Perubahan citra ideologi dalam plakat kampanye partai PDS

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Abstrak

Ideology is an important element in human life. In the Cold War, ideology made Germany divided in to two different Countries. Federal Republic of Germany (FRG) was a capitalist state. On the contrary, German Democratic Republic (GDR) was a communist state. This situation had been totally changed since the unity of Germany. Germany that was united is nonetheless the same as the Federal Republic of Germany, at least in the political and economical affairs. Nevertheless, there is one Party (PDS) in Germany that still has relation with the past obsolete state of GDR. I attempt to prove the change in ideology of the former party SED which has been transformed into the party PDS. It will be printed out how this change of ideology was caused by party's fundamental princips. In my research I applied the theory of Roland Barthes, which is explained in his book 'Mythologies_. This theory enabled me to understand the mata language behind the party's poster.