

A Movie Analysis With Context Defense Studies, Case Study of “Merah Putih Memanggil”

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Abstract—This study discusses the movie “Merah Putih Memanggil”. The movie was screened on the cinema on the anniversary of the Indonesian National Army and played on a television screen to coincide with the Birthday of the Independence of the Republic of Indonesia. This study uses qualitative methods to analyze the content of this movie. In this movie, the soft power, propaganda and mass communication aspects are discussed. Finally the movie can be categorized as one of the movies that can support national defense.

Keywords—movie analysis, defense studies

I. INTRODUCTION

In Defense studies, a movie can be seen as a tool to support state defense if it contains potential meanings beside its usual aspects such as entertainment and information value. This perspective has been discussed with several policy maker in the Ministry of Defense of Republic Indonesia that movie has the strategic value to support national defense [1].

In the Law number 3 of 2002 about national defense is explained about the Indonesian defense system, which is a system of universal defense system. A universal defense system involves all national resources including citizens of the state, territory and other national resources. The state defense system is prepared by the government and organized in total, integrated, directed, and in continuity to uphold national sovereignty, territorial integrity, and the safety of all nations from all threats [2]. From this definition, it is very possible that the use of a movie at least partially to support state defense met its vital requirement in Indonesia law. movie studies as a medium to support national defense in Indonesia can be found through previous research [1],[3],[4]. In Indonesia, studies like this are still relatively new even though compared to those in the United States where the use of movie as part of supporting national defense policy has become part of the Hollywood movie industry for almost a century [5-7].

In general, there is no theory that states how a movie in Indonesia can support its national defense. However [1],[3],[4] through in-depth research concluded at least 3 special functions as a tool to support national defense, namely (1) movies as Soft Power, (2) movies as propaganda, and (3) movies acting as mass communication perform functions as entertainment, education and information to the public.

“Merah Putih Memanggil” is a movie about the role of the Special Forces of the Indonesian Army in a rescue mission which was released at the same time of Indonesia Armed Forces anniversary date at 5th October 2017 and Indonesia Independence Day in 2018. The Movie’s production was conducted under coordination with the Indonesia Armed Forces (TNI) [8]. This research was conducted to elaborate how this movie shows its strong relation to Indonesia state defense.



Fig. 1. Merah Putih Memanggil [8].

II. THEORETICAL BACKGROUND

A. Movie and State Defense

Movie production in Indonesia is very strong supported by Indonesia Government through the Law No. 33 of 2009 about cinematography where in article 1 movie is defined as a cultural art work that its production based on cinematographic rules. The movie “Merah Putih Memanggil” is the object of this research which beside its existence as a cultural art work, this movie has also shown several aspects of a movie that supports Indonesia national defense. In preceding research, it is founded through grounded theory research at least 3 functions of a movie that might support Indonesia state defense. Functions such as Soft power, Propaganda and Mass Media are commonly found in a movie that support state defense [1].

Indonesian state defense is regulated through the law No.3 of 2002 about Indonesia National Defense. It is stated

briefly in the law that there are three general matters that concern Indonesian national defense: (1) state sovereignty, (2) territorial integrity, (3) the safety of all Indonesian people. The interests of the state in terms of defense are initiated through various developments of efforts to foster the state and Indonesia as which will be carried out to overcome various types of threats that can disrupt the interest of the country's defense. The threats can come from within the country or outside and in a form as direct or indirect [2].

The national defense system in Indonesia adheres to a defense system known as Sishanta (Sistem Pertahanan Semesta). This defense system may involve all state resources owned by Indonesia. If a movie is used as a tool to support national defense, it will become part of the Universal Defense System (Sishanta). The use of movie in terms of being part of the national defense in accordance with Law Number 3 of 2002 about national defense and the Law No. 33 of 2009 about cinematography, is in accordance within the existing law in Indonesia.

B. Three Functions of Movie to Support State Defense

Indonesia Movie to support national defense is a new research field if it compared to the movie industry in USA. On the other hand there are many researches how movie play role to foster patriotism with help of Hollywood movie industry [9], [10]. Movies plays a role as an instrument to support for national defense. For example when people watch a movie, they get information about matters relating to national defense.

A movie that have at least a combination of these three functions: (1) Soft Power Function, (2) Propaganda Function, (3) Mass communication function can be categorized as a movie that can support national defense [1],[3],[4] With the existence of these functions in a movie, a movie can be categorized as a movie that support Indonesia state defense.

C. Soft Power Aspect in Movie

The first function of a movie that support state defense is Soft Power. The term Soft power was first coined by Professor Josep Nye, a professor from the John F. Kennedy School of Government at Harvard University. He created the theory of soft power which essentially emphasizes soft power based on the attractiveness of a country. That attraction can make an impact on society. This form of soft power can take the form of certain values in society, culture in the country, or through its policies.

Figure 2 shows a comparison of Soft Power with the power of Hard Power and Economic [11]. Soft power and movie are interconnected if the role of the movie is to display certain values, culture and policies that are very closely related to the identity of a country so that the audience of the message conveyed in the movie.

	Behaviors	Primary Currencies	Government Policies
Military Power	coercion deterrence protection	threats force	coercive diplomacy war alliance
Economic Power	inducement coercion	payments sanctions	aid bribes sanctions
Soft Power	attraction agenda setting	values culture policies institutions	public diplomacy bilateral and multilateral diplomacy

Three Types of Power

Fig. 2. Military power, economic power and soft power tables. [11]

D. Propaganda Aspect in Movie

The other function is Propaganda. The relationship between movie with propaganda is seen as a close relationship. Propaganda as a technique for manipulating one's mind can be used in movies that have a means of mass communication. The use of movies for propaganda can increase the spread of messages to be conveyed. By definition propaganda is a spreaded messages that have been carefully planned to change attitudes, views and behavior from reception/ communicant [12]. In addition to that there are various definitions of propaganda:

- 1) *According to Barnays:* "Modern Propaganda is a consistent, enduring effort to create events to influence the relations of the public to the enterprise, idea or group".
- 2) *According to Prosser:* "The dissemination of a systematically planned and widely addressed presentation of a particular set of values of policies".
- 3) *According to Bobrakov:* "The dissemination of certain information to produce upon its recipient a certain reaction which forms the viewpoint of the disseminator is desirable".

E. Mass Communication Aspect in movie

The last function of a movie that support state defense is Mass Communication. By definition, mass communication is communication that is directed to many people [12]. Movies can be watched by people with a very large amount so that movie is a type of mass media. Movie enables communication to many people. The description below shows that communication process has three stages as shown in Fig. 3:

- 1) *The first stage is the source or the origin of a message.*
- 2) *The second stage of the message, the message is packaged in the form of a movie.*
- 3) *The third stage is the recipient of the message, the movie audience who receives the message in the movie.*

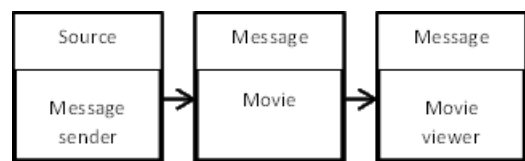


Fig. 3. Application of the theory of the Sastropoetro communication process [12].

The contents of a message in mass communication are classified as entertainment, education, and information [13].

There are various reasons for someone using mass media, namely:

- 1) *As a tool to get pleasure*: For example, watching a movie is an activity for entertainment or stress relief.
- 2) *As a tool to eliminate feelings of solitude*.
- 3) *As a monitoring tool*: In other words someone will follow the latest developments in his social environment by watching a movie.
- 4) *As an interpretation tool*: The movie can convey a view on the latest things in the community. For example, a movie that describes an event may be judged by the viewer as a description of the real event.

III. RESEARCH METHODS

A. Research Objective

The objective of this research is to analyze the movie "merah putih memanggil" using the movie discourse analysis with emphasize of recent defense studies about movies. This research will also contribute to enrich defense studies about movie especially movie that support Indonesia national defense. While there are not so many researchers who discusses aspects of movie to support Indonesia national defense this movie analysis about "Merah Putih Memanggil" will give more impressions how movie can be related to defense studies especially Indonesia national defense.

This research is conducted with qualitative research method for movie which is content analysis method. It is merely focusing on the relevance of 3 functions of movie as media to support state defense namely Soft power, Propaganda, and Mass communication.

The steps of the content analysis according to Hsiu-Fang and Shannon in [14] are: Analyzing the content within a specified time frame; Searching for meanings and explaining it so it can be put into categories. In this research, the categories will be: soft power, propaganda, and mass communication. After that all the results will be explained in detail such as speeches, symbols, events etc; Collecting all data that can be categorized in one specific category for example in the category soft power, propaganda function, or mass communication.

This research was conducted at the Politeknik Negeri Media Kreatif campus on Jalan Srengseng Sawah Jagakarsa, South Jakarta in July 2018 until October 2018. While conducting movie analysis per scene, there will be category of meanings that fall into several meanings. Those meanings are (1) Referential, (2) Explicit, (3) Implicit, and (4) Symptomatic [15]. A further short explanations about those meanings: Referential meaning is a category of meaning in movie scene which describe a general conclusion; Explicit Meaning is a category of meaning for all messages that has a moral message; Implicit Meaning is a category of meaning for message that is directly understandable. Its messages are mostly hidden or implied; Symptomatic Meaning is category of meaning which combines the three meanings above. It means in this category a movie scene show some teaching or suggestion into something based on general meaning, as well moral messages and also implied messages.

IV. RESULTS AND DISCUSSION

The movie "Merah Putih Memanggil" was initially screened in Indonesia movie theaters on 5th October 2017 to coincide with the 72nd anniversary of the Indonesian National Army which was re-screened for the first time on Indonesia television on 17th August 2018 to coincide with the 73rd independence day of the Republic of Indonesia. The poster for the television was slightly different with the addition of the local TV logo.



Fig. 4. Playback of red and white movies calling on television [8].

The movie was directed by Mirwan Sumarso and produced by TB Silalahi Picture in collaboration with the Indonesian National Army. The 112-minute movie tells the story of a rescue operation of Indonesia Army special force "Kopassus" combating pirate groups who kidnaping foreign and Indonesia citizens. The composition of the cast of this movie are:

- Captain Norman: Maruli Tampubolon
- Kartini: Prisia Nasution
- Lopez: Restu Sinaga Diego: Ariyo Wahab
- Elise Durant: Mentari De Marele.

A. Softpower Aspect in This Movie

The soft power aspect in this movie is compromised through the illustration of Indonesian culture which has an unique characteristic of its own. This aspect is also strongly shown through the culture among Indonesian National Army. The few things that can be observed in this movie are Indonesian National Army and Indonesian Citizens who embrace religion.

The movie shows that Indonesia soldiers has various deep believe in religion as important moral message in the movie story line, for example in the mosque prayer scene shows the deep believe in Islam and a praying scene in the church shows a religious emphasis on Christianity. These things re-emphasize the Indonesian ideology of Pancasila which are embrace tolerance between various religion even though Indonesia citizen majority are Muslims. This movie clearly shows clear general message that religious belief is one of the identities of the Indonesian National Army.



Fig. 5. Footage of Indonesian citizens praying [8].

1) *Various stronghold of Indonesian special forces among the Indonesia military*: The movie highlighted the appearance of various special forces symbols such as berets and insignia from various Special Forces within the Indonesia Military, for example The Army Special Forces Command or “Kopassus”, the Army Strategic Command “Kostrad”, the Air Force Special Force Command or Paskhas, the Navy Special Force Command or Kopaska and the Marines. In this movie modern Indonesian military power is displayed mainly focused in its capability to deploy special forces command. In addition to that it was obviously that Kopassus receive the main role in the rescue operation in this movie.

2) *Indonesian military’s modern weaponry*: The movie also features various modern armaments from the Indonesian National Army such as fighter aircraft, combat helicopters, military transport aircraft, destroyer type ships, submarines. This movie shows the result of development process of modernization Indonesian Armed Forces. This movie beside showing Indonesia Military infrastructure it also shows a touched of the modern weapons equipment.

B. Propaganda Aspects in This Movie

In this movie, generally propaganda is shown as white propaganda. It means that the messages conveyed are can be clearly identified. In general, the message conveyed was related to the lifestyle of a good Indonesian National Army soldier. Indonesia soldiers has respect and care to their families. This movie displayed the nature of Indonesia soldiers who care about their families, and its also emphasize soft power through a tight bond of family culture that is ingrained in the Indonesian nation. High dedication from Indonesia soldiers In this movie, the doctrine of the spirit of Indonesia National Armed Forces or TNI soldiers is emphasized through the emotional expression of total dedication to their duties and the importance of completing the tasks of the state even if necessary to sacrifice themselves. This kind of message is emphasized within the special forces team. The message given to the audience shows the high patriotism of a soldier from the TNI special forces as a state defense apparatus.

C. Mass communication aspects in this movie

In this movie, various aspects of mass communication were found such as entertainment aspects, information aspects, and educational aspects.

1) *Entertainment aspects of action movies*: In this movie, there is an entertainment aspect in terms of

action movies, where the excitement of the battle between the TNI and the accomplice is displayed. In addition there was also tension when the process of freeing hostage took place where special forces teams had to be able to free all hostages who added thrill to the entertainment aspect of the movie.

2) *Education regarding the professionalism of the Indonesian National Army*: In this movie there are various scenes that illustrate the professionalism of a TNI soldier. For example: the bravery in combat. There are also scenes that show aspect of teamwork between the Army, Air Force and Navy.

3) *Providing information about matters relating to the TNI*: In this movie there is a lot of information related to the TNI. Starting from clothing attributes, ways of behaving, special slogans such as the word command and ready to be carried out, besides that also various TNI weapons. This information can become a common knowledge to the audience so they can find out more about the military in Indonesia.

V. CONCLUSIONS AND SUGGESTIONS

A. Conclusions

The movie “Merah Putih Memanggil” features soft power, propaganda and mass communication aspects. This means that the movie is not only a tool for entertainment, information and education for its audience, but also shows messages of patriotism and military. The movie aired on the anniversary of the Indonesian National Army became a movie that deserves to be taken into account as a movie used to support national defense because it teaches wise values as servants of the state and also seeks to increase the dignity of the Indonesian National Army for its audience.

There is a sense of pride for the audience when watching because the movie shows the strength of Indonesia's national defense in an action movie. In addition, the attributes and defense tools used have similarities that are exactly the same as real life.

B. Suggestions

In the future, more movie are expected to support national defense because it is undoubtedly that national defense will be even stronger so that it can maintain security stability and even safeguard state interests. However, it is necessary to have objective inputs for the development of national movies that support national defense so that they are increasingly sought after, so the creation of this movie also benefits the movie industry in Indonesia.

To be able to realize it, human resources in the field of creative and talented movies are needed to produce stories and the creation of interesting movies. In addition, the need to think about the theme of the story is in accordance with the circumstances of the era, for example related to cyber problems and maritime problems.

It is obviously that Indonesia movie producers have to learn a lot from Hollywood studios who have been supported movies with relation of state defense. Movies to support state defense in the USA have reach many commercial success

because many movies have been supported by Hollywood studios [16-20].

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