

Konstruksi citra pemimpin politik dalam seni foto kolase di instagram (analisis semiotika foto kolase Jokowi-JK pada akun instagram Agan Harahap) = Construction of political leader s image in photo collage in instagram semiotic analysis of Jokowi-JK photo collages in Agan Harahap s instagram account / Anisa Setya Arifina

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Abstrak

[ABSTRAK

Tesis ini membahas mengenai citra Jokowi-JK sebagai pemimpin politik yang ditampilkan dalam foto kolase di media sosial Instagram. Foto kolase yang menampilkan Jokowi dan JK bersama tokoh-tokoh internasional akan dianalisa menggunakan metode semiotika Roland Barthes untuk membedah foto kolase dan mengetahui mitos yang dikonstruksikan dalam foto kolase tersebut. Teori yang digunakan adalah teori konstruksi realitas sosial milik Peter L.Berger dan Thomas Luckmann. Dalam penelitian ditemukan bentuk kepemimpinan baru yang mengubah nilai-nilai kepemimpinan lama yang mana bentuk kepemimpinan baru ini digambarkan melalui aspek visual, verbal, dan teknis dalam foto kolase. Proses konstruksi realitas sosial melalui tiga tahapan yaitu eksternalisasi, objektivasi, dan internalisasi dapat menjelaskan bagaimana simbol-simbol visual dalam foto kolase dapat mengkonstruksikan image politik seseorang.

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ABSTRACT

This thesis discusses the Jokowi-JK's image as political leaders that appeared on the photo collages in social media Instagram. Photo collage that exposed Jokowi-JK with international musicians and figures will be analyzed using the method of semiotic Roland Barthes to explore photo collages and to know myths constructed in photo collages. The theory that used in this research is the theory of social construction of reality belongs to Peter L.Berger and Thomas Luckmann. Researcher discovered a new form of leadership that changed the old leadership values which form the new leadership. This kind of leadership is illustrated through visual aspect, verbal, and technical in the photo collages. The construction process of social reality through three stages, namely externalization, objectivation, and internalization can explain how visual symbols in a photo collage can construct one's political image., This thesis discusses the Jokowi-JK's image as political leaders that appeared on the photo collages in social media Instagram. Photo collage that exposed Jokowi-JK with international musicians and figures will be analyzed using the method of semiotic Roland Barthes to explore photo collages and to know myths constructed in photo collages. The theory that used in this research is the theory of social

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