

ABSTRACT

Religion became a tools to gain for gaining power through media. One of them is reflecting in a movie entitled Sang Pencerah. Through the Gramsci's theory, hegemony is an attempt to make the ruling elite dominate to lead the way of thinking, attitude, and assess the community to be in accordance with their will. Hegemony occur through mass media, education, preaching or dakwah. He also stated that the solution to oppose hegemony (counter hegemony) are focusing in education's field. This is very clear in the Sang Pencerah movie is shown how the Director create some discourse. This research aimed to find out the counter hegemony of Religious Authority in Sang Pencerah movie. Researchers used a qualitative approach, in which research is directed to inductive thinking by using Critical Discourse Analysis through microstructural (text), mesostructural (discourse), and macrostructural (sociocultural practices) steps. The subject of this study is the discourse of counter hegemony against the Religious Authority, while the object is the film Sang Pencerah. Researchers used a critical paradigm that is used to find out what is really going on behind the injustice or imbalance that exists. The result on micro phase, emphasis on the word "kafir", on meso, emphasis on counter (opposition Qiblat), and on macro emphasizes the institution's involvement, politics and discourse into media productions.

Keywords: *Muhammadiyah, Counter Hegemony, Education, Mass Media, Religious Authority.*