

INTISARI

Penelitian berjudul Kritik Media Massa dalam Film *Writing with Fire* Perspektif *Manufacturing Consent* Herman dan Chomsky dilatarbelakangi oleh ketertarikan peneliti atas kajian mengenai media massa. Penelitian ini berfokus pada pertama, perilaku media massa dominan yang ditunjukkan dalam film *Writing with Fire*. Kedua, tentang teori Model Propaganda dalam *Manufacturing Consent* pemikiran Herman dan Chomsky. Penelitian ini bertujuan untuk melakukan kritik terhadap perilaku media massa dalam film *Writing with Fire* menggunakan perspektif *Manufacturing Consent*.

Penelitian ini menggunakan kajian kualitatif-deskriptif melalui studi pustaka yang mengacu pada model penelitian mengenai masalah aktual. Metode yang digunakan untuk menganalisa penelitian ini menggunakan hermeneutika filosofis dengan unsur metodis deskripsi, interpretasi, heuristika, dan refleksi kritis. Penggunaan unsur metodis filosofis tersebut didasarkan atas permasalahan yang ada dan sebagai alat untuk mencari jawaban atas masalah yang ada pada rumusan masalah.

Hasil yang dicapai dari penelitian ini mengungkapkan, yang pertama, faktor ekonomi politik mampu mempengaruhi media dalam proses produksi berita. Kedua, teori Model Propaganda dalam *Manufacturing Consent* membuktikan bahwa media massa arus utama India yang digambarkan dalam film *Writing with Fire* adalah instrumen bagi kelompok dominan dalam upayanya untuk memanipulasi persetujuan melalui penyeragaman wacana.

Kata kunci: Film *Writing with Fire*, media massa, kritik, model propaganda, *manufacturing consent*, ekonomi-politik, Etika Jurnalistik.

ABSTRACT

The research titled "Media Critique in the Film Writing with Fire from the Perspective of Manufacturing Consent by Herman and Chomsky" is based on the researcher's interests in the study of mass media. This study focuses, firstly, on the dominant behavior of mass media depicted in the film Writing with Fire. Secondly, it explores the theory of Propaganda Model within Manufacturing Consent proposed by Herman and Chomsky. The aim of this research is to critically analyze the behavior of mass media in the film Writing with Fire using the perspective of Manufacturing Consent.

This research employs a qualitative-descriptive study through literature review, referring to a model of research on current issues. The method used to analyze this research involves philosophical hermeneutics with methodical elements of description, interpretation, heuristics, and critical reflection. The use of these philosophical methodical elements is based on the existing issues and serves as a tool to seek answers to the problems identified in the research formulation.

The findings of this research reveal, firstly, that economic and political factors can influence the media in the process of news production. Secondly, the Propaganda Model theory within Manufacturing Consent demonstrates that the mainstream media in India, as depicted in the film Writing with Fire, serves as an instrument for dominant groups in their efforts to manipulate consent through the standardization of discourse.

Keyword: Writing with Fire movie, mass media, political-economic, production, propaganda model, manufacturing consent, journalism ethic.