

INTISARI

Revolusi Rakyat Indonesia merujuk pada gelombang aksi serempak 25 Agustus-1 September 2025 yang dipicu oleh serangkaian kebijakan pemerintah yang dinilai menyimpang dari visi kesejahteraan dan praktik penyalahgunaan kekuasaan. Aksi ini melibatkan protes terhadap kenaikan tunjangan DPR, unjuk rasa buruh, pengembalian isu RUU, serta insiden-insiden menonjol seperti tewasnya pengemudi ojol Affan Kurniawan dan aksi simbolik Ibu Ana. Menanggapi peristiwa tersebut, komunitas FSYB (Forum Seniman Yogyakarta Bergerak) memproduksi tiga mural kritis di ruang publik, “*Reset System*”, “*Awas Intel*” (pojok Beteng Wetan), dan “*Reset Menggila(s)*” (Jembatan Kewek/Kleringan). Palet kontras merah muda dan hijau menjadi simbol perlawanan, mural mengalami intimidasi dan vandalisme termasuk penghapusan dan pengecatan ulang oleh pihak tak dikenal.

Penelitian ini menggunakan model kualitatif berbasis studi literatur dan studi kasus aktual, serta metode kefilosofan: semiotika untuk mengurai struktur simbol, tanda, dan makna visual dan hermeneutika untuk menafsirkan hasil pembacaan literatur, teori-teori pendukung, dan temuan semiotik. Hasil dari dua metode itu kemudian dikaji dengan analisis retorika Aristoteles. Elemen analisa mencakup trisula retorika (*ethos*, *pathos*, dan *logos*) dan *kairos*.

Temuan menunjukkan bahwa mural berfungsi sebagai wacana retorik di ruang publik, *kairos* (momentum aksi), *ethos* (otoritas kolektif seniman), *pathos* (membangun kesadaran etis dan empati publik), dan *logos* (penyusunan argumen visual yang sejalan dengan pengetahuan kolektif masyarakat). Mural tersebut memperkuat narasi kritis terhadap kebijakan dan menstimulasi kewaspadaan politik publik melalui simbol warna dan representasi visual.

Kata kunci: retorika Aristoteles, mural, ruang publik, semiotika, wacana politik

ABSTRACT

The Indonesian People's Revolution refers to a wave of coordinated actions from 25 August to 1 September 2025, triggered by a series of government policies perceived as deviating from a welfare vision and involving abuse of power. The actions included protests over increased parliamentary allowances, labor demonstrations, renewed debate on draft laws, and notable incidents such as the death of ride-hailing driver Affan Kurniawan and the emblematic protest by Mrs. Ana. In response, the artist community FSYB (Forum Seniman Yogyakarta Bergerak) produced three critical public murals: "Reset System", "Awas Intel" (Beteng Wetan corner), and "Reset Menggila(s)" (Kewek/Kleringan Bridge). A contrasting palette of pink and green functioned as a symbol of resistance, the murals faced intimidation and vandalism, including attempted removal and overpainting by unknown actors.

This study employs a qualitative research design based on literature review and an actual case study, and applies philosophical methods: semiotics to analyze the structure of symbols, signs, and visual meanings and hermeneutics to interpret literature-based readings, supported theories, and semiotic findings. The results of the two methods were then examined using Aristotle's rhetorical analysis. The analytical elements include the rhetorical triad (ethos, pathos, and logos) and kairos.

Findings indicate that the murals operate as rhetorical discourse in public space, kairos (the timely context of the action), ethos (the collective authority of the artists), pathos (cultivating ethical awareness and public empathy), and logos (visual argumentation aligned with the public's collective knowledge). The murals reinforce a critical narrative toward policy and stimulate political vigilance through color symbolism and visual representation.

Keywords: Aristotelian rhetoric, mural, public space, semiotics, political discourse