

## **BAB IV**

### **PENUTUP**

Piala Dunia yang merupakan salah satu *mega-event* olahraga seringkali dimanfaatkan negara tuan rumah sebagai bagian dari diplomasi publik mereka untuk mempromosikan budaya dan nilai yang dimiliki oleh negara tersebut serta meningkatkan citra negara mereka di publik internasional. Hal tersebut disebabkan oleh karakteristik *mega-event* yang memiliki daya tarik yang sangat tinggi sehingga memberikan *exposure* yang tinggi juga terhadap negara tuan rumah. Oleh karena itu publik internasional akan dapat mengetahui kondisi atau isu-isu yang sedang berkembang di negara tersebut. Isu yang terjadi dapat menjadi *boomerang* tersendiri bagi negara tuan rumah dan dapat mempengaruhi efektivitas dari diplomasi publik yang dijalankan.

Salah satu negara yang tertarik untuk memanfaatkan Piala Dunia sebagai salah satu bagian dari diplomasi publik mereka adalah Qatar yang memiliki proyek ambisius yakni *Qatar National Vision 2030* (QNV 2030) yang memiliki tujuan agar Qatar dikenal sebagai negara dengan standar pembangunan dan hidup masyarakat yang tinggi melalui pembangunan yang modern. Piala Dunia 2022 sendiri termasuk dalam bagian dari proyek tersebut untuk memperluas pengaruh dan meningkatkan citra Qatar di publik internasional.

Akan tetapi dalam proses mencapai tujuan tersebut, Qatar harus menghadapi kritikan terkait isu pelanggaran HAM terhadap pekerja migran, yang menjadi isu yang berkembang di masa persiapan Qatar untuk menjadi tuan rumah Piala Dunia 2022 sejak media *The Guardian* mengeluarkan laporan jumlah kematian pekerja

migran yang sangat tinggi pada tahun 2021. Qatar sendiri mendapatkan kritikan terhadap sistem kerja *kafala* yang dianggap eksploitatif dan memakan banyak korban sejak Qatar terpilih menjadi tuan rumah Piala Dunia pada tahun 2010.

Melihat hal tersebut, penulis melakukan analisis terkait pengaruh isu pelanggaran HAM Qatar terhadap pekerja migran yang dapat mempengaruhi efektivitas diplomasi publik Qatar melalui *mega-event* Piala Dunia 2022. Dari hasil analisis yang dilakukan, dapat disimpulkan bahwa isu pelanggaran HAM Qatar memiliki pengaruh terhadap efektivitas diplomasi publik Qatar melalui *framing* pemberitaan terkait Piala Dunia 2022 yang memiliki konten pemberitaan yang lebih mengarah pada isu pelanggaran HAM Qatar dibandingkan dengan aspek sepak bola yang seharusnya menjadi aspek utama yang menjadi sorotan. Melalui pemberitaan tersebut, citra Qatar khususnya di media sosial X dapat dikatakan kurang baik bahkan pada periode sebelum dan sesudah Piala Dunia 2022 berlangsung. Hal tersebut dapat dibuktikan melalui *tweet* opini publik internasional yang dalam konteks penelitian ini diwakili oleh 100 warganet X yang mayoritas masih memiliki sentimen yang negatif bahkan jumlah sentimen negatif tersebut mengalami peningkatan pasca Piala Dunia 2022 berlangsung, meskipun secara tren pemberitaan, jumlah berita yang dipublikasikan oleh media barat dan timur pada periode satu minggu sesudah Piala Dunia 2022 sudah mengalami penurunan dibandingkan dengan periode satu minggu sebelum Piala Dunia 2022 berlangsung.

Oleh karena itu, diplomasi publik Qatar melalui Piala Dunia 2022 dapat dikatakan kurang efektif dengan adanya kritik terkait isu pelanggaran HAM Qatar terhadap pekerja migran. Visibilitas tinggi yang didapatkan melalui *exposure* media internasional yang tinggi tidak secara otomatis membuat Qatar memiliki citra

negara yang positif. Piala Dunia 2022 yang direncanakan Qatar sebagai salah satu cara mereka untuk mempromosikan Qatar National Vision 2030 menjadi tidak efektif dengan masifnya pemberitaan mengenai isu pelanggaran HAM para pekerja migran di Qatar dibandingkan dengan pemberitaan yang mempromosikan Qatar dan proyek Qatar National Vision 2030. Tidak menutup kemungkinan bahwa Piala Dunia 2022 yang seharusnya menjadi ajang Qatar untuk mempromosikan citra baik negaranya, justru dikenang sebagai Piala Dunia yang kontroversial dengan hadirnya isu pelanggaran HAM terhadap pekerja migran.

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