

Persuasi Kebijakan Publik Melalui Organizational Digital Storytelling (Analisis Multimodalitas Video Youtube Kementerian Energi dan Sumber Daya Mineral) = PERSUASION PUBLIC POLICY THROUGH ORGANIZATIONAL DIGITAL STORYTELLING (Analysis Multimodality Youtube Videos The Ministry of Energy and Mineral Resources)

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Abstrak

Penggunaan media sosial tidak dapat dihindari lagi sebagai bagian dari strategi persuasi modern. Cerita yang menarik disampaikan melalui digital storytelling adalah hal yang ampuh dalam persuasi. Tesis ini membahas topik persuasi kebijakan publik yang dibangun Kementerian ESDM melalui digital storytelling di kanal Youtube nya dan mengidentifikasi sumber semiotik yang digunakan sebagai elemen pembentukan makna persuasi dalam youtube Kementerian ESDM. Penelitian ini adalah penelitian kualitatif dengan menggunakan analisis multimodal dengan pendekatan Sistemik Fungsional (Systemic Functional Multimodal Analysis). Penelitian ini menemukan bahwa Kementerian ESDM telah membangun persuasi kebijakannya melalui digital storytelling di kanal Youtube nya hal ini dapat dilihat dari plot, setting dan karakter. Penyusunan plot dalam ketiga video menghadirkan cerita bergerak menuju akhir yang bahagia (happy-ending story). Setting / latar cerita tiga video tersebut berada di daerah tertinggal dan terpencil untuk menguatkan persuasi dan makna naratif bahwa kebijakan publik dari Kementerian ESDM telah tepat karena menjangkau rakyat yang belum tersentuh ketersediaan air dan listrik. Karakter melalui narator dalam video mempunyai fungsi menyampaikan pandangannya terhadap kebijakan publik yang telah dirasakan kehadirannya. Temuan lainnya adalah dalam membangun persuasi kebijakannya, Kementerian ESDM telah menggunakan sejumlah sumber semiotik sebagai elemen pembentuk makna seperti partisipan, kinesics action, locative circumstance, visual collocation maupun speech.

The focus of this study is the The used of social media is inevitable as part of a modern persuasion strategy. Interesting stories delivered through digital storytelling are powerful things in persuasion. This thesis discussed about the topic of public policy persuasion that was built by the Ministry of Energy and Mineral Resources (MEMR) through its digital storytelling canalical and identifies semiotic sources that are used as formation elements of persuasion meaning in the MEMR youtube. This research was a qualitative research using multimodal analysis with a Systemic Functional Multimodal Analysis. This study discovered the MEMR has built its public policy persuasion through its digital storytelling on Youtube, which can be seen from plots, settings and characters. Arranging plots in all three videos presents stories moving towards (happy-ending story). The story setting of the three video stories located in small and isolated area that affirmed the persuasion and narrative meaning that the public policy of the MEMR was appropriate because it reaches people who had not been touched by the availability of water and electricity. The character in the video has the function of conveying his views on the public policies that he has been feeling. Another discovered was develop public policy persuasion, Ministry of Energy and Mineral Resources has used a number of semiotic sources as elements that form meaning such as participants, kinesics action, locative

circumstances, visual collocation and speech.</p>