

Representasi dan identitas budaya Islam di Swiss dalam sembilan poster pro dan kontra minarettverbot = Representation and cultural identity of Islam in Switzerland in nine pro and contra minarettverbot posters

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Abstrak

Skripsi ini membahas representasi dan identitas budaya Islam yang terdapat dalam poster pro dan kontra Minarettverbot. Analisis dalam skripsi ini dilakukan secara deskriptif dan argumentatif dengan menggunakan metode studi pustaka. Hasil dari analisis menunjukkan bahwa dalam poster pro-Minarettverbot terdapat representasi Islam sebagai teror dan representasi islamisasi Swiss yang melihat identitas budaya Islam sebagai suatu hal yang esensial. Sebaliknya, dalam poster kontra-Minarettverbot terdapat representasi identitas budaya Islam yang lebih cair. Hal tersebut terutama tampak dari kritik yang disampaikan melalui representasi anti-Minarettverbot. Di samping itu, dari representasi tersebut juga dapat dilihat ideologi yang ingin disampaikan. Ideologi tersebut adalah Islamisme.

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The focus of this thesis is on the representation and cultural identity of Islam in pro- and contra-Minarettverbot posters. The purpose of this thesis is to know and to understand how the representation constructs the identity of Islam in Switzerland nowadays. From the analysis, which is based on qualitative descriptive interpretive method, we will find out that pro-Minarettverbot posters represent cultural identities of Islam as something fixed and essential. On the other hand, contra-Minarettverbot posters represent it as a process of becoming. It means that cultural identity is seen as not an essence but as a continually shifting position, which always being produced in representation. In the end, we will also find out the ideology inside the representation and that is Islamism.