

## BAB IV

### KESIMPULAN

Putusan Mahkamah Agung Amerika Serikat pada tanggal 26 Juni 2015 yang mengesahkan pernikahan sesama jenis di seluruh negara bagian Amerika Serikat merupakan momentum penting bagi kelompok pendukung gerakan sesama jenis. Tak kalah penting, dukungan pernikahan sesama jenis dari opini publik merupakan faktor yang tidak dipisahkan dari putusan tersebut. Dukungan pernikahan sesama jenis pada tahun tersebut mencapai angka 55% yang dipengaruhi oleh berbagai sektor termasuk sektor media sosial<sup>243</sup>. *Facebook* yang merupakan media sosial terpopuler di Amerika Serikat memiliki persentase pengguna 69% dari masyarakat Amerika Serikat<sup>244</sup>. Tingginya dukungan pernikahan sesama jenis yang terus mengalami kenaikan, serta angka penggunaan *Facebook* di Amerika Serikat yang tinggi menjadi celah yang digali oleh peneliti. Pengerjaan penelitian termotivasi oleh signifikansi pengaruh media sosial di dalam era digital masa kini yang saling terkoneksi satu sama lain. Melalui pertanyaan penelitian : “*Bagaimana Pengaruh Facebook terhadap Dukungan terhadap Pernikahan Sesama Jenis?*”, peneliti mengobservasi bagaimana *Facebook* sebagai sebuah media sosial menjadi salah satu sektor yang berpengaruh secara signifikan terhadap dukungan pernikahan sesama jenis. Dengan menggunakan analisis teori konstruktivisme sosial, studi gender, teori *queer*, kejadian transformatif, masyarakat jejaring dan konsep tiga

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<sup>243</sup> “Changing Attitudes on Gay Marriage”, Pew Research Center, last updated on 14 Mei 2019, accessed on 9th September 2019, <https://www.pewforum.org/fact-sheet/changing-attitudes-on-gay-marriage/>

<sup>244</sup> John Gramlich, Loc. Cit

dimensi ruang publik dan internet Peter Dahlgren, penulis menemukan bahwa *Facebook* memfasilitasi berkembangnya dukungan pernikahan sesama jenis di Amerika Serikat.

Dalam temuan penelitian ini, *Facebook* menyediakan ruang publik bagi kelompok LGBTQ untuk saling berdiskusi dan memfasilitasi pertemuan tanpa batas antar masyarakat Amerika Serikat. Secara struktural, dengan penggunaan *Facebook* yang terus meningkat secara konsisten, *Facebook* menaikkan kesadaran publik terhadap pernikahan sesama jenis dengan menyediakan ruang untuk berkembang bagi kelompok LGBTQ yang tercermin dari beberapa kebijakan, fitur dan pernyataan dari pimpinan *Facebook*. Secara representasional *Facebook* menaikkan intensitas luar jaringan dengan menaikkan intensitas komunikasi hubungan masyarakat Amerika Serikat dengan Mahkamah Agung yang berkaitan erat dengan isu pernikahan sesama jenis yang berpengaruh terhadap naiknya pengetahuan mengenai legalisasi pernikahan sesama jenis yang meningkat dari hanya 40% yang pernah mendengar akan kasus pernikahan sesama jenis menjadi 2/3 dari masyarakat mengetahui kasus-kasus pernikahan sesama jenis ; *Facebook* juga meningkatkan cakupan liputan media massa terhadap kampanye pernikahan sesama jenis yang terjadi di *Facebook* dan juga memiliki implikasi positif terhadap kehidupan keseharian kelompok LGBTQ di Amerika Serikat. Secara interaksional, konektivitas *Facebook* mendukung terbentuknya komunitas yang mendukung maupun mengoposisi pernikahan sesama jenis terbentuk di *Facebook*, yang mendukung interaksi positif antar masyarakat Amerika Serikat yang memiliki pendapat mendukung pernikahan sesama jenis.



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