

BAB IV

KESIMPULAN

Berdasarkan pertanyaan penelitian “Bagaimana upaya diplomasi publik Australia dalam mempererat hubungan kerja sama terhadap Brasil melalui pendidikan internasional pada tahun 2017-2018?”, maka dapat disimpulkan bahwa upaya yang dilakukan oleh Australia terhadap Brasil merupakan diplomasi publik dengan instrumen pendidikan internasional. Seiring dengan meningkatnya interaksi antar pemerintah, masyarakat, dan organisasi antara Australia dengan Brasil maka kerja sama antar negara juga terkena pengaruhnya, contohnya pada bidang pendidikan tinggi, penelitian bersama, dan pendidikan vokasi. Upaya Australia dapat dibagi menjadi 5 poin. Upaya pertama yang dilakukan oleh pemerintah Australia untuk menarik pelajar internasional berasal dari dalam negeri, Australia memberikan peran pokok bagi beberapa departemen pemerintahannya agar dapat membantu perkembangan pendidikan internasional Australia.

Upaya kedua yang dilakukan oleh Australia yaitu membuat undang-undang sebagai kerangka hukum yang bertujuan untuk secara ketat melindungi pelajar internasional yang sedang menjalankan pendidikannya di wilayah Australia. Dari upaya-upaya yang telah disebutkan di atas memperlihatkan bahwa Australia sedang menciptakan sebuah citra di lingkungan internasional bahwa ia sebagai negara yang memiliki kualitas pendidikan, pelatihan, dan penelitian terbaik karena didukung oleh kesiapan internal di negaranya dalam memberikan dukungan terhadap pelajar internasional. Upaya berikutnya yaitu pemerintah Australia menempatkan konselor pendidikan dan penelitian di negara mitranya, salah satunya Brasil. Pakar yang ditempatkan di Brasil memiliki tugas untuk menjaga dan mengembangkan hubungan antar pemerintah Australia dengan Brasil, contohnya melalui keterlibatan dalam membentuk kebijakan. Penempatan konselor ini memiliki tujuan agar melalui keterlibatannya

dapat berpengaruh pada peningkatan mobilitas pelajar, pekerja, dan peneliti antara Brasil dan Australia.

Upaya keempat adalah dengan mendirikan *Study Australia*, sebuah situs web yang memiliki manfaat untuk menjadi sumber informasi terkait Australia. Sumber informasi ini bentuknya praktis dalam satu web bisa mendapatkan berbagai macam informasi yang dibutuhkan oleh masyarakat domestik maupun internasional yang tertarik dalam melakukan aktivitas di bidang pendidikan, pelatihan, dan penelitian di Australia. Situs web ini juga bersifat resmi dan terpercaya karena dibentuk dan diawasi langsung oleh pemerintah Australia. Upaya terakhir dari Australia terhadap Brasil yaitu dengan menawarkan program beasiswa, program ini terdiri dari beberapa pilihan yang dapat diambil oleh pelajar dan peneliti Brasil yaitu *Destination Australia*, *Australia Research Training Program*, dan *Endeavour Scholarship and Fellowship*. Melalui program beasiswa terjalin hubungan antara warga negara Brasil, penyedia pendidikan tinggi di Australia, dan pemerintah Australia.

Upaya-upaya di atas merupakan bentuk diplomasi publik Australia, sesuai dengan teori diplomasi yang dibentuk oleh Nicholas J. Cull dimana sebuah aktor internasional dalam konteks ini yaitu Pemerintahan Negara Australia dapat mengelola lingkungan internasional dengan melibatkan publik asing yaitu Warga Negara Brasil. Cull juga membicarakan mengenai elemen dalam diplomasi publik yaitu salah satunya elemen *exchange*, program beasiswa yang dibentuk oleh Australia mengandung elemen pertukaran dapat dilihat dari mobilitas antar warga negara Brasil yang datang ke Australia memiliki tujuan untuk melakukan penelitian serta pembelajaran menandakan bahwa mereka akan mempelajari satu sama lain dan isu-isu yang terkait. Program beasiswa Australia merupakan diplomasi pengetahuan, dikarenakan dapat memenuhi 5 kategori kerangka pemikiran dari diplomasi pengetahuan yang dipaparkan oleh Jane Knight. Dan terakhir konsep yang digunakan dalam upaya-upaya di atas sesuai dengan konsep pendidikan internasional menurut James Cambridge dan Jeff Thompson.

Keterbatasan penelitian yang dirasakan oleh penulis yaitu kurangnya data mengenai topik yang diteliti, sehingga kesulitan muncul dalam menganalisis dan menemukan bukti keterlibatan konkret pemerintah Australia terhadap Brasil di bidang pendidikan internasional. Rekomendasi yang dapat peneliti bagikan untuk peneliti berikutnya adalah menggunakan rentang waktu penelitian yang terbaru karena hubungan bilateral Australia-Brasil dalam bidang pendidikan semakin intensif dan lebih banyak data konkret yang dapat digunakan untuk membantu penelitian.

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