

## ABSTRAK

Belakangan ini terjadi fenomena masyarakat rindu Soeharto. Salah satu gaya kerinduan itu adalah ditemukan sejumlah lukisan mural berisi kritikan halus tapi tajam namun bergenre menghibur tentang seorang Soeharto yang beredar di publik. Teks Soeharto itu, yakni teks Soeharto yang berbunyi “*Piye Kabare Bro...?, Penak Jamanku To Le...?*”. Teks ini ditemukan pada stiker atau gambar dibak-bak truk, mobil angkutan umum, mobil angkutan barang atau pick up, baju atau kaos, papan di jalanan, baliho, dan buku. Yang menarik dari fenomena ini adalah seolah-olah masyarakat Indonesia rindu akan sosok Soeharto yang dulunya dilengserkan oleh rakyatnya sendiri.

Dalam penelitian yang berjudul *Dialogis Historikalitas Dalam Memahami Teks Soeharto di Era Demokrasi (Studi tentang Pemaknaan Sosial Hermeneutika Gadamer pada Teks Soeharto: “Piye Kabare Bro..? Penak Jamanku To Le..?”)*. ini, peneliti menggunakan metode penelitian kualitatif dengan paradigma interpretatif. Peneliti ingin mengupas makna dan opini masyarakat mengenai teks Soeharto yang muncul pada era Demokrasi saat ini dengan bantuan pisau analisis Hermeneutika oleh Hans Georg Gadamer.

Hasil penelitian menunjukkan bahwa, fenomena tersebarnya teks Soeharto pada era Demokrasi ini dapat dilatarbelakangi oleh berbagai motif yang mengatasmakan kerinduan rakyat pada Era Soeharto, yakni: motif ekonomi, motif politik, motif sosial, motif moralitas, motif humor, dan motif iklan (propaganda) berupa pemberitahuan maupun ajakan, motif penunjukan identitas diri dan motivasi kritikan terhadap pemerintahan saat ini untuk kehidupan yang lebih baik. Selain itu terdapat 4 analisis Dialogis Historikalitas Gadamer, diantaranya: Pertama bildung, yaitu barang-barang yang menggunakan teks Soeharto, bahasa jawa dan bahasa gaul, baju safari, jas hitam dan peci, baju loreng, rokok klobot cigarillos, senapan api. Kedua sensus communis, yaitu opini masyarakat mengenai tersebarnya teks Soeharto dan makna senyuman, serta lambaian tangan Soeharto. Ketiga pertimbangan, yaitu makna senyuman Soeharto dan peci. Dan keempat selera, yaitu bahasa jawa dan bahasa gaul, baju safari, jas hitam dan peci, baju loreng, serta pandangan positif dan negatif mengenai teks Soeharto.

Kata Kunci : Teks Soeharto, Orde baru, Era Demokrasi, Hermeneutika

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This latter phenomenon occurs community Miss Soeharto. One style of longing that is found a number of mural paintings contain subtle but sharp criticism but entertaining series about a Soeharto that circulated in public. Soeharto's text, i.e. text of Soeharto which reads “*Piye Kabare Bro...?, Penak Jamanku To Le...?*”. This text is found on a sticker or picture tailgate car or truck, public transport, car transport goods or pick up, shirt or t-shirt, billboards on the streets, Board, and books. The interesting part of this phenomenon is as if society would miss Indonesia of Soeharto's figure that was once led by his own people.

In a study entitled *Dialogis Historikalitas Text in understanding the Soeharto Era democracy (Studies on the texts of Hermeneutika Gadamer's social definition of Soeharto: “Piye Kabare Bro..? Penak Jamanku To Le..?”)*. The researchers used a qualitative research method with interpretive paradigm. Researchers want to peel public opinion concerning the meaning and the text that appears on the Soeharto-era Democracy at this time with the help of a knife analysis Hermeneutics by Hans Georg Gadamer.

The results showed that, the phenomenon of the spread of Democracy in the era of Soeharto's text this can be effected by a variety of motives on behalf of people's longing on Soeharto's Era, namely: economic motives, political motives, social motives, motives of morality, motives and motives of humor, advertising (propaganda) in the form of a notification or invitation, appointment of identity motives and motivations of the criticism against the current Administration for a better life. In addition there are 4 Dialogis Historikalitas analysis of Gadamer, First among them: *bildung*, i.e. goods that use text Soeharto, Java language and slang, dress in black suits and safari, caps, shirts, klobot cigarettes cigarillos loreng, rifle fire. The second census communis, IE the text spread about community opinion of Soeharto and the meaning of a smile and a wave of the hand of Soeharto. The third consideration, namely the meaning of the smile of Soeharto and caps. And the fourth taste, the Java language and slang, the safari shirt, black coats and caps, shirts, as well as view loreng positive and negative regarding the text of Soeharto.

Keywords: text, new order, Soeharto-Era democracy, Hermeneutics