

BAB IV

KESIMPULAN

Terlepas dari pandangan keamanan tradisional yang cenderung berfokus pada negara, terdapat perluasan keamanan karena ancaman dari aktor yang semakin beragam. Setelah Perang Dingin, masalah-masalah baru di luar topik perang dan militer semakin menonjol dan menjadi hal yang krusial untuk diperhatikan. Kartel narkoba Meksiko merupakan kelompok kejahatan terorganisir termasuk bagian dari ancaman baru tersebut melalui aktivitasnya.

Perubahan zaman yang semakin modern merupakan pendorong digunakannya media sosial oleh para kartel narkoba Meksiko. Walaupun mereka sudah menguasai daerah-daerah Meksiko di kehidupan nyata, tapi ternyata kepuasan mereka tidak sampai disitu. Mereka sadar bahwa media sosial dapat digunakan manfaatnya untuk menjangkau masyarakat yang lebih luas, atau bahkan menyebarkan pengaruh mereka melalui beragam media dan fitur yang tersedia dari aplikasi. Perlu diketahui bahwa mereka tidak meninggalkan cara lama mereka melalui radio maupun televisi, namun mereka menggunakan berbagai hal lainnya sesuai perkembangan zaman, termasuk media sosial.

Berdasarkan pertanyaan penelitian *“Bagaimana kartel narkoba Meksiko memanfaatkan media sosial untuk ekspansi bisnisnya (Tahun 2013 - 2020)?”*, maka didapati beberapa temuan diantaranya: Pertama, kartel narkoba Meksiko menggunakan media sosial sebagai alat untuk merekrut anggota dan menjual obat-obatan ilegal. Hanya dengan tanda pagar, pengguna media sosial secara mudah dapat membeli obat-

obatan ilegal. Mereka dapat mengirim pesan secara langsung untuk negosiasi harga. Anggota kartel juga sering membuat unggahan iklan ‘pekerjaan resmi’ untuk merekrut anggota baru menjadi bagian dari mereka, bahkan tak jarang mereka justru mengirim pesan lebih dahulu.

Sarana komunikasi yang awalnya terbatas seperti melalui radio, laporan televisi dari jurnalis, koran, dan sebagian besar dilakukan tatap muka sudah mulai pudar akibat kepopuleran media sosial. Terlepas kenyataan bahwa kartel narkoba merupakan bagian dari kegiatan ilegal terorganisir, namun mereka tetap bisa mengakses media sosial. Pihak dari media sosial sendiri pun tidak sepenuhnya membasmi akun-akun kartel maupun menghapus konten-konten mereka.

Kedua, kartel narkoba Meksiko menggunakan strategi *narcomedia* dan *narcocultura*. Melalui empat media sosial dengan pengguna terbanyak, *narcomedia* berisi foto, video, dan *narcoballads* yang mengandung kultur kartel. Di era modern, kartel narkoba Meksiko memakai strategi penyebaran *narcocultura* karena adanya aturan komunitas di media sosial. Konten-konten kartel sebagian besar memamerkan gaya hidup mewah, senjata, hewan eksotis, uang, dan tak jarang mereka juga membagikan unggahan mengenai kehidupan kartel. Strategi *narcocultura* ini mampu menarik pengguna yang ingin hidup mewah dan dapat banyak uang secara mudah. Penyebaran kultur narkos juga dibantu menggunakan tagar dan *influencer* dengan jumlah pengikut yang banyak.

Ketiga, kartel narkoba Meksiko juga memanfaatkan media sosial sebagai pembentuk *image* mereka di mata masyarakat. Terkenal dengan kekerasan, terutama kartel CJNG, kedua kartel ini hadir dan menjadi penolong masyarakat di masa sulit pandemi COVID-19 sebagai upaya memperbaiki citra mereka. Kartel Sinaloa dan

CJNG memberikan bantuan di saat Pemerintah dianggap tidak membantu masyarakatnya. Dengan media sosial pula, mereka mengunggah dokumentasi tersebut, bahkan memperbolehkan masyarakat untuk mengirim pesan secara langsung jika membutuhkan bantuan.

Terlepas dari usaha pemerintah dan kelompok *autodefensas* yang pada akhirnya tidak mampu menahan ‘nafsu’ menerima suap dan menjadi bagian dari kartel, perang melawan kartel dan obat-obatan terlarang dideklarasikan gagal secara resmi. Kartel narkoba Meksiko ada hingga sekarang, pendapatannya semakin bertambah, menyebabkan angka pemakaian narkoba dan kematian yang meningkat akibat overdosis. Budaya narko menjadi semakin normal, peredarannya semakin meluas, dan ancamannya semakin terasa. Alhasil, ekspansi bisnis kartel melalui media sosial dianggap berhasil.

Melalui perjalanan panjang mereka, kartel narkoba Meksiko berhasil untuk menaklukkan masyarakat bahkan sampai petinggi di Meksiko melalui gertakan *narcomensajes* dan praktik suap. Kartel Sinaloa cenderung menggunakan strategi yang lebih dermawan, mereka jarang menggunakan kekerasan tetapi tetap bisa melakukan kekerasan jika diperlukan. Inilah sebabnya otoritas lebih ‘lunak’ dalam menghadapi kartel Sinaloa.

Media sosial terbukti menjadi pemberi kesempatan lebih luas bagi kartel untuk melakukan ekspansi dan mereka berhasil melakukannya. Dibalik fungsinya sebagai alat komunikasi yang menghubungkan orang di seluruh dunia, sisi gelap media sosial ternyata mendorong penggunaanya untuk terhubung dengan kartel narkoba dan obat-obatan terlarang.

Kartel narkoba Meksiko dan aktivitasnya merupakan bagian dari kejahatan terorganisir. Tidak hanya melakukan distribusi obat-obatan ilegal namun juga mencakup pencucian uang, perdagangan manusia, penyelundupan ilegal, kekerasan, pembunuhan, operasinya dilakukan di Meksiko dan sampai ke mancanegara. Kartel narkoba Meksiko merupakan musuh publik utama yang mengancam kestabilan sosial politik negara, menyebabkan masyarakat di Meksiko sendiri tidak merasa aman tinggal di negaranya padahal negara menjadi penjamin kebebasan untuk masyarakatnya.

Sebagai penutup, penelitian ini hanya sebatas penelitian deskriptif bagaimana penggunaan sosial media dalam ekspansi obat-obatan terlarang oleh kelompok kejahatan terorganisir Meksiko. Fokusnya menggunakan analisis konten yang diambil dari empat sosial media dengan penggunaan terbesar dengan kerangka berpikir melalui turunan kajian keamanan yakni keamanan non tradisional di cabang ilmu hubungan internasional. Peneliti berharap penelitian selanjutnya dapat diperkaya dengan data-data terbaru, misalnya melalui metode wawancara atau bisa melihat kasus di negara lain.

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