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

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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

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Abstract. This study intends to investigate the polarizing discourse that has developed on social media before the 2024 elections. This study used a qualitative research method with a descriptive approach, data retrieval in research derived from digital text mining data using WordStat to translate the data clearly by grouping topics, word frequency, and text tweets. The results of this study indicate that political polarization can take on a variety of shapes. The results of the frequency-intensity analysis divide the form of polarization into the fragmentation of support groups. The study shows that the topic produces an identity group based on the condition of the sentiment and issues that develop, and the categorization of tweets produces a form of political polarization that is not only divided into two large patterns but also based on the category that was made. These results contribute to the study of political polarization discourse, particularly in analyzing digital data on social media. They fill a research gap on political polarization in the virtual sphere.

Abstract. Penelitian ini bertujuan menganalisis wacana polarisasi yang terbentuk pada sosial media menjelang pemilu 2024. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif, pengambilan data dalam penelitian bersumber pada data digital text mining menggunakan WordStat yang berfungsi untuk menerjemahkan data secara jelas dengan mengelompokan topik, word frequency, dan text tweet. Temuan penelitian ini menunjukkan bahwa polarisasi politik terjadi dengan berbagai bentuk. Hasil Analisa intesitas frekuensi membagi bentuk polarisasi kepada fragmentasi kelompok pendukung, kemudian analisa terhadap topik menghasilkan identitiy group berdasarkan bentuk sentimen dan isu yang berkembang, dan pengkategorian tweet menghasilkan bentuk polarisasi politik tidak hanya terbagi kedalam dua pola besar, melainkan berdasarkan kategori yang dihasilkan. Temuan ini berkontribusi terhadap kajian wacana polarisasi politik terutama pada analisis data digital di sosial media, dan berfungsi mengisi batasan penelitian sebelumnya tentang political polarization on virtual sphere.

Keywords: Discourse Analysis, Political Polarization, Social Media, Elections