

# Wacana yang tersembunyi dalam tiga korpus penelitian yang berslogan Wissen ist Macht

I Made Pasek Sudanta, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20158747&lokasi=lokal>

---

## Abstrak

Wissen ist Macht ( knowledge is power) is a popular quotation in german society. We find many forms of use this quotation in german daily life and therefore I will analyze some of them. This thesis aims to look for the hidden discourse in three research corpus, which have slogan Wissen ist Macht . The three research corpus are : a Brouchure from Der Spiegel magazine, Unicards postcard serie from Kettcards, and a picture from website www.ostseeruhe.coin. This research will use the theory from Roland Barthes as he explained in his book Mythologies . In this attempt I will show you how the slogan Wissen ist Macht become a connector between the picture and the hidden discourse, so that the quotation has other meaning of Wissen ist Macht.