

ABSTRACT

Propaganda portrayed in Collins The Hunger Games novel series *Mockingjay*

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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 Donnels, 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

