

## BAB V

### KESIMPULAN

Meninjau kembali pertanyaan penelitian **“Bagaimana upaya diplomasi publik pemerintah Korea Selatan dalam meningkatkan pariwisata negara melalui pariwisata bedah kosmetik dalam periode 2018-2022?”** dapat ditarik kesimpulan bahwa upaya Pemerintah Korea Selatan terlihat dari praktik diplomasi publik yang dilakukan oleh KTO dengan membentuk kanal Youtube Heal We Go Korea khususnya *series* “Healference” dan pembentukan bagian khusus yang menyediakan informasi mengenai bedah kosmetik Korea Selatan di laman VisitKorea.

Pemerintah Korea Selatan melakukan upaya advokasi dan penyiaran internasional sesuai dengan pemikiran Nicholas J. Cull. Upaya pembentukan kanal Youtube Heal We Go Korea khususnya *series* “Healference” dan laman VisitKorea oleh KTO merupakan upaya penyiaran internasional dimana ada penggunaan teknologi internet berupa kanal Youtube dan laman untuk terlibat dengan publik asing. Tersedianya kolom komentar yang terbuka di setiap postingan video Youtube, nomor kontak di laman yang dapat di hubungi membuka peluang bagi publik asing untuk terlibat dalam komunikasi internasional yang aktif dengan Korea Selatan.

Upaya advokasi juga terlihat dari adanya upaya Pemerintah Korea Selatan melalui KTO untuk mengelola lingkungan internasional dan mempromosikan kepentingannya, yaitu pariwisata bedah kosmetik. KTO membuat episode yang membahas topik wisata medis dan bedah kosmetik dimana isi episode tersebut

memperlihatkan keunggulan industri kesehatan Korea Selatan yang mencakup biaya yang terjangkau dibandingkan negara lain, teknologi dan teknik yang canggih dimana kualitasnya sudah diakui oleh banyak negara. Hal ini tentunya secara langsung atau tidak langsung membentuk citra yang baik mengenai industri kesehatan Korea Selatan, khususnya bedah kosmetik yang sebelumnya dianggap tabu untuk diperbincangkan.

Upaya diplomasi publik ini juga termasuk promosi komunikasi pemasaran yang dilakukan Korea Selatan untuk meningkatkan industri pariwisata. Berdasarkan pemikiran bauran komunikasi pemasaran dari Kotler dan Keller, upaya yang dilakukan oleh Pemerintah Korea Selatan mencakup mode komunikasi pengiklanan, pemasaran daring dan media sosial, serta pemasaran seluler. Pembentukan series “Healference” di kanal Youtube dan bagian khusus mengenai bedah kosmetik laman VisitKorea termasuk pengiklanan karena secara jelas KTO mempromosikan *medical tourism* dan pariwisata bedah kosmetik di Korea Selatan dengan menekankan keunggulan industri tersebut dibandingkan negara lain.

Upaya ini juga termasuk dalam pemasaran daring dan media sosial serta pemasaran seluler karena *series* dan laman tersebut tersedia di internet (Youtube dan laman) dan dapat juga diakses melalui ponsel setiap saat. Video maupun laman yang ada juga menyediakan informasi secara lengkap sehingga semakin banyak publik asing yang mengetahui pariwisata bedah kosmetik Korea Selatan dan secara langsung atau tidak langsung meningkatkan kesadaran dan citra bedah kosmetik Korea Selatan sehingga menarik wisatawan asing untuk berkunjung ke Korea Selatan.

Upaya promosi komunikasi pemasaran dalam jangka pendek yang termasuk dalam upaya jangka panjang diplomasi publik Pemerintah Korea Selatan melalui pariwisata bedah kosmetik turut berkontribusi dalam meningkatkan pariwisata Korea Selatan. Sebelum ada upaya diplomasi, jumlah wisatawan, khususnya wisatawan medis yang datang tidak banyak mengalami pertumbuhan setiap tahunnya. Namun, setelah ada upaya diplomasi publik pada tahun 2018, jumlah wisatawan mengalami kenaikan drastis bahkan pada tahun 2019 Korea Selatan berhasil mencapai puncak jumlah wisatawan terbanyak. Meski mengalami penurunan pada tahun 2020-2021 akibat pandemi, upaya diplomasi publik ini terbukti dapat membangkitkan kembali industri pariwisata dan membuat pariwisata Korea Selatan semakin bertumbuh di tahun 2022.

Penelitian ini tidak terlepas dari berbagai keterbatasan, seperti penelitian hanya menggunakan sumber studi kasus tanpa wawancara dan hanya fokus pada upaya diplomasi publik dan promosi Pemerintah Korea Selatan tanpa melihat dampaknya secara ekonomi bagi pariwisata Korea Selatan. Adanya keterbatasan ini dapat menjadi faktor yang diperhatikan oleh peneliti lain yang tertarik untuk meneliti topik serupa agar menambahkan dampak pariwisata bedah kosmetik bagi sektor pariwisata dan menambahkan wawancara dengan pihak yang terkait dengan upaya diplomasi publik. Dengan demikian, peneliti berharap agar penelitian ini dapat bermanfaat bagi para pembaca.

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