

ABSTRAK

Skripsi dengan judul “*Pemetaan Opini Netizen Terpengaruh Influencer Dalam Video Viral Peringatan Darurat Pada Akun Instagram @najwashihab*” ini di tulis oleh Muhammad Bimo Syahputra Andrian, NIM. 126304213191, Program Studi Komunikasi dan Penyiaran Islam, Fakultas Ushuluddin Adab dan Dakwah, UIN Sayyid Ali Rahmatullah Tulungagung, dengan pembimbing, Dimas Prakoso Nugroho, S. Kom., M.A.

Perkembangan media sosial telah mengubah lanskap komunikasi publik, terutama dalam pembentukan opini digital. Instagram sebagai salah satu platform utama di Indonesia menjadi ruang diskusi dan penyebaran isu-isu sosial maupun politik. Penelitian ini berangkat dari fenomena viralnya video Peringatan Darurat yang diunggah oleh akun @najwashihab, serta tanggapan Netizen terhadap komentar tiga Influencer Ria Ricis, Rossa, dan Jerome Polin yang turut berkomentar dalam unggahan tersebut. Tujuan utama penelitian ini adalah menganalisis isi pesan dalam video Peringatan Darurat dan memetakan opini Netizen terhadap komentar para Influencer. Untuk mendukung analisis, penelitian ini menggunakan teori framing dari Robert Entman, teori opini publik menurut Joseph Ernst, serta teori spiral kesunyian dari Noelle Neumann. Metode yang digunakan adalah kuantitatif dengan pendekatan reliabilitas antar metode, yaitu gabungan antara analisis framing, netnografi kuantitatif model Kozinets, dan analisis isi kuantitatif. Teknik pengumpulan data dilakukan melalui observasi tidak langsung terhadap komentar-komentar dalam unggahan video di akun Instagram @najwashihab selama Januari–Februari 2025. Hasil penelitian menunjukkan bahwa framing dalam video memperlihatkan kritik tajam terhadap keputusan legislatif, dan komentar Influencer memiliki daya pengaruh signifikan terhadap opini Netizen. Opini Netizen tersebar dalam berbagai kategori seperti pro, kontra, netral, serta bernuansa personal maupun politis. Komentar yang menguatkan pendapat Influencer cenderung mendapat lebih banyak persetujuan. Dapat disimpulkan bahwa keberadaan Influencer dalam ruang digital mampu membentuk arah opini publik, khususnya dalam isu-isu viral yang mengandung dimensi politik dan etika sosial.

Kata Kunci : Opini Netizen, Influencer, Instagram, Video Viral, Peringatan Darurat.

ABSTRACT

This thesis, titled “Mapping Netizens' Opinions Influenced by Influencers in Viral Emergency Warning Videos on the Instagram Account @najwashihab,” was written by Muhammad Bimo Syahputra Andrian, Student ID No. 126304213191, Department of Islamic Communication and Broadcasting, Faculty of Islamic Theology, Literature, and Da'wah, UIN Sayyid Ali Rahmatullah Tulungagung, under the supervision of Dimas Prakoso Nugroho, S. Kom., M.A.

The development of social media has transformed the landscape of public communication, particularly in the formation of digital opinion. Instagram, as one of the main platforms in Indonesia, has become a space for discussion and the dissemination of social and political issues. This study is based on the viral phenomenon of the Emergency Warning video uploaded by the @najwashihab account, as well as netizens' responses to the comments of three influencers, Ria Ricis, Rossa, and Jerome Polin, who also commented on the post. The primary objective of this study is to analyze the content of the Emergency Warning video and map netizens' opinions on the influencers' comments. To support the analysis, this study employs Robert Entman's framing theory, Joseph Ernst's public opinion theory, and Noelle Neumann's spiral of silence theory. The method used is quantitative with an inter-method reliability approach, combining framing analysis, Kozinets' quantitative netnography model, and quantitative content analysis. Data collection techniques were conducted through indirect observation of comments in video posts on the Instagram account @najwashihab during January–February 2025. The results of the study indicate that the framing in the video shows sharp criticism of legislative decisions, and influencer comments have a significant influence on netizen opinions. Netizen opinions are spread across various categories such as pro, con, neutral, as well as personal and political nuances. Comments that reinforce the Influencer's opinion tend to receive more approval. It can be concluded that the presence of Influencers in the digital space is capable of shaping public opinion, especially in viral issues that contain political and social ethical dimensions.

Keywords: Netizen Opinion, Influencer, Instagram, Viral Video, Emergency Warning.