

## BAB IV

### KESIMPULAN

Serial *Emily in Paris* produksi Netflix yang bertujuan untuk memberikan perspektif AS ke luar negeri menjadi populer di tahun 2020 karena menampilkan fenomena perlintasan budaya antara AS dan Prancis. Namun, selain menyorot hal tersebut, serial *Emily in Paris* juga merefleksikan dominasi budaya dan nilai AS, terlepas dari latarnya yang berlokasi di Prancis. Maka, kesimpulan yang dapat ditarik berdasarkan pertanyaan penelitian, **“Bagaimana serial Emily in Paris season pertama merefleksikan ketiga sumber *soft power* menurut Joseph Nye sebagai instrumen diplomasi publik Amerika Serikat?”** adalah budaya berupa bahasa dan nilai AS, seperti *American exceptionalism* dan *saviorism*, terefleksikan melalui beberapa adegan dan dialog dalam serial tersebut, dimana pembuatan serial itu sendiri selaras dengan kebijakan luar negerinya. Hal tersebut kemudian memengaruhi persepsi penonton sebagai publik terhadap kedua negara terkait.

Mengacu pada ketiga sumber *soft power* negara menurut Nye, yaitu budaya, nilai-nilai politik, dan kebijakan luar negeri, serial *Emily in Paris* secara tidak langsung memperluas *soft power* AS melalui penyebarannya. Dalam bidang budaya, serial tersebut merefleksikan dominasi AS melalui bahasa Inggris sebagai *lingua franca* dan makanan khas Chicago. Karakter Emily yang merupakan pemeran utama dalam serial tersebut diciptakan dengan segala ketidapahamannya mengenai budaya Prancis sehingga terlihat relatif sombong dan berani. Pada beberapa adegan, kelemahan Emily dalam menguasai bahasa dan menghargai budaya Prancis juga disorot secara langsung melalui beberapa dialog dari teman serta rekan kerjanya karena memiliki jiwa AS yang mendominasi.

Serial *Emily in Paris* pun secara implisit menanamkan nilai-nilai AS, seperti eksepsionalisme, penyelamat kulit putih, patriotisme, dan gaya hidup, yang mewakili identitas AS. Terpancar dari perilaku dan ucapannya, karakter Emily dibuat untuk membagikan sudut pandang AS ke perusahaan barunya di Prancis sehingga benturan budaya yang dimunculkan dalam serial tersebut menghasilkan penanaman nilai-nilai tertentu. Secara keseluruhan, beberapa nilai yang cukup sering terefleksikan dalam serial *Emily in Paris* adalah *American exceptionalism* yang berlandaskan pada gagasan superioritas, *American saviorism* dengan fokusnya untuk membantu orang lain yang didasari oleh sifat baik, *American patriotism* atau kecintaan terhadap tanah air, dan *American universalism* yang mendorong terjadinya penyebaran gaya hidup.

Selanjutnya, meskipun tidak dinyatakan secara langsung, produksi dari serial *Emily in Paris* mendukung tujuan kebijakan luar negeri yang berfokus pada pemanfaatan dan penyebaran *soft power* negara melalui diplomasi publik. Pemerintah pun telah melakukan sejumlah upaya terkait hal tersebut, seperti berinvestasi pada *soft power* dan mengalokasikan anggaran negara untuk keperluan diplomasi publik. Selain itu, serial *Emily in Paris* juga berkontribusi dalam membentuk persepsi publik terhadap AS karena, berdasarkan sejumlah ulasan dan kritik yang tersedia secara daring, kesadaran terhadap budaya dan nilai AS meningkat sehingga publik dapat menyimpulkan bahwa AS terlalu mendominasi serial tersebut. Secara keseluruhan, penelitian ini menjelaskan bahwa serial *Emily in Paris* merefleksikan sumber *soft power* AS melalui adegan serta dialog yang kemudian berpengaruh terhadap persepsi publik atau penonton mengenai AS sebagai sebuah negara.

Penelitian ini merupakan satu dari sekian penelitian yang mengkaji film atau serial TV sebagai instrumen *soft power* dan diplomasi publik AS. Kurangnya kajian mengenai hal tersebut menempatkan penelitian ini sebagai salah satu penelitian yang mengkaji bahwa efektivitas dari program serial tidak tersaingi oleh film dalam hal penyebaran *soft power* melalui diplomasi publik. Adanya penelitian ini dapat menjadi referensi bagi peneliti lain yang ingin mengangkat topik serupa, bahkan melanjutkan penelitian ini dengan mengkaji *season* selanjutnya dari serial *Emily in Paris*, mengingat bahwa penelitian ini hanya mengkaji tujuh dari sepuluh episode di *season* pertama. Hendaknya ingin melakukan penelitian dengan topik dan instrumen yang sama, penulis menyarankan untuk menganalisis setiap episodanya menggunakan metode analisis wacana kritis. Hal tersebut bertujuan untuk mengidentifikasi representasi pesan dari setiap teks atau wacana yang dikaitkan dengan praktik sosiokultural.

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