

ABSTRAK

REPRESENTASI FESTIVAL KUE BULAN SEBAGAI *SOFT POWER* DAN *NATION BRANDING* TIONGKOK DALAM *WEBSITE* CHINA GLOBAL TELEVISION NETWORK (CGTN) 2023-2024

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Perkembangan komunikasi global menunjukkan bahwa budaya tidak lagi hanya dipahami sebagai tradisi, tetapi juga sebagai instrumen pembentukan citra negara di ruang internasional. Meskipun penelitian mengenai *soft power* Tiongkok telah banyak dilakukan, kajian yang secara khusus membahas representasi Festival Kue Bulan dalam media internasional Tiongkok masih terbatas. Oleh karena itu, penelitian ini bertujuan untuk menganalisis bagaimana Festival Kue Bulan direpresentasikan dalam *website* CGTN sebagai bagian dari pembentukan *soft power* dan *nation branding* Tiongkok pada periode 2023–2024.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif-analitis. Data penelitian berupa artikel berita Festival Kue Bulan pada *website* CGTN periode 2023–2024. Analisis data diinterpretasikan melalui konsep *soft power* Joseph Nye (2004) dengan pendekatan *soft power currencies* Alexander Vuving (2009), yaitu *beauty*, *brilliance*, dan *benignity*, serta konsep *nation branding* Simon Anholt (2007) dengan model Keith Dinnie (2008) yang meliputi *nation brand identity*, *communicators of nation brand identity*, dan *nation brand image*.

Hasil penelitian menunjukkan bahwa CGTN merepresentasikan Festival Kue Bulan sebagai simbol budaya nasional yang menonjolkan nilai harmoni, kebersamaan keluarga, dan perdamaian. Representasi tersebut dikonstruksikan melalui narasi budaya, visualisasi estetis, dan pengemasan media digital modern yang memperkuat dimensi *beauty*, *brilliance*, dan *benignity* dalam *soft power* Tiongkok. Selain itu, CGTN berperan dalam membangun citra “*Harmonious China*” sebagai negara yang damai, berbudaya, modern, dan tidak mengancam di mata publik global.

Kata kunci: Festival Kue Bulan, CGTN, *Soft power*, *Nation branding*, Diplomasi Budaya

ABSTRACT

REPRESENTATION OF MOONCAKE FESTIVAL AS SOFT POWER AND NATION BRANDING OF CHINA ON CHINA GLOBAL TELEVISION NETWORK (CGTN) 2023-2024

By

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The development of global communication shows that culture is no longer understood solely as tradition, but also as an instrument for shaping a nation's image in the international sphere. Although numerous studies have been conducted on China's soft power, studies specifically addressing the representation of the Mooncake Festival in Chinese international media are still limited. Therefore, this study aims to analyze how the Mooncake Festival is represented on the CGTN website as part of China's soft power and nation branding development in the 2023–2024 period. This study employed a qualitative method with a descriptive-analytical approach. The research data consisted of news articles about the Mooncake Festival on the CGTN website during the 2023–2024 period. Data analysis is interpreted through Joseph Nye's (2004) soft power concept with Alexander Vuvings's (2009) soft power currencies approach, namely beauty, brilliance, and benignity, as well as Simon Anholt's (2007) nation branding concept with Keith Dinnie's (2008) model which includes nation brand identity, communicators of nation brand identity, and nation brand image. The results show that CGTN represents the Mooncake Festival as a national cultural symbol that emphasizes the values of harmony, family togetherness, and peace. This representation is constructed through cultural narratives, aesthetic visualizations, and modern digital media packaging that reinforce the dimensions of beauty, brilliance, and benignity in China's soft power. Furthermore, CGTN plays a role in building the image of "Harmonious China" as a peaceful, cultured, modern, and non-threatening nation in the eyes of the global public.

Keywords: Mooncake Festival, CGTN, Soft power, Nation branding, Cultural Diplomacy