

BAB IV

KESIMPULAN

Berdasarkan pertanyaan penelitian **“Bagaimana upaya Tiongkok dalam memanfaatkan pembangunan Shanghai Disney Resort sebagai alat diplomasi publik negaranya?”**, dapat disimpulkan bahwa upaya diplomasi publik Tiongkok dalam pembangunan Shanghai Disney Resort dilakukan dengan memanfaatkan aset *soft power* negara. Mengacu pada aset *soft power* dari Joseph Nye, Tiongkok memanfaatkan budayanya, seperti bahasa Mandarin, kaligrafi Tiongkok, warna merah, kepercayaan zodiak, dan sebagainya, yang diproyeksikan melalui aktivitas diplomasi budaya serta penyiaran internasional. Selanjutnya, pemanfaatan nilai-nilai harmoni, *tianxia*, dan *China Dream*, diproyeksikan melalui aktivitas advokasi serta penyiaran internasional. Kebijakan negara terkait perkembangan pada jalur damai di masa pemerintahan Presiden Hu Jintao dan Presiden Xi Jinping juga dimanfaatkan melalui aktivitas diplomasi budaya serta advokasi.

Upaya diplomasi publik Tiongkok melalui Shanghai Disney Resort didominasi oleh pemanfaatan budaya Tiongkok. Pemanfaatan budaya tersebut dilakukan dengan mengimplementasikan aktivitas diplomasi budaya yang memamerkan budaya Tiongkok, mulai dari bahasa Mandarin, kaligrafi Tiongkok, kepercayaan zodiak, warna merah, hingga makanan khas Tiongkok. Keragaman budaya tersebut ditampilkan pada berbagai atraksi, wahana, desain hotel, desain bangunan, dan tempat-tempat menarik lainnya di taman hiburan ini. Tiongkok juga menyebarkan budayanya melalui penyiaran internasional, lebih tepatnya dengan menayangkan acara *grand opening* Shanghai Disney Resort secara langsung,

menyebarkan informasi melalui platform digital, serta menyiarkan iklan dengan sentuhan Kota Shanghai, bahasa Mandarin, dan kaligrafi Tiongkok yang dapat diakses secara global. Seluruh upaya ini menggambarkan Tiongkok sebagai negara dengan kekayaan budaya yang berlimpah dan mulai terbuka terhadap pihak luar.

Selanjutnya, upaya diplomasi publik Tiongkok melalui Shanghai Disney Resort diikuti dengan pemanfaatan nilai-nilai politik yang diproyeksikan melalui aktivitas penyiaran internasional dan advokasi. Dengan mengimplementasikan aktivitas penyiaran internasional, Tiongkok berusaha untuk menyampaikan nilai harmoni dan *tianxia* yang dimodernisasikan sebagai “*China Dream*” melalui penayangan iklan komersial. Pengiklanan tersebut menggambarkan nilai-nilai keseimbangan dan kehidupan harmonis yang dimiliki Tiongkok. Sedangkan melalui advokasi, terdapat gagasan “*Authentically Disney, Distinctly Chinese*” yang disebar dan dijadikan slogan Shanghai Disney Resort. Secara tidak langsung, ini menunjukkan bahwa Tiongkok berusaha untuk memenangkan hati dan pikiran masyarakat dengan menonjolkan keunikan negaranya.

Sebagai landasan dari seluruh aktivitas diplomasi publiknya, kebijakan negara menjadi aset *soft power* terakhir yang dimanfaatkan Tiongkok. Pemanfaatan kebijakan negara tersebut dilakukan dengan menggunakan aktivitas diplomasi budaya dan advokasi. Mengacu pada diplomasi budaya, baik Presiden Hu Jintao dan Presiden Xi Jinping, keduanya sama-sama menitikberatkan kebijakan pada kemajuan negara di jalur damai yang disusun untuk memajukan perekonomian serta memperkuat posisi Tiongkok di dunia internasional, tepatnya dengan memanfaatkan *soft power* serta diplomasi. Sementara itu, melalui advokasi, Xi mempromosikan tujuan Tiongkok secara terang-terangan bahwa negara ini

berupaya untuk memajukan reformasi struktural ekonomi dan mendorong perekonomian yang lebih terbuka dengan AS.

Melalui pemanfaatan-pemanfaatan tersebut, penulis beranggapan bahwa berbagai kebijakan yang ada dapat membentuk citra Tiongkok. Pertukaran budaya pada pembangunan Shanghai Disney Resort diharapkan dapat menjadi jembatan antara hati dan pikiran masyarakat untuk memproyeksikan citra baik negara. Tiongkok diharapkan dapat dilihat sebagai negara beradab dengan kekayaan sejarah, kesatuan etnis dan keragaman budaya, serta sebagai kekuatan oriental dengan pemerintahan yang baik, ekonomi maju, kemakmuran budaya, dan persatuan nasional. Mengacu pada pemahaman terkait diplomasi publik merupakan konsep yang sama dengan *nation branding*, dapat dikatakan bahwa pemanfaatan aset *soft power* Tiongkok dalam pembangunan Shanghai Disney Resort juga berarti menjadi upaya *nation branding* negara ini.

Terlepas dari analisis mendalam yang telah diberikan, penelitian ini tentu memiliki berbagai keterbatasan, seperti perolehan informasi yang masih terbatas karena berbasis internet dan fokus analisis yang berada pada upaya diplomasi publik Tiongkok melalui pembangunan Shanghai Disney Resort saja, tanpa melihat dampak yang dihasilkannya. Penelitian ini juga memiliki periode waktu yang dibatasi dari tahun 2009 hingga tahun 2016. Namun, penelitian ini diharapkan dapat menjadi acuan untuk penelitian berikutnya yang membahas topik serupa. Penulis menyarankan agar penelitian berikutnya dapat memberikan analisis lebih luas terkait dampak atau kondisi kerja sama pembangunan Shanghai Disney Resort bagi Tiongkok setelah operasionalnya telah dijalankan.

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