

Propaganda Pemerintah Rusia pada Upaya Pemberontakan Wagner Group di RT: Analisis Framing = Russian Government Propaganda on the Wagner Group Mutiny Attempt on RT: A Framing Analysis

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Abstrak

Penelitian ini menganalisis respons pemerintah Rusia terhadap upaya pemberontakan Wagner Group pada 23-24 Juni 2023. Penelitian ini bertujuan untuk menyoroti dan memahami bagaimana respons pemerintah Rusia lewat berita-berita yang dirilis terhadap upaya pemberontakan Wagner Group, dengan fokus pada propaganda yang digunakan dalam merespons situasi tersebut. Seluruh data diambil dari berita yang dimuat di media massa daring RT milik pemerintah pada saat peristiwa terjadi. Analisis framing Pan dan Kosicki digunakan untuk menyelidiki cara pemerintah Rusia menyusun naratif melalui media massa. Hasil analisis menunjukkan terdapat penerapan framing dalam propaganda dengan memanfaatkan sumber respon dari otoritas terpercaya seperti Presiden Putin, Kementerian Luar Negeri, dan Kementerian Pertahanan. Melalui framing terdapat pemberian label pengkhianatan, himbauan persatuan, pernyataan musuh memanfaatkan situasi, dan penegasan kontrol serta perlindungan bagi masyarakat. Selanjutnya, penelitian mengungkap berbagai jenis propaganda yang dilakukan oleh pemerintah Rusia, termasuk teknik propaganda testimonial dari Institute for Propaganda Analysis serta konsep propaganda Jacques Ellul yaitu propaganda politik, integrasi, dan vertikal. Propaganda juga ditujukan kepada audiens internasional melalui RT sebagai media global.

.....This research analyzes the Russian government's response to the Wagner Group mutiny attempt on June 23-24, 2023. This research aims to highlight and understand how the Russian government responded through news reports to the Wagner Group's mutiny attempt, with a focus on the propaganda used in response to the situation. All data was taken from news published on the state-owned RT online mass media at the time of the event. Pan and Kosicki's framing analysis was used to investigate the way the Russian government structured the narrative through mass media. The results of the analysis show that there is an application of framing in propaganda by utilizing sources of response from trusted authorities such as President Putin, the Ministry of Foreign Affairs, and the Ministry of Defense. Through framing, there is labeling of traitors, appeals for unity, statements of enemies taking advantage of the situation, and affirmation of control and protection for the people. Furthermore, the research revealed several types of propaganda carried out by the Russian government, including testimonial propaganda techniques from the Institute for Propaganda Analysis, along with Jacques Ellul's propaganda concepts of political, integration, and vertical propaganda. Propaganda is also aimed at international audiences through RT as a global media.