**LAMPIRAN**

1. **Data Set Penelitian**

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| **Tema Data** | **Rincian Data** | **Teknik Pengumpulan Data** | **Sumber Data** |
| Krisis Diplomatik Qatar tahun 2017-2019 | 1. Latar belakang Krisis Diplomatik Qatar 2. Terjadinya pemutusan hubungan diplomatik dan embargo kepada Qatar 3. Ultimatum kepada Qatar 4. Reaksi pemerintah dan publik internasional 5. Dampak terhadap Qatar | 1. Dokumentasi 2. Rekapan arsip | 1. Laporan resmi: 2. Qatar Diplomatic Institute 3. Ministry of Foreign Affairs Qatar 4. *NGOs, IGOs,* badan riset dan penelitian 5. Artikel berita resmi pemerintah Qatar dan media massa lain 6. Jurnal penelitian 7. Transkrip wawancara |
| Al-Jazeera Media Network | 1. Sejarah pendirian Al-Jazeera oleh Pemerintah Qatar 2. Implementasi agenda negara Qatar ke dalam aktivitas Al-Jazeera Media Network | 1. Dokumentasi 2. Rekapan arsip 3. Wawancara dengan 4. Ali Younes, Jurnalis Al Jazeera Media Network. 5. Dr. Purna Cita Nugraha, S.H, M.H, Kepala Sub Direktorat II, Direktorat Timur Tengah, Kementerian Luar Negeri Republik Indonesia | 1. Laporan resmi dari pemerintah Qatar dan Al-Jazeera 2. Situs resmi pemerintah Qatar, Al-Jazeera dan lembaga penelitian terkait media 3. Jurnal penelitian 4. Transkrip wawancara |
| Diplomasi Publik Qatar melalui Al-Jazeera pada masa Krisis Diplomatik Qatar | 1. Diplomasi publik Qatar melalui Al-Jazeera dalam dimensi *daily communication:* 2. Liputan dalam respons pemerintah Qatar terhadap krisis, 3. Liputan dalam penjelasan terkait kebijakan domestik dan luar negeri Qatar pada masa krisis. | 1. Dokumentasi 2. Rekapan arsip 3. Wawancara dengan 4. Ali Younes, Jurnalis Al Jazeera Media Network. 5. Dr. Purna Cita Nugraha, S.H, M.H, Kepala Sub Direktorat II, Direktorat Timur Tengah, Kementerian Luar Negeri Republik Indonesia 6. Dr. Tarek Cherkaoui, Ph.D, ahli studi media dan komunikasi Auckland University of Technology dan peneliti Al Jazeera TRT World Research Centre, Turki. 7. Eytan Gilboa, *Professor and Director of the Center for International Communication*, Bar-Ilan University. | 1. Berita dari situs-situs resmi Al-Jazeera 2. Aktivitas dan liputan Al Jazeera Centre for Studies 3. Siaran dan video dari Al-Jazeera dalam situs *livestream* 4. Dokumenter dari Al-Jazeera Documentaries 5. Radio digital dan podcast Al-Jazeera 6. Transkrip wawancara |
| 1. Diplomasi publik Qatar melalui Al-Jazeera dalam dimensi *strategic communication:* 2. Liputan yang membantu *branding* Qatar melalui aktivitas domestik maupun luar negeri Qatar, 3. Liputan yang mendukung kampanye politik Qatar dalam masa krisis dan 4. Liputan yang mendukung kampanye budaya maupun pariwisata Qatar dalam masa krisis. |
| 1. Diplomasi publik Qatar melalui Al-Jazeera dalam dimensi *long-term relationship:* 2. Konferensi yang diadakan oleh Qatar dengan Al-Jazeera Media Network, 3. Program beasiswa yang diadakan oleh Qatar dengan Al-Jazeera Media Network, 4. Pertukaran pelajar yang diadakan oleh Qatar dengan Al-Jazeera Media Network, dan 5. Program *training* yang diadakan oleh Qatar dengan Al-Jazeera Media Network. |

1. **Transkrip Wawancara**

a. Dr. Tarek Cherkaoui, Ph.D, ahli studi media dan komunikasi Auckland University of Technology dan peneliti Al Jazeera TRT World Research Centre, Turki.

Q: Although Sheikh Hamad bin Khalifa Al Thani established Al Jazeera with his ambition to grow Qatar’s reputation both on regional and international level, he also established it as the first independent and democratic international broadcaster in the Arab world. How do Al Jazeera works as a public diplomacy instrument of Qatar to further Qatar’s national interest but also as an independent media?

A: *Back in time, it is true that there was only authoritarian channel from the government in Middle East’s television. If there’s an important affair or issue on Arab politics, the public could not hear about them or have access to them, hence this situation is very problematic. Al Jazeera changed that.*

*Al Jazeera is a projects from Sheikh Hamad to give a voice to the voiceless, also give access to the public to know real condition of their state and government. Back in time, there are no pluralistic views or diverse representative voice, and again, Al Jazeera changed that. Al Jazeera became a pioneer as they made talk shows popular in the Gulf region. Al Jazeera began with The Opposite Direction, one of the talk show aired on Al Jazeera that still around since 1996. This program is originally adopted from CNN, where they invite two opposite speaker from a happening political cases that being discussed. The Opposite Direction changed Arab media, since the public would never have access to know issues like this before. After gained its success, Al Jazeera keep growing the number of their discussion and talk show programs, with the consistency of bringing up issues that can not be accessed because of government’s censorship before. Along with this growth, they keep growing up the number of their audiences too. Since then, Al Jazeera became a media that changed a lot of Arab politics complexion.*

*But, looking back to the establishment of Al Jazeera, did Sheikh Hamad spent all his money on Al Jazeera only in order to promote diversity and democracy in the Arab world? It’s partly true, but not entirely true. Sheikh Hamad realized every steps that he done with the establishment of Al Jazeera. He saw the capability of media, like BBC and CNN, when a state working up together with them. He saw how media would be able to help states gained their power and reputation on global map. Especially when Sheikh Hamad saw how Saudi Arabia gained more power when working up with many western media aside from their own media outlet in Middle East. I, and many media experts I believe, thought that Sheikh Hamad inspired from this phenomenon.*

*Back then, Qatar is just a small country and has a very insignificant role in global politics, living in the shadow of Saudi Arabia. In fact, Saudi Arabia deeply involved in Qatar’s polity. It is said that Qatari felt like Saudi Arabia want to take a full control of Qatar, even since the British colonized Qatar. Sheikh Hamad realized they need a new source of power to revived. He realized too that power has many conduits, and one of them is soft power that can gained with public diplomacy.*

*With the big amount of investment Sheikh Hamad gave to Al Jazeera, logically, he wants to put it on the best use for the country. He realized with this new positive image of Al Jazeera, there is a big opportunity to also introducing Qatar as a new force in the Middle East. This is working, as originally before Al Jazeera was brought by him, nobody knows Qatar. Therefore I think the key goals of Sheikh Hamad on Al Jazeera is to put Qatar on the map. The way Al Jazeera balanced this two role made it different with any state-owned media. They do it proportionally, not overpublicized on what Qatar did nor what the Sheikh did, they balanced what the Qatari government wants and what a good news outlet do, and they managed it as a very competent media outlet, up until today. Thus made Al Jazeera as a very notable instrument of Qatar’s public diplomacy.*

Q: With the ongoing crisis, do you agree that Qatar’s government still use Al Jazeera as one of the main instrument to perform their public diplomacy?

A: *Of course. Al Jazeera indeed is Qatar’s arsenal to counter propaganda done by the Quartet during blockade. Now, Qatar is one of the wealthiest nations in the world. However, it is also a small and vulnerable state, which is a very dangerous situation, particularly in such a volatile region of the world. Such state of affairs forced the Qatari leadership to adopt effective survival strategies during time of crisis. Here, Al Jazeera is still a big blast for Qatar’s public diplomacy to the world. They started with just one channel, but now they have Al Jazeera English, AJ+, Al Jazeera Mubasher, Al Jazeera Sports and so on. They have so many platforms, channel and audiences, so it’s a big investment of the country. Once you invest a lot, it will be logical for the government to use it as much as possible. Al Jazeera definitely is the only media in the Arab Gulf that has the capacity to reach worldwide audiences. On the contrary, the Quartet’s owned-media, can’t go to the full use.*

*But, the good news is Qatar’s government rarely use Al Jazeera with heavily propaganda messages like the Quartet’s. Al Jazeera is different. They are very professional. They managed to create a good news outlet with a lot of a competent journalists worldwide. This is more believeable than Quartet’s media with their heavy propaganda message. This balancing works of Al Jazeera is definitely more effective to embed messages to the international public during public diplomacy enforcement. This is what makes Al Jazeera a notable public diplomacy arsenal during the blockade.*

Q: How Al Jazeera helps Qatar performs public diplomacy during crisis in daily communication dimension?

A: *Al Jazeera was very essential on proposing counter arguments to whatever Arab Quartet was trying to say about Qatar in this dimension. Al Jazeera would react and do discussion with inviting experts or brought up documentaries regarding Saudi’s alliance propaganda during crisis. Al Jazeera played prominent role as a defender for Qatar. Also, Al Jazeera’s connections in a lot of part of the world made their role as communicator on daily communication dimension very important to minimized the harm that might affect Qatar’s reputation on international public eyes by false accusation made by the Quartet.*

Q: During the happening crisis, especially back on June 2017, Al Jazeera through its daily reports always affirm that Arab Quartet was violenting Qatar’s sovereignty as an independent states. What are your opinion in this kind of messages?

*I believe Qatar’s public diplomacy enforcement to Al Jazeera wanted to shows us that Qatar operate within the international law framework, pursuing a policy of self-restraint and open dialogue, which offered Qatar even more respectability in the international arena. Qatar is a small country being bullied and blockaded by its larger neighbours, so claiming the moral high ground made Doha’s primary discursive tactic in the adoption of the victim frame quite effective. It was indeed more manageable to view Qatar’s position through the perspective of victimhood and injustice.*

Q: Do you think there are any message with some characteristics in daily communication again like the accentuation of Qatar’s claim on moral high ground on the previous messages?

A: *I think when it comes to the updates of the crisis, Al Jazeera never overpublicized the reports of Qatar, they just made it to the world eventually because it is what happened and its essentials. They never cover an aspects disproportionely. But when they cover it, they made sure it’s projecting and enhancing Qatar’s national interest. They also made sure that the reports projecting Qatari’s values, norms, beliefs, or political ideologies through their responds to the crisis. This is a smart way on countering the Arab Quartet who tried to say straight lies about Qatar to the world. This is such an interesting case of public diplomacy that appertained with media warfare.*

Q: How Al Jazeera helps Qatar performs strategic communication dimension?

A: *This dimension has a very strong intersection with the first dimension. Mostly, what Al Jazeera did in this dimension is to debunk myths because of Quartet’s false accusation regarding to terrorism support of Qatar. On their shows, they would bring experts from another countries that also defending Qatar, once again, even they’re not from Qatar or live in Qatar. This debates and discussions shows international public that even with the diversity of the speakers and the journalist, Qatar is the victim on this crisis. This shows that the reason of the cut of diplomatic ties are baseless, also shows that the propaganda is not true and does not represent any of Qatar’s policy.*

Q: The second dimension usually contain messages with the aim to gained or revitalized state’s branding. How do you think Al Jazeera helps Qatar on its branding during the blockade?

A: *Qatar’s government has done state’s branding much beyond the blockade. This is actually what Qatar’ government tried to do since the 1990’s. In a 2014-interview with Charlie Rose, Qatar’s then Prime Minister, Hamad Bin Jassim Al Thani, who is considered one of the key architects of Qatar's soft power strategy, including the state branding of Qatar, confirmed that the chief motivation of the Qatari leadership was to position the country as a leading power in the region regardless of its small size. Such a strategy was successful as it was interwoven with Qatar’s rising economic output, relative political stability in a turbulent region, a relatively reasonable distribution of wealth, a good education system, and an abundant political will.*

*They started with one of the main branding of Qatar, it’s the branding as a wealthy country. They shows that Qatar has a lot of overseas investment, and this is why they have a good terms with countries within the world, like France, Germany and also Asian countries. The second branding is Qatar as pioneer of peace in the region, they shows it on their effort on negotiation in peace.*

*And now talking about the blockade, Al Jazeera reports shows that Qatar is still a good country for investment. They shows how Qatari government revitalized its economy and investment during the blockade by their new domestic and foreign policy. They shows that along with the domestic policy, many countries are also on Qatar’s side. Talking about their second branding in region and global peace building, they shows how Qatar is always cooperative and seek for resolution of the crisis. Qatar is also open to any countries offering themselves as a mediator of the crisis.*

Q: Does Al Jazeera investigations on Arab Quartet’s propaganda during crisis such as “*British MP received $20,700 for anti-Qatar conference”, “Twitter Bots, Fake News and Propaganda in The Qatar Crisis”,* and *“Anti-Qatar Protesters in New York Were Paid: Report*” reflecting particular Qatar’s political campaign?

A*: If we see the context from the ongoing blockade, Al Jazeera’s investigation on Arab Quartet propaganda shows that the Quartet is an erratic, irrational and unwise governments. They shows that the thinker and politician of Arab Quartet just want to violent Qatar’s sovereignty. The blockade is also portrayed as a result of the unwise and irrational act of the Quartet. Al Jazeera made them as a state that the international public can not trust, and made them looked to another states as “they can’t be your partner”.*

Q: Do Al Jazeera’s report about Qatar development on tourism from several Al Jazeera articles such as “*Qatar National Museum Set to Open Its Doors to The Public”* and *“Qatar Arts: Major New Projects Despite Blockade”* reflecting any Qatar’s goals on its branding or global reputation?

A: *Qatar’s government has a strategy consisted of establishing Doha as a tourism hub. They launched Qatar Airways in 1997 as the beginning, the end game is to transform Qatar into country with thousands of tourists yearly. Such an influx would energise the local economy beyond oil and gas revenue and would have a substantial impact on the hospitality and entertainment industries, as well as the art and cultural scene.*

*Moreover, Qatar was to not only want to become a vibrant cultural city by establishing a series of world-class museums, but they said that they also want to rival Paris. Then it is clear that this reports show intention that Qatar’s cultural sector acts as a branding tool for the nation regionally and globally.*

Q: Based on your knowledge, how do Qatar performs the third dimension? Is there any collaboration between Qatar’s government and Al Jazeera in Qatar’s initiatives to build mutual trust and favourable conditions for friendly relations with states and nonstate actors regarding the ongoing crisis?

A: *Qatar’s national grand strategy for development is intertwined with the enhancement of its public diplomacy activities, including conference, exchange, training and access to the media channels. First, they make Qatar an international media hub and make access to international journalist, which this role is played predominantly by Al Jazeera. This part allowed the Qatari leadership to venture into international broadcasting, and to create a comparative advantage for Qatar internationally, promoting its agenda and showcasing its national brand. Al Jazeera itself has many platform like Al Jazeera Media Institute, and also AJ Forum, an Al Jazeera annual conference. They bring a lot of international participants, including public figures and policy-maker invited to Qatar. When they came to Qatar, in that big occasion the participants must be looking to Qatar’s situation during blockade.*

*Secondly, Qatari government wants to transform Qatar into a knowledge hub in the Middle East via a multitude of educational, scientific, and cultural projects; this aspect is led by the Qatar Foundation. Thirdly, to establish Qatar as a hub within global air transportation networks by making the national carrier a leader within the airline industry, and by making the country’s international airport as a connector between long–haul and regional flights; these aspects are taken care of by Qatar Airways and Hamad International Airport. Fourthly, to promote Qatar as a global player in sports diplomacy. Doha is, therefore, regularly hosting mega-events that never cease to impress the sports community. This responsibility is shouldered to an extent by Qatar's Olympic Committee. Fifthly, to establish Qatar in the map of the international arts and culture scene. This endeavor is spearheaded by the Qatar Museums. Lastly, Qatar used international investments as a key sub-strategy for showcasing its national brand. This function is undertaken by the state-owned Qatar Investment Authority (QIA), which plays a leading role in managing Qatar’s sovereign wealth fund, and has since been involved in handling strategic investments overseas. These relations with international key individuals transformed the country's image from that of a quasi-anonymous natural gas producer to a player to be reckoned with in the international arena.*

b. Ali Younes, jurnalis dan senior produser Al Jazeera, Doha, Qatar.

Q: It is said that Sheikh Hamad bin Khalifa Al Thani established Al Jazeera as the first independent and democratic media in the Arab world. But it is also coincide with Sheikh Hamad bin Khalifa Al Thani’s ambition on exerting Qatar’s recognition on the regional and international level through Al Jazeera. What is your opinion on this?

A: *The establishment of Al Jazeera came as part of a vision of the leadership of the state of Qatar, that Qatar should assume a bigger positive role in the regional affairs . Al Jazeera also provides Qatar with regional and international recognition it did not have before. But ultimately, Al Jazeera represents Qatar’s soft power approach to diplomacy and international affairs.*

Q: Are there any values, norms or principles on Al Jazeera editorial policy that reflects Qatar’s public diplomacy enforcement, such as:

1. control on delivering information in times of crisis,
2. projecting and enhancing Qatar’s reputation through its values, norms, culture or language,
3. dissemination of beliefs, concepts, or social and political ideologies through Qatar’s views on international affairs,
4. Qatar’s agent of conflict resolution: facilitating dialogue, discussion and analysis programs in peace building efforts.

A: *Al Jazeera maintains editorial independence in its news rooms. That said, however, Al Jazeera like any other news network is sensitive to the regional sensibilities and its political and value systems.*

Q: Daily communication dimension purposed to react within hours or a few days to the happening affair involving the state. This dimension is used to minimize the damage or exploit an opportunity through techniques of news management which usually involves explaining norms, values, identities, also context of domestic and foreign policy decisions taken by government regarding the affair. This is also a dimension where usually government officials spreading the news based on their national interest. How Al Jazeera helps Qatar performs public diplomacy during crisis in this dimension?

A: *As I mentioned above, Al Jazeera maintains independent editorial policies. Even so, there are numerous examples where Al Jazeera covered Qatar’s affairs like any other international news outlet. If we put it on the context of “daily communications” between news rooms and Qatar’s government, it is just a news regarding Qatar’s affairs, it is what happens and the public should have access to information. But, other than Al Jazeera, actually the government of Qatar has its own official Qatar TV, Government Communication Office, and Qatar News agency through which it broadcast and publish its policies.*

Q: Strategic Communication dimension is a set of themed messages with plan of several activities for few weeks or months to strengthen country’s branding or campaign in politics, trade, tourism, investment and/or culture. From this branding and campaign, state would be able to attract investment, tourist, companies, factories and reach higher standards of living and gain favourable reputation globally. How Al Jazeera helps Qatar performs public diplomacy during crisis in this dimension?

*A: There are differences between news reporting and opinions. There might be opinions that favor Qatar, but there also many opinions published on Al Jazeera that criticized Qatar. When there are many news like this, then it is what happens. Also, there are many news worthy events in Qatar, that covering such news stories such as opening a new museum or new projects might would represent global branding for Qatar. But, again, for Al Jazeera, it is a worthy news that should be known by international publics.*

Q: Long-Term Relationship dimension is designed to produce supportive attitudes among publics around the world. This third dimension usually aimed to develop lasting relationships with key individuals through scholarships, exchanges, training, seminars, conferences, building real and virtual networks, and giving people access to media channels. Based on your knowledge, how do Qatar performs the third dimension?

*A: We are part of official media for Doha Forum runned by Qatari government, but again, Al-Jazeera sees it as a news worthy events held in Qatar.*

c. Dr. Purna Cita Nugraha, S.H, M.H, Kepala Sub Direktorat II, Direktorat Timur Tengah, Kementerian Luar Negeri Republik Indonesia

Q: Qatar mengadopsi kebijakan luar negeri yang mengandalkan soft power, termasuk di dalamnya pelaksanaan diplomasi publik. Manajemen berita merupakan salah satu aspek diplomasi publik yang terpenting. Sehingga, dalam upaya pelaksanaan manajemen berita tersebut, Sheikh Hamad bin Khalifa Al Thani mendirikan Al Jazeera yang diharapkan dapat menciptakan reputasi baik bagi Qatar di tingkat regional dan internasional, di mana Qatar yang menyandang status small states mendapat sedikit perhatian dari dunia pada tahun 1990-an. Reputasi ini pun diharapkan dapat menjadikan Qatar lebih dikenal dan nantinya dapat menarik investasi dan hubungan perdagangan yang menguntungkan. Bagaimana pendapat Anda terkait hal ini?

A: *Dalam mendisemenasikan kebijakannya, Qatar juga menggunakan soft diplomacy dalam bentuk diplomasi kebudayaan seperti penggunaan media mainstream seperti Al Jazeera. Untuk itu, pada tahun 2008 Sheikh Hamad bin Khalifa Al-Thani mendirikan Doha Center for Media Freedom (DCMF) atas inisiatif Ibu Negara, Sheikha Moza bint Nasser Al-Missned. Lembaga tersebut bertujuan mendukung kebebasan pers. Guna memperlihatkan adanya kebebasan pers, Pemerintah Qatar mendukung operasional Stasiun TV Al-Jazeera di Doha secara independen. Pemanfaatan Al-Jazeera sebagai alat diplomasi publik dinilai sangat strategis sebagai agen komunikasi politik dan politik pencitraan Qatar. Sebagai contoh, penggunaan Al-Jazeera untuk menggalang pandangan dunia terhadap Qatar sebagai penyelenggara tuan rumah piala dunia 2022 dinilai sangat berhasil.*

Q: Pelaksanaan diplomasi publik selalu disesuaikan dengan situasi tertentu. Di mana diplomasi publik dapat dilaksanakan ketika krisis terjadi untuk mengurangi dampak krisis dalam hal opini publik maupun hubungan dengan negara lain. Pemerintah suatu negara pada umumnya memberikan penjelasan dan pengetahuan dari perspektif negaranya terkait krisis. Dengan krisis diplomatik yang sedang terjadi terhadap Qatar, apakah Anda sepakat bahwa pemerintah Qatar sebagai negara yang cukup mengandalkan soft power ini cukup fokus dalam pelaksanaan diplomasi publik guna mengurangi dampak krisis dan melawan propaganda yang dilakukan Arab Quartet?

*A: Salah satu yang disyaratkan negara-negara yang memutus hubungan dengan Qatar, seperti Arab Saudi, Uni Emirat Arab, dan Bahrain, adalah meminta Doha menutup Al-Jazeera sebagai syarat pemulihan hubungan. Hal ini menunjukkan seberapa strategis keberadaan Al Jazeera dalam krisis di kawasan Teluk. Dari perpektif ini, keberadaan Al-Jazeera malah dapat diduga sebagai penyebab dan alasan Arab Saudi, Uni Emirat Arab, dan Bahrain melakukan blockade. Dengan begitu, AL-Jazeera mungkin dapat menjadi alat komunikasi politik dan pencitraan yang baik bagi Qatar kepada dunia internasional, namun apakah dapat menjadi media yang baik bagi upaya penyelesaian krisis? dengan catatan bahwa Arab Saudi, Uni Emirat Arab, dan Bahrain sudah tidak percaya dengan Al-Jazeera?*

Q: Bagaimana Qatar melakukan diplomasi publik selama krisis dalam dimensi komunikasi rutin?

*A: Qatar memanfaatkan media sebagai alat diplomasi publiknya selama krisis. Al-Jazeera memainkan peran sebagai agen komunikasi politik dan politik pencitraan, dengan mengubah persepsi bahwa Timur Tengah tidak melulu mesti disangkut-pautkan dengan konflik. Memang sejak didirikan, Al Jazeera langsung menarik perhatian dengan pemberitaan bahasa Arab yang membantu menyebarluaskan kebijakan dan pandangan Qatar di kawasan Timur Tengah. Tak hanya di Timur Tengah, Al Jazeera juga menebar pengaruh Qatar ke dunia barat dengan meluncurkan program berbahasa Inggris, hingga mendirikan Al Jazeera English dan Al Jazeera America. Namun, saat ini telah terjadi pergeseran fokus. Al- Jazeera yang siarannya berbahasa Inggris tak hanya memberitakan konflik namun juga sepakbola. Al-Jazeera kini menjadi salah satu pemegang hak siar Liga Inggris, liga paling laris, dengan harga hak siar paling mahal di dunia. Diplomasi public yang dilakukan oleh Qatar cukup efektif untuk memperbaiki citranya sehingga pandangan dunia terhadap Qatar sebagai penyelenggara tuan rumah piala dunia 2022 akan semakin positif.*

Q: Dari hasil penelitian, Al Jazeera selalu meliput respons pemerintah Qatar terkait dengan krisis dan dapat disimpulkan bahwa pemerintah Qatar meyakini alasan dari terjadinya krisis ini tidak berdasar, serta ultimatum yang dilayangkan kepada Qatar dianggap telah melanggar kedaulatan Qatar sebagai negara merdeka. Bagaimana pendapat Anda terkait dengan hal ini?

*A: Sejak didirikan, Al Jazeera memang langsung menarik perhatian dengan pemberitaan bahasa Arab yang membantu menyebarluaskan kebijakan Qatar di kawasan Timur Tengah. Tak hanya di Timur Tengah, Al Jazeera juga melakukan ekspansi Qatar ke dunia barat dengan meluncurkan program berbahasa Inggris, sampai-sampai mendirikan Al Jazeera English dan Al Jazeera America. Terdapat alasan yang cukup kuat mengapa keberadaan Al Jazeera dipertaruhkan demi menyelamatkan kawasan Teluk dari krisis besar dan menjadi syarat bagi penghentian blokade. Menurut sejumlah pengamat, hal ini karena Al-Jazeera dianggap berbeda karena lantang menyuarakan kritik terhadap pemerintahan negara tetangga dari Qatar.*

Q: Dari hasil penelitian, Al Jazeera juga selalu meliput klarifikasi Pemerintah Qatar atas tuduhan terorisme dan menunjukkan bukti bahwa Qatar merupakan negara yang andil dalam pelaksanaan counter-terrorism. Bagaimana pendapat Anda terkait dengan hal ini?

*A: Penggunaan media sebagai sarana hak jawab dan klarifikasi memang sangat umum dilakukan oleh Pemerintah manapun tidak hanya Qatar. Hal ini sangat penting untuk menjamin pemberitaan yang berimbang dan menjawab segala tudingan yang diarahkan kepada Qatar. Perdebatan mengenai dugaan Qatar dalam mendukung gerakan terorisme merupakan salah satu dari yang menyebabkan krisis di Kawasan Teluk, sehingga dapat dipahami terdapat urgensi untuk menggunakan media termasuk Al-Jazeera sebagai platform hak jawab dan klarifikasi.*

Q: Dari hasil penelitian, Al Jazeera selalu meliput keputusan pemerintah Qatar dalam kebijakan domestik baru sebagai respons atas krisis, seperti kebijakan larangan impor, pengembangan industri lokal, serta pengembangan sumber daya manusia sejak krisis terjadi. Bagaimana pendapat Anda terkait liputan Al Jazeera atas kebijakan domestik baru pemerintah Qatar ini? Apakah manajemen berita atas hal ini juga digunakan untuk menyampaikan bahwa Qatar merupakan negara yang dapat menghadapi dampak krisis dengan cepat?

*A: Dengan jaringannya yang sangat luas dan konten berita yang sangat kuat, efektifitas Al-Jazeera sebagai alat diplomasi publik tidak hanya memiliki fungsi ke luar, namun juga fungsi diseminasi ke dalam. Dalam artian, kebijakan di dalam negeri dapat didiseminasikan dengan baik kepada domestik maupun dunia internasional secara baik. Standar pemerintahan dan social capital dari masyarakat merupakan dua elemen penting untuk menjamin kepercayaan masyarakat internasional terhadap suatu negara.*

Q: Dari hasil penelitian, Al Jazeera menunjukkan bagaimana Pemerintah Qatar merespons propaganda dan tuduhan Arab Quartet melalui kerangka hukum internasional yang ditempuh, di mana informasi atas hal ini sekiranya menjadikan Qatar mendapat kehormatan secara global dengan respons atas krisis yang dianggap bijaksana, Bagaimana pendapat Anda terkait hal ini?

*A: Kemasan, konten dan pemberitaan yang baik apabila ditujukan untuk menunjukkan upaya-upaya Qatar dalam menyelesaikan konflik secara damai dengan cara-cara yang telah ditentukan dalam hukum internasional.*

Q: Bagaimana Qatar melakukan dimensi komunikasi strategis? Apakah terdapat upaya branding atau kampanye politik, perdagangan, pariwisata, investasi, dan/atau budaya tertentu yang hendak dicapai Qatar sehubungan dengan terjadinya krisis?

*A: Peran Al-Jazeera dalam rangka memperbaiki citra Qatar terlihat dari beberapa program yang ditampilkan pada prime time. Program tersebut meliput keadaan negara Qatar yang lebih humanis, talk show hingga hiburan yang mendeskripsikan icon pariwisata Qatar. Salah satu program yang paling banyak ditonton ialah sepak bola, karena Al Jazeera itu sendiri telah mengakuisisi hak siar English Premiere League, maupun mengubah kontennya menjadi bahasa Inggris. Terkait dengan tayangan sepak bola, Al Jazeera juga membelli hak siar liga spanyol. Hal ini dilakukan guna mengglang dukungan bagi Qatar sebagai penyelenggara tuan rumah piala dunia 2022.*

Q: Dari hasil penelitian, ditemukan komunikasi strategis Al Jazeera untuk mempromosikan Qatar dalam branding sebagai negara yang tangguh dan independen dari beberapa artikel Al Jazeera *seperti “Emir Says Qatar Has Overcome Obstacles of Gulf Blockade*  dan *“How the Blockade on Qatar Failed*”. Bagaimana pendapat Anda tentang hal ini? Apakah pemberitaan ini mencerminkan kampanye politik tertentu Qatar yang hendak dicapai Qatar?

*A: Terdapat pergeseran dalam pemberitaan Al-Jazeera. Awalnya, Al Jazeera merupakan media yang menayangkan seputar isu isu politik Timur Tengah, namun berkembang seiring dipilihnya Qatar sebagai tuan rumah piala dunia 2022. Terlihat bahwa Al-Jazeera mengubah program-programnya yang sebelumnya penuh dengan tayangan politik menjadi penuh hiburan seperti tayangan olahraga. Hal ini menunjukkan ada pergeseran fokus dari branding Al-Jazeera itu sendiri,*

Q: Apakah investigasi yang dilakukan Al Jazeera atas propaganda Arab Quartet selama krisis dalam liputan seperti *“British MP received $20,700 for anti-Qatar conference”* , “*Twitter Bots, Fake News and Propaganda in The Qatar Crisis*”, dan *“Anti-Qatar Protesters in New York Were Paid: Report”* mencerminkan kampanye politik Qatar tertentu?

*A: Sebagian pihak menilai liputan ini adalah bentuk dari kebebasan pers yang diusung oleh Al-Jazeera. Namun sebagaimana diketahui selama ini, Al Jazeera selalu menampik tudingan media mereka bias dan tidak adil. Mereka juga selalu menganggap pihaknya selalu bersikap netral saat dengan berani memberitakan pelanggaran hak asasi manusia dan isu-isu kaum tertindas tidak hanya terbatas pada isu-isu terkait dengan blockade Qatar.*

Q: Apakah liputan Al Jazeera tentang perkembangan industri pariwisata Qatar dari beberapa artikel Al Jazeera seperti “*Qatar National Museum Set to Open Its Doors to The Public*” dan *“Qatar Arts: Major New Projects Despite Blockade”* dan dukungan masyarakat Qatar melalui seni budaya seperti viralnya poster “*Tamim Al Majd”* mencerminkan suatu *branding* atau reputasi global Qatar yang hendak dicapai?

*A: Melalui pemberitaan yang dilakukan oleh Al-Jazeera telah membuat citra Qatar menjadi positif, seperti dengan tidak memfokuskan acara siaran pada seputar konflik dan lebih memilih untuk menyiarkan acara hiburan. Sehingga dapat menggambarkan Qatar sebagai negara yang sangat cinta damai serta terkesan jauh dari konflik disamping itu publikasi diperbanyak dengan menawarkan tempat pariwisata yang eksotis di Qatar untuk para turis. Diharapkan pemberitaan-pemberiaan tersebut akan membuat pandangan dunia terhadap Qatar sebagai penyelenggara tuan rumah piala dunia 2022 akan semakin positif.*

Q: Apa saja program beasiswa, pertukaran pelajar, pelatihan, seminar dan konferensi yang dilaksanakan oleh pemerintah Qatar & organisasi Qatar seperti Qatar Foundation selama krisis terjadi? Apakah ada tema tertentu dalam setiap kegiatan tersebut sehubungan dengan krisis?

*- Qatar mengadakan Regional Dialogue on Sustaining Peace – Doha, Qatar pada 18 Januari 2018 – 19 Januari 2018 di Doha, Qatar sebagai upaya untuk mengupayakan cara-cara damai untuk menyelesaikan krisis di Teluk. Qatar Foundation (QF) merupakan salah lembaga non-profit yang bertujuan untuk mengembangkan Qatar menjadi negara maju di bidang pendidikan, riset, sains dan teknologi, seni, dan pembangunan masyarakat. Didirikan pada tahun 1995 oleh His Highness Sheikh Hamad bin Khalifa Al-Thani (Emir sebelumnya) dan istrinya, Her Highness Sheikha Mozah bint Nasser (Ibu dari Emir saat ini), QF membiayai berbagai proyek pembangunan tidak hanya di Qatar juga di negara-negara lainnya. Melalui QF, Qatar juga ingin memperkenalkan modernitas dan kemajuan Islam kepada dunia. Pada 20 Maret 2015, Her Highness Sheikha Mozah, Chairman QF telah meresmikan gedung baru Qatar Faculty of Islamic Studies/QFIS (bagian dari Hamad bin Khalifa University), sebuah bangunan dengan arsitektur elegan yang dilengkapi dengan fasilitas berkelas internasional. QIFS juga menjadi Center for Islamic Legislation and Ethics di Qatar. Untuk mengembangkan program-program QF, Sheika Mozah juga kerap melakukan lawatan ke beberapa negara, baik untuk menghadiri berbagai pertemuan-pertemuan internasional maupun dalam rangka kunjungan kerja. Pada 16-20 Mei 2015, Sheikha Mozah bertolak ke Korea Selatan dalam rangka menghadiri the 6th Asian Leadership Conference and the World Education Forum 2015. Dalam kunjungan tersebut, Sheikha Mozah juga bertemu dengan Presiden Korea Selatan, Park Geun-hye. Pada pertemuan tersebut Qatar dan Korea Selatan menandatangani Perjanjian di bidang Pendidikan, termasuk kerja sama antara QF dan KOICA (Korean International Co-Operation Agency). Melalui QF, Qatar berambisi menjadi negara tujuan pendidikan di kawasan. Beberapa universitas terkenal asal Amerika Utara dan Eropa yang berada di Kompleks Education City yang dikelola QF antara lain : Georgetown University School of Foreign Service-Qatar (SFS-Q); Texas A&M University at Qatar (TAMUQ); Carnegie Mellon University in Qatar (CMU-Q); Virginia Commonwealth University in Qatar (VCU-Q); Weill Cornell Medical College in Qatar (WCMC-Q); Northwestern University in Qatar (NU-Q); Stenden University; College of the North Atlantic (CAN-Q) dan Calgary University in Qatar.Q*

Q: Dari hasil penelitian, terdapat kegiatan tahunan Al Jazeera Forum dan Doha Forum yang keduanya merupakan wadah dialog bagi policy maker, peneliti hingga jurnalis untuk berdiskusi tentang isu strategis global secara terbuka. Kedua kegiatan ini pun turut membahas krisis diplomatik Qatar dalam agendanya selama dua tahun terakhir. Apakah hal ini merupakan salah satu upaya Qatar maupun Qatar melalui Al Jazeera untuk membangun hubungan baik dengan individu kunci dari negara lain?

*A: Doha Forum merupakan platform global yang digunakan sebagai wadah berdiskusi dan dialog bagi para pemimpin dunia di bidang kebijakan melalui jaringan yang inovatif dan action-driven. Sedangkan Al-Jazeera Forum merupakan forum yang dibuat oleh Al-Jazeera Media Network untuk mendiskusikan berbagai isu seputar Kawasan Timur Tengah. Keduanya dapat dikatakan platform dialog yang membahas berbagai kebijakan dan isu-isu di dunia dan Kawasan seperti Abu Dhabi Sustainability Week yang dimotori oleh PEA. Tidak hanya Qatar dan PEA yang melakukan hal ini. Indonesia melalui Bali Democracy Forum dan forum lainnya pun melakukan hal tersebut. Hal ini dilakukan sebagai bentuk branding dan engagement serta kontribusi suatu negara terhadap isu-isu global dan Kawasan.*