

PROPAGANDA POTRAYED IN COLLINS THE HUNGER GAMES NOVEL SERIES *MOCKINGJAY*

Tiara Aprita Kharismatika¹, Dinda Ayu Paraswati²
English Literature¹
Sistem Informasi Akuntansi Education²

Tiaraaprita@gmail.com

Abstract

This thesis discusses literary work entitled The hunger games *Mockingjay*, written by Suzanne Collins. The novel is selected because it carries the issue or the problem that always happens in daily life. It applies the issue about propaganda and the techniques to spread the propaganda itself. The aim of the research is to describe the techniques of propaganda that portrayed in the novel The hunger games *Mocking jay*. The writer applies sociological approaches. The research also applies the theory of propaganda based on three theorist Jowett and O Donnells, Edward Bernays and Jacques Ellul to break down the definition of propaganda and its types of propaganda. Meanwhile, the techniques of propaganda adopts the theory from Institute for propaganda analysis (IPA).The research used library research since the analysis emphasized the qualitative method of research. The research shows that Katniss as one of the major characters in the novel, who is used by President Coin, a leader of propagandist. She chooses katniss to be the Mockingjay, for creating the rebellion toward the capitol. After finished the research, the writer concluded that the techniques are used inside the literary work. The findings are include transfer, testimonial, card stacking, glittering generality and plain folks.

Key words: Propaganda, propagandist, techniques.

INTRODUCTION

The idea of propaganda is always related to communication; therefore mass media has become the focus of attention of propaganda issue(Schrape, 2018). People keep analyze about how it influences, and they try to find, to understand and to explain how a message deliver by media can attract, persuade and convert thousand or even millions individuals to have the same point of view.(Herison et al., 2019) Edward L Bernays in his book *Propaganda* stated that “With the printing press and the newspaper, the railroad, the telephone, telegraph, radio and airplanes, ideas can be spread rapidly and even instantaneously” (Napianto et al., 2017). This means any kind of mass media can be a medium of propaganda, including printing press such as magazine, newspaper or even radio, television program and film(Febriza & Adrian, 2021).

Furthermore, a mass media is owned and controlled by a group of individuals that tend to promote a particular idea or information and they try to persuade public to have the same perspective by ignores other ideas, which is called as “propaganda”. (Schrape, 2018) in Courtney Ireland Wallis describe propaganda as “a form of communication that attempts to achieve a response that furthers the desired intent of the propagandist ”which can lead to change in behavior and public opinion” (Styawati & Mustofa, 2019) According to the quotation, propaganda is an effort to construct public estimation in support of a fastidious interest or to change the way public think, so propaganda must be planned and executed by

someone who has authority and the propaganda have to affect the enemy's policy and action. This also means based on the purpose of propaganda, mass media is the best medium for propaganda to achieve the goal of propaganda itself, with the help of media the propagandist can directly share their idea with the public (Samsudin et al., 2019), (Febrian & Fadly, 2021b). Based on that explanation, it shows that propaganda has big influence toward people action. Propaganda can evoke the interest of audience in order to achieve the aim of the propaganda itself.

Moreover, propaganda has classified into many types based on the source of the propaganda. There is propaganda where the sources are known and trustable; and there is source of propaganda are unknown and the truth are limited or even questionable. Propaganda in its original sense was neutral and could refer to uses that were generally positive and the most important thing is the sources are notorious, this types of propaganda called or known as white propaganda (Mertania & Amelia, 2020).

Based on the explanation above, the writer assumes that *Mockingjay* novel contains the issue of propaganda, where the source of propaganda is identified. Event there are many literary work that contains the same issue, but *Mockingjay* provide something different. Where the propagandist and the source of propaganda are known by people who is become the target of propaganda, usually the propaganda is spread by the unknown source, and the message is half-truth or even absolutely wrong (Liu et al., 2020), (Sasalia & Sari, 2020).

Considering the explanation above, firstly the writer will define the propaganda itself, the classification of propaganda and the technique that use to share the propaganda based on the theory. Secondly, the writer will illustrate how the theory applied in the Novel that already has chosen The Hunger Games series *Mockingjay* (Booch et al., 1998).

LITERATURE REVIEW

Previous Studies

In this section the writer are presented some previous studies related to the topic as the writer's references and guidelines in carrying out this research (Schrape, 2018). Here the writer found three previous studies used in this research to support the analysis (Liu et al., 2020). The first previous study comes from Zako Fang in his Essay *Propaganda in Animal Farm*. He published this essay in his official website, here he focus on discussing George Orwell's and his work animal farm. In his essay he explains about squealer (one of the animal characters in animal farm) as the propaganda machine in animal farm (Nugroho et al., 2021). Firstly he discuss about the definition and the types of propaganda itself. Then he explain about the propaganda in animal farm that done by squealer. The Similarity between the researcher of the previous study and the writer of this study is the issue of propaganda inside of a literary work, (Febrian & Fadly, 2021b), (Sari & Putri, 2019) and the difference between the researcher of the previous study and the writer of this study is the focus of propaganda itself, even though the writer and the researcher talks about propaganda but the writer is more specific than the researcher which is talks about white propaganda, meanwhile the researcher analyze propaganda in general, the next differences is the object of the study (Suwarni & Handayani, 2021).

Sociological Approach

People are actually needed to having interaction with its environment which comprise of a group of society and they will be affected by society therefore they can act, understand and feel everything in social context(Tuhuteru, 2020). The nature of human that always influence each other become the reason why there are someone or a group of people try to shape other beliefs, Principe, attitude and behaviors as they wish(WING, n.d.),(Sari, n.d.). To reach the goals they need medium or property to share their ideas to the public. Moreover, Mass media often used as the property to spread propaganda because of the extent of mass media itself. It can be said that mass media is the appropriate property for people to get the goals. In every newspaper, magazine, news channel, radio station, advertisement, or any other types of mass media not only contain some information but also contain the element of propaganda. For this reason, the writer applies the sociological approach for this analysis, because this proposal deals with the phenomenon of propaganda in society(Bisnis et al., 2020),(Suwarni & Handayani, 2021).

Propaganda

As generally understood, propaganda is opinion expressed for the purpose of influencing actions of individuals or groups, towards a desired direction. In simpler definition propaganda is simply means spreading ideas and opinion. As what Jowett and O'Donnell in Wallis state "Propaganda is the deliberate, systematic attempt to shape perceptions, manipulate cognitions, and direct behavior to achieve a response that furthers the desired intent of the propagandist" (Jamra et al., 2020),(Suryono et al., 2020). The purpose of propaganda itself is to intentionally disseminate controlled messages to publics in order for the propagandist to achieve their objectives. This may be attributed to speeches a group of people and tactics to gain support for specific intentions, actions or ideas. In simple word, propaganda is an action to persuade other people to have the same point of view as they wish(Febrian & Fadly, 2021a),(Mulyah & Aminatun, 2020).

White Propaganda

Generally, white propaganda comes from an openly identified source, and it is characterized as gentler methods of persuasion, such as standard public relations techniques. (Kementerian Pertanian RI, 2019) and (Adam et al., 2020) wrote that "*white propaganda*" is that which comes from a source that it identified correctly and accurately reported" then according to Ellul in Syamsiah and Syufian

"White propaganda can basically be seen as the public awareness of attempts being made to influence them. Typically, this type of propaganda are used by opponents—for example, political parties, and generally the purpose is to persuade people, for reasons that essentially the source is known and its aim and intentions are identified" (Syamsiah&Syufian 2014: 9)

From those quotation above it stated clearly that white propaganda is a type of propaganda that the source and the aim of the propaganda are known by people who become the target of provocation. White propaganda also presents accurate information, although the information can be omitted, slanted or even distorted. (Fauzi, 2015),(Liu et al., 2020)The propagandist will employs propaganda techniques in order to win the people heart.

METHOD

To obtain the necessary data, the writer read the whole of the novel carefully and repeatedly. Then, the writer could understand and get a deep comprehension. The next method is folding the important pages which consist of the problem that will be analyzed in the research. Then, underlining and making a note for the data that related to the problem which will be analyzed by using the theory that the writer use, seven techniques of propaganda by Institute of Propaganda analysis which are Glittering techniques, Bandwagon, Plain folks, Testimonial, Transfer, name calling and Card Stacking . These Techniques are used to help easier in analyzing later. The main data are taken from the comprehension of narrative, dialogues, and thinking of the author which is stated in narrative of The Hunger Games Series *Mockingjay* novel.

RESULTS AND DISCUSSION

Propaganda

Propaganda is the deliberate, systematic attempt to shape perceptions, manipulate cognitions, and direct behavior to achieve a response that furthers the desired intent of the propagandist” (Febrian & Vinahapsari, 2020). Jacques Ellul has stated there are three types of propaganda based on the source of the propaganda. They are white propaganda, black propaganda and grey propaganda, as what the writer has explained the meaning of those propaganda in the literature review chapter, so in this analysis the writer only find the result if the novel potrayed one type of propaganda based on the source which is white propaganda, where the source are known or identified on the other hand the source of black and grey propaganda are unknown.

White Propaganda

Generally, white propaganda comes from an openly identified source, and it is characterized as gentler methods of persuasion, such as standard public relations techniques. wrote that “*white propaganda*” is that which comes from a source that it identified correctly and accurately reported” . The reason of writer uses white propaganda because the people become target of provocation know who is the leader of propagandist which is provoke them to follow the idea of propaganda itself and it is like the meaning of white propaganda itself. Considering the explanation above, the writer believes the action of president Alma Coin describes the white propaganda that will discuss in this research. In this part the main discussion will be about the existence of white propaganda issue depicted in The Hunger Games *Mockingjay* novel series, a literary work created by Suzanne Collins.

“Our plan is to launch an airtime Assult ” says plutarch. to make a series of what we call propos, which is short for propaganda spot, featuring you and broad cast them to the entire population of panem ” (Collins,2010 : 44)

This quotation happens when Katniss agrees to be the mocking jay, so Plutarch as the games maker as well as the president Coin assistant gives explanation about what exactly Katniss will do, so Katniss will featured in a video clip which is call as propos to show the picture of what president snow has done over Panem to people in other district.

Transfer

The first effective technique of propaganda is transfer; it employs the use of symbols, quotes or the images of famous or respected people to make the idea more acceptable. In the use of transfer, the speaker attempts to persuade people through the indirect use of something we respect, such as a patriotic or religious image, in order to promote his/her ideas. According to IPA "Transfer is a device by which the propagandist carries over the authority, sanction, and prestige of something we respect and revere to something he would have us accept" (IPA 1938: 1). Based on the quotation above the writer found sample analysis reflected in the literary work

Testimonial

Testimonial can be seen as the endorsement, which can generally connect a good person with a product or item. Testimonial techniques will show a model figure or a person who has experience related to the ideas, so he or she will share his or her experience or opinion to the audience in order to persuade them to support the idea. And in this technique testimonial will show a model figure or a person who has experience related to the ideas, so they will share their experience or opinion to the audience in order to persuade them to support the idea. The proposed video is not only showing Mockingjay, but also other victors that succeed to survive from the arena of hunger games to share their experience when the Capitol attacked their district. The first testimonial comes from Katniss, as someone who has faced the cruelty of President Snow. It can be seen in the quotation below

Card Stacking

This technique involves the selection and use of facts or falsehoods, illustrations or distractions and logical or illogical statements in order to give the best or worst possible case for an idea, program, person or product. In the proposed video for Mockingjay, the proposed video made by District 13 only shows how cruel President Snow is. The first indication of card stacking can be seen in the dialogues below.

Glittering Generality

According to Ronald B. Standler said "The use of glittering generalities in propaganda is intentionally vague, so the audience provides its own interpretation of these virtuous words", so this kind of technique will use a word or even a phrase that sounds positive in emotional content, so even there is no explanation about that word people still believe the propagandist.

In this novel, Katniss as the Mockingjay has to persuade people in Panem to join the rebellion by doing the proposed video, in the proposed video Katniss has to say the speech that was written by President Snow in order to attract people.

"People in Panem, we fight, we dare, we end our hunger for justice" That's the line. I can tell by the way they present it that they have spent months, maybe years, working it out and are really proud of it (Collins, 2010 : 72)

Based on the quotation, the tagline that is used by District 13 has a strongly positive meaning, they try to invite people to fight for their justice, by only hearing the word of justice will feel motivated. Based on the quotation also shows the propagandist is Katniss, by saying the tagline that already was written by President Snow and staff in the proposed video.

Plain Folks

Plain Folks is a device used by politicians, labor leaders, businessmen, and even by ministers and educators to win our confidence by appearing to be people like ourselves” (IPA 1938:3) means that Plain Folks is a way that a speaker convinces an audience that an idea is good because they are the same ideas of the vast majority of people like yours. In this story, president coin tries to convince other district to join them because they are the same, which is the victims of the cruelty of the capitol, that there are in the same side, they also feel the same as other and they also fight for their freedom. First President Coin is persuade other districts and end to district two, the nearest district to Capitol and the only district which is supply chain to capitol

CONCLUSION

Based on the analysis, first transfer techniques are proven describe in this novel. Someone who is call as propagandist needs other to deliver their idea to the public in order to get more supporters(Suwarni & Handayani, 2021),(Adrian et al., n.d.). That is why usually propagandist will choose certain people with certain criteria to be their figure, their voice. As what it shows in Mockingjay, President Coin who is the leader of rebellion in district thirteen, toward President Snow choose Katniss to be their face of revolution, their voice to deliver their will to fight back over Capitol(Luckett & Shay, 2020),(Febrian & Vinahapsari, 2020),(Sari & Putri, 2019). The second would be testimonial techniques, this means propagandist use someone who have experienced something whether it is in a good way or bad way. They try to convince people that their idea is totally right, because there is someone who already experience it(van Eijck, Michiel; Hsu, Pei-Ling; Roth, 2009),(Eva Tuckyta et al., 2021).. This novel also shows there are testimonial techniques when the propagandist which is Plutarch and Haymitch, President Coin staffs has an idea to create a video which is call we remember.

REFERENCES

- Adam, D. M., Science, B., College, C., مگردچیان, Fay, D. L., Dhaka, D., No, I., Endayani, H., Satul, A., Abdul, I., Suratno, Belajar, H., Siswa, P., Negeri, S. D. M. P., Madiun, K., Contoh, B., Issa, J., Tabares, I., Objek, P. B. B., ...)2020. (ا, سينا, 濟無No Title No Title No Title. *Angewandte Chemie International Edition*, 6(11), 951–952., 7(1), 283. [http://www.nostarch.com/javascriptforkids%0Ahttp://www.investopedia.com/terms/i/in_specie.asp%0Ahttp://dSPACE.ucuenca.edu.ec/bitstream/123456789/35612/1/Trabajo de Titulacion.pdf%0Ahttps://educacion.gob.ec/wp-content/uploads/downloads/2019/01/GUIA-METODOL](http://www.nostarch.com/javascriptforkids%0Ahttp://www.investopedia.com/terms/i/in_specie.asp%0Ahttp://dSPACE.ucuenca.edu.ec/bitstream/123456789/35612/1/Trabajo%20de%20Titulacion.pdf%0Ahttps://educacion.gob.ec/wp-content/uploads/downloads/2019/01/GUIA-METODOL)
- Adrian, Q. J., Madani, M. F., El Hoby, H. M. H., & Dahlan, A. R. A. (n.d.). *Knowledge Transfer Program (KTP) from International Islamic University Malaysia (IIUM): Leveraging MyEntrepreneur2Cloud and Network of Mosque (NoM) to Obliterate Poverty in Malaysia*.
- Bisnis, E., Indonesia, U. T., Pagar, J. Z. A., No, A., Ratu, L., Lampung, B., Bisnis, E., Indonesia, U. T., Pagar, J. Z. A., No, A., Ratu, L., & Lampung, B. (2020). *Impluse Buying Ditentukan Oleh Promosi Buy 1 Get 1 Pada Pelanggan Kedai Kopi Ketje Bandar*. 06(02), 27–37.
- Booch, G., Rumbaugh, J., Jacobson, I., & Wesley, A. (1998). *Unified Modeling Language User Guide, The Unified Modeling Language User Guide, The Library of Congress Cataloging-in-Publication Data*.
- Eva Tuckyta, S. S., Nani, D., & Farida Ariyani, F. (2021). *INVESTIGATION ON THE*

- EFFECT OF USER'S EXPERIENCE TO MOTIVATE PLAYING ONLINE GAMES.*
Fauzi, A. (2015). Penerapan Location-Based Service pada Layanan Informasi Budaya Indonesia di Perangkat Mobile. *Faktor Exacta*, 8(3), 250–260.
<https://doi.org/10.30998/FAKTOREXACTA.V8I3.325>
- Febrian, A., & Fadly, M. (2021a). Brand Trust As Celebrity Endorser Marketing Moderator'S Role. *Jurnal Aplikasi Manajemen*, 19(1), 207–216.
<https://doi.org/10.21776/ub.jam.2021.019.01.19>
- Febrian, A., & Fadly, M. (2021b). The Impact of Customer Satisfaction with EWOM and Brand Equity on E-Commerce Purchase Intention in Indonesia Moderated by Culture. *Binus Business Review*, 12(1), 41–51. <https://doi.org/10.21512/bbr.v12i1.6419>
- Febrian, A., & Vinahapsari, C. A. (2020). Brand equity s mediated in influencing purchase intentions on e commerce. *Journal of Engineering & Management*, 3703, 3703–3710.
- Febriza, M. A., & Adrian, Q. J. (2021). PENERAPAN AR DALAM MEDIA PEMBELAJARAN KLASIFIKASI BAKTERI. *Jurnal BIOEDUIN: Program Studi Pendidikan Biologi*, 11(1), 10–18.
- Herison, A., Romdania, Y., Akbar, D., & Pramanda, D. (2019). Jurnal pariwisata pesona. *Pariwisata Pesona*, 04(1), 1–10.
- Jamra, R. K., Anggorojati, B., Sensuse, D. I., & Suryono, R. R. (2020). Systematic Review of Issues and Solutions for Security in E-commerce. *2020 International Conference on Electrical Engineering and Informatics (ICELTICs)*, 1–5.
- Kementerian Pertanian RI. (2019). Luas Panen Pisang Menurut Provinsi, 2015-2019. *Kementerian Pertanian*, 26(2), 221–225.
- Liu, C., Zhou, Q., Li, Y., Garner, L. V., Watkins, S. P., Carter, L. J., Smoot, J., Gregg, A. C., Daniels, A. D., Jerve, S., & Albaiu, D. (2020). Research and Development on Therapeutic Agents and Vaccines for COVID-19 and Related Human Coronavirus Diseases. *ACS Central Science*, 6(3), 315–331.
<https://doi.org/10.1021/acscentsci.0c00272>
- Luckett, K., & Shay, S. (2020). Reframing the curriculum: A transformative approach. *Critical Studies in Education*, 61(1), 50–65.
- Mertania, Y., & Amelia, D. (2020). Black Skin White Mask: Hybrid Identity of the Main Character as Depicted in Tagore's The Home and The World. *Linguistics and Literature Journal*, 1(1), 7–12.
- Muliyah, P., & Aminatun, D. (2020). Teaching English for Specific Purposes in Vocational High School: Teachers' Beliefs and Practices. *Journal of English Teaching*, 6(2), 122–133.
- Napianto, R., Utami, E., & Sudarmawan, S. (2017). VIRTUAL PRIVATE NETWORK (VPN) PADA SISTEM OPERASI WINDOWS SERVER SEBAGAI SISTEM PENGIRIMAN DATA PERUSAHAAN MELALUI JARINGAN PUBLIK (STUDI KASUS: JARINGAN TOMATO DIGITAL PRINTING). *Respati*, 7(20).
- Nugroho, R. A., Yuliandra, R., Gumantan, A., & Mahfud, I. (2021). Pengaruh Latihan Leg Press dan Squat Thrust Terhadap Peningkatan Power Tungkai Atlet Bola Voli. *Jendela Olahraga*, 6(2), 40–49.
- Samsudin, M., Abdurahman, M., & Abdullah, M. H. (2019). Sistem Informasi Pengkreditan Nasabah Pada Koperasi Simpan Pinjam Sejahtera Baru Kota Ternate Berbasis Web. *Jurnal Ilmiah ILKOMINFO - Ilmu Komputer & Informatika*, 2(1), 11–23. <https://doi.org/10.47324/ilkominfo.v2i1.16>
- Sari, F. M. (n.d.). UNDERGRADUATE STUDENTS' ATTITUDES TO THE IMPLEMENTATION OF WHATSAPP GROUP AS THEIR LEARNING MEDIA IN THE EFL CLASSROOM. *Section Editors*.

- Sari, F. M., & Putri, S. N. (2019). Academic Whatsapp group: Exploring students' experiences in writing class. *Teknosastik*, 17(2), 56–65.
- Sasalia, O. A., & Sari, F. M. (2020). UTILIZING NOVEL IN THE READING CLASS TO EXPLORE STUDENTS' VIEWPOINT OF ITS EFFECTIVENESS. *Journal of English Language Teaching and Learning*, 1(2), 56–61.
- Schrape, J.-F. (2018). Social Media, Mass Media and the “Public Sphere”. Differentiation, Complementarity and Co-Existence. *SSRN Electronic Journal*.
<https://doi.org/10.2139/ssrn.2858891>
- Styawati, S., & Mustofa, K. (2019). A Support Vector Machine-Firefly Algorithm for Movie Opinion Data Classification. *IJCCS (Indonesian Journal of Computing and Cybernetics Systems)*, 13(3), 219–230.
- Suryono, R. R., Budi, I., & Purwandari, B. (2020). Challenges and trends of financial technology (Fintech): a systematic literature review. *Information*, 11(12), 590.
- Suwarni, E., & Handayani, M. A. (2021). Development of Micro, Small and Medium Enterprises (MSME) to Strengthen Indonesia's Economic Post COVID-19. *Business Management and Strategy*, 12(2), 19. <https://doi.org/10.5296/bms.v12i2.18794>
- Tuhuteru, H. (2020). Analisis Sentimen Masyarakat Terhadap Pembatasan Sosial Berskala Besar Menggunakan Algoritma Support Vector Machine. *Information System Development (ISD)*, 5(2), 7–13.
- van Eijck, Michiel; Hsu, Pei-Ling; Roth, W.-M. (2009). *Citations @ Scholar.Google.Com* (pp. 611–634).
http://scholar.google.com/citations?view_op=view_citation&hl=en&user=_XdRuc4A AAAJ&citation_for_view=_XdRuc4AAAAJ:d1gkVwhDpl0C
- WING, L. A. S. O. F. F. (n.d.). *IMPLEMENTASI KENDALI LQR UNTUK PENGENDALIAN SIKAP LONGITUDINAL PESAWAT FLYING WING*.