

**Projecting National Identity and Bilateral Relations : Multimodal
Analysis of Prabowo Subianto 2024 Official Visits Videos**



Intelligentia - Dignitas

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THESIS

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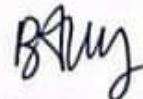
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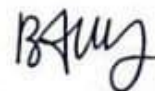
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ABSTRAK

Ray, Adrian. 2025. Proyeksi Identitas Nasional dan Hubungan Bilateral : Analisis Multimodal Video Kunjungan Resmi Prabowo Subianto 2024. Skripsi: Jakarta, Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta

Kunjungan diplomatik resmi berperan penting dalam memperkuat citra dunia pada suatu negara dan mengembangkan kemitraan bilateral. Penelitian ini menganalisis bagaimana hubungan bilateral Indonesia dengan Cina, Amerika Serikat, Peru, Brasil, Inggris, dan Uni Emirat Arab direpresentasikan melalui elemen-elemen multimodal dalam video kunjungan diplomatik resmi Presiden Prabowo Subianto pada tahun 2024 di kanal YouTube Sekretariat Presiden. Penelitian ini bertujuan untuk mengidentifikasi strategi visual dan verbal yang digunakan untuk membangun narasi diplomatik Indonesia dan memproyeksikan identitas nasional. Penelitian ini menggunakan metode penelitian kualitatif dengan menggunakan Analisis Wacana Multimodal (Multimodal Discourse Analysis/MDA) oleh Kress dan van Leeuwen (2006) untuk menginvestigasi metafungsi representasional, interpersonal, dan tekstual, serta mengintegrasikan teori Framing dari Entman (1993) dalam menganalisis pidato-pidato yang disampaikan oleh Prabowo dalam setiap kunjungannya. Data terdiri dari enam video yang mendokumentasikan kunjungan kenegaraan resmi, yang diperiksa secara sistematis untuk mengungkapkan peran elemen multimodal dalam membentuk makna diplomatik. Temuan-temuan tersebut mengungkapkan bahwa metafungsi representasional menyoroti pengaturan seremonial, simbol-simbol nasional, dan pengaturan ruang untuk menyampaikan penghormatan, kesetaraan, dan solidaritas secara hirarkis. Metafungsi interpersonal mengungkap dinamika hubungan yang halus melalui gerak tubuh, tatapan mata, dan postur tubuh, yang menggambarkan Prabowo sebagai aktor diplomatik yang penuh rasa hormat, berlandaskan budaya, dan proaktif. Metafungsi tekstual menunjukkan konsistensi komposisi melalui elemen-elemen seperti peci, posisi di sebelah kiri, dan watermark resmi, menciptakan narasi yang kohesif yang menekankan aspek keberlanjutan ideologis dan stabilitas diplomatik. Sementara itu, pembingkai pidato memperkuat pesan-pesan visual tersebut dengan menekankan nilai-nilai moral bersama dan kerja sama yang berorientasi pada masa depan. Secara keseluruhan, penelitian ini menyimpulkan bahwa kunjungan resmi Prabowo bukan sekadar tindakan seremonial, tetapi merupakan rangkaian yang dirancang secara strategis untuk merepresentasikan Indonesia sebagai aktor yang dapat dipercaya, percaya diri secara budaya, dan terlibat secara global di panggung dunia.

Kata Kunci : Analisa Wacana Multimodal, Framing, Hubungan Bilateral, Kunjungan Prabowo, Kanal Youtube Sekretariat Presiden

ABSTRACT

Ray, Adrian. 2025. Projecting National Identity and Bilateral Relations : A Multimodal Analysis of Prabowo Subianto's 2024 Official Visits Videos. A Thesis: Jakarta, English Literature Study Programme, Faculty of Language and Art, Universitas Negeri Jakarta

Official diplomatic visits play a crucial role in strengthening a country's global image and fostering bilateral partnerships. This study analyzes how Indonesia's bilateral relations with China, the United States, Peru, Brazil, the United Kingdom, and the United Arab Emirates are represented through multimodal elements in President Prabowo Subianto's 2024 official diplomatic visit videos on the Sekretariat President's YouTube channel. This study aims to identify the visual and verbal strategies used to construct Indonesia's diplomatic narrative and project national identity. This study adopts a qualitative approach, employing Multimodal Discourse Analysis (MDA) by Kress and van Leeuwen (2006) to investigate representational, interpersonal, and textual metafunctions and integrates Entman's (1993) framing theory to analyze the speeches delivered by Prabowo during each visit. The data consists of six videos documenting official state visits, which were systematically examined to reveal how multimodal resources work together to shape diplomatic meaning. The findings reveal that representational metafunctions highlight ceremonial settings, national symbols, and spatial arrangements to convey hierarchical respect, equality, and solidarity. Interpersonal metafunctions uncover subtle relational dynamics through gestures, gaze, and body posture, depicting Prabowo as a respectful, culturally grounded, and proactive diplomatic actor. Textual metafunctions demonstrate compositional consistency through elements such as the peci, left-side positioning ("Given"), and official watermarks, creating a cohesive narrative that emphasizes ideological continuity and diplomatic stability. Meanwhile, speech framing reinforces these visual messages by emphasizing shared moral values and future-oriented cooperation. Overall, this study concludes that Prabowo's official visits are not merely ceremonial acts but strategically orchestrated performances designed to represent Indonesia as a trustworthy, culturally confident, and globally engaged actor on the world stage.

Keyword : *Multimodal Discourse Analysis, Media Framing, Bilateral Relations, Prabowo Visit, Sekretariat Presiden Youtube Channel*

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