

ABSTRAK

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REPRESENTASI POPULISME DI PIDATO PELANTIKAN ANIES BASWEDAN

(xiv + 126 halaman: 7 figur; 18 tabel; 2 lampiran)

Kata kunci: Representasi, Populisme, Anies Baswedan, Pidato Pelantikan, Semiologi, Gaya Retorika, Konstruksi Identitas Kolektif

Kebangkitan populisme dalam politik kontemporer telah memicu perdebatan global tentang signifikansi dan efeknya. Oleh karena itu, peneliti menyadari bahwa gelombang populisme dalam politik telah digunakan oleh tokoh-tokoh politik melalui pidato politik untuk mendapatkan dan menegaskan kekuasaan, seperti yang tertera melalui pidato pelantikan kontroversial gubernur terbaru di Jakarta, Anies Baswedan.

Penelitian ini menggunakan pendekatan dan paradigma penelitian kualitatif, interpretatif menggunakan pidato pelantikan Anies Baswedan sebagai data primer dan literatur pendukung sebagai data sekunder. Pidato ini dianalisis menggunakan model semiologi Saussure untuk menentukan representasi populisme dalam pidato pengantar Anies Baswedan. Dari hasil penelitian, dapat dikatakan bahwa populisme direpresentasikan melalui gaya retorik dan konstruksi identitas kolektif oleh Anies Baswedan dalam pidato pelantikannya.

Referensi: 96 (1938-2018)

ABSTRACT

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THE REPRESENTATION OF POPULISM IN ANIES BASWEDAN'S INAUGURAL SPEECH

(xiv + 126 pages; 7 figures; 18 tables; 2 attachments)

Keywords: Representation, Populism, Anies Baswedan, Inaugural Speech, Semiology, Rhetorical Style, Collective Identity Construction

The resurgence of populism in contemporary politics has triggered a global debate on its significance and effect. Consequently, it has come to the attention of the researcher that the wave of populism in politics has been used by political figures through political speeches to gain and assert power, as manifested through the controversial inaugural speech of Jakarta's recent governor, Anies Baswedan.

This research utilizes the qualitative, interpretive research approach and paradigm using Baswedan's inaugural speech as primary data and supporting literature as secondary data. The speech is analyzed using Saussure's model of semiology to determine the representation of populism in Anies Baswedan's inaugural speech. From the research, it can be said that populism is represented through rhetorical style and collective identity construction by Anies Baswedan in his inaugural speech.

References: 96 (1938-2018)