

ABSTRAK

litian ini bertujuan untuk memahami secara mendalam motif, pengalaman, dan pemaknaan diri buzzer politik dalam membranding Puan Maharani di media sosial TikTok, khususnya pada audiens Generasi Z di Kota Bandung. Fokus penelitian diarahkan pada pengungkapan alasan buzzer terlibat dalam aktivitas branding politik, strategi yang digunakan, serta bagaimana mereka menafsirkan peran mereka dalam konteks politik digital.

Penelitian menggunakan metode kualitatif dengan pendekatan fenomenologi Alfred Schutz untuk menggali pengalaman subjektif para buzzer. Data dikumpulkan melalui wawancara mendalam, observasi partisipatif, dan dokumentasi, dengan subjek penelitian yang dipilih secara purposive. Analisis data dilakukan melalui reduksi, penyajian, dan penarikan kesimpulan dengan memastikan validitas melalui triangulasi sumber dan teknik.

Hasil penelitian menunjukkan bahwa motif buzzer politik terbagi menjadi tiga kategori utama: motif profesional, ideologis, dan ekonomi. Pengalaman mereka dalam mengelola konten TikTok memanfaatkan pemahaman terhadap algoritma dan tren untuk menjangkau audiens dengan efektif. Pemaknaan diri yang muncul adalah sebagai penggerak opini publik, agen pembentuk citra politik, dan pen jembatan antara politisi dan masyarakat, yang mampu memengaruhi persepsi baik secara positif maupun negatif.

Penelitian ini menyimpulkan bahwa keberadaan buzzer politik di era digital merupakan bagian integral dari strategi komunikasi politik modern. Efektivitas peran mereka ditentukan oleh pemahaman mendalam terhadap karakteristik platform, kemampuan beradaptasi dengan tren, dan kecermatan dalam membentuk narasi yang sesuai dengan target audiens. Temuan ini memberikan kontribusi bagi kajian komunikasi politik dan menjadi acuan bagi strategi kampanye yang menasar generasi muda.

ABSTRACT

The rise of social media has transformed political communication, with platforms such as TikTok becoming strategic tools for political image building. Political buzzers emerge as key actors in shaping public opinion through creative content tailored to platform algorithms. This phenomenon becomes particularly compelling when targeting Generation Z, who are highly active users and greatly influenced by social media trends.

This study aims to deeply understand the motives, experiences, and self-perception of political buzzers in branding Puan Maharani on TikTok, particularly among Generation Z in Bandung City. The research focuses on uncovering the reasons behind buzzer involvement in political branding, the strategies employed, and how they interpret their roles in the context of digital politics.

A qualitative method with Alfred Schutz's phenomenological approach was employed to explore the subjective experiences of the buzzers. Data were collected through in-depth interviews, participatory observation, and documentation, with research subjects selected using purposive sampling. Data analysis was conducted through reduction, presentation, and conclusion drawing, ensuring validity through source and technique triangulation.

The findings indicate that political buzzer motives fall into three main categories: professional, ideological, and economic. Their experiences in managing TikTok content leverage knowledge of algorithms and trends to effectively reach audiences. Their self-perception centers on being public opinion drivers, political image shapers, and bridges between politicians and the public, capable of influencing perceptions both positively and negatively.

The study concludes that political buzzers are an integral part of modern political communication strategies in the digital era. Their effectiveness is determined by a deep understanding of platform characteristics, adaptability to trends, and skill in crafting narratives aligned with target audiences. These findings contribute to political communication studies and serve as a reference for campaign strategies targeting younger generations.