

## BAB 5

### KESIMPULAN

Berdasarkan pertanyaan penelitian: apa bentuk upaya-upaya diplomasi publik yang dipergunakan oleh Korea Selatan dalam mengatasi pelarangan *Hallyu* di Tiongkok, analisis yang dipaparkan pada Bab 4 menjawab pertanyaan tersebut berdasarkan kepada kerangka pemikiran dengan mengacu pada konsep diplomasi publik yang dipaparkan oleh Nicholas J. Cull. Dalam mengejar tujuan dari diplomasi publik yakni kepentingan nasional melalui mobilisasi sumber daya potensial milik negara, Korea Selatan memanfaatkan aktor-aktor yang ada untuk membuka kembali hubungannya dengan Tiongkok. Sebagai kesimpulan dari hasil analisis, dalam permasalahan mengenai adanya pelarangan *Hallyu* di Tiongkok, Korea Selatan menggunakan elemen dalam diplomasi publik, yakni *listening* dan *advocacy*. *Listening* adalah upaya yang dilakukan Korea Selatan dengan terlebih dahulu mendengarkan opini publik sebagai usaha dalam mengumpulkan data bagi aktivitas diplomasi publik. Sementara *advocacy* berusaha untuk melakukan upaya nyata yakni dengan aktif melakukan komunikasi internasional.

Dalam upaya *listening* yang dilakukan oleh Korea Selatan, terdapat 3 lembaga bertanggung jawab dalam melakukan pengumpulan data. Ketiga lembaga serta produk *Hallyu* terkait adalah Kementerian Kebudayaan Korea Selatan dan *K-drama* dengan *K-pop*, *Korean Tourism Organization* (KTO) dalam sektor

pariwisata, serta Kementerian Perdagangan Korea Selatan dan produk-produk yang diekspor ke Tiongkok. Ketiga lembaga tersebut mengumpulkan informasi dengan menggunakan *polling* serta survey, maupun respon publik yang terekam didalam media domestik dan Tiongkok. Dalam perkembangan berdasarkan survey yang diadakan oleh masing-masing lembaga, sanksi ekonomi yang dijatuhkan Tiongkok karena ketidaksetujuannya dengan instalasi THAAD berpengaruh besar terhadap penurunan jumlah turis dari negara tersebut dan jumlah produk yang diekspor oleh Korea Selatan. Publik Tiongkok juga semakin mendukung pelarangan, sementara publik Korea Selatan semakin mendukung instalasi THAAD dengan keberadaan ancaman dari Korea Utara. Komoditas utama dalam *Hallyu* seperti K-drama dan K-pop yang dipegang oleh industri hiburan Korea Selatan juga mengalami kemunduran.

Dari hasil survey yang dilakukan oleh Korea Selatan, *advocacy* atau langkah diplomasi publik yang bisa dilakukan oleh negara tersebut adalah untuk menyelamatkan komoditas utama. Pergeseran pasar harus dilakukan karena keputusan Pemerintah Tiongkok semakin didukung oleh publiknya sendiri. Sehingga Korea Selatan harus memfokuskan diri untuk memperbaiki kerugian yang dialami oleh negara dan perusahaan terkait yang terkena dampak dari sanksi ekonomi. Mendorong pasar *Hallyu* ke negara-negara Asia Tenggara dianggap sebagai jalan keluar yang tepat untuk mencari konsumen besar lainnya. Melindungi warga negaranya dari adanya ancaman serangan Korea Utara serta memperbaiki performa sektor-sektor perdagangan menjadi prioritas utama Korea Selatan.

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