

ABSTRAK

Universitas Muhammadiyah Yogyakarta
Fakultas Ilmu Sosial Politik
Departemen Ilmu Komunikasi
Konsentrasi Advertising
Qolbi Sabil
20070530081

OPINI PUBLIK PESAN STIKER SOEHARTO PADA HIMPUNAN MAHASISWA ISLAM MAJELIS PENYELAMAT ORGANISASI (HMI MPO) CABANG YOGYAKARTA

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Opini publik merupakan kekuatan yang dimiliki rakyat Indonesia pasca runtuhnya era presiden Soeharto ditahun 1998. Setelah itu Indonesia menerapkan sistem demokrasi sampai saat ini. Dimana demokrasi mengedepankan suara rakyat sebagai dasar kebijakan yang akan diambil oleh pemerintah. Namun faktanya selama ini pejabat pemerintah tidak jarang menolak kehendak rakyat tersebut. Dengan latar belakang itu terciptalah isu yang baru yang akan menimbulkan pro dan kontra dikalangan masyarakat. Dalam hal ini isu tersebut yaitu penyebaran stiker bergambar Soeharto pasca kenaikan BBM dipertengahan tahun 2013. Stiker itu memvisualisasikan kepada masyarakat bahwa era Soeharto lebih baik dibandingkan saat ini.

Jenis penelitian yang digunakan adalah deskriptif kualitatif, jenis penelitian ini bertujuan untuk meneliti dan menemukan informasi sebanyak-banyaknya dari suatu fenomena.

Berdasarkan hasil penelitian bahwa proses pembentukan opini publik pada HMI MPO cabang Yogyakarta dalam upaya mencapai titik kesepakatan bersama terkait isi pesan stiker Soeharto versi “ *Piye Kabare Le? Iseh Penak Jaman Aku to?* “ telah dilakukan melalui forum diskusi informal. Diskusi itu berlangsung secara bertahap sampai menemukan keputusan bersama. Keputusan itu menyatakan bahwa HMI MPO cabang Yogyakarta menolak segala bentuk tindakan Soeharto yang mengabaikan hak sipil masyarakat. Walaupun masyarakat saat ini beranggapan era kepemimpinan Soeharto lebih baik dibandingkan saat ini.

Kata Kunci : Opini, Publik dan Stiker

ABSTRACT

Muhammadiyah University of Yogyakarta
Faculty of Social and Political Sciences
Department of Communication Studies
Concentration Advertising
Qolbi Sabil
20070530081

PUBLIC OPINION FOR THE MESSAGE OF SOEHARTO'S STICKER IN HMI
MPO (MAJELIS PENYELAMAT ORGANISASI) BRANCH YOGYAKARTA

Thesis Year: 2015. xiii + 109 + 25 attachments

Resource Library: 18 books (1997-2013) + 7 online resource

Public opinion could be considered as a power for Indonesian people after Soeharto's reign went to collapse in 1998. Recently, Indonesian has been holding democracy system. A system that put a prior to people's voice as the consideration for Indonesian Government in making a policy. However, it was not so strange for us to have perception that Indonesian government always ignored peoples demand. Based on this reason and also supported by the moment of fuel oil price increase in 2013, there was a party that played a role to create pro and contra perception in community by publishing an issue in the form of sticker about Indonesian Ex-president Soeharto stated that Soeharto reign was better than today's.

The research was descriptive qualitative, the kind of research that aimed to observe and to find out as many as possible information from a phenomenon.

Based on the overall result of the research for the making process of public opinion conducted by researcher towards HMI MPO (Himpunan Mahasiswa Islam Majelis Penyelamat Organisasi) Yogyakarta branch in the effort of making together agreement of the message of the Soeharto sticker version *Piye kabare le? Iseh penak jamanku to?* that was conducted through informal discussion forum. In order to be capable of achieving together agreement, the discussion itself was held gradually. From the forum finally they took a conclusion that all of the action conducted by Soeharto was not good, because he frequently made a great number of violence of civil society's rights in his development policy. Alyhough today's community considers Soeharto reign is better than today's reign.

Keyword: Opinion, Public and Sticker