

CHAPTER I

INTRODUCTION

1.1 Background

In communication science, the issue of propaganda is often considered to be of no benefit. Propaganda is considered more suitable for study by people who are targeted to explore war activities, such as the military world. This is very relevant in relation to Lasswell's opinion (in Severin, 2007: 129) that the main objectives of propaganda are: 1). To foster hatred against the enemy; 2). To preserve the friendship of allies; 3). To maintain friendships and, if possible, to co-operate with neutral parties, and 4). To crush enemy morale.

A well-known Republican politician, Newt Gringrich, understands the power of propaganda, not just propaganda, but propaganda that is structured with impressive wording formulas and supported by the application of compatible techniques. The Political Action Committee he led published a book entitled "*Language: A Key Mechanism of Control*" (Gopac, 1990). The book contains rhetorical advice, two lists of words with a positive connotation and words with a negative connotation, which are indicated for Republican candidates in their public talks.

In this book, Gingrich gives advice to them to compose a series of words that have a positive effect when talking about themselves, and a series of words that have a negative connotation when talking about political opponents. This booklet received

a *Double Speak Award* from the National Conference of Teachers in 1990 (Soelhi, 2012).

Interestingly, Gingrich's glossary is still a vital and influential vehicle in US political discourse. These words include; vision, courage, commitment, freedom, etc; lead, learn, challenge, empower, etc; well known to politicians across the political spectrum. Seeing that these words can have a positive influence, Democrat Party broadcasters and politicians are also advised to use words such as idealistic, liberal, bureaucracy, crisis, endanger, lie to discredit ideas that are often raised by political opponents.

Political propaganda usually uses words with the power of generality, for example the word "democracy". Once we hear the word democracy, the quick and natural reaction that arises for us is that we suspect the speaker is using the word democracy according to our understanding that he believes in democracy as we believe it. This will at least lower the resistance and make them less suspicious.

At the maximum level, the speaker will lead to our belief about democracy according to his version, of course by putting forward the positive aspects. But not everyone takes messages for granted. For a critical person, he will focus his attention on the dangerous characteristic contained in the word propagandist uses, namely by referring to meanings that differ according to others or according to his own frame of reference. In critical study each word can be used for different things in different ways. The propagandist must know how to use words correctly so that they can generate mass conviction.

Politicians from any environment claim that they always say the right things, while their opponents say that they are only carrying out and propagating propaganda, that is, something that is not clear to the truth. Propaganda eventually became popular to spread ideas, factual information and even statements without evidence deliberately through mass communication media to strengthen the image of one party and damage the image of the other. Theoretically, the propaganda message must be repeated. Repetition techniques are very important and form the basis of propaganda activity. Seen from its history, the theory of propaganda has undergone evolutionary changes in line with the dynamics of social development.

Dan Brown is one of science fiction genre writer who highlighted the most in “Deception Point” was NASA (*National Aeronautics and Space Administration*). Though NASA is the pride of the United States. Government organizations working for the development of science and technology and academics. Brown observes social phenomena, American political phenomena, the creation of terror and horror in relation to power, science propaganda as an alternative to winning political campaigns.

“Deception Point”, starting from the story of a tragic premeditated murder to ending with a gun battle which caused a terrible explosion on the *Coya* ship. At that time, the President Herney was entering the end of his term and faced a formidable challenge from Senator Sexton. The issue of waste in the state budget by NASA was raised by the Senator as a political issue when the quality of American education was perceived as getting worse. Unfortunately NASA was having its worst moments.

NASA's presence at rock bottom; rockets exploded, probes were lost in space, the International Space Station budget increased tenfold, satellites malfunctioned and were abandoned by the coalition nations, billions of dollars vanished and sent Senator Sexton like riding a wave that made the public even more on his side. But suddenly luck sided with NASA and the White House after the PODS satellite (*Polar Orbiting Density Scanner*) managed to scan solid material in the North Pole. NASA then sent several civilian scientists who had been selected by President Herney to be directly involved in NASA's glorious achievement on the pretext that the data of the findings were believed not to be fabricated. The result is a 190-year-old meteorite trapped in the ice sheet and containing a pile of insect fossils (evidence of life other than on earth).

President Herney's success team made Herney a "puppet" on the political scene. Whereas Herney himself was actually a core player and was directly involved in the political momentum against Senator Sexton. This is a political battle between the two strongest candidates. Rachel Sexton, the only daughter of Senator Sexton, works as a Data Analyst or *gister* in NRO terms, a principal intelligence liaison with the White House whose profession is as the President's National Security Adviser. As an agency working for the White House, Rachel was sent by President Herney to verify NASA's findings with four civilian scientists selected by Herney. The President's withholding information about NASA's findings is the main cause of Rachel's suspicion of the president and NASA.

Propaganda was carried out and eventually divided the public. The various discovery data that the four civilian scientists investigated - a disc shaped meteorite and chunks and ancient fossils - were faced with a serious challenge when the excavation of a meteorite hole left the *Chondrule* which turned all the findings into mere hypothesis. In addition, the disclosure of false NASA data by the four scientists could have consequences for the destruction of Herney's campaign and the future of the White House, likewise with the future of NASA.

What propaganda techniques were used by Herney and Sexton, how strategic issues were packaged, how the application of propaganda could influence and change mindsets, what propaganda methods were used by the two candidates. Some of these are the main reasons researchers conducted a propaganda study for Dan Brown's novel "Deception Point".

1.2 Statement of Problems

- 1.2.1 What are the illustration of propaganda in Dan Brown's "Deception Point" form the point of nature, technique, method and source?
- 1.2.2 How is the impact of implementing the propaganda in Dan Brown's "Deception Point"?

1.3 Scope of the Study

This research is focused on the formulation of the problem that is about propaganda including techniques, types and methods as well as the results of the application of propaganda in "Deception Point" by Dan Brown.

1.4 Objective of the Study

1.4.1 To find out about the illustration of the propaganda in Dan Brown's "Deception Point".

1.4.2 To Understanding the source, nature, technique, and method as well as the results of systematical propaganda application in Dan Brown's novel "Deception Point".

1.5 Significances of the Research

1.5.1 Theoretical Significance

This research really provides additional knowledge and understanding, especially for researchers both in literary works and related to the statement of problems above. Hopefully this research can be useful for other researchers, as an academic contribution in enriching the literature research library in the Department of English Literature, Faculty of Cultural Sciences, Khairun University, Ternate.

1.5.2 Practical Significance

This research can help readers and literary enthusiasts to find out about propaganda studies, and can be used as research reference material.

1.6 Review of Related Study

In supporting this research, researchers are looking for several scientific studies that have been carried out previously, namely in articles and other researchers' theses as a step to avoid plagiarism. Thus, several forms of thesis belonging to other researchers will be described as follows.

First, research conducted by Khasanah (2011). The main objective of this research is to find out how the conflict of interest between individuals and the state is reflected in Dan Brown's "Deception Point" by connecting the structural elements and social historical backgrounds of the United States of America in the late 20th and early 21st centuries. This study uses a qualitative method where data is taken from primary and secondary data sources in the form of words, sentences and phrases. Primary data source is "Deception Point" Dan Brown, while secondary data sources are other sources related to primary data. The data collection method in this research is literature study and in analyzing the data the researcher uses descriptive analysis. The results of this study are as follows: (1) Dan Brown's "Deception Point" reflects the social conditions that occurred in the United States at the end of the 20th century and the beginning of the 21st century. (2) Dan Brown's "Deception Point" describes the conflict of interest between individuals and states in the United States. (3) Dan Brown's "Deception Point" is a critique of the unbalanced situations and conditions that can be found in character characterization, narrative, and dialogue.

Second, research conducted by Maria (2012). The problem with this research is how political collusion is reflected in Dan Brown's "Deception Point". The purpose of this study is to analyze novels based on structural elements with a sociological approach. This research is a qualitative research. Based on this analysis, the researchers concluded that based on structural analysis, Dan Brown would like to emphasize that some people use deception to achieve their goals. There is a close connection between the novel "Deception Point" and the social realities of America

in the late 20th century. In other words, America's social reality contributed to creating this story.

Third, research conducted by Pratiwi (2014). The focus of this research is one of the discussions in Foucault's theory of power / knowledge, namely the analysis of power relations with the specifications of the study of relations in society, especially in politics, where knowledge in power relations is used to maintain power. In this study, Pratiwi uses Point of Deception to describe the power relations between subjects and their allies in relation to politics and power or science where the idea is to forge political friendships to become allies, which are used as tactics or strategies to achieve political goals. The Cultural Studies approach is used in this study because it discusses politics in a country. To make a precise analysis, the theory of power relations is analyzed in terms of twelve as many characters as the "Deception Point" Dan Brown illustrates.

The difference which is the object of this research is the propaganda problem viewed from Lasswell's perspective. Propaganda is a means of seizing and managing power. In carrying out propaganda, the first thing that needs to be mastered is knowledge. Although ideas must be defended, propaganda must be flexible, according to the circumstances, or when the propaganda is launched. Propaganda can be studied by paying attention to aspects of the source, method, nature, type of activity, the form of communication chosen, and its area.

1.7 Theoretical Basis

Propaganda does not convey information objectively, but provides information designed to influence those who hear or see it. Propaganda sometimes delivers the right message, but it is often misleading because in general, propaganda content only conveys certain facts which function to produce certain effects; that propaganda produces more emotional reactions than rational reactions because its aim is to change the mind of the subjects in the target group according to the propagandist's wishes. Propaganda is merely a means of controlling opinion which is carried out through symbols that have meaning.

To support this research, the researcher uses Harold D. Lasswell's perspective on the grounds that the definition of propaganda according to Lasswell is very relevant to the research of the novel "Deception Point". In addition, Lasswell's perspective on propaganda is based on the adaptation of psychological theory and communication theory. Psychological theory is used to understand the communicant's response to stimuli, communication theory is used because propaganda is always reflected in the use of communicative symbols as will be described below.

1.7.1 Concept of Propaganda Viewed from Lasswell's Perspectives

Lasswell's perspective on propaganda can be found in Severin and Tankard (2007). In simple terms, it can be concluded that Lasswell is adapting the theory of Freudianism and theory of behaviorism. Freudianism theory is used as the basic concept of dividing human personality into three elements engineered through

propaganda. The three elements are *ego* (ratio), *id* (internal desire, personal pleasure), and *superego* (deepest feeling-conscience).

The propaganda mechanism launched was to convince the *ego*, then persuade *Id*, to weaken the *superego*. This kind of propaganda is widely practiced in all locations from the local level to the international level, for example in the case of multilevel marketing or social gathering or chain profit sharing. In addition, the theory of behaviorism is used with the premise that social society has a response to certain stimuli so that propaganda can affect cognitive aspects of life behavior.

By adapting the two conceptual foundations, Lasswell concluded that the peak of the implementation of propaganda is to achieve the effect of mass support. Lasswell's theory is then sublimated in the formulation of a well-known communication paradigm ('Who' say 'What' to 'Whom' in wich 'Channel' with what 'Effect').

Propaganda is a means of seizing and managing power. In carrying out propaganda, the first thing that needs to be mastered is knowledge. Although ideas must be defended, propaganda must be flexible, according to the circumstances, or when the propaganda is launched. Propaganda may say different things here and there, depending on who is being targeted. For example, posters or propagandist speeches shown to farmers are different from those shown to employees, advocates, engineers, and so on. Otherwise people would judge it as an incomprehensible joke.

Propaganda must contain or acquire what many people consider important. Thus it can be concluded that propaganda has at least the characteristics of (1)

popular, packaged not in the sense of pleasing intellectually; (2) aims to transmit knowledge to the public; (3) flexible, able to adapt to situations and conditions as well as what to achieve through knowledge; (4) must use appropriate methods; (5) the achievement of propaganda is reflected by changing attitudes, perspectives and actions of the propaganda targets according to what propagandists want; (6) the field of propaganda is not limited to certain areas of life.

In short, propaganda can be studied by paying attention to aspects of the source, method, nature, and technique including covering the chosen form of communication. According to Laswell (in Shoelhi 2012: 42-45) these things can be grouped as follows.

1.7.1.1 Propaganda Viewed from the Sources

The propaganda can be viewed from its sources consist of the following.

- 1) Closed propaganda (Concealed propaganda), the source of this propaganda is closed so that other people do not know who the source is.
- 2) Open propaganda (Reveald propaganda), the source of this propaganda is clearly stated and openly.
- 3) Delayed revealed propaganda, the source of this propaganda at first kept secret, but gradually became open and clear.

1.7.1.2 Propaganda Viewed from the Methods

Lasswell also devides the propaganda into its method as follow;

1) Coercive Propaganda

This propaganda is launched by means of threats or the language of violence (terror). This propaganda is almost similar to propaganda by the deed. However, the coercive method still uses communication symbols that cause tension (fear/horror, creepy, disgusting). The target of the propaganda will do something as a result of fear, threat, horror or disgust. This feeling arises because there are certain sanctions through the message he receives.

2) Persuasive propaganda

This type of propaganda uses the method of conveying messages that generate interest so that the propaganda target is happy and willing to do something according to the propagandist's intentions.

3) Pervasive propaganda

This propaganda is carried out by stabbing messages into the heart of the target repeatedly and continuously until they are willing to imitate (imitate) or take action according to the will of the propagandist.

4) Facilitative propaganda

This type of propaganda is prepared more carefully, taking into account the accuracy of the mass media to be used to spread propaganda to targets so that they are influenced and consciously accept and are willing to act as expected.

1.7.1.3 Propaganda Viewed from the Nature

Propaganda is also can be viewed from its nature, namely;

1) White Propaganda

Propaganda carried out honestly and truthfully and sportsmanship. The contents of the message conveyed and the source are clear. This type of propaganda is usually called overt propaganda or open propaganda, is often used to spread information or ideology by mentioning sources and is carried out openly so that the source can easily be traced. In an atmosphere of reciprocity, counter propaganda often appears. In the field of economics this propaganda is often called commercial propaganda.

2) Black propaganda

This propaganda was carried out cunningly as a tactical weapon to deceive, was full of falsehoods, was dishonest and tended to think one-sidedly. This propaganda does not show the real source, and often accuses other sources of carrying out these activities. This type of propaganda is often called covert propaganda or hidden propaganda. This propaganda is often used in precarious situations to demoralize opponents.

3) Grey propaganda

Propaganda carried out from unknown sources (anonymous). Usually the content of the message in this propaganda raises doubts, the goal of which is to confuse people's minds, fight against each other, intrigue, and gossip. In practice, this propaganda was deliberately designed in such a way

as to make the masses doubt about a developing problem. Propaganda was waged in an attempt to avoid identifying the source.

4) Rational propaganda

Propaganda that clearly reveals its source and purpose to explain rationally.

1.7.1.4 Propaganda Viewed from the Techniques

Lasswell also states that propaganda can be viewed from its techniques, namely;

1) Name Calling

In this technique, propagandists give a bad label to a person, institution or idea with an emotional (negative) symbol in its propaganda. Through this technique, the target of propaganda is expected to reject or condemn other people or institutions or their ideas without having to look at the facts and without having to check the evidence again. Propagandists cast stereotypes on their targets. The basic principle is that bad nicknames play an important role in world history, they can even damage reputations.

2) Glittering Generality

In communication, as seen in conversation, usually general things are presented so that the details that are really important are not considered. In the Glittering Generality technique, meaningful words are highlighted. This technique connects something with a very good word to make the target propaganda feel happy so that unconsciously accept and accept the idea offered outright. This technique is

usually used to create ideas, missions, or products that are associated with good things that are liked by many people, such as fragrance, strength, freedom, justice and democracy.

3) Transfer

Is a concept visualization to transfer certain characters to a party. This technique usually brings authority, support, prestige from something that is valued and flattered to something else to make it more acceptable. Usually a symbol that is used constantly is the preferred choice.

4) Testimony

This technique is used to enlist the support of someone of high status to validate and reinforce his actions with that person's confession or testimony. This technique allows people who admire or hate to say that an idea, program, product, or person is good or bad. Testimony is one of the most commonly used propaganda techniques by showing someone testifying to promote a certain product and a certain idea.

Sometimes in his testimony simultaneously vilify other products or ideas. For propaganda to work, a propagandist uses a certain person or institution that can be trusted to support or criticize a political idea or entity. The testimonies of figures provide greater findings on ideas that are legitimate and accurate. Even so, the selection of figures who can be used in testimonial techniques does not have to be well-known figures whose important figures are relevant to the content of propaganda so that the propaganda targets can be influenced.

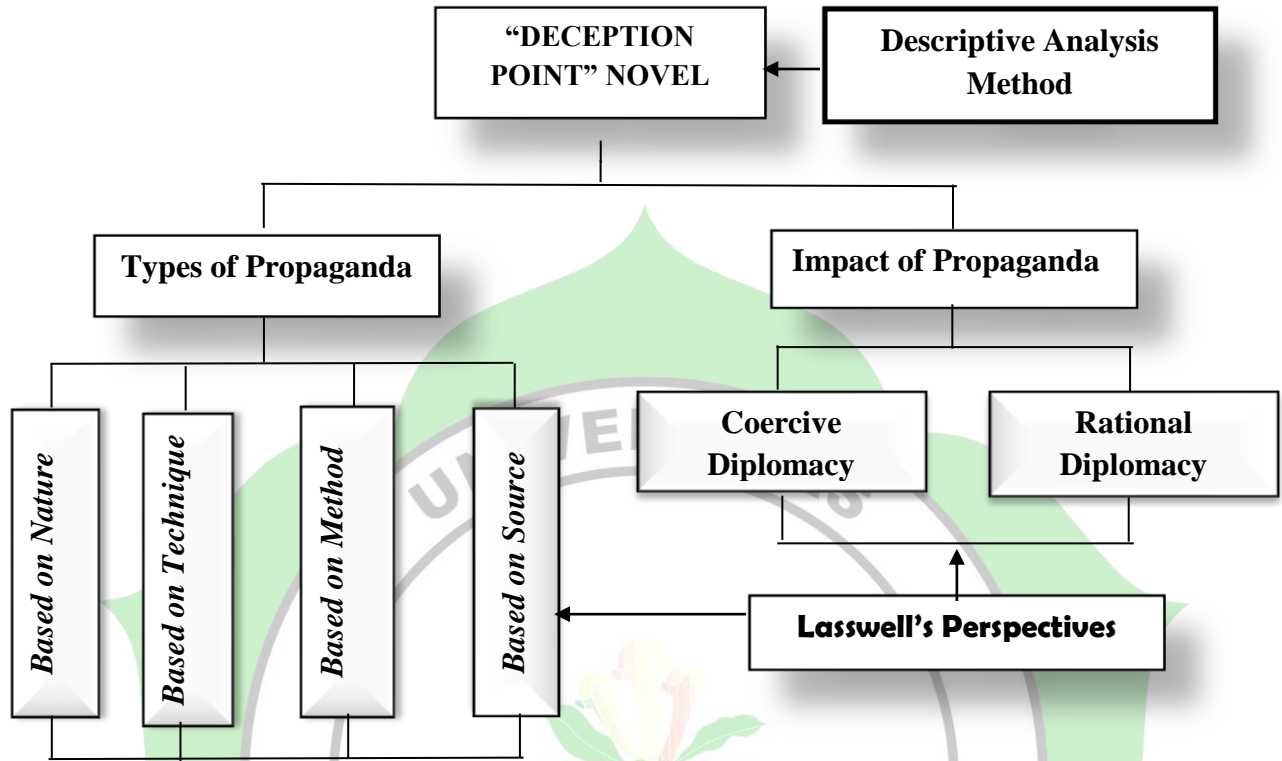
5) Card Stacking (Considering cards to use)

It is a technique of selecting and utilizing facts or lies, illustrations or deviations, as well as logical or illogical statements to give the best or worst case to an idea, program, person, or product. This technique selects arguments or evidence that supports a position and ignores anything else that does not support that position. The arguments chosen can be true or false, but the most important thing is that the masses are willing to accept these arguments. Almost all propagandists, when using propaganda techniques, always depend on the selection of facts even though the content of the facts is rarely specific even these facts are just fiction.

6) Frustration or Scapegoat

One way to create hatred or soothe frustration is by scapegoating it. Revolutionary regimes that constantly face economic and social uncertainty in their country and know the frustrations of the people often create internal or external 'ghosts' to channel the people's suffering.

1.8 Conceptual Scheme



Based on the conceptual scheme above, it can be seen that the focus of this research is divided into two, namely the issue of propaganda in terms of sources, characteristics, techniques and methods, as well as how the results of the application of propaganda are viewed in two main variables, namely coercivity and rationality.

Principle, propaganda does not aim to convey information objectively, but provides information that is designed in such a way as to influence those who hear or see. Although the content of propaganda often relates to the truth, the truth is misleading because in general, propaganda content only conveys certain facts which function only to produce a certain impact, namely the impact on coercive and rational

diplomacy. This is in line with the application of the propaganda method combined with the use of several propaganda techniques at the same time which will produce more emotional reactions than rational reactions.

The whole propaganda is viewed from Harold D. Lasswell's perspectives on the basic assumption that there are many typical means of making propaganda. Propaganda relies on symbols to achieve goals in the manipulation of collective attitudes. The means of mass communication extend the reach of propaganda and make it possible to shape the attitudes of many people simultaneously so that what a propagandist needs to master is knowledge.

The basis for this perspective is that propaganda seeks to build and manage power by focusing on profitable strategic issues. The achievement of propaganda depends on the right sources, nature, techniques and methods to be applied to changing situations and conditions to enable propaganda to be properly applied. Apart from being used to incite and influence, propaganda in this context is more of a means of controlling public opinion or as a means of social control. The method used in this research is descriptive analysis method. This method is used to make mapping and analysis as will be described as follows.

1.9 Method of the Research

Methods and techniques of the research are very important in analyzing a literary work. Both of them have a big role to play. Therefore, researchers used the following methods.

1.9.1 Descriptive Analysis Method

The analysis of this novel is carried out using the descriptive analysis method in “Deception Point”. Ratna (2015: 53) states that the analysis description method is carried out by developing facts and then followed by analyzing. In simple terms it can be concluded that describing a novel is the same as mapping related and unrelated facts. The facts contained in the novel can be a sequence of events and so on. The plural facts are based on the problem under study. The analysis is carried out at a later stage, namely after the facts, sequence of events, etc. are sorted.

1.10 Techniques of Collecting Data

1.10.1 Reading Comprehension

At this stage the researcher reads “Deception Point” repeatedly and continuously, then maps and classifies the whole story which consists of each part, per chapter, per paragraph, per sentence. Researchers create partitions; The story line is divided into several events where the sequence of events needs to be rearranged coherently and homologously from one another. Researchers need to see these interrelationships in a suitable landscape because every event in the “Deception Point” occurs at the same time in different settings.

Besides that, the researcher also identifies the character expressions of each character in the novel, the relations of interests and power between them, the conflicts of interest between them to obtain an adequate understanding of propaganda in connection with the statement of the problem.

1.10.2 Internet Browsing

The internet helps researchers find references that match this research. In addition, the internet is used as a means of data verification, especially on several research that have been carried out on the novel “Deception Point” with the aim of seeing differences and making comparisons in terms of title, analysis and research results, in addition to making this research avoid plagiarism. . Researchers also use the internet to browse several articles in the form of journals, theses related to research.

1.10.3 Library Research

Researchers read several books and theses belonging to other researchers as a comparison to avoid plagiarism, besides being used as additional references in the preparation of this research.

1.11 Techniques of Analysis Data

1.11.1 Classification

In this section, the researcher reads the novel repeatedly and then classifies it based on the part to be analyzed. This technique aims to find relationships and differences in the plot of a story or paragraph that is related to the statement of the problem in this research.

1.11.2 Interpretation

The researcher interprets the story in the novel then finds the problem that will be analyzed for the urgency of being appointed as the research title.

1.11.3 Explanation

The last technique used by the researcher is to provide an overall explanation consisting of each part based on complete methods and techniques. So, the reader and researcher can be understood the propaganda comprehensively.

1.12 Systematics of Writing

Chapter I is an introduction which contains background, problem statement, research object, research boundaries, research objectives, literature review, theoretical basis, approach used in research, conceptual scheme, research methods and techniques, data collection techniques, data analysis techniques, writing systematics, and bibliography. The title of this research is “Propaganda” in the novel “Deception Point” by Dan Brown based on Lasswell’s perspectives. This title is based on the Statement of the problems. The background of this research is a brief description of the state of problems in narrative form. The focus of this research is on two problems, namely (1) what are the source, technique, nature and method of propaganda in Dan Brown’s “Deception Point” and (2) what was the result of implementing the propaganda in Dan Brown’s “Deception Point”.

The benefits of this research can certainly provide additional knowledge for researchers. Researchers use literature studies to ensure that this research can avoid plagiarism. Thus, the three forms of the thesis belonging to other researchers as minimum measurements with regard to the same material object must be briefly illustrated. The theoretical basis contains a number of concepts that are interconnected in relation to the statement of the problem being studied, including the

concept of propaganda which is reviewed based on the Lasswell's perspectives. The conceptual scheme serves as a tool for understanding the flow of analysis and the flow of researcher's thoughts in relation to the statement of the problem under study.

Chapter II is about authorship, namely the background of the author's life, career and works that have been written. Chapter III is Data and Analysis, that is, with regard to the results obtained from the identified data, calculated based on its accuracy and carefully studied in accordance with the statement of problems of this research. Chapter IV contains research conclusions and suggestions.

