NATIONAL INTEGRATION SLOGANS IN PRINTED MASS MEDIA IN THE ERA OF NEW ORDER REGIME IN INDONESIA, 1968-1998

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ABSTRACT

ABSTRACT: This article is a research finding aiming at reconstructing and analyzing the slogans related to Indonesian nation integration in the 1968-1998 New Order regime printed mass media. The research questions of this paper are as follows: (1) What slogans were used?; and (2) How and why did the national integration propaganda slogans take place in the New Order regime? The article also searched for how the New Order regime’s machine produced a lot of slogans regarding the ideas of national integration done in various ways. This paper used discourse analysis and historical interpretation. The reason why this research was conducted is the fact that the slogans on the national integration in the New Order regime have not yet documented and analysed. This analysis deals with the understanding of slogan texts as the record of the New Order regime. Another objective of the research is to complete the study on New Order regime, as well as as a comparative study with the slogans taking place in the Reform era.

KEY WORDS: Slogan, New Order regime, printed media, national integration, and comparative study.

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Chronicle of the article: Accepted (August 12, 2010); Revised (September 24, 2010); and Published (October 28, 2010).

FULL TEXT:
PDF

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This approach suggests that media tend to be most supportive of democracy in the early, often euphoric, period after the previous regime has fallen, when journalists as well as other citizens are enjoying new-found freedoms. As the transition process moves toward consolidation, the media as well as the public can become more cynical, particularly in the face of continued political wrangling and the financial pressures of a market economy. The media in a stable democracy are considered the principal institutions from which members of the public can better understand their society. Ideally, the media...