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HASIL PENELITIAN PENDIDIKAN DAN PEMBELAJARAN

“Rekonstruksi Kurikulum dan Pembelajaran
Berbasis Karakter”



SEMNAS STKIP PGRI JOMBANG



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KATA PENGANTAR

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Pendidikan karakter dewasa ini merupakan sebuah tuntutan untuk dapat meningkatkan kualitas moral dalam kehidupan manusia khususnya di Indonesia, terutama di kalangan peserta didik. Sekolah dituntut untuk memainkan peran dan tanggung jawab dalam menanamkan dan mengembangkan nilai-nilai dan membantu para peserta didik membentuk dan membangun karakter dengan nilai-nilai yang baik. Pendidikan karakter diarahkan untuk memberikan tekanan pada nilai-nilai tertentu seperti rasa hormat, tanggung jawab, jujur, peduli, adil, dan membantu peserta didik untuk memahami, memperhatikan, dan melakukan nilai-nilai dalam kehidupann sehari-hari.

Untuk mempersiapkan keberlangsungan kehidupan masyarakat dan bangsa yang lebih baik di masa depan dapat ditandai oleh pewarisan budaya dan karakter yang telah dimiliki masyarakat dan bangsa. Dalam proses pendidikan budaya dan karakter bangsa, secara aktif peserta didik harus mengembangkan potensi dirinya, melakukan proses internalisasi, dan mampu menghayati nilai-nilai menjadi kepribadian dalam bergaul di masyarakat. Juga, diharapkan dapat mengembangkan kehidupan masyarakat yang lebih sejahtera, serta kehidupan bangsa yang lebih bermartabat.

Kegiatan Seminar Nasional Hasil Penelitian Pendidikan ini merupakan wujud usaha menanggapi dan upaya mengembangkan sumber daya manusia dalam menyiapkan generasi muda yang berkarakter. Untuk mewadahi para peneliti, akademisi dan para pengembangan sumber daya manusia terselenggarakan kegiatan seminar ini dengan Tema “Rekonstruksi Kurikulum dan Pembelajaran Berbasis Karakter”. Hasil pemikiran, kajian, dan penelitian ini diharapkan dapat dijadikan rujukan bagi para peneliti, pendidik dan para pengembang sumber daya manusia untuk menghasilkan generasi muda yang cerdas, kompetitif, dan berkarakter.

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Ketua Panitia

Dr. Wiwin Sri Hidayati, M.Pd.



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American Propaganda Machine: *Critical Discourse Analysis*

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Abstract

The objective of this study is to know what is the purpose of American propaganda strategy and how does America performing their propaganda in Mission Impossible IV "Ghost Protocol" movie. This research use qualitative research design, then to achieve the problem of the study, the researcher use criticaldiscourse analysis by Van Dijk model approach theories to analyze propaganda in the film mission impossible IV ghost protocol. The researcher uses human instruments to collect the data, the data of this research is film mission impossible IV ghost protocol. The researcher applies coding process and data reduction to sort the data that used in this research. The finding of this research used five types of propaganda device is Name-calling, Glittering generalities, Testimonial, Plain folks, Card stacking then, 2 other propaganda from outside the attribute of propaganda theory is PSYWAR and Proxy propaganda are used inside of mission impossible IV Ghost protocol movie. Finally, the researcher hopes this study can give contribution for the readers. The readers can learn to understanding critical discourse analysis and propaganda theory. Moreover, this research can increase knowledge about critical discourse analysis and how the propaganda spreading in mass media especially in movie.

Keywords: *Critical discourse analysis, propaganda, seven propaganda device, film.*

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui apa tujuan propaganda Amerika strategi dan bagaimana Amerika melakukan propaganda mereka dalam film Mission Impossible IV "Ghost Protocol". Penelitian ini menggunakan riset kualitatif Desain, kemudian untuk menjawab masalah penelitian ini, peneliti menggunakan model pendekatan analisis wacana kritis oleh Van Dijk, untuk menganalisis propaganda dalam film Mission Impossible IV Ghost Protocol. Peneliti menggunakan Humans instrumen untuk mengumpulkan data, sumber data dari penelitian ini adalah film Mission Impossible IV Ghost Protocol. Peneliti membuat pengkodean dan pengurangan data untuk menyortir data yang digunakan dalam penelitian ini. Temuan dari penelitian ini adalah digunakan Lima jenis perangkat propaganda diantaranya, Name-calling, Glittering Generalities, Testimonial, Plain folks, Card stacking. Kemudian ditemukan dua propaganda lain dari luar atribut teori propaganda yakni PSYWAR dan Proxy propaganda yang digunakan dalam film Mission Impossible IV Ghost Protocol. Para peneliti berharap studi ini dapat memberikan kontribusi untuk pembaca, dimana Pembaca dapat belajar untuk memahami teori Analisis wacana kritis khususnya propaganda. Selain itu, penelitian ini dapat meningkatkan pengetahuan tentang analisis wacana kritis dan bagaimana propaganda yang tersebar di media massa terutama di film serta pembelajaran tentang dimensi analisis wacana kritis Van Dijk meliputi analisis teks, kognisi sosial dan konteks sosial.

Kata Kunci: *Analisiswacanakritis, propaganda, tujuhperangkat propaganda, film.*

Introduction

Film is the product of mass media that quickly evolves with the effects of modern technology, that makes the film becomes more interesting and sought after by the public.

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Anderson (2003:54) argues, “The ability of media such as film and television to influence viewers and promulgate inaccurate knowledge, and it well-documented”. As a product of art which has the freedom of expression, the movie appears as a unique color in the mass media that can provide of major influence for the fans. Thus, this era shows that film has the ability to influence people quickly film is the most effective tool to conduct persuasion or propaganda. In this era, some authorities of country try to manipulate the enemy with the purpose to shown that our country has the great power also a great influence on other countries.

Political strategy of spreading an assumptions to create an image as great nation is another form of propaganda, that strategy using the method of persuasion to influence other countries through the actions of the actors, story or modern equipment that shown in this movie, this method is able to hypnotize the audience. However, if we talk about politics and the elements such as hegemony, conspiracy, ideology, power, economic, it is often related to study political discourse. In political efforts, film is used as a political tool that can describe or manipulate a person's understanding of which occurred in reality, because the movie is a real form of condition or phenomenon that was manipulated in every scene of the movie. The use of film as the ways of persuasion or propaganda has been starting on World War I and II as the efforts of the ongoing war strategy. Many movies are produced with the purpose of propaganda or persuasion, although it has been set and coordinated by the agency or institution that is supported by government such as The United States office of war information (OWI) or Political warfare executive (PWE) United Kingdom (Cull, Culbert and Welch, 2003:153).

“Mission impossible IV (Ghost Protocol)” is the action and serial spy movie directed by Brad Brid, was released in North America on December 16, 2011. This film tells of American hostilities with Russia. Impossible Mission Force (IMF) is the spy agency under the American jurisdiction, which is capable of accepting dangers mission was impossible to do by common people. This film shows the Russian missile which anytime can be directed to the United States and also exhibited sophistication war equipment of American agent, physical power and fighting skill above the average.

The result of this study is expected to be beneficial in two ways, both are: Theoretically, This research is expected to give contribution in providing the analysis related to Critical Discourse Analysis (CDA) especially in the field of propaganda, hegemony, and to give an example of how to analyze propaganda on the approach of Critical Discourse Analysis (CDA). As a contribution which provides a reference about the theory of propaganda and critical discourse analysis (CDA) in studying about the way of analyzing a political act propaganda in hegemony. It helps linguistic theory more dynamic, interesting, and discovery the truth social cognition. To introduce for the public about how to propaganda a tricky political discourse intelligently. Practically: This research is expected to give a reference for the students in learning Critical Discourse Analysis in applied linguistics. This research is expected for the reader who wants to conduct a research in linguistic purpose especially in political discourse analysis (PDA) and Critical discourse analysis (CDA) as one of sources. This research contains of theory that can be explained in a school for the students, especially in giving an understanding about the material in discourse, political discourse analysis (PDA) and Critical discourse analysis (CDA).

Review of Related Literature

Film

There are many definitions of the film which are stated by experts, Amateur Cinema League, Inc. (1975: 1) stated that:

“Film is the most faithful record of the living world that man’s genius has yet devised. It lets us look at, and listen to, the past with fewer obstacles than we should have met if we had tried to observe the past when it was the present, because the film can recreate an event, in actual motion and sound, just as it really happened, and can the present a similar record of what occurred five thousand miles away, without losing time. This is a feat beyond the present capacity of any other human mechanism. ”

Discourse

Discourse is the discipline that analyzes and examines the language orally and in writing, discourse itself is a form of text and context in society, a text can't be said as a discourse if there is no context. "Discourse analysis is a derivative of applied linguistics. Discourse analysis related to the form of text or evaluation of discourse to determine the shape or pattern of communication as well as other matters related that cannot be explained in grammar "(Carter, 1993: 23).

Terms to be categorized as discourse, language must have certain rules or criteria that cannot be ignored, because if neglected a form of language can't be categorized as a discourse. There are seven criteria discourse by Renkema, (1993: 49-50).

- a. Cohesion
- b. Coherence
- c. Intentionality
- d. Accept
- e. Informative
- f. Situational
- g. Intersexuality

Propaganda

As the title of this study, the researchers wants to unload on the American ways of imaging researcher, in the form of propaganda that is pinned in the Mission Impossible IV (Ghost Protocol) movie to the common reality. When the World War II started, the term of propaganda was interpreted by people as a bad thing and tended to be negative. As politic manipulation and lies to the people who involve dirty politics, public crime, conspiracy and others. This which caused a lot of shifting meaning of the word propaganda, it's much different from the beginning of the word propaganda.

Go from a lot of definitions term of propaganda, and the polemic of the propaganda appearance. Propaganda based on the specific purpose of party propaganda. As defined by Lasswell, (1927.1937) and Brown (1958), propaganda will include advertising activities include a political campaign on a large scale and seek support from the public (public relations). Lasswell, (1927) also defines the main purpose of propaganda.

- a. To mobilize hatred of the enemy.
- b. To perpetuate a friendship Alliance.
- c. To get the cooperation of the neutrals.
- d. To undermine the morale of the opponent.

Propaganda Devices

There are so many mass media are used as a tool for propaganda, according Mc Quail, (2011). The mass media is regarded as the most essential thing for propaganda activities. This is because the media being the only channel that is can guarantee to reach all areas of public and has many advantages and public demand for mass media is very high Mc

Quail, (2011: 298-299). This is the reason why the media being fertile ground in the propaganda effort.

- a. Name-calling
- b. Glittering Generalities
- c. Transfer
- d. Testimonial
- e. Plain Folks
- f. Card Stacking
- g. Band wagon

Political Discourse

A critical view of everything connected with political issues or can we call a political maneuver, to criticize the form of speech by a politician in this case the language both orally and text. There are many definitions of political discourse. The definition of political discourse analysis is usually interpreted as approach political discourse and critical, is not easy to define the political discourse because the definition of political discourse is an ambiguity.

Analysis of political discourse known as PDA typically focuses on the analysis of political speeches, news reporting excessive. We need to focus and to consider which political discourse and not, because the definition of political discourse is a broad, as well a field that is taken not only in politics, it could also economics and other related everyday life in the form of text and non-text. "Discourse is the set of propositions that are interconnected to produce a sense of cohesiveness or sense of cohesion to the listeners or readers" James Deese, (1984: 72)

Critical Discourse Analysis (CDA)

Critical discourse analysis is the analysis of the research studies about the social, political, domination and inequality that exist in reality, in which the discourse is produced in the form of text or news in connecting with elements of social cognition. This means that critical discourse is an attempt to analyze how the political atmosphere spawned facts through a discourse, these efforts often we can see that many politicians use discourse to criticize opponents. it is clear that the discourse acts as a series of political maneuvers in achieving domination over the rival. "Critical discourse analysis is not enough to simply analyze a text because the text was the result of production by someone" Van Dijk, (1985:4).

This discussion is taken from the writings of Teun A. Van Dijk, Fairclough and Wodak.

- a. Action
- b. Context
- c. Historical
- d. Power
- e. Ideology

Research Method

To analyze Propaganda which depicted in Mission Impossible 4 film, the research employed qualitative research design since it presents a description about a social phenomenon and human interaction through language. As stated by Creswell (2009:3) that qualitative research design is plans and the procedures for research that span the decisions from broad assumptions to detail method data collection and analysis. And it also means for

exploring and understanding the meaning individuals or groups ascribes a social or human problem. In this research, qualitative discusses on describing and understanding the phenomenon, it is about how and what is the meaning of a phenomenon that takes place in some areas. Critical Discourse analysis (CDA) approach; Van Dijk, started by collecting primarily data and examining it using interpretive analysis to analyze social cognition and social context researcher took the possible information from related books, Internet and related literature that have relation to the study.

They are collected and take as source of information to help in this thesis. Relating the purposes of the study, the usage of Critical discourse analysis (CDA) by Van Dijk model to answer all of the problems of study. Critical discourse analysis (CDA) by Van Dijk is more suitable and it helps researcher in understanding and analyzing the study, especially in this thesis in propaganda embedded in the movie *Mission Impossible IV Ghost Protocol* as the way of propaganda the United States in Holliwod production.

Data Source (Object of the Study) In this research, is *Mission Impossible v (Ghost Protocol)* movie.

Instrument of the study

In this researcher, the researcher put himself as the primary research of instrument. As Creswell (2007:175) states, “*Qualitative researchers collect data themselves through examining documents, observing behavior, or interviewing participants*”. As one of qualitative research, this research took the same instrument based on it. The researcher takes important role in conducting this research to get the valid research data. This research also takes the researcher as the main instrument to interpret, analyze, and give the result.

The researcher also assisted by another instrument to help his analyzed the data. So, the document is to be the second instrument that will help the researcher to get the result. As human instrument, the researcher did the following steps:

1. Understanding the methodological process and understanding what he has completed with this thesis.
2. Mastering the theories of Critical discourse analysis which related of propaganda or persuasion and hegemony.
3. Watching film and print out the scripts and scene related to propaganda.
4. Making indicator and description of data reduction
5. Interpreting whole data.
6. Summarizing the research systematically.

Procedure of Collecting Data

There are some methods of collecting data that can be used in holding a qualitative research. As proposed by Creswell (2009:178) the data collection steps include setting boundaries for the study, collecting information through observations, interviews, documents, and visual materials, identifying, and indicating. In addition, as cited by Yin (2011:130) the potential data collection activities are: interviewing observing, collecting, and examining. To conduct the research, the researcher got the data from *Mission impossible IV Ghost Protocol* film. To get the details in answering the problem of study, the researcher used some steps as follows:

1. The researcher watched Film *Mission Impossible IV Ghost protocol* to understand deeply the content. In this step the researcher watched the whole film and detail.



2. The researcher printed the transcription (dialogues) of *Mission Impossible IV Ghost Protocol*.
3. The researcher identified and classified the scripts and the scenes.
4. The researcher understood the film in order to identify the script film. The next step is the researcher understands whole event or phenomenon scene by scene in that film. It helps researcher identifying the content of the film.
5. The final step is the researcher finished coding system for data reduction which taken from film *Mission Impossible IV Ghost Protocol*.

Table 1.1 Coding System

Procedure of Analyzing Data

Propaganda	Codes	Indicator
1. Name Calling	PNC	1. Consists of giving a bad name to a person, a group, an idea or an event.
2. Glittering Generalities	PGg	2. The propagandist uses some attractive or impressive words or ideas which mislead the people.
3. Transfer Propaganda	PTf	3. This technique used to carry over the authority and approval of something you respect and revere to something the propagandist would have you accept.
4. Testimonial	PTt	4. Testimonial is to leverage the experience, authority and respect of a person and use it to endorse a product or cause.
5. Plain Folks	PPf	5. This device is used extensively by politicians.
6. Card Stacking	PCs	6. This device requires skill and ingenuity. The true facts are twisted and colored by the propagandist to suit his interest and impress his audience.
7. Bandwagon	PBw	7. This technique involves encouraging people to think or act in some way simply because other people are doing so.

In conducting the process of analyzing data a researcher needs to identify the certain point to set and process the data that is collected in order to get final analysis of the research. Creswell (2009:172). Insisted that the steps in analyzing data include: 1), Organizing and preparing the data. 2) Reading through the whole data. 3) Coding. 4) Using the coding process to generate a description of the setting or people as well as categories or themes for analysis. 5) Advancing the way of description and themes will be represented in the qualitative-narrative to convey the findings of the analysis, making an interpretation or meaning of the data. Based on the theory above, the steps of analyzing data are:

Organizing and preparing data

- a. Preparing film *Mission Impossible IV Ghost Protocol* as the best film of propaganda.
- b. Determining the script, scene and the main character that has propaganda aspects.

- c. Finding propaganda/persuasion cases related with purpose of propaganda in *Mission Impossible IV Ghost Protocol*.
- d. Printing the Screenplay of "*Mission Impossible IV Ghost Protocol*."
- e. Observing the changing of phenomenon related with social context.
- f. Watching playback-film to understand deep concern of film.
- g. Immersing data to take ideas related of propaganda.

Coding and reducing

- a. Classifying data into categories and theme of propaganda.
- b. Identifying data into categories and theme of propaganda.
- c. Making sub categories.
- d. Making table of coding as data reduction.

Interpreting and representing

- a. Providing an explanation based on data and the theories.
- b. Developing the explanation based on elaboration the fact and the understanding of researcher.
- c. Summarizing and representing the result of this research.

Findings and Discussion

The analyzed datas were described in this chapter, taken from the screenplay in the *Mission impossible IV* film. After watching the film, the researcher considers that there are seven ways of propaganda arisen in the movie. The details are as follow:

PNc 1.

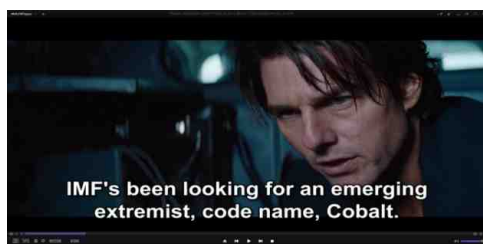


From **Textual** scene above when there are questions related to citizenship; in this case is Russian then appears the doubt, gaps and lack of trust between the Russian on the American.

There is **Social Cognition** which intends to be formed by film-maker is a public doubt against Russia. In this scene, after an IMF agent 'Ethan Hunt' had been freed from prison, he also brought a friend from the prison that is a citizen of Russia named Bogdan; Bogdan believed that Ethan Hunt is a Russian named Sergei. However, Bogdan started hesitating when Ethan was with the team of the IMF. As the cold war rivals, Russia is being ambushed by the opinions about perception which keep appearing in the media with or without following facts. As the effect, everytime people hear the word 'Russia' their minds would merely correlate that country on Communists which means bad. These negative views are continually inculcated and build public opinion against the Government or the Russian people for the worse and gave rise to a tendency towards American acted well for the world. This imagery is a form of American hegemony would like to become a superpower which has an influence on the world in all aspects.

On **social context** that existed at this time Russia is always on the show is a party to the bad in everything related to the chaos, war, terrorism or nuclear weapons and is highly sensitive to the American Government. This is caused by the effects of the cold war that happened after Fascism of Nazi that continues to heat up until today, certainly the rivalry into a war that is not understood by the lay community. Even Gallup survey, resulting Russia became the primar-enemy of Americans, from the latest polls made by Gallup, each respondent was given the open-question "what is the name of one country in the world that you consider to be the enemies of America? From the results of the survey showed 18% 15% Russia, North Korea, 12% China 9% and Iran. Derived from, (www.internationalsindonews.com). The formation of opinion cannot be separated from the influence of the Hollywood movie production that always identifies the Americans as the party that is bad for the world.

PNc2.



From the **text** dialog above, the naming of a person or an 'Extremist group' which is used to describe a doctrine or excessive attitude, stiff, hard which normally passes the limits of reasonableness and harmful to society. The word of extremist has turned the public perception into scary. In Textual views, basis provides strong position to be immediately followed up.

In this scene, Social Cognition which intends to be formed by the author, opinions about the existence of the elite secret agents of America that exists in Russia even the whole world without known, and the seriousness of the American Government that works to eradicate the terrorist network that threatens the world through the American Agency, willing to impart an understanding of the public about their role in the world, straight to classic story which perform elite agent of America always do secret-noble missions for the sake of the world.

It is in accordance with the Social Context that exists in America. After the 11 September attacks, The US Government under president George w. Bush declaring a National Security Strategy (NSS) in 2002 and one of Point in the NSS firmly that the US and Alliance will be the joint fight against terrorism. After the American Government launches NSS directly work hard and prove their seriousness in eradicating terrorists, the 2003 invasion of Iraq which became the initial steps for the eradication of terrorism by the US for goodness the world.

Conclusion

By using Critical discourse analysis Van Dijk model, based on the findings and discussion in the previous chapter. Researchers concluded that forms of propaganda and propaganda purposes in data collected are a eight kinds of propaganda, five of which are included in the category of seven propaganda device: "Name-calling, Glittering generalities, Transfer, Testimonial, Plain folks, Card stacking. Then two other Proxy and PSYWAR is the finding of researchers outside an attribute theory of seven propaganda device include in the

movie mission impossible IV Ghost Protocol. There are lots of description of propaganda can be seen clearly and veiled.

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