

Pencitraan pegawai negeri sipil era reformasi: buku nonfiksi catatan parno PNS gila (2011) karya Yulius Haflan = Image of civil servants in reform era: a nonfiction book of catatan parno PNS gila (2011) written by Yulius Haflan / Indah Nursiawaty

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Abstrak

[ABSTRAK

Tesis ini membahas pencitraan pegawai negeri sipil (PNS) era reformasi, sebagaimana tercermin dalam buku Catatan Parno PNS Gila (2011) karya Yulius Haflan. Penelitian ini adalah penelitian kualitatif dengan pendekatan cultural studies dengan menerapkan strategi trans-coding sebagai salah satu mekanisme representasi untuk menganalisis teks. Hasil penelitian menunjukkan bahwa teks masuk ke dalam sistem representasi citra PNS dominan dan mengalami perubahan dan perluasan dimensi sehingga membentuk makna dan citra baru. Pencitraan PNS dalam teks masih membawa citra yang sudah populer di masyarakat namun juga membentuk citra baru. Citra populer yang masih ditampilkan, yaitu: patuh, berdedikasi, gaji kecil, dan budaya kerja yang buruk. Citra yang baru meliputi gigih dan gagap teknologi. Pencitraan tersebut disampaikan dalam bahasa yang komunikatif dan penuh humor, yang merupakan cara efektif untuk memberikan pemahaman sekaligus menghibur pembaca.

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ABSTRACT

This thesis focused on the image of civil servants in reform era, as reflected in the book of Catatan Parno PNS Gila (2011) written by Yulius Haflan. This research is based on a qualitative research, using the cultural studies approach and applying the trans-coding strategies, as one of the representation mechanisms, to analyze texts. The result of the research shows that the text entered the representation system of dominant image of the civil servants and makes changes and expansion of dimensions so that it constructs new meanings and images. The images of civil servants in the text still carry the public's popular images but at the same time it also constructs several new images. The popular images that still exist consist of obedient, dedicated, civil servant with low income and low performance work culture, while the new images include persistent attitude and technology illiterate. Those images are delivered in a communicative and humorous way, an effective way to convey ideas and to entertain the readers, This thesis focused on the image of civil servants in reform era, as reflected in the book of Catatan Parno PNS Gila (2011) written by Yulius Haflan. This research is based on a qualitative research, using the cultural studies approach and applying the trans-coding strategies, as one of the representation mechanisms, to analyze

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