

BAB IV

KESIMPULAN

Penelitian ini bertujuan untuk menjawab pertanyaan penelitian yaitu **“Bagaimana upaya-upaya yang dilakukan Greta Thunberg dalam meningkatkan kesadaran masyarakat global melalui media sosial terkait isu perubahan iklim pada tahun 2018-2019?”** Berdasarkan analisa yang dilakukan terhadap Twitter dengan nama @GretaThunberg dan akun Instagram dengan nama @gretathunberg yang dimiliki oleh Greta Thunberg, penulis menyimpulkan bahwa terdapat tujuh aktivitas yang dilakukan oleh Greta Thunberg dalam meningkatkan kesadaran masyarakat terkait isu perubahan iklim. Pertama, membagikan aksi demonstrasi terkait perubahan iklim yang dilakukannya setiap hari Jumat. Kedua, membagikan informasi yang berkaitan dengan isu perubahan iklim. Ketiga, membagikan aktivitasnya dalam menyampaikan pendapat terkait perubahan iklim dengan menghadiri beberapa pertemuan penting. Keempat, membagikan perjalanannya yang tetap menggunakan transportasi ramah lingkungan.

Kelima, sebagai sarana untuk meningkatkan kesadaran terkait masyarakat adat (*indigenous people*) sebagai salah satu kelompok yang paling rentan terdampak dari perubahan iklim. Keenam, mengajak seluruh golongan masyarakat untuk ikut terlibat dalam demonstrasi iklim di kota tempat tinggalnya masing-masing dengan membagikan poster terkait demonstrasi tersebut. Dan ketujuh, sebagai sarana untuk mendokumentasikan demonstrasi dengan menunjukkan kondisi demonstrasi FFF

yang tersebar di kota-kota lainnya. Greta mampu untuk menjangkau berbagai lapisan masyarakat dimulai dari siswa sekolah, mahasiswa, orangtua, dan kaum pekerja. Upaya-upaya yang dilakukan oleh Greta tidak luput dari kritik yang juga berasal dari kelompok masyarakat maupun aktor pemerintah. Tetapi diluar dari segala kritik yang diterimanya Greta tetap terus melanjutkan aksinya. Selain itu masih banyak masyarakat yang terus memberikan dukungan dan menanti kehadirannya.

Kontribusi penelitian ini terhadap KBI 4: Politik, Media, dan Masyarakat Transnasional adalah menunjukkan bahwa aktor non-negara memiliki peran yang penting dalam studi HI. Munculnya aktor baru di luar negara dalam sistem internasional seperti masyarakat, kelompok, dan organisasi lintas batas negara bukan berarti bahwa negara tidak lagi dianggap sebagai aktor utama dalam ilmu HI. Tetapi aktor non-negara juga dapat memberikan pengaruhnya dalam sistem internasional dimana Greta Thunberg sebagai salah satu aktor non-negara telah mengambil peran penting dalam meningkatkan kesadaran masyarakat terkait isu perubahan iklim. Keberhasilan Greta dalam meningkatkan kesadaran masyarakat didukung oleh faktor pemanfaatan media sosial seperti Twitter dan Instagram. Keberhasilan ini dapat dilihat dimana media sosial mendorong lahirnya pembentukan sebuah gerakan sosial baru dengan nama Fridays For Future.

Kehadiran media sosial telah memudahkan penyebaran informasi melewati lintas batas waktu dan teritorial dan memiliki jangkauan yang luas. Hal ini dapat terlihat dimana aksi yang demonstrasi yang pada awalnya hanya dilakukan seorang diri dan diunggah ke akun media sosial telah berkembang menjadi sebuah gerakan

sosial skala global. Gerakan ini berupaya untuk memberikan beban moral bagi para pengambil keputusan, mendorong para pengambil keputusan untuk lebih mendengarkan ilmuwan, yang pada akhirnya diharapkan bahwa para pengambil keputusan ini akan mengambil aksi yang tegas dan nyata untuk mengurangi pemanasan global. Kesadaran masyarakat terhadap isu perubahan iklim tidak hanya tercermin dari tingginya angka *retweet*, komentar, dan *likes* pada unggahan Greta di media sosialnya tetapi juga terwujud pada partisipasi aktif masyarakat dalam keikutsertaannya pada demonstrasi iklim Fridays For Future. Dimana sepanjang tahun 2019 gerakan sosial ini telah menyelenggarakan empat kali demonstrasi iklim skala global yang tersebar di seluruh dunia dan diikuti oleh jutaan orang.

Penelitian ini terbatas pada rentang waktu yang pendek. Sehingga diperlukan penelitian lanjutan untuk menganalisis keberhasilan gerakan sosial Fridays For Future di masa yang akan datang dalam mempengaruhi sebuah kebijakan yang diambil oleh aktor pemerintah atau pengusaha untuk mengatasi perubahan iklim. Selain itu diperlukan penelitian untuk melihat apakah peningkatan kesadaran masyarakat terhadap isu perubahan iklim ditunjukkan secara nyata dengan perubahan perilaku yang ramah lingkungan sebagai aksi nyata untuk tercapainya kondisi lingkungan yang berkelanjutan.

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