

RINGKASAN

Meningkatnya kebijakan publik yang dinilai tidak responsif, elitis, dan minim partisipasi masyarakat mendorong berkembangnya advokasi kebijakan oleh masyarakat sipil, dengan media sosial khususnya Instagram, dimanfaatkan sebagai ruang untuk menyuarakan tuntutan, membangun kesadaran kritis, dan menekan pengambil kebijakan. Salah satu bentuk advokasi digital tersebut adalah gerakan Tuntutan 17+8, yang memuat tuntutan jangka pendek dan jangka panjang terkait demokrasi, keadilan sosial, supremasi sipil, dan tata kelola pemerintahan. meskipun advokasi menunjukkan mobilisasi dan partisipasi publik yang tinggi di ruang digital, namun, belum mampu mendorong respons dan perubahan kebijakan publik yang substantif dan berkelanjutan, sehingga menimbulkan kesenjangan antara intensitas advokasi digital dan hasil kebijakan yang dihasilkan.

Penelitian ini bertujuan untuk menganalisis proses advokasi kebijakan publik Tuntutan 17+8 melalui Instagram dengan menggunakan kerangka advokasi Scott & Maryman yang meliputi lima tahapan, yaitu *critical awareness*, *building relationship*, *action*, *policy priorities shift*, dan *controlling*. Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis konten, wawancara, dan dokumentasi.

Hasil penelitian menunjukkan bahwa tahap *critical awareness* berjalan efektif ditandai dengan tingginya interaksi publik, diskursus kritis, dan penyebaran informasi yang masif melalui Instagram. Tahap *action* juga relatif berhasil melalui mobilisasi aksi kolektif baik secara digital maupun luring. Namun, tahap *building relationship* belum optimal karena relasi yang terbentuk lebih bersifat horizontal antar masyarakat sipil dan belum terhubung secara institusional dengan pengambil kebijakan. Pada tahap *policy priorities shift*, tidak ditemukan adanya perubahan prioritas kebijakan yang substantif sebagai respons atas tuntutan yang diajukan, baik di tingkat nasional maupun di tingkat lokal seperti di Purwokerto. Selain itu, tahap *controlling* juga belum berjalan efektif karena tidak terdapat mekanisme pengawasan kebijakan yang berkelanjutan setelah momentum aksi mereda.

Secara keseluruhan, penelitian ini menyimpulkan bahwa advokasi kebijakan Tuntutan 17+8 melalui Instagram belum berhasil mendorong perubahan kebijakan publik secara nyata. Advokasi kebijakan melalui media sosial memiliki potensi besar dalam membangun partisipasi dan kesadaran publik, tetapi memerlukan strategi berkelanjutan dan dukungan kelembagaan agar mampu mendorong perubahan kebijakan yang substantif.

Kata kunci: Advokasi kebijakan, Media Sosial, Tuntutan 17+8

SUMMARY

The rise of public policies that are considered unresponsive, elitist, and lacking in public participation has encouraged the development of policy advocacy by civil society, with social media, particularly Instagram, being used as a space to voice demands, build critical awareness, and put pressure on policy makers. One form of digital advocacy is the 17+8 Demands movement, which contains short-term and long-term demands related to democracy, social justice, civil supremacy, and governance. Although advocacy shows high public mobilization and participation in the digital space, it has not been able to encourage substantive and sustainable responses and changes in public policy, thus creating a gap between the intensity of digital advocacy and the resulting policy outcomes.

This study aims to analyze the Tuntutan 17+8 public policy advocacy process through Instagram using Scott & Maryman's advocacy framework, which includes five stages: critical awareness, relationship building, action, policy priorities shift, and controlling. This study uses a qualitative approach with content analysis, interviews, and documentation methods.

The results show that the critical awareness stage was effective, marked by high public interaction, critical discourse, and massive dissemination of information through Instagram. The action stage was also relatively successful through the mobilization of collective action, both digitally and offline. However, the relationship building stage was not optimal because the relationships formed were more horizontal between civil society and were not yet institutionally connected with policy makers. In the policy priorities shift stage, no substantive changes in policy priorities were found in response to the demands made, either at the national level or at the local level, such as in Purwokerto. In addition, the controlling stage has not been effective because there is no mechanism for continuous policy monitoring after the momentum of action has subsided.

Overall, this study concludes that policy advocacy for the 17+8 Demands through Instagram has not succeeded in bringing about tangible changes in public policy. Policy advocacy through social media has great potential in building public participation and awareness, but it requires a sustainable strategy and institutional support in order to bring about substantive policy changes.

Keywords: Policy advocacy, Social media, 17+8 Demands