

Film As A Media For Propaganda That Can Damage Indonesia's National Order

Aisyah Izdiyar Windani¹

¹Republic of Indonesia Defense University, Indonesia

Almuchalif Suryo²

²Republic of Indonesia Defense University, Indonesia

Totok Imam³

³Republic of Indonesia Defense University, Indonesia

Corresponding Author: Aisyahizdiyarwindani101@gmail.com

Abstract

This research article discusses how film as a medium for propaganda can damage the Indonesian national order. The purpose of this study is to analyze how film can be a tool to damage the Indonesian national order. This study uses a literature review study or literature review, researchers analyzed each data obtained from various sources such as journal articles, government documents, websites and interviews. The results, film can be a medium for propaganda that can divide the Indonesian national order if it contains fake news and the spread of hatred. In conclusion, film can be a strategic tool to introduce the richness of the nation's arts and culture if used appropriately. However, film can also be dangerous if it contains propaganda that can divide the Indonesian nation through the narrative conveyed so that it can indoctrinate its audience.

Keywords: Film as a medium of division, propaganda.

INTRODUCTION

The definition of media comes from the Latin word "medius," meaning middle or intermediary. According to the Association of Education and Communication Technology (AECT), 1997, media is any form or channel used to convey messages and information. This means that media is a means used to channel information, messages, and knowledge from a source to a recipient. Media itself can be a means of rapidly disseminating news to the general public.

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According to Santoso (2013), mass media is a term that became popular in the 1920s and was specifically designed to reach a wide audience and be disseminated quickly and simultaneously. Meanwhile, according to Nuriddin (2014), mass media functions to influence the attitudes and behavior of society in general. Mass media can influence society in approving or rejecting policies designed by the government. With the media, various innovations and changes can be implemented easily.

Mass media is a factor that can influence socio-cultural change in society because it becomes a benchmark for obtaining information. The changing role of mass media is related to the diffusion of innovation because it is driven by the existence of new knowledge among the community. In this change, mass media has a role, namely: 1) changing mindsets, 2) changing attitudes in society, 3) changing culture (Yuliza, 2020).

In other words, if the mass media is not controlled properly and is left alone, it will become a dangerous thing because the influence of the mass media will have a bad impact if it is spiced with negative things such as propaganda in it.

Propaganda itself means "*propagare*" in modern Latin, meaning "to develop or spread," and is a series of messages aimed at influencing the thoughts and actions of a group or society. Propaganda is often associated with bad actions because it contains elements of false or biased news and uses media tools in its delivery, such as communication technology, one of which is film (Wikipedia The Free Encyclopedia, 2021). In this case, the researcher wants to examine how films can become a medium for propaganda that can damage the Indonesian national order.

METHOD

The method in this research uses a literature review study or literature review, in which the researcher analyzes each data obtained from various sources such as journal articles, websites related to the research and conducts interviews.

RESULTS AND DISCUSSION

Media is any form of channel, tool, or means used to convey messages, information, or entertainment to the general public. Media has many forms, including print media, which is a type of (1) Media that is physically printed for communication purposes, for example magazines, brochures, books, and newspapers. (2) Electronic media is media that uses electronic technology, for example radio, television, and mobile phones. Digital media/internet media, such as websites and mobile applications. (3) Social media is media that uses online platforms in its distribution, for



example Facebook, Instagram, TikTok, YouTube, and X. (4) Visual media is a type of media that in its application relies on the sense of sight to convey information and messages that are to be conveyed. Examples include images, photos, animations, videos, and also films.(Ridha, 2025).

Media plays a crucial role in conveying messages and information in our daily lives. It can be a vehicle for conveying ideas and concepts, a source of education and entertainment, and a tool for social control, such as through government, institutions, and powerful individuals. Malcolm X stated that the media is the most powerful entity on earth. This is because the media has the power to make innocent people guilty and make guilty people innocent. This is because the media can control the minds of many people (Chaudhary, 2023). Film is a frequently used medium for conveying messages and information, and is highly sought after by the general public. Films offer visuals and storylines that are easily enjoyed and understood by viewers.

Film or cinema is a communication medium integrated with cultural arts whose appearance uses moving images and accompanied by sound to tell the flow of ideas, stories, and feelings of the characters, which creates an atmosphere according to the plot through cinematography. As time changes, films are now increasingly developed and easier to access. Films that previously conveyed works of art and culture through performances, but in modern times, films have become an effective tool to convey a message to its audience, namely society, which can change mindsets and influence moods and reason.(Olivia & Limantara, 2023).

Film is a highly popular medium, especially in Indonesia. Film can change the mood and thoughts of those who watch it. If a film is well-presented and has a beautiful plot, it will become a means of conveying information that can be easily accepted and followed by its people. Film can also be used as a tool to introduce culture and art in a country, so that the country can use film to disseminate its identity. Therefore, indirectly, film can also be a tool to instill a love for the homeland. Where culture and art can be displayed well, and with a strong narrative through the film, viewers will be attracted and consciously follow it, thereby fostering a sense of love and respect for their nation.

Using film as a medium to instill a love for the homeland is a smart strategy for the Indonesian people today. Besides keeping up with current developments, film can introduce the nation's rich history to foster a sense of national defense in the younger generation by presenting it through films with nationalistic themes.

Film as a tool for propaganda

The use of film in conveying messages and information as a tool to instill a sense of



patriotism can also be a threat if its delivery is spiced with negativity. Film can become a tool to undermine the national order if it contains elements that threaten the nation's social, political, and cultural stability. Thus, what was initially a tool to instill a sense of patriotism can become a tool for propaganda. This becomes dangerous if film becomes a mass medium for communication that conveys contradictory messages, such as those spiced with propaganda.

Based on its nature, there are three types of propaganda, namely:

1. White Propaganda, this propaganda is honest, good in conveying the message content, correct, and has a reliable source.

White Propaganda in films: that presents a message openly from a clear source. An example of white propaganda is "Argo," in which the United States government intervenes and uses it as political propaganda against Iran. This film is considered white propaganda because it is blatant, open, and comes from a credible source.(Wafiyah, 2025).

- 2 Black Propaganda is propaganda that is harmful because it contains elements of falsehood, lies, cunning, and accuses other news sources of doing so. In other words, it contains elements of slander. It is usually used in various media, including film.

Black Propaganda in films is a technique used in a film that is made to appear as if it comes from the opposing party, even though it was originally made by the party itself with the aim of spreading false and misleading news and covering up the original source which makes the audience believe something authentic from the other party. An example of this Black Propaganda film is the film "Black Hawk Down", because the existing storyline has been diverted from the actual facts, which causes the information conveyed in this film to not be true because this film was made to foster a very positive image of the American army in the eyes of the world. Many truths are covered up and replaced with a very good image regarding the greatness of the United States army(Purbasari, 2015).

- 3 Grey propaganda is propaganda that has an unclear purpose and is vague enough to create doubt. Grey propaganda is described as a source claiming to be neutral or friendly, but otherwise presenting misleading information. The goal of grey propaganda is to arouse the emotions of the target person.(Bachtar, Perkasa, & Sadikun, 2016).

Grey Propaganda in films, for example, is "*Pengepungan Bukit Duri*" because in this film it is not clear what kind of information it wants to show or in conveying vague information, in this film it is not clear whether it aims to be racist towards the Chinese race in 1999 or wants to show crimes against the Chinese race.

Thus, by its nature, propaganda is a form of communication that can be either good or bad



depending on the person spreading the news. When someone has a bad intention in spreading information, propaganda will play its role in spreading lies and the content of the news contains falsehoods that can cause conflict and disintegration of the predetermined target. Propaganda often targets the public to create public opinion where propaganda will influence the views and reactions of the public regardless of where the news comes from and without considering whether it is true or false. In the distribution of propaganda can take the form of films that in their delivery contain elements of hate speech where the theme can be religious, cultural, ideological, or political elements.

The use of film as a propaganda tool began in the 20th century in the Soviet Union and Nazi Germany. Cinema has long been a tool in propaganda to shape public opinion, and in politics, film can promote the ideology of other nations. Film directors deliberately create narratives of emotional manipulation to influence society by inserting selective information or practices that present facts while ignoring relevant facts with the aim of creating a favorable image for the ruler and cornering opponents and demonizing enemies or attempts to describe opponents or enemies as completely evil and inhuman entities with the aim of creating fear and hatred of the enemy, so that the public is encouraged to support the actions they take against the enemy.

In Indonesia, the first film to become a propaganda tool was made in 1936 by the Dutch East Indies Company with the title "*Tanah Sebrang*" by *Algemeen Nederlandsch Indisch Filmsyndicaat* (ANIF) directed by Mannus Franken. This film contains the success of a Javanese farmer's life after living in the land of the other side through the transmigration program of the Dutch colonial government. The ANIF film production company played a significant role in the history of Indonesian cinema, such as 1) The production of this Dutch film was themed as a romantic musical film which was very popular among the people at that time and all the actors were played by native people and the screenplay was written directly by native Indonesians, 2) ANIF produced propaganda films owned by the Netherlands (Dutch-pen). 3) In 1950, ANIF, which was previously produced by Dutch films, changed into the State Film Company (PFN) whose film production was owned by the government (Indonesia-pen) (Alkhajar, Yudiningrum, & Sofyan, 2013).

According to Mr. Yono Daryono (2025), he is a theater artist from Tegal City who throughout his career has explored the world of acting, literature, and theater when the author interviewed him stated: basically, film is a tool for propaganda, so in Indonesia the burden is heavier because films must contain culture, identity, and national identity. It's different if abroad like America, films there are industrial products. In Indonesia, films are cultural products, so when



we want to make a film about hospitals, the hospitals protest, if we want to make a film about soldiers, the soldiers protest. So, if we want to make a film that doesn't support the government, we are banned. This is one of the heavy burdens for people who make films like that and everything has to go through the censorship board first. So, if the film we make is not appropriate it will be rejected and we have to show only the good ones because films are included in the creative economy that is being run by the government.

To make a film in Indonesia, you must have obtained approval from the relevant institution, which sometimes does not match the original story, so that the film shown has relevant information and its truth has been tested.

In short, films are a smart strategy in promoting and changing the mindset of the general public so that the delivery must be good and contain the truth of the existing facts. Film will be a good tool if it is distributed well and will be dangerous if misused. Through films we can learn and understand things easily.

CONCLUSION

Film is a strategic and intelligent tool for conveying messages and information. Through film, the information conveyed is easily accepted by the audience. Furthermore, film can also change the mindset of the wider community. Through film, a country can promote its arts and culture widely, thus indirectly serving as a tool to instill a love for the homeland. However, if in practice, if the distribution of film is spiced with propaganda, film can become a tool that can undermine the national order, which can damage and divide society. Therefore, the process of film production must be careful and thorough so that it does not cause division but rather fosters national unity.

Film making in Indonesia must also go through clear approval if it is related to a particular institution. The film director must have obtained approval and permission from the relevant agency so that the information conveyed in the film can be conveyed correctly without containing false news or fake news.

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