industri Hollywood. Tak dapat dipungkiri bahwa kerjasama antara kedua belah pihak sudah terjalin sejak dahulu. Fenomena tersebut juga dikenal sebagai *military-entertainment complex*. Tergambar dari bagaimana industri perfilman Hollywood dimanfaatkan oleh sektor militer Amerika Serikat dalam penyampaian pesan-pesan yang merepresentasikan kebijakan luar negerinya serta sebagai upaya untuk melakukan propaganda atau persuasi dan perang informasi.

Data yang telah dipaparkan dan dianalisis pada bab sebelumnya menunjukkan bahwa film *Zero Dark Thirty* (2012), *The Lone Survivor* (2013), dan *American Sniper* (2014) dimanfaatkan oleh Amerika Serikat menjadi wacana tindakan keamanan dan politik yang cukup signifikan. Berbagai denotasi serta konotasi yang terkandung dalam ketiga film tersebut telah menghasilkan pemaknaan yang membantu menciptakan citra baik bagi Amerika Serikat sendiri. Hal tersebut tentu saja telah bertahan lama di antara masyarakat internasional,

sehingga mendorong Amerika Serikat dalam mempraktekkan upayanya dalam menyebarkan *soft power* sekaligus melegitimasi kebijakan luar negerinya yakni, *War on Terror.* Pada akhirnya, penulis menyimpulkan bahwa melalui campur tangan Departemen Pertahanannya yakni Pentagon dalam proses pembuatan film, Amerika Serikat memanfaatkan industri perfilman Hollywood untuk melegitimasi kebijakan luar negeri *War on Terror* melalui upaya penyisipan pesan-pesan yang bersifat membangun citra baik bagi Amerika Serikat.

Sebagai penutup dari bab ini, penulis menyadari bahwa penelitian ini masih jauh dari kata sempurna. Masih terdapat berbagai keterbatasan akses yang dialami oleh penulis selama berjalannya penelitian ini. Meskipun demikian, penulis berharap bahwa setidaknya hasil karya tulisan ini dapat menjadi suatu hal yang bermanfaat bagi masyarakat, terutama bagi para pecinta film Hollywood. Hal ini mengingat bahwa kita saat ini telah memasuki zaman *information warfare*, dimana film juga dapat digunakan sebagai instrumen dalam melaksanakan aksi tersebut. Besar harapan penulis bagi peneliti lainnya yang tertarik terhadap hal ini dapat melanjutkan dengan informasi yang telah disajikan dalam hasil karya tulisan ini. Dan dapat memperdalam analisis data serta tinjauan pustaka untuk memperkuat hasil penelitian terkait isu yang menjadi topik pembahasan dalam penelitian ini.

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