

Strategi komunikasi dan political branding partai far right di Spanyol, Portugal dan Italia: analisis kritis dampak kemenangan ideologi kanan pada pemilu 2019-2024 = Communication strategies and political branding far right parties in Spain, Portugal and Italy: a critical analysis of the impact of the far right's ideological victory in the 2019-2024 elections

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Abstrak

Penelitian ini untuk mengkonstruksi strategi-strategi komunikasi dan political branding partai-partai far right yang dianggap mampu mempengaruhi persepsi pemilih sehingga menyebabkan keberhasilan elektoral ketiga partai tersebut di Spanyol, Portugal dan Italia. Disamping itu untuk mengkritisi penggunaan strategi komunikasi dan political branding oleh ketiga partai far right di ketiga negara tersebut. Terjadinya perubahan terhadap reaksi masyarakat terhadap krisis ekonomi, imigran, iklim yang terjadi di Eropa khususnya Spanyol, Portugal dan Italia, menjadikan peluang bagi partai far right untuk menjadi partai yang diperhitungkan namun dapat mempengaruhi dinamika sosial politik ekstremisme di Spanyol, Portugal dan Italia. Penelitian ini menggunakan metode kualitatif dengan Teori Populisme Politik, konsep political branding dan teori wacana kritis oleh Teun Van Dijk. Hasil Penelitian sementara menunjukkan bahwa strategi komunikasi dan political branding tiga partai far right di Spanyol, Portugal dan Italia yaitu menawarkan solusi agresif atas isu penting dalam masyarakat Spanyol, Portugal dan Italia. Hal tersebut membuat terjadinya ancaman populisme di Spanyol, Portugal dan Italia bahkan di Uni Eropa.

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This study aims to construct the communication and political branding strategies of far right parties that are considered capable of influencing voters' perceptions, thus leading to the electoral success of the three parties in Spain, Portugal and Italy. In addition, to criticize the use of communication strategies and political branding by the three far right parties in the three countries. The changes in people's reactions to the economic crisis, immigrants, and climate that occurred in Europe, especially Spain, Portugal and Italy, made opportunities for far right parties to become a party that counts but can affect the socio-political dynamics of extremism in Spain, Portugal and Italy. This research uses qualitative methods with Political Populism Theory, the concept of political branding and critical discourse theory by Teun Van Dijk. The interim research results show that the communication strategy and political branding of the three far right parties in Spain, Portugal and Italy are offering aggressive solutions to important issues in the societies of Spain, Portugal and Italy. This has led to the threat of populism in Spain, Portugal and Italy and even in the European Union.