

STRATEGI PENGAWASAN BAWASLU JAKARTA BARAT DALAM MENCEGAH KAMPANYE HITAM DI MEDIA SOSIAL INSTAGRAM PADA PEMILU 2024

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ABSTRAK

Penelitian ini bertujuan mengkaji strategi Badan Pengawas Pemilu (Bawaslu) Jakarta Barat dalam mencegah kampanye hitam di media sosial Instagram pada Pemilu 2024. Instagram menjadi salah satu ruang utama penyebaran opini publik, termasuk penyalahgunaan untuk hoaks, ujaran kebencian, dan kampanye hitam yang mengancam integritas pemilu. Penelitian ini menggunakan teori manajemen strategis (David), kontrol sosial (Hirschi), dan representasi media digital sebagai landasan analisis. Dengan pendekatan kualitatif deskriptif, data dikumpulkan melalui wawancara mendalam dan dokumentasi. Hasil penelitian menunjukkan bahwa Bawaslu Jakarta Barat mengimplementasikan beberapa strategi, antara lain edukasi digital melalui infografis, pendekatan persuasif kepada partai politik, pembentukan Kelompok Kerja (Pokja) lintas lembaga, serta penguatan pengawasan partisipatif melalui program “Bawaslu Goes to School” bagi pemilih pemula. Strategi ini berhasil meningkatkan kesadaran publik, namun belum sepenuhnya menjawab tantangan konten digital yang visual, temporer, dan anonim. Penelitian juga mengungkap sejumlah kendala, seperti keterbatasan SDM, tidak adanya jalur koordinasi langsung dengan Instagram (Meta), serta belum tersedianya sistem deteksi otomatis. Penelitian menyimpulkan bahwa penguatan strategi digital perlu dilakukan secara komprehensif melalui kolaborasi lintas sektor, pemanfaatan teknologi berbasis kecerdasan buatan (AI), serta reformasi kelembagaan. Reformulasi kebijakan pengawasan kampanye digital dan peningkatan literasi politik publik menjadi krusial untuk memperkuat peran Bawaslu dalam menghadapi tantangan demokrasi digital yang semakin kompleks.

Kata Kunci: Bawaslu Jakarta Barat, Kampanye Hitam, Instagram, Pemilu 2024, Pengawasan Digital

**SUPERVISION STRATEGY OF WEST JAKARTA BAWASLU IN
PREVENTING BLACK CAMPAIGNS ON INSTAGRAM SOCIAL MEDIA
DURING THE 2024 ELECTION**

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ABSTRACT

This study aims to examine the strategies implemented by the West Jakarta Election Supervisory Agency (Bawaslu) to prevent black campaigns on Instagram during the 2024 General Election. Instagram has become a major platform for public opinion, but it is also often misused to spread hoaxes, hate speech, and black campaigns that threaten electoral integrity. The research is grounded in David’s strategic management theory, Hirschi’s social control theory, and the theory of digital media representation. Using a descriptive qualitative approach, data were collected through in-depth interviews and documentation. The findings reveal that Bawaslu West Jakarta has implemented several strategies, including digital education through infographics, persuasive outreach to political parties, the formation of inter-agency working groups (Pokja), and participatory monitoring through the “Bawaslu Goes to School” program targeting first-time voters. These educational and participatory approaches have succeeded in raising public awareness, yet they fall short in addressing challenges posed by digital content that is visual, temporary, and anonymous. The study also highlights key obstacles such as limited human resources, the absence of direct coordination with Instagram (Meta), and the lack of automated detection systems. The research concludes that digital supervision strategies must be strengthened through cross-sector collaboration, AI-based technology adoption, and institutional reform to ensure neutral and professional oversight. Policy reform and improved political digital literacy are recommended to enhance Bawaslu’s role in navigating the increasingly complex landscape of digital democracy.

Keywords: *West Jakarta Bawaslu, Black Campaign, Instagram, 2024 Election, Digital Supervision*