

Peran Identitas Sosial terhadap Konten Publikasi Military Blogger Rusia di Media Sosial Telegram = The Role of Social Identity in the Publication Content of a Russian Military Blogger on Telegram

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Abstrak

Bersamaan dengan perang informasi dan manipulasi media di bawah kontrol pemerintah semenjak operasi militer Rusia ke Ukraina pada Februari 2022, pemerintah Rusia memblokir akses masyarakat ke media sosial populer asal barat, seperti Instagram, Facebook, dan Twitter. Akibatnya, aplikasi asal Rusia, Telegram, meraih popularitas di Rusia dan dimanfaatkan oleh para millitary bloggers pro-Rusia untuk menyebarkan kesadaran akan konflik yang tengah menjadi sorotan masyarakat. Penelitian ini berusaha menjelaskan motivasi yang mendasari penyebaran informasi di kanal Telegram @maryananaumova. Dengan menggunakan metode analisis konten, penulis menemukan pola konten berulang yang didominasi oleh tuduhan dan ujaran kebencian terhadap Ukraina, serta narasi pencitraan/image branding Rusia selama bulan April-Mei 2022. Hasil penelitian ini membuktikan bahwa identitas nasional dan afiliasi politik Maryana memiliki pengaruh dalam membentuk narasi di kanal Telegram yang cenderung memprioritaskan harga diri kelompok pro-Rusia.

.....Along with the cyber war and media manipulation under government control since the Russian military operation of Ukraine in February 2022, the Russian government has blocked public access to popular western social media, such as Instagram, Facebook and Twitter. As a result, a Russia-based social media called Telegram gained popularity and is used by pro-Russian military bloggers to spread awareness of the issue that was currently in focus among society. This research seeks to explain the motivation underlying the dissemination of information on @maryananaumova Telegram channel. By utilizing content analysis methods, the author identified recurring content patterns dominated by accusations and expressions of hatred towards Ukraine, as well as Russia's image branding narrative throughout April-May 2023. The findings of this research demonstrate that Maryana's national identity and political affiliation exert influence in shaping the narrative on the Telegram channel, which tends to prioritize the dignity of pro-Russian groups.