

memiliki pengaruh terhadap massa yang dimiliki sehingga, dengan era globalisasi dan mudahnya akses kepada sosial media, konflik gerakan ini menjadi semakin hangat untuk diperbincangkan dan semakin banyak orang yang menyadari serta mengerti permasalahan yang terjadi. Gerakan *Black Lives Matter* lebih condong kepada gerakan yang memperjuangkan hak asasi manusia dibandingkan hak masyarakat sipil. Artinya gerakan tersebut bersifat netral dan ingin disikapi secara adil oleh pemerintah Amerika Serikat.<sup>131</sup>

Peran *Twitter* dan *Facebook* menjadi sarana komunikasi dan diseminasi ide telah berjalan dengan baik dan dilakukan secara optimal. Peran media dalam penelitian ini khusus membahas yang berkaitan dengan isu dan bagaimana pengembangannya. Komunikasi menjadi aspek terpenting dalam jalannya gerakan BLM memaksimalkan fungsi *Twitter* dan *Facebook*. Tanpa komunikasi yang jelas dan struktur, akan susah untuk melakukan koordinasi dengan para pendukung dan tanpa komunikasi yang baik akan susah bagi gerakan tersebut dalam menyebarkan diseminasi ide yang telah direncanakan. Ekspektasi dan limitasi pun mejadi acuan sejauh apa kedua media tersebut dapat memberi kontribusi terhadap isu *Black Lives Matter*. Koordinasi dan diseminasi ide yang dilakukan juga memberikan peran penting terhadap peningkatan kesadaran para pengguna media sosial dalam melihat permasalahan tersebut.

#### **BAB IV**

Dalam bagian kesimpulan akan menjelaskan tentang secara ringkas penelitian yang berawal dari bab 1 hingga bab 3. Bermulai dari konsep dan teori yang digunakan, sejarah kaum kulit hitam di Amerika Serikat, awal mula gerakan BLM, hingga peran media terhadap isu tersebut.

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<sup>131</sup> Ibid.

#### 4. Kesimpulan

Isu gerakan *Black Lives Matter* di Amerika Serikat telah menjadi isu yang sangat hangat. Gerakan tersebut fokus mencari keadilan hak asasi manusia terutama kepada kaum kulit hitam di Amerika Serikat. Gerakan tersebut merupakan gerakan yang sangat bergantung kepada peran media sosial seperti *Twitter* dan *Facebook* demi menjalankan visi dan misinya. Dalam melihat gerakan BLM dalam isu ini, sejarah perjuangan kulit hitam di AS juga harus diperhatikan. Seperti perjuangan Martin Luther dalam mencari keadilan dan kebebasan terhadap kaum kulit hitam di AS. Jika diperlihatkan baik Martin Luther maupun gerakan BLM memiliki kesamaan dalam visi dan misinya. Kedua aktor tersebut merasa kaum kulit hitam juga manusia yang artinya hak – hak kemanusiaan kaum kulit hitam harus dilindungi oleh para aparat penegak hukum. Sayangnya yang merampas hak asasi manusia di AS adalah oknum – oknum penegak hukum yang tidak bertanggung jawab. Hal tersebut membuat ada rasa tidak percaya yang muncul dari masyarakat kulit hitam. Dari tindak diskriminasi yang sangat merugikan kaum kulit hitam di Amerika Serikat, telah membangkitkan gerakan *Black Lives Matter* pada tahun 2013.

Perjuangan para tokoh dan bagaimana gerakan *Black Lives Matter* mengusahakan hak – hak dan keadilan bagi kaum kulit putih telah memberikan dampak positif sehingga tindak diskriminasi kepada kaum kulit hitam dapat semakin berkurang jumlahnya. Walaupun tindak diskriminasi tersebut masih ada, tetapi jika gerakan *Black Lives Matter* berhasil, maka jumlah tindak kekerasan tersebut akan dapat diminimalisir. *Facebook*, *Twitter*, pihak penegak hukum, para pengguna media sosial dan gerakan *Black Lives Matter* sudah menjadi sebuah kesatuan dan tidak bisa dipisah. Semuanya menjadi sebuah aspek penting dalam melihat konflik tindak diskriminasi kaum kulit hitam di Amerika Serikat. Teori dan konsep yang digunakan adalah liberalisme dan konsep analisis isi. Liberalisme digunakan karena dinilai cocok dan memiliki sifat kebebasan sehingga dapat diimplementasikan dalam penelitian ini. Konsep analisis digunakan karena

penelitian ini bersifat deskriptif dan penelitian pada bab 3 merupakan analisis dari konten – konten yang ada dalam *Twitter* dan *Facebook*. *Facebook* dan *Twitter* cukup berperan penting dalam melihat gerakan *Black Lives Matter* di Amerika Serikat. *Facebook* dan *Twitter* seakan – akan dapat mengontrol konflik yang terjadi. Kedua media tersebut juga dapat *reframing* para penggunanya untuk berfikir sesuai dengan apa yang diinginkan. *Facebook* dan *Twitter* juga mempengaruhi respon serta keputusan – keputusan yang diambil. Selain keputusan yang diambil, *Facebook* dan *Twitter* sudah dianggap sebagai media yang dapat menyelesaikan masalah tindak diskriminasi tersebut. Hal tersebut dikarenakan *Facebook* dan *Twitter* menjadi media utama baik dari gerakan *Black Lives Matter*, maupun dari pendukung yang ingin memberikan opini dan dari para pengguna media sosial yang ingin melihat dan menilai konflik tersebut.

*Facebook* dan *Twitter* sudah menjadi saksi mata dan sudah mengetahui konflik tersebut dengan detail. Segala informasi akan disebarakan melalui *Facebook* dan *Twitter*. *Facebook* dan *Twitter* sudah menjadi media yang sangat efektif dan mudah untuk dijangkau oleh para pengguna media sosial tanpa *Facebook* dan *Twitter* mungkin gerakan *Black Lives Matter* tidak dapat menyebarkan opininya dengan leluasa sehingga respon yang didapat oleh para pengguna media sosial akan lebih sedikit. Upaya tokoh dan para pejuang kaum kulit hitam sudah terjadi dalam rentang waktu yang sangat lama. Para pejuang hanya ingin kaum kulit hitam diperlakukan seperti layaknya manusia pada umumnya tanpa ada tindakan diskriminasi dalam bentuk apapun. Nilai – nilai yang diperjuangkan para tokoh adalah nilai kemanusiaan. Tidak ada perbedaan nilai kaum kulit putih dan kaum kulit hitam, semua nilai kemanusiaan bersifat universal dan sejajar.

Peran *Twitter* dan *Facebook* menjadi sarana komunikasi dan diseminasi ide telah berjalan dengan baik dan dilakukan secara optimal. Peran media dalam penelitian ini khusus membahas yang berkaitan dengan isu dan bagaimana pengembangannya. Komunikasi menjadi aspek terpenting dalam jalanya gerakan BLM memaksimalkan fungsi *Twitter* dan *Facebook*. Tanpa komunikasi yang jelas

dan struktur, akan susah untuk melakukan koordinasi dengan para pendukung dan tanpa komunikasi yang baik akan susah bagi gerakan tersebut dalam menyebarkan diseminasi ide yang telah direncanakan. Ekspektasi dan limitasi pun mejadi acuan sejauh apa kedua media tersebut dapat memberi kontribusi terhadap isu *Black Lives Matter*. Koordinasi dan diseminasi ide yang dilakukan juga memberikan dampak penting terhadap peningkatan kesadaran para pengguna media sosial dalam melihat permasalahan tersebut. *Twitter* dan *Facebook* dapat berperan dengan efektif dikarenakan kemudahannya untuk diakses oleh para pengguna media sosial. Selain kemudahannya, *Twitter* dan *Facebook* dinilai nyaman dalam penggunaannya. Sehingga segala konten yang disebarkan akan lebih mudah diterima, apalagi jika konten yang disebarkan adalah konten sensitif yang membahas isu – isu kemanusiaan.

Penelitian ini menjelaskan tetnang bagaimana media dapat membantu gerakan *Black Lives Matter* dalam mencapai visi dan misinya serta sepeenting dan sepeenting apa peran yang diberikan oleh *Twitter* dan *Facebook*. Dalam penelitian yang sudah dilakukan ada beberapa penemuan seperti media sosial dapat membantu sebuah organisasi dalam menggerakkan serta menjalankan tujuannya. Dalam melihat *Twitter* dan *Facebook*, banyak orang yang memiliki ekspektasi karena peran yang dimiliki sangat penting dan dapat mempengaruhi para pengguna media sosial.

Secara singkat kesimpulan penelitian ini adalah:

1. *Twitter* dan *Facebook* memungkinkan para pengguna untuk saling berkomunikasi dengan 2 arah baik dengan siapapun bisa itu organisasi maupun individu.
2. *Twitter* dan *Facebook* memfasilitasi para pengguna untuk saling berdiskusi maupun memberikan informasi terkait isu – isu yang sedang dibahas sehingga hal tersebut akan memudahkan para penggguna dalam bertukar informasi.
3. *Twitter* dan *Facebook* memiliki kemampuan untuk mempersatukan para pengguna yang memiliki peminatan sama dalam sebuah isu tertentu.

Sehingga para pengguna akan merasa dimudahkan dalam mencari atau membahas sebuah isu tertentu. Hal tersebut dikarenakan isu yang dibahas sudah memiliki sejumlah kelompok dengan peminatan yang sama.

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