

ABSTRAK

UPAYA PEMBENTUKAN CITRA AMERIKA SERIKAT DALAM PERANG AFGANISTAN MELALUI FILM LONE SURVIVOR

Oleh

Hafiz Julyan Saputra

AS mempunyai kepentingan nasional dalam penyebaran ideologi dan mempertahankan identitasnya di dunia. Perang di Afganistan adalah upaya ekspansi ideologi sembari memerangi terorisme untuk melindungi bangsanya dan dunia dari bahaya teroris. Serangkaian operasi militer telah dilakukan namun upaya ini tak kunjung menemui hasil yang diinginkan AS, karena justru banyak menimbulkan korban jiwa sipil dan non-sipil. AS perlu menjaga identitasnya dan dukungan juga perlu didapatkan, maka dari itu penggunaan film sebagai upaya propaganda digunakan. Propaganda AS pada film *lone survivor* menjadi indikasi upaya pembentukan citra heroik AS, karena dalam film ini terdapat kepentingan nasional AS dalam melindungi negaranya, dan upaya pembentukan citra militer AS di dalamnya.

Kepentingan nasional AS sejalan dengan stabilitas keadaan Afganistan, menjaga keselamatan dalam dan luar negeri, serta memerangi teroris adalah kepentingan nasional mereka untuk membuat dunia lebih baik. Perang di Afganistan adalah agenda *war on terror* semenjak serangan teroris pada 9 September 2001, misi *operation red wings* adalah salah satu agendanya, kegagalan misi ini diadaptasi menjadi film propaganda AS. Filmnya berjudul *Lone Survivor*, yang menampilkan citra AS sebagai pihak baik yang heroik, humanis dan patriotik. Hal propaganda ini lazim, karena AS sering melakukannya guna melindungi kepentingan nasional. Terdapat sejumlah indikasi teknik propaganda dalam film *lone survivor*, dengan 7 teknik propaganda oleh IPA (*Institute For Propaganda Analysis*), ditemukanlah propaganda itu. Temuan campur tangan militer AS sangat kental dalam pembuatan film, menguatkan indikasi propaganda militer AS.

Analisis narasi film *lone survivor* jelas mengarah pada wacana propaganda untuk melindungi kepentingan nasional AS, dengan memuliakan aksi mereka dan mendistorsi pihak Taliban, AS jelas berupaya untuk membentuk citranya dan sejarahnya mereka sudah sering melakukan itu.

Kata kunci: Citra AS, Propaganda Film, Kepentingan Nasional AS, *War On Terror*, Perang Afganistan

ABSTRACT

EFFORTS TO SHAPE THE IMAGE OF THE UNITED STATES IN THE AFGHANISTAN WAR THROUGH THE LONE SURVIVOR MOVIE

By

Hafiz Julyan Sapura

The US has a national interest in spreading its ideology throughout the world. The war in Afghanistan is one of them, fighting terrorism in order to protect the country and the world from danger. A series of operations were carried out, but as a result of the large number of civilian and non-civilian casualties in this war, these efforts never came to fruition. The US needs to maintain its goals, support also needs to be gained, hence the use of movies as a propaganda effort. The US intervention in the lone survivor film is evidence of efforts to shape the image of the US as a democracy-building country, because in this film there are US national interests in protecting the country, and efforts to shape the image of the US military in it. The US National Interest is in line with the stability of Afghanistan, namely maintaining domestic and foreign safety, and fighting terrorists is their national interest to make the world a better place. The war in Afghanistan is an agenda of the war on terror since the terrorist attacks on September 9, 2001, the operation red wings mission is one of its agenda, the failure of this mission was adapted into a US propaganda film. The movie is called Lone Survivor, which presents the image of the US as the heroic, humane and patriotic good guy. This propaganda is common, as the US often done it to protect national interests. There are a number of indications of propaganda techniques in the lone survivor movie, with 7 propaganda techniques by IPA (Institute For Propaganda Analysis), the propaganda was found. The finding of US military interference is very strong in filmmaking, strengthening indications of US military propaganda. The narrative analysis of the lone survivor film clearly leads to a propaganda discourse to protect US national interests, by glorifying their actions and distorting the Taliban. The US is clearly trying to shape its image and historically they have often done so.

Keywords: US Image, Film Propaganda, US National Interest, War On Terror, Afghanistan War