

# Strategi kontrapropaganda dalam menghadapi propaganda teroris : studi kasus propaganda ISIS di Indonesia = Counterpropaganda strategy to combating terrorist propaganda case study ISIS'S propaganda in Indonesia

Rudy Ibrahim, author

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## Abstrak

[<b>ABSTRAK</b><br>

Propaganda merupakan bentuk komunikasi yang digunakan untuk menyampaikan pesan dan untuk memanipulasi target propaganda, baik manipulasi emosi, sikap, opini, sampai dengan perilaku. Islamic State of Iraq and Sham (ISIS) merupakan kelompok teror yang berada di wilayah timur tengah yang menggunakan propaganda. Sebagai sebuah kelompok teror, ISIS memiliki tiga tujuan utama yaitu publisitas, motivasi ideologi, dan perekrutan. Propaganda ISIS sebagai perpanjangan dari ISIS juga memiliki tiga tujuan tersebut yang memberikan kerangka pada strategi propaganda ISIS. Berdasarkan hal tersebut, penelitian ini bertujuan untuk mengetahui kualitas serta strategi propaganda ISIS dan kontrapropaganda yang bersesuaian dengan propaganda ISIS. Penelitian dilakukan dengan metode kuantitatif dan kualitatif. Pengumpulan data penelitian dilakukan dengan metode studi dokumen yang berkaitan dengan propaganda ISIS dan metode wawancara kepada 4 orang narasumber. Pengumpulan data juga dilakukan dengan sensus terhadap 4 publikasi propaganda ISIS yaitu IS Report, IS News, Dabiq, dan Al-Mustaqbal. Analisis data penelitian dilakukan dengan metode analisis isi dan analisis aspek propaganda. Formulasi strategi propaganda ISIS dan kontrapropaganda yang bersesuaian dilakukan dengan metode analisis tugas dan sasaran. Hasil penelitian menemukan propaganda yang dilakukan ISIS merupakan propaganda yang berkualitas berdasarkan aspek-aspek publikasi, pemberitaan, wacana ideologi, dan mode persuasi. Selain itu, hasil penelitian menunjukkan penggunaan media sosial dengan saluran komunikasi Internet.

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<b>ABSTRACT</b><br>

Propaganda as a communication is used to deliver message to manipulate its targets? emotion, attitude, opinion, or behavior. Islamic State of Iraq and Sham (ISIS) is a terror group that uses propaganda, residing mainly in Middle East. As a terror group, ISIS has three main goals which are publicity, ideological motivation, and recruitment. ISIS? propaganda, as an extension of itself, also embodies those goals which provide foundation for ISIS? propaganda strategy. Because of that, the research was conducted to study the quality and the ISIS? propaganda strategy along with its relevant counterpropaganda strategy. The research employed quantitative and qualitative methods. Data collection was conducted by studying documents related to ISIS? propaganda and by interviewing 4 experts and by doing census on four ISIS propaganda publications which are IS Report, IS News, Dabiq, and Al-Mustaqbal. Analyses were conducted using content analysis and propaganda element analysis. Strategy of ISIS propaganda and its relevant counterpropaganda was formulated using assignment and target analysis. Result showed that ISIS propaganda is a good propaganda employing wide range of aspects, from publication, news, ideological discourse, to persuasion mode. Last, the result also showed that ISIS tends to use social media with Internet

as its preferred communication channel.

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