

**PERSEPSI MASYARAKAT DKI JAKARTA TERHADAP INTEGRITAS
POLITIK GIBRAN RAKABUMING PADA PEMILU 2024 PASCA ISU
FUFUFABA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui persepsi masyarakat DKI Jakarta terhadap integritas politik Gibran Rakabuming Raka pada Pemilu 2024, khususnya setelah mencuatnya isu akun media sosial "Fufufafa" yang dikaitkan dengannya. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, di mana data dikumpulkan melalui kuesioner yang disebarakan kepada responden masyarakat DKI Jakarta yang dipilih menggunakan teknik purposive sampling, dengan jumlah sampel sebanyak 100 orang. Data yang diperoleh kemudian dianalisis menggunakan distribusi frekuensi, uji mean, standar deviasi, dan kategorisasi skor. Hasil penelitian menunjukkan bahwa persepsi masyarakat DKI Jakarta terhadap integritas politik Gibran Rakabuming Raka cenderung negatif pasca munculnya isu Fufufafa. Mayoritas responden menilai bahwa isu tersebut berdampak pada menurunnya kepercayaan publik terhadap kredibilitas dan rekam jejak moral Gibran sebagai figur politik. Faktor-faktor seperti integritas politik dan persepsi masyarakat turut memengaruhi variasi persepsi tersebut. Penelitian ini diharapkan dapat memberikan kontribusi akademis dalam memahami dinamika persepsi publik terhadap isu integritas politik di era media sosial, serta menjadi bahan evaluasi bagi aktor politik dalam menjaga citra dan kredibilitas di ruang publik digital.

Kata kunci: Persepsi Masyarakat, Integritas Politik, Gibran Rakabuming Raka, Pemilu 2024, Isu Fufufafa.

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ABSTRACT

This study aims to find out the perception of Jakarta residents regarding Gibran Rakabuming Raka's political integrity in the 2024 election, especially after the emergence of the social media account 'Fufufafa' that was linked to him. This issue drew public attention because it was considered related to controversial content that contradicted the image and integrity of a prospective public official. The study uses a quantitative approach with a survey method, where data is collected through questionnaires distributed to Jakarta residents selected using purposive sampling, with a sample size of 100 people. The data obtained is then analyzed using frequency distribution, mean test, standard deviation, and score categorization. The results show that the perception of Jakarta residents toward Gibran Rakabuming Raka's political integrity tends to be negative following the emergence of the Fufufafa issue. Most respondents felt that the issue has led to a decline in public trust in Gibran's credibility and moral track record as a political figure. Factors like political integrity and public perception also influence the variation in these views. This study is expected to contribute academically to understanding the dynamics of public perception regarding political integrity issues in the social media era, and also serve as material for political actors to evaluate how they maintain their image and credibility in the digital public space.

Keywords: Public Perception, Political Integrity, Gibran Rakabuming Raka, 2024 General Election, Fufufafa Issue.