

ANALISIS STRATEGI KOMUNIKASI POLITIK BEM SI DALAM PENYEBARAN NARASI INDONESIA GELAP DI INSTAGRAM @BEM_SI

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ABSTRAK

Penelitian ini bertujuan menganalisis strategi komunikasi politik Badan Eksekutif Mahasiswa Seluruh Indonesia (BEM SI) dalam penyebaran narasi Indonesia Gelap melalui Instagram @bem_si. Narasi yang muncul pada tahun 2025 ini menjadi fenomena komunikasi politik digital yang digunakan sebagai media kritik terhadap berbagai kebijakan pemerintah. Penelitian menggunakan pendekatan kualitatif dengan metode netnografi. Data dikumpulkan melalui wawancara mendalam, analisis unggahan Instagram @bem_si, dokumentasi, dan studi pustaka, lalu dianalisis menggunakan model Miles dan Huberman dengan Teori Agenda Setting sebagai kerangka analisis. Hasil penelitian menunjukkan bahwa BEM SI memanfaatkan Instagram untuk membangun perhatian publik, membentuk opini masyarakat, dan mengonsolidasikan kesadaran kolektif mahasiswa. Strategi yang digunakan meliputi framing narasi Indonesia Gelap sebagai simbol persoalan nasional, penggunaan simbol visual dan propaganda digital, pemanfaatan hashtag, serta penyampaian pesan yang emosional dan mudah dipahami. BEM SI juga berhasil menjalankan agenda setting digital melalui penentuan isu prioritas, pembentukan atribut isu, dan perluasan agenda ke media sosial maupun media massa. Penelitian ini menyimpulkan bahwa strategi komunikasi politik digital BEM SI berperan dalam membangun agenda publik, memperkuat solidaritas mahasiswa, dan meningkatkan partisipasi politik di era media baru.

Kata Kunci: komunikasi politik, BEM SI, Indonesia Gelap, Instagram, agenda setting, media sosial.

THE POLITICAL COMMUNICATION STRATEGY OF BEM SI IN DISSEMINATING THE INDONESIA GELAP NARRATIVE THROUGH INSTAGRAM @BEM_SI

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ABSTRACT

This study aims to analyze the political communication strategy of the Indonesian Student Executive Boards Alliance (BEM SI) in disseminating the Indonesia Gelap narrative through the Instagram account @bem_si. Emerging in 2025, this narrative became a digital political communication phenomenon used to criticize various government policies. This research employs a qualitative approach using netnographic analysis. Data were collected through in-depth interviews, analysis of Instagram posts from @bem_si, documentation, and literature review, and were analyzed using the Miles and Huberman model with Agenda-Setting Theory as the main analytical framework. The findings indicate that BEM SI utilizes Instagram as a digital political communication platform to attract public attention, shape public opinion, and consolidate students' collective awareness. The strategies employed include framing the Indonesia Gelap narrative as a symbol of national issues, using visual symbols and digital propaganda, utilizing hashtags, and delivering emotional and easily understood messages. BEM SI also successfully implemented digital agenda setting through issue prioritization, issue attribute formation, and agenda expansion across social media and mass media. This study concludes that BEM SI's digital political communication strategy plays an important role in building the public agenda, strengthening student solidarity, and increasing political participation in the new media era.

Keywords: political communication, BEM SI, Indonesia Gelap, Instagram, agenda setting, social media.