

**ANALYSIS OF POLITICAL POLARIZATION ON SOCIAL MEDIA  
AHEAD OF THE 2024 ELECTION**

**ACADEMIC JOURNAL RESEARCH PAPER**

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree in  
Communication Studies at the Communication Studies Study Program Faculty  
of Social and Political Sciences University of Muhammadiyah Yogyakarta

Supervisor: Taufiqurrahman, S.IP., M.A., Ph.D



Arranged by:

Elita Putri Pradipta

20190530027

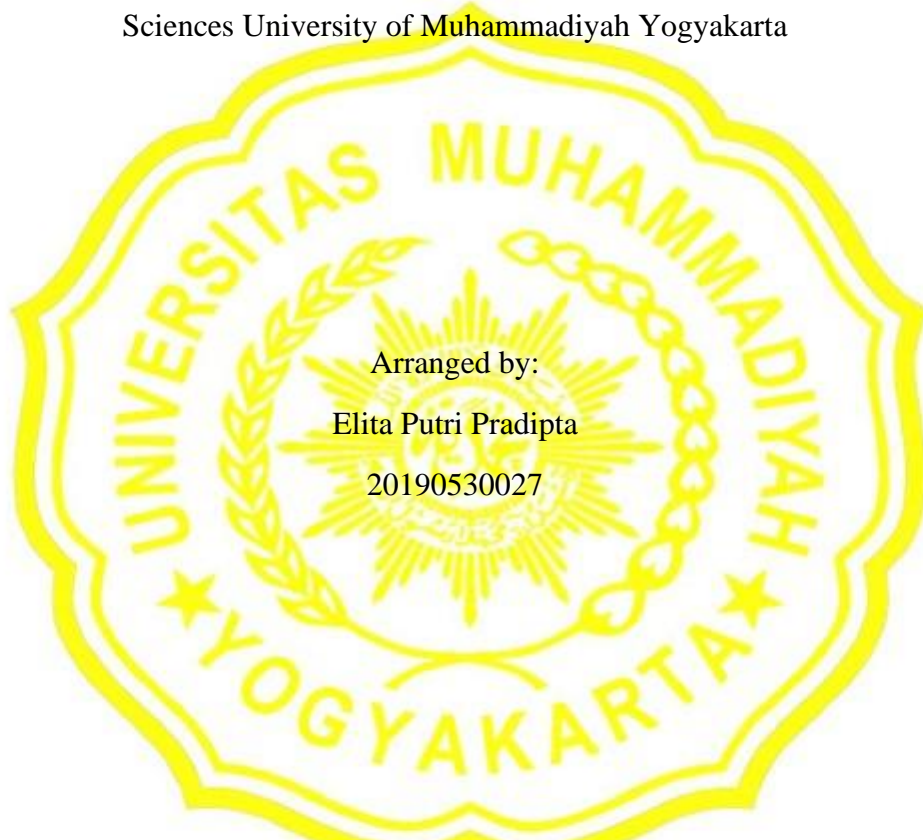
**COMMUNICATION DEPARTMENT  
FACULTY OF SOCIAL AND POLITICAL SCIENCES  
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

**2023**

**TITLE PAGE  
ACADEMIC JOURNAL RESEARCH PAPER**

**ANALYSIS OF POLITICAL POLARIZATION ON SOCIAL MEDIA AHEAD OF  
THE 2024 ELECTION**

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree in Communication  
Studies at the Communication Studies Study Program Faculty of Social and Political  
Sciences University of Muhammadiyah Yogyakarta



Arranged by:

Elita Putri Pradipta

20190530027

**COMMUNICATION DEPARTMENT**

**FACULTY OF SOCIAL AND POLITICAL SCIENCES**

**UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

**2023**

## RESEARCH AUTHENTICITY STATEMENT PAGE

### RESEARCH AUTHENTICITY STATEMENT PAGE

I, the undersigned below:

Name : Elita Putri Pradipta

Student ID : 20190530027

Department : Communication Studies

Faculty : Social and Political Sciences

Stating that the article entitled “**Analysis of Political Polarization on Social Media Ahead of the 2024 Election**” is the result of my work and that all sources that I have quoted and referred to have been stated correctly. If in the future my article is proven to be the result of plagiarism, I am willing to accept academic sanctions applicable at the University of Muhammadiyah Yogyakarta.

Yogyakarta, 23<sup>rd</sup> of February 2022



Elita Putri Pradipta

## **PRESENTATION PAGE**

### **I presented this article to:**

1. My darling father and mother, thank you for giving so much support, prayer, love, and patience, so I can get my bachelor's degree in the Communication Department at the University of Muhammadiyah Yogyakarta.
2. All my family, thank you for all the support and advice on doing my bachelor's degree and this research. Hope you guys are always beside me, giving me advice for our best.
3. My fellow friends, thank you for always listening and understanding all my stories and always giving me the best support, you have.
4. 2019 students of the Communication Department especially public relations concentration.
5. Everyone who gave me hand both in terms of material and physical that cannot be mentioned one by one, may God always repay your kindness.

## PREFACE

*Assalamu'alaikum Wr.Wb,*

Praise and gratitude I pray to the almighty God for His mercy and grace that I was able to complete this final project entitled “**Analysis of Political Polarization on Social Media Ahead of the 2024 Election**” as a condition for obtaining a bachelor’s degree in the Communication Studies Program, Faculty of Social and Political Sciences, University of Muhammadiyah Yogyakarta.

The author took this topic with the hope that it can provide knowledge about the discourse of political polarization in the virtual sphere ahead of the 2024 elections.

In addition, the author also wants to contribute to the academic study of political communication, especially in the digital space or virtual sphere. This research will offer new wealth in digital political communication research given the importance of research related to political discourse analysis in the digital space at this time in Indonesia.

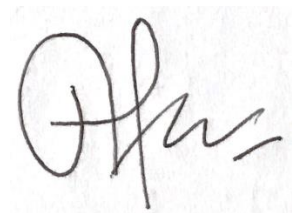
The completion of this academic journal research paper could not be separated from the guidance of various parties, therefore on this occasion the author would also like to say many thanks to the:

1. The Almighty God who has given His mercy, grace, and sustenance to me.
2. My dearest and greatest parents, Mr. Prawira Dirja and Mrs. Neneng Yunita have raised supported, and educated me patiently and lovingly.
3. Human-Computer Interaction International Conference 2023 who held the conference.
4. Mr. Dr. Fajar Junaedi, S.Sos., M.Si as the Head of the Communication Science Department at the University of Muhammadiyah Yogyakarta who has provided convenience to me during the study period.
5. Mr. Taufiqurrahman, S.IP., MA., Ph.D as my supervisor has guided and provided during the process of completing this academic journal research paper.
6. All lecturers and staff of the University of Muhammadiyah Yogyakarta, especially lecturers in the Communication Department of the Faculty of Social and Political Sciences.
7. Mr. Jafar Loilatu and Mr. Dimas Subekti as our mentor who accompanies and provides direction during the preparation of the paper.

8. Ensi Rama Putra as my best partner, my boyfriend, my fellow friends, and everything who was giving me so much support for doing this research with all forms of his support.
9. I Ketut Adi Mariana, Nabila Fara, Fakhri Firmansyah, as my fellow friends who was giving me so much support for doing this research and any other stories since we became friends.
10. All my HCII 2023 team Alifya, Alfira, Ailen, Anggita, Meri, Ningrum, Nida, Putri, and Resti who always support each other in completing papers.
11. All my dearest friends and colleagues who cannot be mentioned one by one. Thank you for your support so far until this final project is declared complete.
12. Last but not least, wanna thank me, I wanna thank me for believing in me, I wanna thank me for doing all this hard work. I wanna thank myself for having no days off, I wanna thank myself for never quitting.

In closing, the writer realizes that in this academic journal research paper, there are still many things that need to be improved. Therefore, critics, suggestions, and further research development are needed.

Yogyakarta, 23<sup>rd</sup> of February 2023

A handwritten signature in black ink, appearing to read 'Elita', written on a light-colored, slightly textured background.

Elita Putri Pradipta

## **MOTTO**

“..Allah tidak membebani seseorang itu melainkan sesuai dengan kesanggupannya..”

(Al-Baqarah:286)

## TABLE OF CONTENT

<b>TITLE PAGE</b> .....	ii
<b>RATIFICATION PAGE</b> .....	iii
<b>RESEARCH AUTHENTICITY STATEMENT PAGE</b> .....	iv
<b>PRESENTATION PAGE</b> .....	v
<b>PREFACE</b> .....	vi
<b>MOTTO</b> .....	viii
<b>TABLE OF CONTENT</b> .....	ix
1. Introduction.....	1
2. Research Method.....	2
3. Findings and Discussion.....	3
4. Conclusion.....	6
5. Reference.....	6