

## BAB IV

### KESIMPULAN

Penelitian ini didasarkan oleh pertanyaan penelitian **“Mengapa film berunsur militer seperti Top Gun: Maverick (2022) mendapat bantuan ekstensif dari pemerintah Amerika Serikat?”**. Dari analisis yang dilakukan, penulis menyimpulkan beberapa hal yang dilandasi oleh kerangka pemikiran *Soft Power* dan *American Exceptionalism*. Pertama, melalui film, Amerika Serikat dapat menyampaikan berbagai informasi yang dapat mengubah persepsi audiens secara tidak langsung. Hal ini tentu sejalan dengan konsep *soft power* yang dibahas rinci dalam penelitian ini. Sesuai definisi yang dicetuskan oleh Joseph Nye, bahwa *soft power* menggunakan daya tarik untuk memikat audiens melalui nilai atau budaya yang ditampilkan. Pada konteks ini, Top Gun: Maverick menjadi media bagi AS untuk mempopulerkan militernya, beserta dengan kebijakan-kebijakannya dalam menghadapi musuh, kecanggihan teknologi militernya, dan sekaligus budaya-budaya Amerika yang ada dalam film tersebut.

Kemudian, keterlibatan bantuan yang diberikan oleh Pemerintah AS pada film Top Gun: Maverick juga berkaitan dengan dasar-dasar *American Exceptionalism* yang sudah melekat pada identitas diri Amerika Serikat. Dijelaskan bahwa *American Exceptionalism* didasari dari leluhur pendiri bangsa Amerika Serikat yang menyatakan bahwa mereka adalah bangsa yang ‘berbeda’ dan ‘lebih baik’ dari bangsa-bangsa lain, sehingga merekalah yang layak menjadi panutan dan contoh bagi dunia. Konsep ini sudah mengakar pada identitas Amerika Serikat sehingga seluruh kebijakan dan tindakan yang dilaksanakan akan memancarkan konsep *American Exceptionalism*. Apabila ditelusuri lebih dalam, alur cerita dalam film Top Gun: Maverick memperlihatkan secara jelas konsep ini. Ditandai dengan kehebatan militer AS dalam menghadapi musuh yang memiliki perlengkapan teknologi yang

canggih, film ini juga menunjukkan bahwa AS memiliki kewenangan yang tidak tertulis untuk melakukan invasi terhadap musuh yang bahkan tidak diketahui identitasnya.

Melalui konsep *neoconservatism* yang menjadi turunan dari *American Exceptionalism*, sikap intervensionis Amerika Serikat dapat dimengerti dengan jelas. Salah satu poin utama dari konsep ini menjustifikasi tindakan intervensi militer Amerika Serikat dengan alasan melindungi kepentingan Amerika Serikat. Di film *Top Gun: Maverick* juga dijelaskan bagaimana Amerika Serikat merasa sekutunya terancam karena kehadiran musuh yang bersifat ilegal serta pelanggaran perjanjian sekutu yang dilanggar, sehingga mereka memiliki landasan konkrit untuk menginvasi pengayaan uranium ilegal yang dilakukan musuh.

Keterlibatan aktif pemerintah Amerika Serikat dalam produksi film militer dapat dijelaskan dengan keinginan mereka untuk meningkatkan *soft power*nya serta dilandasi dengan nilai-nilai *American Exceptionalism* untuk menyebarkan demokrasi, kebebasan, dan pandangan bahwa Amerika Serikat pantas menjadi pemimpin dunia. Sehingga dapat disimpulkan, bahwa alasan utama pemerintah Amerika Serikat memberikan bantuan ekstensif pada film-film bertema militer seperti *Top Gun: Maverick*, adalah karena adanya landasan sikap eksepsionalis dan keinginan memperluas pengaruhnya melalui *soft power*. Penting bagi audiens internasional mengetahui mengenai *American Exceptionalism* yang melekat pada seluruh tindakan AS yaitu agar dapat memahami tindakan dan kebijakan Amerika Serikat secara lebih baik dan mengetahui landasan dari tindakan tersebut.

Melalui film yang bersifat mempengaruhi secara tidak langsung dan jangka panjang, dengan dilandasi sikap eksepsionalis, seluruh pesan yang disampaikan di dalamnya diharapkan dapat memberikan suatu persepsi pada audiens bahwa Amerika Serikat merupakan negara yang kuat, menjunjung nilai-nilai demokrasi, yang hasilnya tentu memberikan citra positif bagi Amerika Serikat.

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