

BAB IV KESIMPULAN

Berangkat dari pertanyaan penelitian **“Mengapa Rwanda berupaya untuk membentuk *nation branding* dalam rupa *sportswashing* ketika negaranya masih memiliki masalah perekonomian dan pelanggaran HAM dalam negara?”** dapat disimpulkan sebuah jawaban penelitian. Alasan di balik Rwanda ingin berupaya dalam kerja sama dengan Arsenal ketika banyaknya permasalahan internal domestik adalah keuntungan yang didapatkan melalui Arsenal sebagai brand *global* untuk pembentukan *nation branding*. Keuntungan tersebut tentunya dipertimbangkan oleh Rwanda karena sebagai negara miskin dan bermasalah, Rwanda memiliki cita-cita besar dalam citra negaranya atau *nation branding*. Dalam kata lain, Rwanda ingin meningkatkan level atau taraf negaranya. Dalam hal ini, Rwanda melakukan diplomasi publik dalam bentuk *Branding*, dengan menggunakan Arsenal sebagai perantara untuk membentuk persepsi baru terhadap Rwanda kepada masyarakat internasional dan Inggris sebagai konsumen utama pertandingan Arsenal.

Untuk mencapai hal tersebut, Rwanda telah mempertimbangkan beberapa konsiderasi, yang peneliti telah sesuaikan dengan elemen *nation branding hexagon* menurut Anholt. Konsiderasi pertama adalah terkait persepsi masyarakat global, dimana sesuai dengan judul penelitian ini, Rwanda hendak membentuk *nation branding*-nya, dimana hal tersebut melibatkan pandangan dari masyarakat dan negara lain. Perlu diingat bahwa pandangan atau persepsi dari pihak lain merupakan elemen penting dari *nation branding*.

Konsiderasi yang kedua adalah konsiderasi ekonomi Rwanda, dalam hal ini Rwanda mempertimbangkan tiga buah elemen dari *nation brand hexagon*, yakni

ekspor, investasi, serta yang paling krusial adalah pariwisata. Ketiga elemen tersebut tidak berkesinambungan secara langsung, namun memiliki peran pentingnya masing-masing dalam pembentukan *nation branding*. Pariwisata dapat meningkatkan perekonomian sekaligus citra Rwanda dengan berbagai atraksi wisata yang memperlihatkan keindahan alam dan budaya asli Rwanda. Maka dari itu, pariwisata dapat membuka peluang bagi elemen lain yakni **budaya dan warisan**, dimana melalui peningkatan pariwisata, Rwanda dapat meningkatkan citra bagi budaya dan warisan yang dimilikinya. Pariwisata juga dapat meningkatkan ekonomi dengan membuka berbagai lapangan pekerjaan baru. Ekspor dapat meningkatkan *nation branding* Rwanda dengan keaslian produk Rwanda melalui kebijakan “Made in Rwanda” serta menonjolkan agrikultur.

Kemudian, konsiderasi politik ingin menekankan bagaimana Rwanda hendak dilihat sebagai negara yang memiliki pemerintahan demokratis dan inklusif, dengan melepas citra otoriter. Dalam hal ini, pemerintah Rwanda juga ingin menonjolkan keberhasilannya dalam kebijakan ekonomi dan kemanusiaannya. Konsiderasi terakhir adalah terkait pengembangan sumber daya manusia Rwanda, dimana Rwanda ingin menciptakan sebuah citra negara yakni masyarakat yang berkualitas dan memiliki keahlian. Terkhusus pada penelitian ini, dijelaskan terkait keuntungan yang dihasilkan melalui kerja sama dengan Arsenal, yakni berbagai pelatihan dalam sepak bola.

Meski begitu, sebagai negara yang memiliki sejumlah permasalahan domestik, Rwanda dianggap melakukan *sportswashing* dengan berbagai hal yang bertolak-belakang. *Sportswashing* sebagaimana diketahui merupakan upaya sebuah negara untuk mengalihkan persepsi masyarakat terhadap negara tersebut melalui

olahraga. Dalam hal ini, Rwanda sebagai negara dengan pemerintahan otoriter memiliki target audiens masyarakat internasional. Target audiens masyarakat internasional tersebut dibantu oleh Arsenal sebagai *brand* global yang memiliki jumlah penggemar sangat besar di seluruh penjuru dunia. Hal pertama yang bertolak belakang dengan visi Rwanda adalah masalah pemerintahan, dimana Rwanda bercita-cita menjadikan negara yang demokratis dan inklusif. Cita-cita tersebut dipatahkan oleh fakta bahwa Rwanda kini masih sangat bersifat otoriter, dimana administrasi Kagame masih menangkap dan bahkan membunuh kubu oposisi yang tidak setuju dan mengkritik Kagame.

Kemudian, hal kedua yang bertolak belakang adalah terkait kemanusiaan, dimana Rwanda hendak menjadikan sumber daya manusia Rwanda yang berkualitas di mata internasional. Hal tersebut masih berseberangan dengan realitanya, dimana masih terdapat kesenjangan pendidikan serta kekerasan domestik yang marak terjadi di kalangan masyarakat. Fakta tersebut juga didorong oleh Human Development Index Rwanda yang masih tergolong cukup rendah.

Hal ketiga adalah terkait perekonomian, dimana Rwanda memiliki cita-cita untuk menjadikan Rwanda sebagai negara yang mengalami kemajuan ekonomi dan teknologi. Di saat yang bersamaan, kenyataannya Rwanda masih sangat kesulitan dengan tingkat kemiskinan. Masalah ini sudah bergulir sejak lama, bahkan sejak pasca genosida Rwanda sudah dikenal sebagai negara dengan tingkat kemiskinan tertinggi di dunia.

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