

RINGKASAN

Penelitian berjudul “Respon Publik Terhadap Propaganda Cina Melalui Film *Operation Red Sea* Tahun 2018-2020” merupakan penelitian yang berfokus kepada bagaimana respon publik terhadap film *Operation Red Sea* sebagai salah satu film Liga/Perang buatan Cina yang didukung secara langsung oleh *PLA Navy Government* serta dianggap sebagai salah satu film yang mengandung unsur propaganda. Penggunaan film *Operation Red Sea* ini dianggap sebagai media Cina untuk memperkenalkan Angkatan Laut Tentara Pembebasan Rakyat dengan kekuatan barunya untuk menunjukkan *Power Projection Capabilities* Cina. Film *Operation Red Sea* diadaptasi dari peristiwa “Evakuasi Yaman” yang terjadi pada 29 Maret 2015 di tengah peperangan antara liga Arab dengan kelompok pemberontak Syiah Al-Houthi. Berdasarkan analisis penelitian yang dilakukan dengan metode deskriptif kualitatif menggunakan teori propaganda dalam hubungan internasional dan fenomena *military-entertainment complex* untuk menjabarkan respon publik baik itu dari masyarakat internasional maupun masyarakat Cina terhadap film *Operation Red Sea*.

Kata Kunci: Film *Operation Red Sea*, *military-entertainment complex*, *PLA Navy*



SUMMARY

The study entitled "Public Response to Chinese Propaganda Through the Operation Red Sea Film Year 2018-2020" is a study that focuses on how the public's response to the Operation Red Sea film as an Action/War film made in China is directly supported by the PLA Navy Government and considered as a film that contains of propaganda elements. The use of the Operation Red Sea film is considered as a Chinese medium to introduce the People's Liberation Army Navy with its new powers to demonstrate China's Power Projection Capabilities. The Operation Red Sea was adapted from the event "Evacuation of Yemen" which occurred on March 29, 2015 in the midst of a war between the Arab league and the Shia rebel group Al-Houthi. Based on the analysis of research conducted with qualitative descriptive methods using propaganda theory in international relations and the concept of the military-entertainment complex to describe the public response, both from the international community and the Chinese community to the film Operation Red Sea.

Key Words: *Film Operation Red Sea, military-entertainment complex, PLA Navy*

