

PEMBENTUKAN WACANA WAR ON TERRORISM OLEH PRESIDEN GEORGE WALKER BUSH PASCA PERISTIWA 9/11

Abstraksi

Isu terorisme menjadi perhatian dunia internasional pasca peristiwa bom 9/11 yang terjadi di New York. Al Qaeda yang dipimpin oleh Osama bin Laden dianggap sebagai kelompok terorisme yang bertanggung jawab oleh pemerintah Amerika Serikat. Alih-alih memberantas terorisme yang telah mengancam keamanan Amerika Serikat, Presiden Bush memiliki ambisi tersendiri untuk menaikkan popularitasnya hingga ia berhasil menjadi Presiden Amerika Serikat dalam dua periode masa pemerintahan. Momentum peristiwa 9/11 menjadi kesempatan bagi Presiden Bush untuk menghilangkan keraguan public Amerika Serikat terhadap kemampuannya akibat kontroversi proses pemilihan Presiden. Menggunakan metode penelitian kualitatif eksplanatif serta analisa wacana, penelitian ini bertujuan untuk mengetahui proses konstruksi *War on Terrorism* serta memetakan respon dunia internasional. Penulis menganggap bahwa penyebaran wacana tersebut disebarluaskan melalui proses konstruksi sosial sesuai dengan pandangan Alexander Wendt. Penelitian ini menemukan fakta bahwa proses konstruksi yang dilakukan secara sistematis melalui narasi Presiden didepan public mampu membentuk pemahaman terorisme sebagai kelompok yang berbahaya. Konstruksi tersebut juga mampu menaikkan popularitas Presiden Bush yang awalnya terpuruk menjadi sosok pemimpin kuat.

Kata Kunci: Presiden Bush, Osama bin Laden, Al Qaeda, *War on Terrorism*.

THE CONSTRUCTION OF WAR ON TERRORISM DISCOURSE BY PRESIDENT BUSH AFTER 9/11 TRAGEDY

Abstract

Terrorism has become an international concern after the 9/11 tragedy that occurred in New York. Al Qaeda, led by Osama bin Laden, is considered as a responsible group by the United States government. Instead of combating terrorism that has threatened the security of the United States, President Bush has his own ambition to increase his popularity until he succeeded in becoming President of the United States in two periods of government. The momentum of the 9/11 tragedy became an opportunity for President Bush to eliminate US public doubts about his ability due to the controversy over the President's election process. Using qualitative explanatory research methods and discourse analysis, this research aims to determine the process of construction of War on Terrorism and maps the response of the international world. The author considers that the spread of discourse was disseminated through the process of social construction according the views of Alexander Wendt. This study found the fact that the construction process carried out systematically through President's speech to the public was able to shape the understanding of terrorism as a dangerous group. The construction of the discourse was also able to increase the popularity of President Bush who initially collapsed into a strong leader.

Keywords: *President Bush, Usama bin Laden, Al Qaeda, War on Terrorism.*