

Propaganda card stacking dalam poster Pendidikan Anak Uni Soviet pada zaman kekuasaan Joseph Stalin (1925-1953) = Card Stacking propaganda in Soviet Union Children's education poster during Joseph Stalin's Reign (1925-1953)

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Abstrak

Penelitian ini membahas propaganda Card Stacking dalam poster pendidikan anak Uni Soviet pada zaman kekuasaan Joseph Stalin dengan membuka realita yang sebenarnya di balik poster bernuansa utopis dan ideal. Poster mulai dikenal dan berkembang di masyarakat Rusia pada akhir abad ke-19 dan awal abad ke-20. Poster perlahan muncul setelah beredarnya plakat cetak, papan toko bergambar, dan lubok.

Dalam membahas poster pendidikan anak Soviet tersebut, digunakan teori propaganda Card Stacking, yaitu upaya menutupi hal-hal yang faktual seraya mengemukakan bukti-bukti palsu, sehingga banyak orang yang tertipu. Data yang digunakan adalah poster-poster bertema pendidikan pada zaman Uni Soviet saat era kekuasaan Joseph Stalin (1925-1953) dalam buku kumpulan poster Uni Soviet yang berjudul « » /Materinstvo i Detstvo v Russkom Plakate/.

Penelitian ini menggunakan metode analisis konten dengan materi visual. Temuan penelitian ini adalah tiga atribut yang melekat pada poster bertema pendidikan pada zaman Uni Soviet saat era kekuasaan Joseph Stalin, yaitu subjek anak, dasi merah, dan buku.

Penelitian ini menyimpulkan bahwa meskipun pemerintah Uni Soviet menggunakan anak sebagai subjek beserta simbol-simbol organisasi kepanduannya, yaitu kacu merah dan buku dalam poster dengan nuansa utopis dan ideal, tetapi pada kenyataannya, kondisi sosial kehidupan mereka pada masa Stalin justru tidak bahagia.

.....This article discusses the Card Stacking technique in propaganda from Soviet Union`s children education posters during Joseph Stalin`s reign by revealing the realities behind posters with utopian nuances and ideals. Posters had been developed and became popular in Russian society in the late 19th century and early 20th century. Posters slowly appeared after the circulation of printed placards, shop signs, and lubok. In discussing the Soviet Union`s children education poster, the Card Stacking propaganda theory is used to cover up factual (real) things while presenting false evidence, so that many people are deceived. The data used are educational-themed posters in the Soviet Union era during Joseph Stalin`s reign (1925-1953) in a book collection of Soviet Union posters entitled « » /Materinstvo i Detstvo v Russkom Plakate/.

This article uses content analysis method with visual material. The findings of this article are three attributes attached to educational-themed posters in the Soviet era during Joseph Stalin's reign, the three subjects are children, red ties, and books.

This study concludes that although the Soviet Union government used children as a subject along with the symbols of its scouting organization, namely red ties and books in posters with utopian and ideal nuances, but in reality, the social conditions of their lives during Stalin's time were actually unhappy.