

BAB IV

KESIMPULAN

Penelitian ini menemukan dua hal penting dari perjuangan Afrika Selatan selama 42 tahun melekat pada seluruh aspek kehidupan masyarakat Afrika Selatan. Kebijakan luar negeri Afrika Selatan yang menerapkan pendekatan secara diplomasi publik merupakan pendekatan yang berbeda dari kebanyakan negara. Kapabilitas Afrika Selatan diuji untuk membuktikan seberapa mampu Afrika Selatan melakukan pendekatan diplomasi olahraga dengan mengadakan *sport mega-event*.

Skripsi ini menjelaskan bagaimana perjuangan Afrika Selatan setelah politik Apartheid nya dan terjebak dalam segregasi rasial yang melekat pada diri masyarakat kulit hitam Afrika Selatan. Kemudian pasca Apartheid Afrika Selatan langsung mengeluarkan kebijakan luar negeri untuk mengembangkan dan memperkenalkan negaranya melalui pendekatan olahraga dengan mengupayakan untuk *hosting* perlombaan olahraga antar negara Afrika maupun skala internasional.

Mengumpulkan berbagai macam ras dan budaya namun dibalik itu Afrika Selatan dengan pandangan Apartheid oleh publik internasional dan isu rasial yang masih menjadi permasalahan utama harus terus tetap aktif dengan kebijakan luar negeri nya. Hingga perjuangan Afrika Selatan berbuah hasil karena *event* olahraga terbesar di dunia setara dengan olimpiade yaitu Piala Dunia FIFA 2010 mengakui jerih payah Afrika Selatan dalam misi membawa perdamaian serta sedikitnya

berhasil merekonsiliasi negaranya yang kemudian mengubah *branding* negaranya dari keterpurukan Apartheid tersebut.

Berdasarkan temuan tersebut untuk menjawab pertanyaan penelitian “Bagaimana Afrika Selatan memperbaiki citranya melalui diplomasi publik pada perhelatan Piala Dunia FIFA 2010?” adalah Afrika Selatan memperbaiki citranya menggunakan pendekatan diplomasi olahraga dan memanfaatkan semangat rakyatnya dengan pendekatan olahraga. *Peace Building* serta rekonsiliasi yang diperjuangkan Afrika Selatan membantu mereka untuk memperjuangkan dan menyatukan ras yang berbeda-beda karena sifat olahraga itu sendiri yaitu universalitas dari olahraga yang dapat mencapai seluruh kalangan.

Opini untuk penelitian ini adalah Afrika Selatan akan terus melakukan pendekatan diplomasi olahraga ini karena pendekatan non-formal ini merupakan pendekatan yang bisa dicapai negara berkembang untuk terus eksis di dunia internasional tanpa membebani finansial secara keseluruhan karena secara tidak langsung perputaran ekonomi yang terjadi justru menambah aspek perekonomiannya.

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