

ABSTRAK

FILM SEBAGAI ALAT PROPAGANDA DI INDONESIA: DARI ZAMAN KOLONIAL HINGGA ERA ORDE BARU

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2017

Makalah ini bertujuan untuk mendeskripsikan dan menganalisis produksi film propaganda di Indonesia yang terjadi sejak zaman kolonial hingga era Orde Baru, serta memahami motif dan dampak dari diproduksinya film-film propaganda tersebut.

Makalah ini disusun secara deskriptif analitis berdasarkan metode dan metodologi sejarah.

Hasil studi menunjukkan, pada zaman kolonial film propaganda dibuat untuk kepentingan pemerintah (mempertahankan kekuasaan), swasta (usaha dagang), dan gereja (pewartaan agama). Pada zaman Jepang, film propaganda digunakan oleh tentara pendudukan untuk memobilisasi rakyat pribumi berjuang bersama melalui organisasi-organisasi semi-militer. Film propaganda juga diproduksi pada masa revolusi (untuk mengembangkan nasionalisme dan patriotisme) maupun pada masa demokrasi liberal dan demokrasi terpimpin (untuk memperjuangkan ideologi partai). Pada zaman Orde Baru, film propaganda dibuat untuk mempertahankan ideologi Pancasila, kampanye pembangunan (Repelita), dan kepentingan presiden Soeharto untuk mempertahankan kekuasaan (melalui Golongan Karya) selama mungkin (terbukti mampu berkuasa hingga 32 tahun).

Kata kunci: Film Propaganda, Kekuatan Politik, Sejarah Indonesia.

ABSTRACT

THE FILM AS A TOOL OF PROPAGANDA IN INDONESIA: SINCE THE COLONIAL ERA UNTIL THE NEW ORDER ERA

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2017

The aim of this paper is to describe and to analyze the production of propaganda film in Indonesia which happened since the colonial era until the New Order era, also to understand the motives and impacts of propaganda films production itself.

This paper is arranged by descriptive analysis based on methods and methodology of history.

The result of the study shows that in the colonial era propaganda film was made for the government interests (retaining the power), private (trading business), and the church (proclamation of religion). In Japan era, propaganda film was used by the army of occupation to control native people to fight together by way of semi-military organizations. The propaganda film was also produced in the revolution era (to develop nationalism and patriotism) as well as the liberal democracy era and guided democracy (to fight for the ideology of party). In the New Order era, propaganda film was made to maintain the ideology of Pancasila, development campaign (Repelita), and president Soeharto's interest to maintain the power (through Golongan Karya) as long as possible (proven that he was in charge for 32 years).

Keyword: Propaganda Film, Politic Power, Indonesian History.