

ABSTRAK

Penelitian ini mengkaji bagaimana komunikasi partisipatif publik di ruang publik digital berlangsung sebagai praktik kritik terhadap otoritas media arus utama. Fokus kajian diarahkan pada respons publik atas unggahan klarifikasi CNN News Indonesia di platform X pada 22 Februari 2025 berjudul “Pernyataan terkait Serangan pada Kredibilitas CNN Indonesia”. Menggunakan paradigma konstruktivisme dengan perspektif kritis dan metode netnografi non-partisipatif, penelitian ini menghimpun 20 data point pada 48 jam pertama pasca unggahan, mencakup komentar, *quote tweet*, serta praktik *Community Notes*. Seluruh data diolah secara induktif menggunakan NVivo untuk mengidentifikasi pola-pola partisipasi. Temuan menunjukkan bahwa komunikasi partisipatif publik muncul dalam lima bentuk utama: (1) verifikasi kolektif melalui *Community Notes* yang menyertakan rujukan sumber dan analisis kuantitatif; (2) kritik analitis terhadap diksi dan gaya retorika klarifikasi; (3) respons emosional dan ekspresif yang diwujudkan lewat meme, parodi, dan satir; (4) penyediaan informasi tambahan dan perspektif alternatif melalui perbandingan lintas media serta rujukan organisasi pemantau media; dan (5) ajakan aksi kolektif seperti memberi rating pada *Community Notes*, boikot, dan *unfollow*. Studi ini menegaskan bahwa legitimasi narasi media tidak lagi diterima secara pasif, melainkan dinegosiasikan melalui konstruksi makna kolektif dan kontestasi wacana yang dimediasi platform.

Kata Kunci: Komunikasi partisipatif, Ruang publik digital, Media arus utama

ABSTRACT

This study examines how participatory public communication in a digital public sphere operates as a form of critique against the authority of mainstream media. The analysis focuses on public responses to a clarification post uploaded by CNN News Indonesia on X on 22 February 2025, titled “Statement Regarding Attacks on CNN Indonesia’s Credibility.” Adopting a constructivist paradigm with a critical perspective and a non-participatory netnographic method, the study collected 20 data points within the first 48 hours after the post was published, including comments, quote tweets, and Community Notes practices. All data were processed inductively using NVivo to identify patterns of participation. The findings show that participatory public communication emerged in five main forms: (1) collective verification through Community Notes that included source references and quantitative analysis; (2) analytical critique of the diction and rhetorical style used in the clarification; (3) emotional and expressive responses manifested through memes, parody, and satire; (4) the provision of additional information and alternative perspectives through cross-media comparisons and references to media watchdog organizations; and (5) calls for collective action such as rating Community Notes, boycotting, and unfollowing. This study argues that the legitimacy of media narratives is no longer accepted passively, but instead negotiated through collective meaning-making and platform-mediated discursive contestation.

Keywords: Participatory communication, Digital public sphere, Mainstream media.