

Fenomena Perkembangan Buzzer di Indonesia Dalam Perspektif Keamanan Nasional = The Phenomenon of Development Buzzer in Indonesia in the Perspective of National Security

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Abstrak

Perkembangan teknologi informasi yang sangat massif telah membawa perubahan sosial dalam bentuk komunikasi antar individu maupun kelompok manusia melalui penggunaan media sosial. Perubahan tersebut telah menciptakan cara atau metode baru untuk memudahkan pengguna agar dapat menerima pesan dari pengirim. Istilah buzzer pada awalnya tercipta untuk membantu melakukan pemasaran suatu barang, produk, atau jasa. Namun dalam perkembangannya, buzzer telah menjadi sebuah fenomena yang dijadikan sebagai alat politik untuk melakukan manipulasi publik melalui media sosial. Penelitian ini bertujuan untuk menganalisis pola dan strategi buzzer politik dalam operasi media sosial serta potensi ancaman yang ditimbulkan. Kemudian, penelitian ini diharapkan dapat memberikan gambaran mengenai pemahaman keberadaan dan aktivitas buzzer politik terhadap stabilitas politik dan keamanan nasional.

Penelitian ini dilakukan dengan metode kualitatif melalui studi literatur, wawancara mendalam dengan informan, serta melakukan analisis framing dan propaganda terhadap konten-konten yang disebar oleh buzzer politik. Berdasarkan penelitian ini telah teridentifikasi pola, strategi, dan metode buzzer politik untuk menarik perhatian khalayak dengan menggunakan metode propaganda yang berpotensi mengganggu stabilitas politik dan keamanan nasional

.....The development of information technology that is very massive has brought social changes in the form of communication between individuals and groups of people through the use of social media. The changes have created new ways or methods to make it easier for users to receive messages from senders. The term buzzer was originally coined to help do marketing of a good, product, or service. But in its development, the buzzer has become a phenomenon that has been used as a political tool to carry out public manipulation through social media. This study aims to analyze patterns and strategies of political buzzers in social media operations as well as the potential threats posed. Then, this research is expected to provide an overview of the understanding of the existence and activity of political buzzers towards political stability and national security.

This research was conducted using qualitative methods through literature studies, in-depth interviews with informants, as well as conducting framing and propaganda analysis of content spread by political buzzers. Based on this research, patterns, strategies, and methods of political buzzers have been identified to attract the attention of the public by using propaganda methods that have the potential to disrupt political stability and national security.