ANALISIS PESAN KONTEN HOAKS *#PEMILU2024* PADA MEDIA SOSIAL TIKTOK

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Abstrak

Hashtag #Pemilu2024 di TikTok mendapat 624 unggahan dan 121.428 likes, mencerminkan tingginya antusiasme masyarakat, tetapi juga diiringi penyebaran hoaks yang memengaruhi opini publik. Berdasarkan data Kominfo, sejak Januari 2022 telah teridentifikasi 117 isu hoaks terkait pemilu melalui Automated Identification System (AIS). Penelitian ini menggunakan metode mixed methods dengan desain sekuensial eksplorasi, mengombinasikan *Naïve Bayes* untuk analisis sentimen serta analisis jaringan komunikasi menggunakan Gephi. Data diperoleh melalui web scraping (Januari–Juni 2023), menghasilkan 600 komentar dengan 57,24% positif, 30,68% negatif, dan 12,08% netral, serta akurasi model 87,37%. Hasil penelitian menunjukkan bahwa hoaks tersebar dalam cluster tematik, dengan kata kunci *"Prabowo," "gaji,"* dan *"dana desa"* sebagai pusat wacana. Tema utama meliputi calon presiden, keuangan, pemikiran, makanan, dan pendidikan. Prabowo menjadi topik dominan, sering kali terkait klaim kebijakan dan janji kampanye yang tidak terverifikasi. Hoaks dalam tema keuangan banyak memanipulasi isu gaji ASN, tunjangan, dan subsidi, memengaruhi opini publik yang berkepentingan dengan kesejahteraan sosial. Hoaks tidak menyebar secara acak, melainkan mengikuti pola komunikasi berbasis kelompok. Oleh karena itu, strategi mitigasi harus difokuskan pada penguatan literasi digital, bukan hanya penghapusan konten hoaks. Pemahaman atas pola penyebaran hoaks dan dinamika sentimen publik diharapkan dapat menjadi referensi kebijakan komunikasi digital selama Pemilu 2024.

Kata Kunci: Analisis Sentimen, Hoaks, Naïve Bayes, Pemilu 2024, TikTok.

MESSAGE ANALYSIS OF #PEMILU2024 HOAXES CONTENT ON TIKTOK SOCIAL MEDIA

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Abstract

The hashtag #Pemilu2024 on TikTok has garnered 624 posts and 121,428 likes, reflecting the high public enthusiasm for the election while also being accompanied by the spread of hoaxes that influence public opinion. According to Kominfo data, since January 2022, 117 hoax issues related to the election have been identified through the Automated Identification System (AIS). This study employs a mixed methods approach with a sequential exploratory design, combining Naïve Bayes for sentiment analysis and communication network analysis using Gephi. Data was collected through web scraping (January–June 2023), yielding 600 comments, with 57.24% positive, 30.68% negative, and 12.08% neutral sentiments, achieving a model accuracy of 87.37%. The findings reveal that hoaxes spread within thematic clusters, with keywords such as "Prabowo," "salary," and "village funds" as discourse centers. The main themes include presidential candidates, finance, ideology, food, and education. Prabowo emerged as the most dominant topic, frequently associated with unverified policy claims and campaign promises. Hoaxes in the financial theme often manipulate issues related to civil servant salaries, allowances, and subsidies, influencing public opinion regarding social welfare policies. Hoaxes do not spread randomly but follow group-based communication patterns. Therefore, mitigation strategies should focus on strengthening digital literacy, rather than merely removing hoax content. Understanding hoax dissemination patterns and public sentiment dynamics is expected to serve as a reference for digital communication policies and effective mitigation strategies during the 2024 election.

Keywords: *Sentiment Analysis, Hoax, Naïve Bayes, 2024 Election, TikTok.*