

# WACANA KEBEBASAN DAN NASIONALISME DI UNIVERSITAS AIRLANGGA YANG DIARTIKULASIKAN DALAM LAMBANG UNIVERSITAS AIRLANGGA

SETIAWAN , EDI

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NASIONALISM;FREEDOM

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## RINGKASAN

Simbol atau lambang sebagai salah satu dari Identitas Korporat merupakan sebuah fenomena komunikasi yang mengandung maksud tertentu. Simbol juga merupakan bentuk yang menandai sesuatu yang lain diluar perwujudan bentuk simbolik itu sendiri. Berdasarkan konvensi, masyarakat pemakainya menafsirkan ciri hubungan antara simbol dengan objek yang diacu dan menafsirkan maknanya. Untuk meningkatkan *performance* dan *image building* maka diperlukan adanya identitas korporat bagi sebuah institusi pendidikan. Salah satu identitas korporat Universitas Airlangga menggunakan simbol burung Garuda tunggangan Wisnu yang membawa guci berisikan air "Amrta" yaitu air kehidupan abadi.

Atas konsep dan pemikiran tentang Kebebasan, Nasionalisme dan tentang Logo menyebabkan munculnya asumsi adanya wacana tersendiri tentang kebebasan dan nasionalisme di Universitas Airlangga yang diartikulasikan dalam lambang Universitas Airlangga. Oleh sebab itu, rumusan masalah yang akan dijawab dalam penelitian ini adalah "Bagaimanakah wacana kebebasan dan nasionalisme di Universitas Airlangga yang diartikulasikan dalam lambang Universitas Airlangga?". Tujuan diadakannya penelitian ini yaitu untuk mengetahui wacana kebebasan dan nasionalisme di Universitas Airlangga yang diartikulasikan dalam lambang Universitas Airlangga.

Kebebasan akademik, kebebasan mimbar akademik dan otonomi keilmuan merupakan tiga hal pokok kebebasan yang ada di Pendidikan Tinggi. Selain kebebasan di pendidikan tinggi, nasionalisme juga merupakan tujuan pokok dalam pendidikan yaitu membentuk manusia Pancasila sejati.

Dari analisis didapatkan hasil penelitian sebagai berikut, Kemerdekaan Akademik di Universitas Airlangga diartikulasikan dengan lambang burung garuda. Egalitarian, *Ashabul Yamin* dan *Multiple Intelligence* dalam Kebebasan Akademik dan Kebebasan Mimbar Akademik diartikulasikan melalui simbol-simbol koma, titik koma, garis sejajar tiga dengan lingkaran luar serta lingkaran dalam yang membingkai gambar manusia berkepala burung garuda serta gambar manusia berkepala burung garuda secara keseluruhan detailnya. Juga dominasi warna biru pada lambang Universitas Airlangga. Kebebasan berpendapat yang bertanggung jawab, dan Egaliter sebagai representasi kebebasan mimbar akademik dan otonomi keilmuan di Universitas Airlangga diartikulasikan melalui gambar lingkaran luar dan lingkaran dalam yang membatasi simbol-simbol koma, titik koma, garis tiga sejajar. Juga diartikulasikan melalui gambar kepala burung garuda dengan paruh terbuka serta melalui yang ada dalam lambang Universitas Airlangga, dengan lambang berwarna kuning.

Ketuhanan Yang Maha Esa dan dialektika diartikulasikan oleh angka 10 dari jumlah simbol koma, titik koma, tiga garis sejajar sedangkan hegemoni kekuasaan diartikulasikan oleh gambar burung garuda dalam lambang Universitas Airlangga yang berasal dari stempel kerajaan.

Kebangsaan Indonesia, ke-bhineka Tunggal Ika-an, dan kesatuan tanah air serta bahasa Indonesia yang merepresentasikan Nasionalisme Indonesia dalam lambang Universitas Airlangga, diartikulasikan melalui warna merah putih dan gambar burung garuda., serta gambar paruh burung garuda yang terbuka. Kelemahan penelitian ini disebabkan tidak memungkinkan untuk mewawancarai pembuat lambang Universitas Airlangga tersebut, kurangnya referensi dan sebab kelemahan peneliti sendiri.

## SUMMARY

A symbol or logo as one of the manifestation of a corporate identity is a communication phenomenon having a certain meaning. In addition to the realization of its symbolic features, a logo is also a realization of other identifying features. According to conventions, the users of a logo relate the symbols to the objects referred and interpret their meanings. An educational education requires a corporate identity in order to improve its performance and image building. As its corporate identity, Airlangga University uses the symbol of Vishnu's Garuda carrying a pot of "Amrta" water or the water of eternal life.

Freedom, Nationalism, and logo have resulted in an assumption about different discourse as to freedom and nationalism in Airlangga University as articulated in the University's logo. For that reason, this research is aimed at seeking the answer to the following question: "How can we describe the spirit of freedom and nationalism in Airlangga University as symbolized by the University's logo? Hence the objective of this research is to describe the spirit of freedom and nationalism in Airlangga University as symbolized by the University's logo.

Academic freedom, freedom of speech and scientific autonomy are three basic freedoms being assured by universities. In addition to those freedoms, nationalism is also one of the main objectives of education, which is formulated as creating true supporters of Pancasila.

The research lead to the following conclusions: Academic freedom in the university is symbolized by the picture of a Garuda; comma, semicolon and three parallel lines between the inner and outer circular borders, as well as a picture of garuda-headed man are the symbols of Egalitarianism, *Ashabul Yamin* and Multiple Intelligence applied in the Academic Freedom and the Freedom of Speech. It is also symbolized by the color blue dominating the logo. Accountable and egalitarian freedom of expression as a representation of academic freedom of speech and scientific autonomy in Airlangga University is symbolized by the inner and outer circular borders confining the commas, semicolons and three parallel lines. The picture of a garuda head with a wide open beak and the use of the color yellow are also the representations of the same principle.

Belief in One God and dialectics are symbolized by the total number of commas, semicolons and three parallel lines used in the logo, i.e. 10. While the picture of a garuda in the University's logo is a symbol of power hegemony taken from a royal seal.

Indonesian nationality, unity in diversity as well as Indonesian territorial and lingual unity as the representations of Indonesian nationalism in the University's logo are symbolized by the use of the colors red and white, the picture of a garuda as well as a wide open beak of the garuda. However, this research encountered some problems as it is impossible to interview the designer of Airlangga University's logo and there is only a limited number of references, in addition to my limited knowledge of the subject.

## ABSTRACT

Freedom, Nationalism, and Logo have resulted in an assumption about different discourse as to freedom and nationalism in Airlangga University as articulated in the University's logo. For that reason, this research is aimed at seeking the answer to the following question: "How can we describe the spirit of freedom and nationalism in Airlangga University as symbolized by the University's logo? Hence the objective of this research is to describe the spirit of freedom and nationalism in Airlangga University as symbolized by the University's logo.

After conducting the research, I made the following conclusions: Academic freedom in the university is symbolized by the picture of a garuda; comma, semicolon and three parallel lines between the inner and outer circular borders, as well as a picture of garuda-headed man are the symbols of Egalitarianism, *Ashabul Yamin* and Multiple Intelligence applied in the Academic Freedom and the Freedom of Speech in Airlangga University.

Accountable and egalitarian freedom of expression as a representation of academic freedom of speech and scientific autonomy in Airlangga University is symbolized by the inner and outer circular borders confining the commas, semicolons and three parallel lines.

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Keywords : Freedom, Nasionalisme, Logo of Airlangga University

