ABSTRAK

Skripsi dengan judul "Responsivitas Legislator melalui Media Sosial; Analisis Isi Akun Instagram Anggota DPRD Kota Depok 2025" ini ditulis oleh Kholifatin Mahmuda, NIM. 1860304221036. Program Studi Komunikasi dan Penyiaran Islam, Fakultas Ushuluddin, Adab, dan Dakwah, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, dengan Dosen Pembimbing Dimas Prakoso Nugroho, S.Kom., M.A.

Abstrak: Perkembangan teknologi digital telah mengubah lanskap komunikasi politik, menjadikan platform media sosial seperti Instagram sebagai ruang strategis untuk interaksi antara legislator dan masyarakat. Di tengah tingginya ekspektasi publik yang berbenturan dengan rendahnya kepercayaan terhadap institusi legislatif, media sosial diharapkan menjadi sarana untuk mengamati responsivitas wakil rakyat. Penelitian ini bertujuan untuk mendeskripsikan karakteristik konten Instagram anggota DPRD Kota Depok serta menganalisis bentuk responsivitas yang ditampilkan pada tahun pertama masa jabatan. Penelitian menggunakan pendekatan kuantitatif deskriptif dengan metode analisis isi (*content analysis*) terhadap 130 unggahan dari 10 akun Instagram anggota DPRD Kota Depok yang dipilih menggunakan teknik *purposive sampling*. Analisis dilakukan berdasarkan empat dimensi responsivitas Eulau dan Karps, yaitu *policy responsiveness, service responsiveness, allocation responsiveness,* dan *symbolic responsiveness*. Hasil penelitian menunjukkan bahwa *symbolic responsiveness* menjadi bentuk responsivitas yang paling dominan ditampilkan, sementara *allocation responsiveness* merupakan dimensi yang paling sedikit muncul. Pada aspek kebijakan dan pelayanan, legislator lebih banyak menampilkan aktivitas dan keterlibatan simbolik dibandingkan penyampaian substansi kebijakan maupun tindak lanjut aspirasi masyarakat. Temuan ini menunjukkan bahwa Instagram lebih banyak dimanfaatkan sebagai sarana personal branding dan publisitas politik daripada sebagai media transparansi dan akuntabilitas representatif.

Kata Kunci: Responsivitas Legislator, Komunikasi Politik Digital, Analisis Isi, Instagram, DPRD Kota Depok.

ABSTRACT

The thesis entitled “Legislators’ Responsiveness through Social Media (Content Analysis of Instagram Posts of Depok City Regional House of Representatives Members)” was written by Kholifatin Mahmuda, Student ID Number 1860304221036, Department of Islamic Communication and Broadcasting, Faculty of Ushuluddin, Adab, and Da'wah, State Islamic University Sayyid Ali Rahmatullah Tulungagung, under the supervision of Dimas Prakoso Nugroho, S.Kom., M.A.

Abstract: The development of digital technology has transformed the landscape of political communication, making social media platforms such as Instagram a strategic space for interaction between legislators and the public. Amid high public expectations and declining trust in legislative institutions, social media is expected to serve as a medium for observing representatives' responsiveness. This study aims to describe the characteristics of Instagram content posted by members of the Depok City Regional House of Representatives (DPRD) and to analyze the forms of responsiveness displayed during their first year in office. This research employed a descriptive quantitative approach using content analysis. The data consisted of 130 Instagram posts from 10 active DPRD members’ accounts, selected through purposive sampling. The analysis was based on the four dimensions of responsiveness proposed by Eulau and Karps, namely policy responsiveness, service responsiveness, allocation responsiveness, and symbolic responsiveness. The findings reveal that symbolic responsiveness was the most dominant form of responsiveness displayed, while allocation responsiveness appeared least frequently. In terms of policy and service responsiveness, legislators tended to emphasize symbolic activities and public engagement rather than providing substantive policy information or demonstrating follow-up actions regarding public aspirations. These findings indicate that Instagram is utilized more as a tool for personal branding and political publicity than as a medium for transparency and representative accountability.

Keywords: Legislators’ Responsiveness, Digital Political Communication, Content Analysis, Instagram, Depok City Regional House of Representatives (DPRD).