

# MOTION PICTURE (FILM) AS MEDIA FOR SUPPORTING STATE DEFENSE, A RESEARCH STUDY IN INDONESIA'S MINISTRY OF DEFENSE

Deddy Stevano H. Tobing

*Politeknik Negeri Media Kreatif, tobing.deddy@gmail.com*

---

**Abstract:** Motion Picture (Film) can be profitable for state's economy through its variety economic impact with various functions such as an entertainment tool, a tool of propaganda and a political tool. It indicates the other function of film, which as a tool to support the state defense. The urgency to conducting this research is to explain how to use film to support defense in Indonesia. The method used in this research is a qualitative method, the method of grounded theory. The final results of this research study showed that a film that support the Indonesia defense could have the function of soft power, propaganda and mass communication. This research study also find several needs for new regulation and the needs for film-makers. That understand the state defense system and state defense needs. Film as Media for supporting state defense can also reach the commercial success when it is prepared with the correct production strategy. The detail various functions of film as tool for supporting Indonesia state defense are explained in this writing along.

**Keywords:** *Film, Defense, Softpower, Propaganda, Mass communication*

---

## 1. INTRODUCTION

The import of many foreign films in Indonesia exceed the number of domestic produced films, this condition create pressure to Indonesian film industry. Therefore the Indonesian government try to regulate the film industry to increase the number of Indonesian films, still this effort has a limited success. Beside seen important for economy , Film in Indonesia also has been seen for having strategic functions such as a function as entertainment tool, a propaganda tool, as well as a political tool (Novi Kurnia, 2006:271-272).

The increase of imported films in Indonesia has been recognized to have adverse impact on the local culture, because the local culture is threatened by foreign cultures that carried through foreign films. Indonesia as a developing country has not been able to overcome this problem especially because government still have lack of information technology expertise , therefore Indonesia need a strategy to deal with the influence of foreign cultures that brought by foreign films (Safril Mubah, 2011:302-308).

When the foreign films carry theme about war, then often they linked with the visualisation of image the armed forces of a specific country, for example the themes in the film are about the actual real threat to global or national security. In the campaign "war on terror", most films have themes the fight against terrorism (Betsalel & Gibney, 2008:522-523). Film could form the patriotism spirit in the society and provide an overview of new ideology as well introduce the concept of defense to the society (Wetta & Novelli, 2003:861). Indonesian people see many films about foreign defense doctrine or defense system, but do the Indonesian people know their own country defense system or defense doctrine? Better than the defense system or doctrine from of a foreign country?

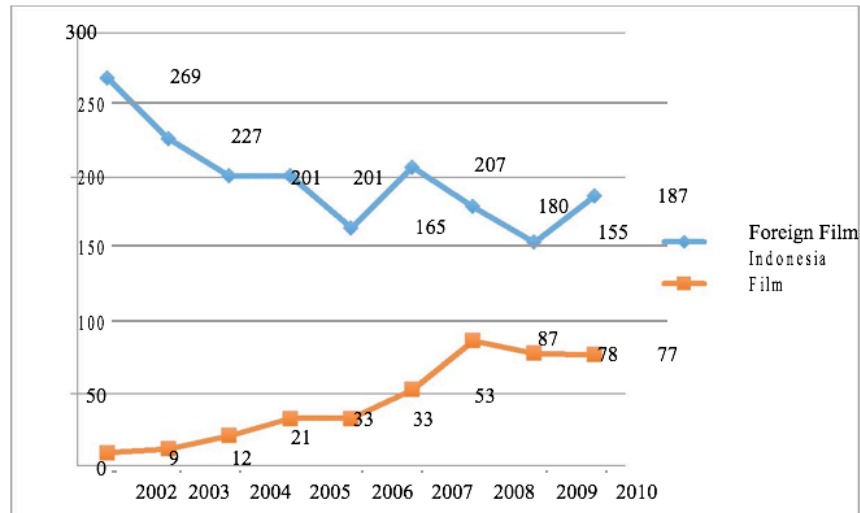


Figure 1 data chart from 2002 until 2010 Lembaga Sensor Film/Indonesia's FilmCensorship Committee  
Source (Lembaga Sensor Film 2011)

The arising problem is, that the Ministry of Defense of Republic Indonesia not using the film as part of support for the country's defense or as a tool to foster the spirit of patriotism and until now there is still no policy from the Ministry of Defense of the Republic Indonesia to encouraging the uses of film to support national defense or enhancing the film industry to make such film. The uses of film to support the country's defense thus need to be investigated in order to strengthen the defense of the Republic of Indonesia. Thus the goals of this research is to know the functions of film as a tool to support Indonesia national defense.

## 2. THEORETICAL BACKGROUND

The defense system of the Republic of Indonesia is defined in Constitution No. 3 of 2002 on national defense as follows: the national defense system is a total defense system, that involving all citizens , territory , and other national resources. It can be seen that the state defense in Indonesia involving all aspects owned by Indonesia without exception.

This research thesis dig connection between film with national defense, with emphasis particularly the functions of film. The functions of the film translated into the function of soft power, propoganda, and mass communication media.

The first function of film to be researched is softpower, the term soft power is coined by Joseph Nye to describe, that the attractiveness of a country is a form of power (Joseph S. Nye, 2004:IX-XI). The referred attractiveness is the appeal from the culture that tend to beimitated from other countries, as well as its country policies, as well as the ideas of a political nature. The appeal of foreign states are rising in Indonesia, because people watch foreign films. Budiman wrote that the Indonesian people tendency to like imported television program because the local television programs less appealing than the imported (Budiman, 2002:179).

The second function is the function as propoganda. Propaganda and movies are twothings that are related. Propaganda is the techniques to influence people, while the film is a medium of mass communication. Sastropetro emphasize the link between propoganda and film, that the use of film as propoganda have improved the deployment capabilities of message (Sastropetro, 1991:48). Sastropetro define propoganda that "propaganda is a message deployment that has been planned carefully to change attitudes, views and behavior of the receipients" (Sastropetro,1991:30-34).

The third function is mass communication. Sastropetro mentions that a communication which addressed to lots number of people, is referred as mass communication. Film as a medium of mass

communication means that the film is used as the medium to communicate to lots number of people. In summary mass communication media, also known as the mass media (Sastropetro, 1991:89).

A communication process can be divided into three parts according to (Sastropetro, 1991:87), namely:

1. Source, which is where the message originated.
2. Message, a message can be packaged in the form of a film
3. Recipients of the message, the message is received by the viewer (see Figure 2).

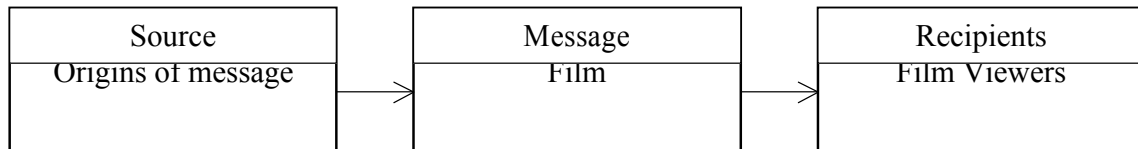


Figure 2 theory communication process of Sastropetro  
source: (Sastropetro, 1991, p. 88)

### 3. THE RESEARCH METHOD

This research uses qualitative method. A qualitative research is a research method that aims to gain understanding through the process of inductive thinking (Basrowi & Suwandi, 2008:1-2). Researchers who adopts an inductive approach typically use grounded theory approach. Through a grounded theory approach researchers build ideas and generalization about a theory that gained through observation and creative thinking which emerged from the data that held (Neumann, 2007: 30).

Grounded theory is the method, which being used in this research. The goal is to build a theory that can be trusted in accordance with the evidence, that being held (Neumann, 2007:31). Grounded theory arise from the need to assess, to understand and to search for "make senseof" from the evidence, that held (Neumann, 2007:30).

The selected research subjects are parties that related to national defense as well the production of film. The parties are speaker of the Ministry of Defense of Republic Indonesia (Kemhan RI) and Public Communication Center of the Ministry of Defense of Republik Indonesia (Puskompublik). Puskompublik is a directorate in Kemhan RI, which in charge for making opinion,news, and information that related to defense and conducting cooperation ondefense Information (Kemhan RI, 2012:144).

The objects of this research are the functions of film for supporting national defense and to explain how film can support national defense. The functions of the film for supporting national defense are:

1. The function of film as a soft power, film that support the defense of the country from the aspect of soft power.
2. Functions of film as propaganda, film that promote patriotism.
3. The function of film as mass media, film that function to give information to the public about national defense.

Data was collected from interview. The collected data is processed with grounded theory method Glaser version. So after the interview data was collected, the data is grouped according codification. Grounded theory version Glaser codification is noted as follows: open coding, selective coding and theoretical coding (Jones & Alony, 2011:104).

#### 4. RESULT AND DISCUSSION

Soft power in film is the influence of film to increase the attractiveness of a country to other countries. Indonesia as mandated in the preamble of the 1945 Indonesian Constitution is a peace-loving country. Indonesia is also a country that has a priceless cultural treasures. Through film Indonesia can develop soft power to increase the influence of Indonesia in the international arena. Indonesia should promote to the international community that Indonesia actively participate to maintain peace in the world, it should be wary that American soft power is diminishing because America policies do not pay attention to keep the peace, fighting poverty and conserve the environment (Nye, 2004).

Indonesia can use film to show the cultural values of Indonesia to increase the attractiveness of Indonesia in the international world , for example by demonstrating the success of the Indonesian government participation to maintain world peace , and displaying the policies of the Indonesian government that participate in efforts to maintain world peace. The strength of Soft Power is the power of subtle persuasion and appeal that arising from the culture and values (Joseph S. Nye, 2004, p. 31). So film should not only display the physical forces such as military power, but also nonphysical forces such promoting Indonesian cultures.

As propaganda tool film can be used to disseminate information, to influence the perception of the audience and to cause reaction from the public, in relation to the national defense. Propaganda is used to fight threats to national defense in the form of military threats and non-military threats. For facing military threats propaganda is aimed to promoting and strengthening patriotism. Propaganda can also be used against non-military threats, the threats that are in form of ideological and political threats.

The most important thing to consider is, that propaganda need proper planning. A not well planned propaganda message is going to be counterproductive. Film in case as propaganda should be shaped in white propaganda which the information provided is reliable and does not contain lies.

On the aspect of mass communication, film as mass media is used to meet the personal needs of the community, namely the need of entertainment and information, Turrow mention that the content of mass communication generally contains several themes, including: entertainment, information, advertising, news, and education (Turrow, 2009:40).

Film In relation to mass communication theory and its relationship with the country's defense as it related to the theory of communication by Sastropetro can be seen in graph below, which explained that: film is a message that sent by Kemhan RI to the Indonesian citizen and the message can take the form of entertainment , information , advertising , news and education:

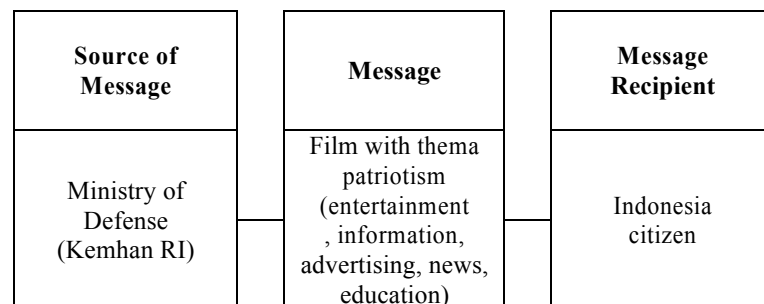
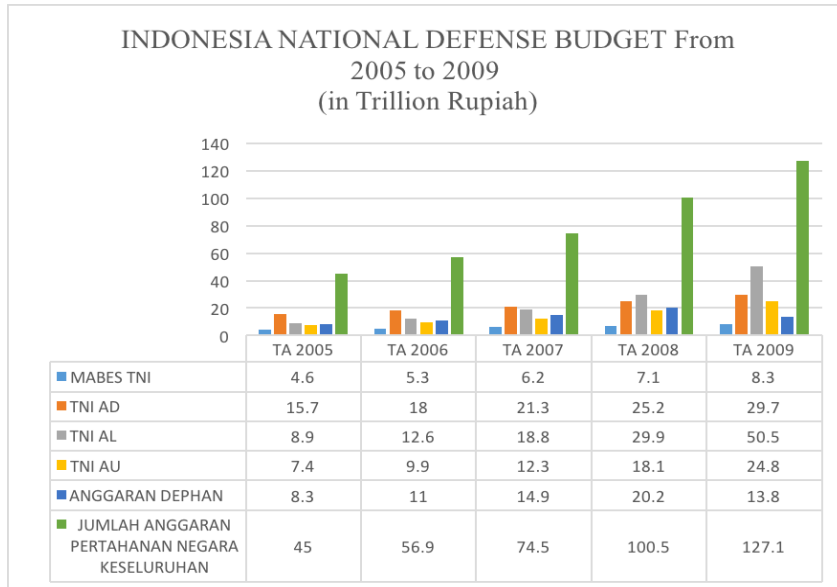


Figure 3 Communication Theory from: Sastropetro is applied to the film to support national defense  
Source: Sastropetro, 1991, p. 88, reprocessed by author

The cost to produce one film once a year is approximately 500 million to 5 billion Indonesia Rupiah. Those cost is relatively small when compared to the MEF budget in 2010 to 2014. For example, maintenance and human resource budget from 2010 to 2024 is 471.28 Trillion Indonesia Rupiah, weaponry 2010-2014 budget is 332 Trillion Indonesia Rupiah and maintenance budget from 2010 to 2014 amounting to 139.28 Trillion Indonesia Rupiah (Kemhan RI, 2010). As shown in Table 1 below.

Table 1 Budget of State Defense TA . 2005 s.d TA . 2009



Source : Ministry of Defense, 2010, reprocessed

**5. CONCLUSION**

A Film that support national defense has various functions to support country's defense that rooted in the military and nonmilitary threats with aspects of propaganda, mass communication and soft power.

The Ministry of Defense of Republic Indonesia (Kemhan RI) and the Indonesia Military (TNI) through the Army, Navy, and Air Force must be able to coordinate, to be able to produce the film that support the defense. It is also expected that the agency or institution to be able to manage cooperation across institutional or ministry, because the production of a film to support the country's defense can touch many agencies or ministries interests.

The resulted data from the Ministry of Defense of Republic Indonesia is enough to consider, that it is really important to realize the film production to support the defense, so the first step that needs to be done is to get community support, then ensure a better regulation, then the unification of the interests of stakeholders, and ultimately there is a budget for producing films to support national defense.

**ACKNOWLEDGEMENTS**

Agus Purwoto (2014), Dirjen Kekuatan Pertahanan Kemhan RI 2014M. Faisal (2014), Direktur Bela Negara Ditjen Pothan Kemhan RI 2014, Bennyta Suryo Septanto (2014), Direktur Komponen Pendukung Ditjen Pothan Kemhan RI 2014, Budi Rachmat (2014), Direktur Komponen cadangan Ditjen Pothan Kemhan RI 2014 ,Shelvy Arifin (2014), Dirut Perum Produksi Film Negara 2014, Sisriadi (2014), Kapuskompublik Kemhan RI 2014.

## REFERENCES

- Barrows, D., and McInerney, R., 2002. Management Tools for creating Government Responsiveness: The Liquor Control Board of Ontario as a Context for Creating Change. *The Innovation Journal: The Public Sector Innovation Journal*, Volume 7(3). 2002, 1-23.
- Basrowi., and Suwandi., 2008. *Memahami Penelitian Kualitatif*. Jakarta: Rineka Cipta.
- Budiman, H., 2002. *Lubang Hitam Kebudayaan*. Yogyakarta: Kanisius.
- Clevé, B., 2006. *Film Production Management*. Third Edition. Oxford: Focal Press.
- Doyle, G., 2002. *Understanding Media Economics*. London: Sage Publications.
- Economics, O., 2012. *Economic Contribution of the Film and Television Industries in Indonesia 2012*. Oxford Economics.
- Glaser, B., and Strauss, A., 1967. *The Discovery of Grounded Theory: Strategies for Qualitative Research*. Aldine Transaction.
- Goulding, C., 2002. *Grounded Theory, a Practical Guide for Management, Business, and Market Researchers*. London: Sage Publications.
- Hambrick, D. C., & Frederickson, J. W., 2005. Are You Sure Have a Strategy. *Academy Management of Executive*, 2005 Vol. 19 No.4, 51-62.
- Joseph S., and Nye, J., 2004. *Soft Power, The Means to Success in World Politics*. New York: Public Affairs.
- Jowett, G. S., and O'Donnel, V., 2012. What Is Propaganda, and how it's Differ from Persuasion. G. S. Jowett, & V. O'Donnel, *Propaganda and Persuasion* (page 1-50). London: Sage.
- Kemhan RI. (2010). *Minimum Essential Force Komponen Utama*. Jakarta : Kemhan RI
- Kemhan RI. (2012). *Profil Kementrian Pertahanan Republik Indonesia* . Jakarta: Pusat Komunikasi Publik Kemhan RI.
- Kurasawa, A., 1987. Propaganda Media on Java under the Japanese 1942 -- 1945. *Indonesia Volume 44 October 1987*, 59-116.
- Locke, K. D., 2003. *Grounded Theory in Management Research, Sage Series in Management Research*. London: Sage Publications.
- Neumann, L., 2007. *Basics of Social Research Qualitative and Quantitative Approaches*. 2nd Edition. Pearson Education.
- Kurnia N., 2006. Lambannya Pertumbuhan Industri Film. *Jurnal Ilmu Sosial dan Politik, Vol.9 No. 3 Maret 2006*, 271-296.
- Parkin, M., Powell, M., and Matthews, K., 2005. *Economics 6th edition*. Essex: Pearson Education Limited.
- Sastropoetro, S., 1991. *Propaganda Salah Satu Bentuk Komunikasi Massa*. Bandung: Alumni Bandung.
- Safir M., 2011. Strategi Meningkatkan Daya Tahan Budaya Lokal dalam Menghadapi Arus Globalisasi. *Masyarakat, Kebudayaan dan Politik* Vol. 24 No. 4 Oktober-Desember 2011, 302-308.
- Stohl, M., 2006. Cyber Terrorism: a Clear and Present Danger, the Sum of All Fears, Breaking Point or Patriot Games? *Crime, Law and Social Change*, 46(4-5), 223-238.
- Turrow, J., 2009. *Media Today Introduction to Mass Communication*. 3rd Edition. New York: Routledge.
- Wahyuni, S., 2012. *Qualitative Research Method: Theory and Practice*. Jakarta: Salemba Empat