

BAB V

KESIMPULAN

Dalam upaya menjawab pertanyaan penelitian “**Bagaimana Korea Tourism Organization (KTO) menggunakan media digital untuk mengimplementasikan Diplomasi Digital Korea Selatan terhadap Indonesia pada Tahun 2019-2021?**”, penulis meneliti mengenai apa yang dilakukan Korea Tourism Organization (KTO) dalam menjalankan diplomasi digital Korea Selatan dengan menggunakan media digital. Pandemi Covid-19 yang membuat adanya pembatasan jarak dan perjalanan di seluruh dunia pada tahun 2019-2021 menjadi tantangan utama bagi Korea Selatan untuk mempertahankan eksistensi negaranya di bidang pariwisata. Korea selatan menganggap penting negara-negara lain terutama negara di kawasan Asia sebagai konsumen utama kebudayaan dan pariwisata mereka. Salah satu negara dengan konsumen kebudayaan Korea Selatan dan menyumbang wisatawan terbanyak adalah Indonesia. Dengan melihat adanya tantangan bagi Korea Selatan untuk mempertahankan hubungan bilateralnya dengan Indonesia dibidang kebudayaan dan pariwisatanya ini, Korea Selatan memutuskan untuk tetap mempromosikan kebudayaan dan pariwisata negaranya melalui media digital.

Penggunaan media digital sebagai alat diplomasi dikategorikan sebagai diplomasi digital yang merupakan teori turunan dari diplomasi publik. Maka dari itu, teori yang digunakan dalam pembahasan penelitian ini adalah diplomasi digital. Upaya diplomasi digital yang dilakukan lewat media digital milik KTO oleh Korea Selatan menunjukkan bahwa sarana digital memberi pengaruh terhadap

bertahannya citra Korea Selatan selama menghadapi pandemi Covid-19. Berdasarkan penelitian yang dilakukan, Korea Selatan mengembangkan negaranya lewat *nation branding* yang ditonjolkan melalui kebudayaan dan pariwisata. Publik dapat melihat dan ikut merasakan nilai-nilai dari kebudayaan Korea Selatan lewat berbagai jenis promosi yang mereka lakukan.

Upaya diplomasi digital yang dilakukan oleh KTO terhadap Indonesia pada masa pandemi Covid-19 ini terlihat pada penggunaan website dan instagram oleh KTO dengan target wisatawan asal Indonesia. Sebelum Korea Selatan menggunakan media digitalnya, Korea Selatan terus mengalami peningkatan jumlah wisatawan Indonesia yang berkunjung ke Korea Selatan. Kenaikan ini diperkirakan seharusnya terus meningkat jika tidak terjadi pandemi Covid-19 yang menghalangi orang dari luar Korea untuk memperhatikan kembali daya tarik Korea Selatan. Korea selatan sendiri wajib menerapkan kebijakan pembatasan regional dan lintas-negara. Namun, setelah melakukan upaya diplomasi digital oleh KTO terhadap Indonesia, jumlah wisatawan asal Indonesia yang berkunjung ke Korea Selatan mengalami peningkatan kembali ke kondisi semula setelah sebelumnya mengalami penurunan drastis akibat Pandemi Covid-19

Pandemi Covid-19 memberikan efek kemunduran bagi berbagai aspek terutama di bidang pariwisata. Korea selatan memutuskan untuk mengoptimalkan penggunaan media digital untuk tetap menjaga hubungan diplomatiknya dengan Indonesia agar jumlah wisatawan dan masyarakat asal Indonesia yang tertarik dengan Korea Selatan tidak mengalami penurunan yang signifikan. Jika dilihat dari analisis diatas, jumlah pengunjung asal Indonesia yang tidak mengalami penurunan dan justru tetap meningkat setelah pandemi Covid-19

selesai membuktikan bahwa diplomasi digital menjadi langkah yang tepat untuk dilakukan Korea Selatan dalam menghadapi tantangannya.

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