BAB V

KESIMPULAN

Globalisasi dan perkembangan teknologi mampu menciptakan suatu tatanan kehidupan masyarakat yang saling terhubung. Hubungan dalam masyarakat kini tidak lagi dibatasi oleh wilayah, teritori, waktu atau negara sekalipun. Masyarakat kini terhubung dalam satu jaringan yang sama yaitu jaringan internet. Internet mampu menciptakan suatu bentuk masyarakat yang baru yaitu *networked society*.

Kebebasan berinteraksi, berpendapat, mengutarakan pemikiran dan opini menyebabkan media sosial lebih banyak digunakan masyarakat sebagai sumber informasi dan berita. Media sosial saat ini juga dapat dilihat sebagai suatu kebutuhan utama dalam masyarakat yang dapat mengakomodasi perputaran informasi dalam masyarakat. Salah satu media sosial yang saat ini memiliki pengaruh sangat besar adalah Facebook.

Kehadiran Facebook menandakan kehadiran aktor baru dalam Hubungan Internasional yaitu media sosial. Sebagai media berbasis internet, Facebook dapat beroperasi melintasi batasan waktu dan wilayah sehingga memiliki kemampuan untuk mencapai lapisan masyarakat paling dalam. Pengaruh yang diberikan Facebook tidak terlepas dari fakta bahwa Facebook merupakan media sosial dengan jumlah pengguna terbanyak di dunia.

Kekuatan dan pengaruh dari media sosial dan Facebook kemudian berdampak pada peralihan atau pergeseran isu dalam Hubungan Internasional. Fokus dan isu dalam studi HI kini tidak hanya terpaku pada isu keamanan tradisional seperti

perebutan kekuasaan dan perang. Aktor dalam HI yang semakin kompleks berdampak pada isu internasional yang juga semakin kompleks. Isu dalam studi HI kini mulai diramaikan dengan isu-isu keamanan non-tradisional seperti HAM, Rasisme, Lingkungan, Kesetaraan Gender, dan lain sebagainya.

Salah satu isu yang berhasil diangkat melalui Facebook dan menciptakan gerakan sosial di Amerika adalah isu rasisme. Isu rasisme menjadi fokus perhatian dunia internasional setelah kematian George Floyd yang merupakan masyarakat kulit hitam oleh Derek Chauvin yang merupakan polisi kulit putih. Kejadian tersebut terjadi di Minnesota, Amerika Serikat pada 25 Mei 2020. Dengan penyebaran informasi yang sangat cepat serta pengaruh akun resmi *Black Lives Matter* yang merubah makna informasi kematian Floyd, menyebabkan terjadinya gerakan sosial BLM yang terjadi pada 26 Mei 2020.

Berdasarkan isu tersebut, penulis melakukan penelitian yang berdasarkan pada pertanyaan penelitian; "Bagaimana Peran Facebook Dalam Mempengaruhi Terjadinya Gerakan Sosial *Black Lives Matter* di Amerika Pada Tahun 2020?" Peneliti mendapatkan jawaban dengan menggunakan teori postmodernisme sebagai dasar pemikiran. Postmodernisme melihat bahwa suatu isu akan menjadi fokus internasional ketika terjadi situasi *hyper-reality* yang diakibatkan karena penyebaran informasi yang sangat bebas pada media sosial.

Dalam kasus ini, peneliti menemukan bahwa Facebook sebagai aktor yang memiliki kekuatan telah ditunggangi oleh akun resmi BLM dan melakukan proses *hyper-reality*. Proses tersebut dilakukan dengan mengubah dan menambahkan makna dalam informasi kematian Floyd sehingga mampu mempengaruhi

kepercayaan masyarakat. Peneliti beranggapan bahwa gerakan sosial yang terjadi merupakan hasil dari informasi yang dilebih-lebihkan sehingga masyarakat justru mengkonsumsi informasi yang tidak sesuai dengan makna awal. Sebagai aktor, informasi yang disebarkan di dalam Facebook telah banyak dipengaruhi oleh *framing*. Hal tersebut dilakukan dengan cara menambahkan kata-kata provokatif seperti 'pembunuhan', 'tindakan rasis', 'kebrutalan polisi', dan lain sebagainya sehingga memicu kemarahan masyarakat kulit hitam.

Peneliti juga mendapatkan Facebook telah melakukan propaganda yang diarahkan oleh akun resmi BLM, dengan cara menyebarkan informasi yang mengandung sudut pandang sepihak serta mengajak masyarakat untuk melakukan gerakan sosial. Dengan demikian peran yang dimainkan oleh Facebook dalam situasi ini tidak hanya sebagai aktor non-negara yang mampu mengangkat isu rasisme namun juga sebagai sarana propaganda yang digunakan untuk menyebarkan pesan-pesan yang mengandung pemaksaan-pemaksaan pandangan dan kehendak.

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