

Pesan ideologis dalam teks Pidato Presiden Soeharto di Manado pada bulan Oktober 1967 : analisis wacana kritis = Ideological messages in the speech of President Soeharto in Manado in October 1967 : a critical discourse analysis / Indriawaty

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Abstrak

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Tesis ini membahas pesan ideologis yang disampaikan oleh Presiden Soeharto di awal kepemimpinannya. Presiden Soeharto adalah Presiden RI ke-2 yang memimpin Indonesia selama 32 tahun. Wacana pidato ini disampaikan di Manado pada bulan Oktober 1967. Presiden Soeharto melakukan kunjungan ke Manado, Sulawesi Utara, sebagai upaya untuk menyampaikan berbagai usaha yang sedang dan akan dilakukan oleh pemerintahan baru. Di awal kepemimpinannya, pidato merupakan salah satu cara berkomunikasi Presiden Soeharto kepada rakyat Indonesia yang bertujuan menyampaikan nilai ideologi dan cita-cita Orde Baru. Penelitian ini menganalisis berbagai pesan ideologis yang termuat dalam transkripsi wacana pidato Presiden Soeharto dengan menggunakan analisis wacana kritis Norman Fairclough. Pengonstruksian frasa, klausa, dan kalimat merupakan strategi Presiden Soeharto dalam menyampaikan pesan ideologis, baik secara tersurat, maupun secara tersirat. Hasil penelitian menunjukkan bahwa strategi yang dibangun oleh Presiden Soeharto dalam pidatonya memperlihatkan hubungan kuasa antara dirinya dan rakyat Sulawesi Utara.

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**ABSTRACT**

The thesis analyses the ideological messages delivered by President Soeharto at the beginning of his presidency. Soeharto was the second president ruling Indonesia for 32 years. The speech was delivered in Manado in October 1967. President Soeharto visited Manado, North Sulawesi, as an effort to tell about the things that had been and would be carried out by the new government. At the early period of his presidency, one of the ways used by President Soeharto to communicate to Indonesian people was delivering speech. This way was aimed at conveying the ideological values and ideals of the New Order. This research analyses various ideological messages contained in the transcript of the speech discourse of President Soeharto by using critical discourse analysis of Norman Fairclough. The construction of the phrases, clauses, and sentences was the strategy used by President Soeharto in conveying the ideological messages, either implicitly or explicitly. The result of the research indicates that the strategy used by President Soeharto in his speech showed the power relations between him and the people of North Sulawesi.