

## **BAB IV**

### **KESIMPULAN**

Analisis terhadap upaya-upaya diplomasi publik *Confucius Institute (CI)* di Amerika Serikat (AS) melalui studi kasus pada tiga universitas (*Portland State University, Texas Southern University, Pace University*) menunjukkan bahwa *CI* telah berupaya menyampaikan ide-ide dan kebijakan luar negeri Tiongkok. Upaya-upaya diplomasi publik oleh *CI* di AS meliputi kerja sama dengan universitas lokal, membuka kelas-kelas bahasa dan kebudayaan, mengadakan pertukaran pelajar dan mahasiswa, mengadakan forum-forum diskusi, dan menyampaikan seluruh kegiatan melalui laman resmi dan media sosial.

Berdasarkan lima aktivitas diplomasi publik yang dijelaskan oleh Nicholas J.Cull, *CI* telah melakukan seluruh aktivitas diplomasi publik. Sebelum memutuskan untuk bekerja sama dengan universitas lokal, *CI* terlebih dahulu mendengarkan kebutuhan mahasiswa dan masyarakat di sekitar *Pace University, Texas Southern University, dan Portland State University* untuk mempelajari Tiongkok lebih jauh. Setelah itu, *CI* menjalankan program-programnya melalui universitas mitra setempat. Melalui pendekatan-pendekatan edukasi dan kebudayaan, *CI* telah merefleksikan kebijakan luar negeri Tiongkok, yaitu untuk menggambarkan Tiongkok sebagai negara dengan karakteristik kebudayaan yang kuat. Program-program diplomasi publik yang dilakukan oleh *CI* berfokus pada empat aktivitas utama. Pertama, aktivitas diplomasi budaya melalui pengajaran

bahasa nasional dan kebudayaan Tiongkok. Melalui pengajaran bahasa, *CI* berusaha untuk mengurangi hambatan-hambatan mispersepsi masyarakat AS terhadap Tiongkok. Dengan memahami bahasa nasional Tiongkok, bahasa *Mandarin*, maka publik AS dapat lebih mudah mendalami Tiongkok dari berbagai aspek. Pemahaman bahasa *Mandarin* juga dapat mendorong kesepahaman antara masyarakat AS dan pemerintahan Tiongkok. Sementara itu, Pengajaran bahasa *Mandarin* dalam konteks bisnis menjadi upaya *CI* dalam mengurangi hambatan hubungan ekonomi bagi para investor asing. Sehingga, pemahaman bahasa *Mandarin* oleh para investor dapat mendorong perekonomian nasional Tiongkok dalam jangka panjang.

Sementara itu, upaya-upaya pengenalan budaya yang dilakukan Tiongkok dapat merubah persepsi masyarakat, sebab pendekatan budaya dilakukan dengan cara-cara yang menarik. Pendekatan budaya dalam jangka panjang juga menjadi upaya bagi *CI* dalam memperkenalkan identitas, nilai-nilai, dan integritas yang dipegang oleh Tiongkok dalam bernegara. Aktivitas selanjutnya berkaitan dengan diplomasi pertukaran, yaitu melalui pertukaran pelajar dan mahasiswa. Melalui pertukaran pelajar, mahasiswa dapat memahami perkembangan Tiongkok beserta segala aspeknya secara langsung. Sementara aktivitas advokasi dilakukan *CI* dengan mengadakan forum-forum. Adanya forum-forum diskusi dapat membuka dialog antar masyarakat AS dan pemerintahan Tiongkok. Melalui forum-forum diskusi, *CI* berupaya untuk menjelaskan pandangan Tiongkok pada perpolitikan global, sekaligus sebagai upaya untuk mendorong perekonomian Tiongkok. Untuk memperkenalkan aktivitas yang dijalankan pada *Portland State University, Texas*

*Southern University, Pace University, CI* aktif menggunakan internet, yatu laman resmi dan media sosial untuk menjangkau publik yang lebih luas.

Hubungan Amerika Serikat (AS) dan Tiongkok terus berkembang meskipun mengalami pasang surut. Terlebih, semenjak perekonomian Tiongkok menguat, AS justru memandang Tiongkok sebagai ancaman. Masyarakat AS pun akhirnya memiliki stigma negatif terhadap Tiongkok. Kehadiran *Confucius Institute (CI)* di AS sejak tahun 2004 menjadi sarana pemerintah Tiongkok untuk menjangkau publik AS melalui pendekatan-pendekatan budaya. Upaya-upaya yang dilakukan *CI* di AS menjadi salah satu cara bagi Tiongkok untuk mengurangi bahkan menghilangkan citra negatif di kalangan masyarakat AS, khususnya melalui para pelajar.

Keberadaan *CI* memegang peranan penting dalam membantu pemerintah untuk menjalin hubungan baik antara AS- Tiongkok. Diplomasi publik akan berdampak dalam jangka waktu yang panjang. *CI* dalam hal ini sudah mempersiapkan program-program berkelanjutan yang dapat menjembatani hubungan pemerintah Tiongkok dengan publik AS, khususnya para pelajar AS. Terkait dengan pencapaian kebijakan luar negeri “Mimpi Tiongkok”, upaya-upaya *CI* telah berhasil menggambarkan keterbukaan Tiongkok dan berperan dalam mempromosikan perekonomian Tiongkok.

## DAFTAR PUSTAKA

### Buku

- Brandt, Loren dan Rawski, Thomas G. 2008. *China's Great Transformation*. Cambridge: Cambridge University Press
- Cull, Nicholas J. 2009. *Public Diplomacy: Lesson from the Past*”, USC Center on Public Diplomacy at the Annenberg School. Los Angeles: University of Southern Carolina.
- D’Hooghe, Ingrid. 2014. *China’s Public Diplomacy*. Leiden: Brill Nijhof.
- Djelantik, Sukawarsini. 2008. *Diplomasi Antara Teori dan Praktek*. Yogyakarta: Graha Ilmu.
- Hadiwinata, Bob Sugeng. 2017. *Studi dan Hubungan Internasional: Arus Utama, Alternatif, dan Reflektivitas*. Jakarta : Yayasan Pustaka Obor Indonesia.
- Hartig, Falk. 2015. *Chinese Public Diplomacy : The Rise of the Confucius Institute*. New York: Routledge.
- Hsu, Immanuel C. Y. 1990. *China Without Mao: The Search for a New Order*. Oxford : Oxford University Press.
- Jackson, Robert dan Sorensen, Georg. 2007. *Introduction to international relations: Theories and Approaches*. Oxford: Oxford University Press.
- Jeffrey Gill. 2017. *Soft Power and the Worldwide Promotion of Chinese Language Learning: The Confucius Institute Project*. Bristol : Multilingual Matters.
- Koentjaraningrat. 1994. *Metode-Metode Penelitian Masyarakat*. Jakarta: Gramedia Pustaka Utama.
- Lanteige, Marc. 2009. *Chinese Foreign Policy: An Introduction*. New York : Routledge.
- Moelong, Lexy J. 2002. *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Nawawi, Hadiri dan Hadari, Martini. 1995. *Instrumen Penelitian Bidang Sosial*. Yogyakarta: Gajah Mada University.
- Nye, Joseph. 2004. *Soft Power: the Means to Success in World Politics*. New York: Public Affair.
- Nazir, Moh. 2013. *Metode Penelitian*. Bogor: Ghalia Indonesia. Rosenau, James. 1976. *World Politics: An Introduction*. New York : The Free Press.
- Strauss, Ansel L. 1998. dan Corbin, Juliet M. *Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory*. Thousand Oaks: Sage Publications.
- Tsang, Steve dan Honghua. 2016. *China in the Xi Jinping Era*. Basingstoke : Palgrave Macmillan.
- Tuch, Hans N. 1990. *Communicating with the World: U.S. Public Diplomacy Overseas*. New York : St. Martin’s Press.
- Zaharna, R.S. 2014. *Confucius Institute and the Globalization of China’s Soft Power*. Los Angeles : Figueroa Press.

### **Artikel dalam Jurnal**

- Arif, Beston Husen. "The Role of Soft Power in China's Foreign Policy in the 21st Century". *International Journal of Social Sciences & Educational Studies*. vol.3 no.3 (2017). Irak : ISHIK University. hal. 94-101.  
<http://ijsses.org/index.php/volume-3-issue-3-article-11/>,
- De Mandele, Van dan Leiva. Diego. "Xi Jinping and the Sino: Latin American Relations in the 21st Century: Facing the Beginning of the New Face?". *The Chinese Journal of International Politics*, Vol. 5 no.1 (2017). Oxford : Oxford University Press. hal. 35-67.  
<https://journals.aau.dk/index.php/jcir/article/download/1916/1481/>
- Geis, John dan Blaine, Holt. "Harmonious Society' Rise of the New China". *Strategic Studies Quarterly*, Vol 3. No. 4 (2009). Montgomery : Air University Press. hal. 75-94.  
<http://www.au.af.mil/au/aunews/archive/2010/0502/Articles0502/geisholt0502.pdf>
- McDonald, John dan Diamond, Louise. "The Institute For Multitrack Diplomacy". *Journal of Conflictology*. Arlington: Institute for Multi-Track Diplomacy. Vol. 3 no.2 (2012). hal. 66-70. <http://journal-of-conflictology.uoc.edu/joc/en/index.php/journal-of-conflictology/article/view/vol3iss2-mcdonald.html>
- Singh, Ningthoujam K. dan Nunes, William . "Nontraditional Security: Redefining State-centric Outlook". *Jadavpur Journal of International Relations*. Vol. 20 no.1 (2016). India: Sage Publications. hal. 102-124.  
<https://doi.org/10.1177/0973598416658805>
- Starr, Don. "Chinese Language Education in Europe: the Confucius Institute". *European Journal of Education*. Vol. 44 no.1 (2009). Oxford: Blackwell Publishing. Hal.15-82
- Wang. Hu. "Xi Jinping's 'Major Country Diplomacy': The Role of Leadership in Foreign Policy Transformation". *Journal of Contemporary China*, Vol. 28 no. 115 (2018). New York: Routledge. hal. 1-14.  
<https://doi.org/10.1080/10670564.2018.1497904>
- Walter, Robert S. "What Is Public Diplomacy? Past Practices, Present Conduct, Possible Future". *Mediterranean Quarterly*. Vol. 18 no. 4 (2007). Durham: Duke University Press. hal. 36-52. <https://doi.org/10.1215/10474552-2007-025>
- Wei, Su, "Some Reflections on the One China Principle". *Fordham International Law Journal*. Vol. 21 no. 4 (1999). Bronx: Fordham University. hal.1168-1179.  
<https://pdfs.semanticscholar.org/f751/3807c6cc8030e970b4b8940c4f30503b95ce.pdf>

## Dokumen resmi pemerintah

- Central Intelligence Agency. "The World Fact Book: China".  
<https://www.cia.gov/library/publications/the-world-factbook/geos/ch.html>.
- Government of The People's Republic of China. "Full Text : China's Peaceful Development". Government of The People's Republic of China. 2011.  
[http://www.gov.cn/english/official/2011-09/06/content\\_1941354\\_2.htm](http://www.gov.cn/english/official/2011-09/06/content_1941354_2.htm).
- Ministry of Foreign Affairs of the People's Republic of China. "The Establishment of Sino-US Diplomatic Relations".  
[https://www.fmprc.gov.cn/mfa\\_eng/ziliao\\_665539/3602\\_665543/3604\\_665547/t18007.shtml](https://www.fmprc.gov.cn/mfa_eng/ziliao_665539/3602_665543/3604_665547/t18007.shtml). 2014.

## Rujukan dari internet

- Andrews, Evan. 2016. "How Ping Pong Diplomacy Thawed the Cold War".  
*History News*. <https://www.history.com/news/ping-pong-diplomacy>
- Akbar, Arifa. "Mao's Great Leap Forward Killed 45 Million in Four Years".  
 Independent UK. 2010. <https://www.independent.co.uk/arts-entertainment/books/news/maos-great-leap-forward-killed-45-million-in-four-years-2081630.html> .
- Anonim. "China's Economy Passes Japan in Second Quarter Capping Three Decade Rise". Bloomberg News. 2010.  
<https://www.bloomberg.com/news/articles/2010-08-16/china-economy-passes-japan-s-in-second-quarter-capping-three-decade-rise>.
- Anonim. "China Country Profile". *BBC News*. 2018.  
<https://www.bbc.com/news/world-asia-pacific-13017877>.
- Anonim. "Hu Jintao Stresses Scientific Development". China Daily. 2007.  
[http://www.chinadaily.com.cn/china/2007-06/26/content\\_902179.htm](http://www.chinadaily.com.cn/china/2007-06/26/content_902179.htm).
- Anonim. "China's Peaceful Development Road". China Daily. 2005.  
[http://www.chinadaily.com.cn/english/doc/2005-12/22/content\\_505678.htm](http://www.chinadaily.com.cn/english/doc/2005-12/22/content_505678.htm).
- Anonim. 2003. "Speech By Chairman of the Delegation of the People's Republic of China. Deng
- Anonim. Chinese President Xi Jinping signs free-trade deal with Australia after addressing Parliament". News Corp Australia Network. 2014.  
<https://www.news.com.au/national/chinese-president-xi-jinping-signs-freetrade-dealwith-australia-after-addressing-parliament/news-story/f22f2856fbac5ca573aec2c3385bf3d0>.
- Anonim. "Retification of Statutes". The Economist. 2011.  
[https://www.economist.com/blogs/asiaview/2011/01/china%E2%80%99s\\_confucius\\_institutes?page=1](https://www.economist.com/blogs/asiaview/2011/01/china%E2%80%99s_confucius_institutes?page=1).
- Barnes, Julian E. "China Takes Aim at U.S. Naval Might". Wall Street Journal. 2012.

- <https://www.wsj.com/articles/SB10001424052970204397704577074631582060996> .
- China Daily. 2017. “Over 500 Confucius Institute Founded in 142 Countries. Regions”. 2017. [http://www.chinadaily.com.cn/china/2017-10/07/content\\_32950016.htm](http://www.chinadaily.com.cn/china/2017-10/07/content_32950016.htm) .
- Chinese Scholarship Council. “Chinese Government Scholarsip”. CSC. <https://www.chinesescholarshipcouncil.com/> .
- Cody, Edward. “China Boost Military Spending”. The Washington Post. 2007. <http://www.washingtonpost.com/wp-dyn/content/article/2007/03/04/AR2007030400401.html?noredirect=on>.
- Council on Foreign Relations. “US-China Relations”. 2019. <https://www.cfr.org/timeline/us-relations-china>.
- Egan, Matt. “Why the US-China Trade War Won’t Last”. 2019. <https://edition.cnn.com/2019/05/14/business/china-united-states-economy-trade-war/index.html> .
- Eisenman, Joshua. “What We Really Know About China’s Reform and Opening Up”. The Washington Post. 2018. [https://www.washingtonpost.com/news/monkey-cage/wp/2018/11/15/what-we-really-know-about-chinas-reform-and-opening-up/?utm\\_term=.e54c9c66f9b6](https://www.washingtonpost.com/news/monkey-cage/wp/2018/11/15/what-we-really-know-about-chinas-reform-and-opening-up/?utm_term=.e54c9c66f9b6).
- Gang, Qian. “The Return of Socialist Transformation”. China Media Project. <http://chinamediaproject.org/2018/10/03/the-return-of-socialist-transformation/>. 2018.
- Gil, Jeffrey. 2019. “Do Confucius Institute Teach Chinese Propaganda”. <https://www.asiatimes.com/2019/03/article/do-confucius-institutes-teach-chinese-propaganda/m>
- Grainger, Ross. 2010. “What is China Threat Theory”. *China Daily*. [http://www.chinadaily.com.cn/opinion/2010-09/09/content\\_11277503.htm](http://www.chinadaily.com.cn/opinion/2010-09/09/content_11277503.htm).
- Griffiths, James. “Report exposes size of China's secretive aid budget”. CNN. 2017. <https://edition.cnn.com/2017/10/11/asia/china-overseas-aid/index.html>. 2018
- Hanban. “Application Procedure”. [http://english.hanban.org/node\\_7879.htm](http://english.hanban.org/node_7879.htm).
- Hanban. “About Us”. 2014. [http://english.hanban.org/node\\_7719.htm](http://english.hanban.org/node_7719.htm).
- Hanban. “Volunteer Chinese Teacher Program”. 2014. [http://english.hanban.org/node\\_9807.htm#no1](http://english.hanban.org/node_9807.htm#no1).
- Hanban. “Constitution and By-Laws of the Confucius Institute”. 2014. [http://english.hanban.org/node\\_7880.htm](http://english.hanban.org/node_7880.htm).
- Hasan, Akhmad Muawal. “Asan Demokrasi Cina yang Lumat di Lapangan Tian An Men”. Tirto Indonesia. 2018. <https://tirto.id/asa-demokrasi-cina-yang-lumat-di-lapangan-tiananmen-CHFP>.
- Inkster, Nigel. “Chinese Cultural Soft Power”. *The International Institute for Strategic Studies*. 2014. <https://www.iiss.org/blogs/analysis/2018/03/chinese-culture-soft-power>
- Kehm, B.M., “Research On Internationalisation In Higher Education”. Proceedings of the International Higher Education Congress in Istanbul,

- Turkey. 2011.  
[http://www.uyk2011.org/kitap/pages/uyk2011\\_s\\_0231\\_0239.pd](http://www.uyk2011.org/kitap/pages/uyk2011_s_0231_0239.pd).
- Lee, Don dan Parsons, Christi. "U.S. opens trade case against China over rare earth export limits". Los Angeles Times. 2012.  
<http://articles.latimes.com/2012/mar/14/business/la-fi-obama-china-20120314>.
- Lusher, Adam. "At least 10.000 people died in Tiananmen Square massacre. secret British cable from the time alleged". *Independent*. 2017.  
<https://www.independent.co.uk/news/world/asia/tiananmen-square-massacre-death-toll-secret-cable-british-ambassador-1989-alan-donald-a8126461.html>.
- Liu, Tony Tai-Ting. "Public Diplomacy: China's Newest Charm Offensive". *E-International Relations*. <https://www.e-ir.info/2018/12/30/public-diplomacy-chinas-newest-charm-offensive/>. 2018.
- Mattis, Peter. "Reexamining the Confucian Institutes". *The Diplomat*. 2012.  
<https://thediplomat.com/2012/08/reexamining-the-confucian-institutes/>.
- Mauldin, John. "3 Graphics That Explain US China Relations". *Forbes*. 2017.  
<https://www.forbes.com/sites/johnmauldin/2017/04/07/3-graphics-that-explain-us-china-relations/#2341250a649e>.
- Peterson, Rachel. "How Many Confucius Institutes Are in The United States". National Association of Scholars. 2018.  
[https://www.nas.org/articles/how\\_many\\_confucius\\_institutes\\_are\\_in\\_the\\_united\\_states](https://www.nas.org/articles/how_many_confucius_institutes_are_in_the_united_states).
- Pace University. 2018. "Teaching and Learning Language Courses". <https://www.pace.edu/dyson/centers/confucius-institute/teaching-and-learning/language-courses>.
- Pace University. 2018. "Culture Classes". <https://www.pace.edu/dyson/centers/confucius-institute/teaching-and-learning/culture-classes>
- Pace University. "Events". <https://www.pace.edu/dyson/centers/confucius-institute/cultural-events>.
- Portland State University. 2014. "Chinese New Year Night 2014".  
<https://www.pdx.edu/confucius-institute/sites/www.pdx.edu.confucius-institute/files/2014-1-31%202014%20Chinese%20%20New%20Year%20Night%20new%202.pdf>
- Pace University. "Scholarships Programme".  
<https://www.pace.edu/dyson/centers/confucius-institute/scholarships>. diakses pada 26 Juni 2019
- Portland State University. 2015 "CIPSU Journal 2015".  
[https://www.pdx.edu/confucius-institute/sites/www.pdx.edu.confucius-institute/files/CIPSUJournal%202015\\_0.pdf](https://www.pdx.edu/confucius-institute/sites/www.pdx.edu.confucius-institute/files/CIPSUJournal%202015_0.pdf)
- Portland University. 2016. <https://www.pdx.edu/confucius-institute/events/2016-china-night-year-monkey-2016-chinese-new-year?delta=0>
- Portland State University. 2016. "Events". <https://www.pdx.edu/asian-studies/event/chinese-mid-autumn-festival-celebration?delta=0>.

- Portland University. 2017. <https://www.pdx.edu/confucius-institute/event/2017-chinese-new-year-celebration-gala?delta=0>
- Portland State University. 2018. "CIPSU Journal 2018".  
<https://www.pdx.edu/confucius-institute/sites/www.pdx.edu.confucius-institute/files/CIPSU%20Journal%202018.pdf>.
- Portland State University. 2018. "Special Events".  
<https://www.pdx.edu/confucius-institute/special-events>
- Portland State University, 2015, "Mid-Autumn Festival 2015".  
[https://www.pdx.edu/confucius-institute/sites/www.pdx.edu.confucius-institute/files/Flyer2015\\_Mid-Autumn%20Festival%20Festival%20Presentation.pdf](https://www.pdx.edu/confucius-institute/sites/www.pdx.edu.confucius-institute/files/Flyer2015_Mid-Autumn%20Festival%20Festival%20Presentation.pdf).
- Portland State University. "CI-HSK Scholarship Programme".  
<https://www.pdx.edu/confucius-institute/confucius-institutehsk-scholarship-program>
- Price, Pam. "Sunnylands Summit with US and China Presidents Ends on Positive Note". *Forbes*.  
<https://www.forbes.com/sites/pamprice/2013/06/10/sunnylands-summit-with-u-s-and-china-presidents-ends-on-positive-note/>.
- Ramzy, Austin. "China's Cultural Revolution Explained". *New York Times*. 2016.  
<https://www.nytimes.com/2016/05/15/world/asia/china-cultural-revolution-explainer.html>.
- Tsurouka, Doug. "Is China Really Threatening US Trough Nuclear Weapons?".  
*Asia Times*. 2018. <http://www.atimes.com/article/china-really-threatening-us-nuclear-weapons/>.
- Texas Southern University. 2017. "TSUCI Successfully Held 2017 Summer Camp in China". <http://tsuci.org/news/list/32>
- Texas Southern University. "Contact". <http://www.tsuci.org/contact>
- Texas Southern University. "TSUCI Development of Social Media Marketing". <http://tsuci.org/news/list/37>
- Texas Southern University. 2018. "TSUCI Held Garden Party New Year".  
<http://tsuci.org/news/list/81>.
- Time. "These Will Be The 10 Most Populated Countries in The World". 2017.  
<http://time.com/5081315/most-populated-countries-in-the-world-2018/>.
- The World Bank. "China Land Area". 2018.  
<https://data.worldbank.org/indicator/AG.LND.TOTL.K2?locations=CN>.
- The World Bank. "China Overview". 2019.  
<https://www.worldbank.org/en/country/china/overview#1>.
- Vandehei, Jim. "China is the Greatest. Growing Threats to America". *AXIOS*. 2018. <https://www.axios.com/china-united-states-future-2025-2050-infrastructure-trade-d7091849-235f-4aa1-b63c-e86477e9cfe6.html>
- Xiaoping. "At the Special Session of the U.N. General Assembly". *Foreign Languages Press*. [www.marxists.org/reference/archive/deng-xiaoping/1974/04/10.htm](http://www.marxists.org/reference/archive/deng-xiaoping/1974/04/10.htm).
- Xinhua. "China to Promote Cultural Soft Power".  
[http://www.chinadaily.com.cn/china/2014-01/01/content\\_17208354.htm](http://www.chinadaily.com.cn/china/2014-01/01/content_17208354.htm). 2014.

Zhiling, Huang. "10 New Confucius Institute Lifts Global Total to 548". China Daily. 2018.  
<http://www.chinadaily.com.cn/a/201812/05/WS5c07239da310eff30328f182.html>