

# Persuasi Kebijakan Kurikulum Baru melalui Media Sosial (Analisis Multimodalitas Video Youtube Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi) = Persuasion of New Curriculum Policy through Social Media (Multimodality Analysis of YouTube Videos of the Ministry of Education, Culture, Research and Technology)

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## Abstrak

Penelitian ini mengkaji sumber semiotik dan kekuatan persuasi dalam video YouTube Kemendikbud RI tentang Kurikulum Merdeka. Analisis multimodal diterapkan untuk meneliti tiga video: "Merdeka Belajar episode 1", "Guru Penggerak: Lebih Dekat dengan Murid", dan "Pesan Mas Menteri tentang Kurikulum Merdeka". Temuan menunjukkan bahwa Kemendikbud RI menggunakan berbagai sumber semiotik, termasuk visual kinestetik, soundtrack, narasi, dan metafungsi, untuk membangun pesan persuasi. Makna eksperiensial, interpersonal, dan tekstual diidentifikasi dalam setiap video. Persuasi dilakukan melalui prinsip-prinsip retorik Aristoteles dan penggunaan pathos dan logos. Penelitian ini memberikan kontribusi pada pemahaman tentang strategi komunikasi Kemendikbud RI dalam mempromosikan kurikulum merdeka. Temuan ini juga dapat digunakan untuk meningkatkan efektivitas kampanye perubahan kebijakan di masa depan.

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This research examines the semiotic sources and power of persuasion in the Indonesian Ministry of Education and Culture's YouTube videos about the Merdeka Curriculum. Multimodal analysis was applied to examine three videos: "*Merdeka Belajar - episode 1*", "*Guru Penggerak: Lebih Dekat dengan Murid*", and "*Pesan Mas Menteri tentang Kurikulum Merdeka*". The findings show that the Indonesian Ministry of Education and Culture uses various semiotic sources, including kinesthetic visuals, soundtracks, narratives, and metafunctions, to build persuasive messages. Experiential, interpersonal, and textual meanings were identified in each video. Persuasion is accomplished through Aristotle's rhetorical principles and the use of pathos and logos. This research contributes to the understanding of the Indonesian Ministry of Education and Culture's communication strategy in promoting the independent curriculum. These findings can also be used to improve the effectiveness of future policy change campaigns.