

**DIPLOMASI BUDAYA MELALUI KARAKTER YUN JIN DARI VIDEO
GAME GENSHIN IMPACT SEBAGAI UPAYA PERWUJUDAN CHINESE
DREAM**

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ABSTRAK

Penelitian ini bertujuan untuk mencari tahu bagaimana HoYoverse, dengan Yun Jin dalam video game Genshin Impact berkontribusi pada visi Chinese Dream Xi Jinping. Penelitian ini menggunakan konsep soft power, diplomasi publik, diplomasi budaya, dan nation branding. Metode penelitian yang digunakan adalah deskriptif kualitatif untuk menjelaskan diplomasi budaya oleh aktor non-negara dengan studi kasus HoYoverse. Teknik pengumpulan data yang digunakan adalah studi pustaka. Teknik analisis data menggunakan metode Miles dan Huberman yaitu dengan reduksi data, penyajian data, dan penarikan kesimpulan dan verifikasi. Hasil penelitian menunjukkan bahwa Chinese Dream milik Xi Jinping turut berfokus pada kebudayaan Tiongkok sehingga hal tersebut turut mempengaruhi regulasi pada industri video game. HoYoverse, sebagai developer dan publisher Genshin Impact, berkontribusi terhadap Chinese Dream dilakukan melalui diplomasi budaya dimana HoYoverse mengaplikasikan diplomasi budaya secara aktif melalui social media, terutama melalui penciptaan karakter Yun Jin. Karakter ini merepresentasikan warisan budaya Tiongkok yaitu Opera Peking.

Kata kunci: Chinese dream, Diplomasi Budaya, Genshin Impact, Opera Peking

**CULTURAL DIPLOMACY THROUGH THE CHARACTER YUN JIN FROM
THE VIDEO GAME GENSHIN IMPACT AS AN EFFORT TO REALIZE
THE CHINESE DREAM**

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ABSTRACT

This research aims to find out how HoYoverse, through Yun Jin in the video game Genshin Impact contributes to Xi Jinping's vision of Chinese Dream. This research utilizes the concepts of soft power, public diplomacy, cultural diplomacy, and national branding. The research method used is descriptive qualitative to explain cultural diplomacy by non-state actors with HoYoverse as the case study. The data collection techniques used is literature study. The data analysis technique used is the Miles and Huberman method, namely data reduction, data presentation, and drawing conclusions and verification. The research results show that Xi Jinping's Chinese Dream also focuses on Chinese culture, which then it influences the regulations within the video game industry. HoYoverse, as the developer and publisher of Genshin Impact, contributes to the Chinese Dream through cultural diplomacy where HoYoverse applies cultural diplomacy actively through social media, and especially through the creation of the character Yun Jin. This character represents China's cultural heritage, namely Peking Opera.

Key words: Chinese dream, cultural diplomacy, Genshin Impact, Peking Opera