

Analisis strategi propaganda pada operation iraqi freedom = Analysis of propaganda strategy on operation iraqi freedom

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Abstrak

[ABSTRAK

Propaganda sebagai bagian dari aktivitas intelijen biasa digunakan untuk tujuan penggalangan. Propaganda merupakan bentuk komunikasi terencana dengan menyampaikan pesan yang telah didisain untuk mempengaruhi sikap, perilaku, dan emosi target propaganda sesuai dengan yang diharapkan oleh propagandis dan tanpa disadari oleh target propaganda. Propaganda sangat diperlukan dalam mendukung kebijakan pemerintah, termasuk kebijakan perang. Oleh karena itu, penelitian ini bertujuan untuk mengetahui dan menganalisa efektivitas strategi propaganda yang dilakukan oleh pemerintah Amerika Serikat pada Operation Iraqi Freedom. Penelitian ini dilakukan dengan metode kualitatif. Pengumpulan data penelitian dilakukan dengan metode wawancara kepada 5 orang narasumber dan metode studi dokumen. Hasil penelitian menemukan bahwa tidak semua propaganda yang dilakukan oleh Amerika Serikat terhadap Irak berhasil mempengaruhi target propaganda. Berbagai tema yang digunakan dalam propaganda Amerika Serikat ditujukan untuk menggulingkan pemerintahan Saddam Hussein. Selain itu, kerjasama antara pemerintah, militer, dan media massa berperan penting dalam menyebarkan pesan propaganda dan mencegah penyebaran kontrapropaganda lawan.

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ABSTRACT

Propaganda as part of intelligence activities is usually used for influencing purposes. Propaganda is a construction of well-planned communication in which conveying messages designed to influence target?s attitude, behavior and emotion according to propagandist? expectation without being realized by target. Propaganda is needed to support government policy, including war policy. Therefore, this research aims to perceive and analyze the effectiveness of propaganda strategy which had been done by United States at Operation Iraqi Freedom. This research is conducted with qualitative method. Research data are collected by interviewing five (5) informants and documentary studies. This research results in a conclusion that not all of propaganda which had been done by United States to Iraq succeed in influencing target. United States used various themes determined to overthrow Saddam Hussein. Other than that, cooperations between governments, military, and mass media have pivotal role in disseminating propaganda messages and preventing enemies? counterpropagandaI ;Propaganda as part of

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