

RINGKASAN

Skripsi ini membahas aktivisme digital peran tagar #MosiTidakPercaya dan #MahkamahKeluarga sebagai wacana protes publik terhadap praktik dinasti politik Presiden Jokowi. Penelitian bertujuan untuk memahami peran signifikan platform Instagram pada keberlangsungan aktivisme di Indonesia. Metode penelitian menggunakan pendekatan analisis wacana kritis Norman Fairclough. Teknik pengumpulan data studi kepustakaan. Sumber data, yakni data primer berasal dari tagar di postingan media sosial Instagram @fraksirakyat_id. Kemudian, data sekunder diperoleh dari buku serta berbagai jurnal yang berkaitan dengan penelitian. Hasil penelitian kemudian memperlihatkan tagar #MosiTidakPercaya dan #MahkamahKeluarga terbentuk karena protes terhadap dinasti politik tindakan nepotisme. Upaya dinasti politik ini dibangun Presiden Jokowi dengan adik iparnya, Anwar Usman selaku Ketua Mahkamah Konstitusi yang mengabulkan permohonan batas usia minimal Capres-Cawapres. Kekecewaan publik karena kerusakan ini memunculkan #MosiTidakPercaya pada pemerintahan Presiden Jokowi. Konflik kepentingan antara Anwar Usman Ketua MK sekaligus Paman dari Gibran, mengakibatkan tanggapan buruk dari publik mengubah singkatan MK menjadi “Mahkamah Keluarga”.

Kata Kunci: tagar, aktivisme digital, media sosial, analisis wacana kritis, dinasti politik

SUMMARY

This thesis discusses digital activism, the role of #MosiTidakPercaya hashtags and #MahkamahKeluarga as a discourse of public protest against the practices of President Jokowi's political dynasty. The research aims to understand the significant role of the Instagram platform in the sustainability of activism in Indonesia. The research method uses Norman Fairclough's critical discourse analysis approach. Literature study data collection techniques. The source of the data, namely primary data comes from hashtags in @fraksirakyat_id Instagram social media posts. Then, secondary data were obtained from books as well as various journals related to research. The results of the study then showed that #MosiTidakPercaya and #MahkamahKeluarga hashtags were formed due to protests against political dynasties, acts of nepotism. This political dynasty effort was built by President Jokowi with his brother-in-law, Anwar Usman as the Chief Justice of the Constitutional Court who granted the request for a minimum age limit for Presidential Candidates. Public disappointment over this damage has put #MosiTidakPercaya on President Jokowi's administration. The conflict of interest between Anwar Usman, Chairman of the Constitutional Court and Gibran's uncle, resulted in a bad response from the public changing the abbreviation MK to "Family Court".

Keywords: *hashtags, digital activism, social media, critical discourse analysis, political dynasties*

