

RINGKASAN

DISKURSUS POLITIK INTELEKTUAL

(Studi Iklan Freedom Institute dalam Menyikapi Kenaikan BBM 2005)

Oleh: Sufyanto

Studi ini merupakan kajian wacana, dengan tema “Diskursus Politik Intelektual: Studi Iklan Freedom Institute dalam Menyikapi Kenaikan BBM 2005.” Tema ini diangkat karena merupakan sejarah baru intelektual Indonesia. Intelektual beriklan *me-labelling* dengan mendukung pengurangan subsidi BBM yang akan dilakukan pemerintah, sebuah masalah yang memiliki implikasi sosial yang amat besar pada persoalan keadilan dan kemiskinan. Dari sinilah kemudian terjadi perdebatan yang tajam di antara kaum intelektual yang pro maupun yang kontra. Sisi lain melahirkan wacana dominan (*domination discourse*) di pihak Freedom Institute sebagai produsen. Sedangkan intelektual pihak lain sebagai “*other*” telah membentuk diskursus oposisi (*oposition discourse*). Maka penelitian ini dilakukan untuk mengetahui akar persoalan, bagaimana bisa terjadi perbedaan yang tajam antar inter-intelektual tentang pemahaman atas kenaikan BBM, bagaimana pula memahami posisi intelektual dalam konteks ini, dan adakah yang salah dari komunikasi politik intelektual itu.

Penelitian ini mempersoalkan *public political discourse*, maka metode hermeneutika sosial dan *deskriptif-historis* yang dipilih dipandang sangat tepat mengingat data-data temuan hampir seluruhnya dalam bentuknya teks, walaupun bukan selamanya data sekunder (*secondary data*). Sebab metode ini memberi peluang untuk melakukan interview dalam melakukan kroscek atas data-data temuan penulis. Dari metode ini kemudian ditemukan beberapa model pendekatan tentang kaum intelektual lewat wacana yang dikomunikasikan dengan media apapun, tetapi yang jadi penelitian di sini adalah media *Kompas*. Dengan pembatasan pengertian Wacana di sini adalah segala ujaran, tulisan atau keyakinan yang dengan hal itu dunia bisa diketahui dan dipahami.

Gagasan apapun yang lahir tentu tidaklah lepas dari konteksnya dan di ruang hampa (*ex nihilo*). Iklan intelektual yang dikoordinir oleh Freedom Institut di sini juga tentu memiliki sejarah dengan konteksnya sendiri yaitu dengan kekuasaan. Lewat Identitas Freedom Institute: Center for Democracy, Nationalism and Market Economy Studies, semuanya telah terjawab. Sesuai dengan namanya ini, Freedom Institute berpihak pada demokrasi, nasionalisme dan ekonomi pasar. Namun ekonomi pasarlah yang mendorong dan menjadi gairah iklan intelektual itu.

Dengan berpijak pada beberapa teori tentang dikursus intelektual dan kekuasaan, seperti dari Antonio Gramsci, Harry Julien Benda, Michel Foucault dan Edward W. Said, kemudian ditemukan akar masalah terjadinya sebuah perbedaan pandangan yang tajam antar inter-intelektual itu. Akar masalah itu adalah perbedaan orientasi keberpihakan yang dimiliki oleh masing-masing kaum intelektual. Freedom Institute yang didukung oleh 36 Intelektual terkemuka sebagai produsen iklan melahirkan diskursus dominan (*domination discourse*) karena keberpihakan kepada ekonomi pasar. Keberpihakan ini sangat bertentangan dengan keberpihakan pada intelektual lain yang kemudian berposisi sebagai diskursus oposisi (*oposition discourse*), perspektif ini intelektual lebih

mendasarkan keberpihakan pada moral dan kemanusiaan (*humanism*). Dari sini kemudian dapat disimpulkan posisi masing-masing kaum intelektual dalam menyikapi kenaikan BBM awal 2005 itu.

Studi ini turut menegaskan dan membenarkan bahwa intelektual yang terlanjur dianggap sebagai kelompok elit dalam masyarakat, ternyata juga tidak imun dari kejahatan dan kekerasan terselubung. Seperti bagaimana penjelasan Michel Foucault tentang *power/knowledge* di mana kebenaran yang diproduksi oleh intelektual bisa saja menjelma menjadi rezim kebenaran (*regim of truth*). Karena itu, keberpihakan pada pasar meskipun bagian mewujudkan demokrasi, namun di sisi lain, wacana itu juga bisa menindas rakyat. Karena dengan naiknya BBM juga pasti menyebabkan akan naiknya bahan-bahan disektor lain, yang kesemuanya itu akan melemahkan daya beli rakyat kecil.

Temuan selanjutnya ada indikasi kegagalan komunikasi politik intelektual. Iklan intelektual di bawah koordinasi Freedom Institute itu dipandang telah kehilangan daya kritisnya, karena keberpihakannya pada pasar, tidak pada moralitas dan kemanusiaan (*humanisme*). Lebih mengerikan lagi bila dibaca dengan kaca mata teori-teori di atas turut membenarkan intelektual bisa saja menjadi agen (*agent*) neoliberalisme ataupun kapitalisme.

SUMMARY

INTELLECTUAL POLITIC DISCOURSE (Freedom Institute advertising study toward the increasing of BBM 2005)

By : Sufyanto

This study is a kind of discourse analyze which has "Intellectual Politic Discourse: Freedom Institute advertising study toward the increasing of BBM 2005". The new history of Indonesia intellectual becomes the reason of the study. Intellectual who involves in advertising deals with reducing of BBM subsidize is a kind of phenomena which has social implication toward fairness and poverty. It becomes a debate among them especially domination discourse in Freedom Institute as produsen, in the other hand as an apposition discourse. The research is used to know the basic problem, how can be different opinion can create differencies among intellectual, how to understand intellectual position, or is there miscommunication among them?

This study was concerned on public political discourse. Hence social hermeneutic and historical descriptive is used to analyze the data which is brought from the textual content as this method gives a chance for writer to make interview. This method also creates approaches model for intellectual means that discourse is oral communication, writing or belief in order to understand the content world.

Every idea can't be separated from its context and emptiness (*ex nihilo*). Intellectual advertising which is coordinated by Freedom Institute has its own history which its context is authority. Freedom Institute identity shows Center for Democracy, Nationalism and Market Economy Studies. Freedom Institute concern on democracy, nationalism, and market economic. But market economics pushing and becoming that intellectual advertisement enthusiasm.

The next discovery is a failure of political communication indication among intellectual. This is based on intellectual theory by Antonio Gramsci, Harry J. Benda, Michel Foucault and Edward W. Said. This is later and found by root of [is problem of the happening of a difference of keen view between that inter-intelektual. That is problem of root is difference of orientation the siding of had by each intellectual clan. Freedom Institute supported by 36 notable Intellectual as advertisement producer bear dominant diskursus because the siding of to market economics. This is other intellectual which later and then have position to as opposition diskursus, in perpective this intellectual more basing the siding at moral and is human (*humanism*). From here later and then earn position is each intellectual clan in attitude increase of BBM early that 2005.

This study also proves that intellectual which is already considered as elite group in society is also near of crime. The advertising had already lost its power and concern on market not only toward humanism.

Finding here in after there is indication failure of intellectual political communications. Furthermore, if it is read by using theory above can be concluded that intellectual can be an agent of neoliberalism and capitalism.



ABSTRACT

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Key words: Intellectual, BBM advertising, Freedom Institute, educated people, rational people, organic intellectual, academic group, authority, hegemony.