

BAB 5

KESIMPULAN

Melalui penelitian ini, peneliti menyimpulkan bahwa publikasi daring Xinhuanet menghasilkan suatu bentuk propaganda terstruktur, baik dari segi wacana maupun organisasi propagandis, yang didukung oleh kemampuan dalam memanfaatkan momentum serta tindakan responsif terkait dengan dinamika yang terjadi dalam konflik di Kawasan Laut Cina Selatan, sembari mengintegrasikan publikasi tersebut dengan pandangan dan kepentingan Tiongkok dalam wacana yang repetitif. Wacana tersebut mampu menghasilkan suatu propaganda yang dapat menciptakan kondisi tertentu yang menguntungkan kedudukan Tiongkok dalam konflik tersebut.

Dalam kasus sengketa maritim di Laut Cina Selatan, Republik Rakyat Tiongkok ingin mempertahankan kedaulatan di kawasan yang kaya akan sumber daya alam serta strategis oleh adanya jalur perdagangan internasional Asia Timur. Posisi tersebut dipertentangkan oleh negara-negara lain di kawasan tersebut, khususnya Filipina dan Vietnam, maupun oleh pihak lain yang berkepentingan seperti Amerika Serikat. Posisi RRT dan tindakannya membangun kawasan yang dianggap sebagai teritorial kedaulatannya itu menghasilkan suatu citra negatif, yang kontraproduktif terhadap kepentingan Tiongkok.

Oleh karenanya, Tiongkok menggunakan propaganda (luar negeri) sebagai alat untuk menciptakan citra positif, sekaligus membantu RRT memperkuat kedaulatan di LCS sebagai bagian dari kepentingan nasionalnya. Xinhua, kantor berita negara Tiongkok, didorong untuk melakukan ekspansi secara global guna mendukung penyebaran citra baik Tiongkok. Ekspansi yang memanfaatkan teknologi informasi dan komunikasi terbaru seperti internet ini diwujudkan dengan peluncuran portal daring Xinhuanet pada 2010. Publikasi yang dimuat dalam Xinhuanet tidak lain adalah perpanjangan dari publikasi Xinhua yang dipengaruhi oleh dua organ propaganda terpenting RRT, yaitu Departemen Propaganda PKT dan SCIO.

Wacana yang terkandung dalam publikasi Xinhuanet sejalan dengan kepentingan Tiongkok dalam menciptakan citra baik terkait negara tersebut. Berkaitan dengan kedudukan RRT di Laut Cina Selatan, publikasi Xinhuanet membangun sebuah persepsi bahwa Tiongkok semata-mata hanya mempertahankan apa yang telah menjadi hak kedaulatannya, serta siap menempuh jalur negosiasi bilateral yang telah diakui sebagai satu-satunya jalan keluar resolusi konflik. Publikasi Xinhuanet juga menyoroti buruknya ‘provokasi’ dari pihak-pihak lain, baik di dalam maupun di luar sengketa, terhadap penyelesaian konflik. Dengan memasukkan unsur ‘analisis’ dalam publikasinya, Xinhuanet mampu menciptakan perubahan pada pola kognitif target pembacanya. Selain itu, ‘tanggapan’ Xinhuanet terhadap dinamika yang terjadi dalam isu LCS memperkuat argumentasi bahwa Xinhuanet merupakan bagian dari propaganda luar negeri Tiongkok.

Melihat perubahan yang terjadi baik di antara negara-negara bersengketa di Kawasan LCS dan dalam masyarakat internasional pasca berakhirnya arbitrase, sangat sulit untuk menentukan hasil akhir dari konflik sengketa maritim di kawasan tersebut. Hingga saat ini, Xinhuanet sebagai perpanjangan Xinhua di dunia digital tetap menyebarkan informasi yang berusaha memperbaiki citra Tiongkok, sembari memperkuat pandangan Tiongkok atas berbagai isu internasional, demi tercapainya kepentingan-kepentingan RRT dalam panggung politik global.

Dalam proses penelitian, peneliti menemukan beberapa hal yang membatasi proses penelitian ini. Seperti yang telah dikemukakan sebelumnya, Xinhuanet mengeluarkan publikasi dalam setidaknya delapan bahasa termasuk Mandarin. Kemampuan bahasa peneliti yang terbatas dalam memahami makna yang terkandung dalam wacana Xinhuanet di luar Bahasa Inggris membuat peneliti belum berhasil membandingkan keseluruhan publikasi Xinhuanet untuk membuktikan keterlibatannya dalam propaganda Tiongkok. Oleh karena itu, peneliti merekomendasikan agar penelitian berikutnya menganalisis publikasi Xinhuanet selain Bahasa Inggris, sehingga didapatkan pemahaman yang lebih baik mengenai propaganda Tiongkok melalui Xinhuanet berkaitan dengan konflik di LCS.

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