

ABSTRAK

Daimat Muhammad Rizky, *Jurnalisme Advokasi pada Film Dokumenter (Analisis Semiotika John Fiske pada Film Dokumenter “Mantra Berbenah” Produksi Watchdoc Documentary).*

Film dokumenter “Mantra Berbenah” merupakan salah satu karya jurnalisme advokasi yang mengangkat isu penyalahgunaan kekuasaan serta tindakan represif aparat kepolisian terhadap masyarakat sipil di Indonesia. Penelitian ini bertujuan untuk menjelaskan bagaimana jurnalisme advokasi ditampilkan dalam film dokumenter “Mantra Berbenah” melalui perspektif semiotika John Fiske pada level realitas, level representasi, dan level ideologi.

Pendekatan yang digunakan adalah pendekatan interpretatif dengan paradigma kritis, dengan metode analisis semiotika John Fiske yang membongkar tanda melalui tiga level pemaknaan, yaitu level realitas, level representasi, dan level ideologi. Objek analisis berupa 10 adegan representatif yang dipilih dari keseluruhan film karena dinilai relevan dengan praktik jurnalisme advokasi. Data primer diperoleh melalui teknik dokumentasi, yakni menonton film secara berulang untuk mengamati unsur visual, naratif, dan simbolik pada setiap adegan.

Hasil penelitian menunjukkan bahwa pada level realitas, jurnalisme advokasi ditampilkan melalui pemberian ruang kepada korban dan pihak yang mengalami langsung tindakan represif aparat kepolisian, dihadirkan lewat kesaksian, ekspresi, bahasa tubuh, serta bukti visual tanpa menyertakan sudut pandang institusi kepolisian.

Pada level representasi, pesan advokasi dipertebal melalui teknik sinematik berupa pengambilan gambar yang menonjolkan ekspresi narasumber, narasi voice over, teknik penyuntingan yang mengontraskan citra kepolisian dengan kondisi di lapangan, serta dukungan musik yang memperkuat empati penonton. Pada level ideologi, film Mantra Berbenah merepresentasikan ideologi demokratisasi sipil melalui kritik terhadap penyalahgunaan kekuasaan, tuntutan reformasi, dan budaya impunitas Polri. Ideologi ini menekankan pentingnya kontrol masyarakat sipil, transparansi, akuntabilitas, profesionalisme, dan penghormatan terhadap HAM.

Kata Kunci: Jurnalisme Advokasi, Film Dokumenter, Semiotika, Watchdoc Documentary

ABSTRACT

Daimat Muhammad Rizky, *Advocacy Journalism in Documentary Films (John Fiske Semiotic Analysis on the “Mantra Berbenah” Documentary Film Produced by Watchdoc Documentary).*

The documentary film “Mantra Berbenah” is one of the works of advocacy journalism that raises the issue of abuse of power and repressive actions by police officers against civilians in Indonesia. This research aims to explain how advocacy journalism is presented in the documentary “Mantra Berbenah” through the semiotic perspective of John Fiske at the level of reality, representation, and ideology.

The approach used is an interpretive approach within a critical paradigm, using John Fiske's semiotic analysis method which dismantles signs through three levels of meaning: the level of reality, the level of representation, and the level of ideology. The object of analysis consists of 10 representative scenes selected from the entire film for their relevance to the practice of advocacy journalism. Primary data were obtained through documentation techniques, namely watching the film repeatedly to observe the visual, narrative, and symbolic elements in each scene.

The results of the study show that at the level of reality, advocacy journalism is presented by giving space to victims and parties who directly experienced repressive actions by police officers, conveyed through testimony, expressions, body language, and visual evidence without including the perspective of the police institution.

At the level of representation, the advocacy message is reinforced through cinematic techniques such as shots highlighting sources' expressions, voice-over narration, editing techniques that contrast the police's image with conditions on the ground, and musical support that strengthens audience empathy. At the ideological level, Mantra Berbenah represents the ideology of civilian democratization through criticism of abuse of power, demands for reform, and the culture of impunity within the Indonesian National Police. This ideology emphasizes civilian oversight, transparency, accountability, professionalism, and respect for human rights.

Keywords: *Advocacy Journalism, Documentary Film, Semiotics, Watchdoc Documentary*