

ABSTRAK

Rizki Maulana. Interpretasi Jurnalis tentang Peran *Buzzer* di Media TikTok dalam Pembentukan Opini Publik (Studi Deskriptif pada Wartawan Kota Bandung).

Perkembangan TikTok telah memperluas penyebaran informasi sekaligus memengaruhi pembentukan opini publik. Di tengah arus tersebut, aktivitas buzzer bekerja melalui penguatan narasi, pengulangan pesan, mobilisasi akun, dan pemanfaatan fitur platform. Fenomena ini menjadi tantangan bagi jurnalisme karena narasi viral tidak selalu melalui verifikasi, sementara jurnalis dituntut menjaga akurasi, keberimbangan, independensi, dan konteks informasi. Penelitian menggunakan Teori Interpretasi Paul Ricoeur melalui dua aspek, yaitu *understanding* (pemahaman) dan *explanation* (penjelasan). *Understanding* digunakan untuk membaca pengalaman, tanda, karakteristik, dan konteks buzzer, sedangkan *explanation* digunakan untuk menguraikan struktur, mekanisme, kepentingan, pengaruh, dan dampaknya. Konsep penelitian meliputi interpretasi, jurnalis, buzzer, TikTok, dan opini publik.

Penelitian ini bertujuan mengetahui bagaimana jurnalis memahami fenomena buzzer di TikTok serta menjelaskan bagaimana mereka memaknai perannya dalam pembentukan opini publik. Penelitian juga menelaah pengalaman jurnalis ketika menemukan dan menghadapi aktivitas yang terindikasi sebagai buzzer, seperti komentar seragam, serbuan komentar, serangan personal, dan pola komunikasi terkoordinasi.

Penelitian menggunakan paradigma konstruktivis, pendekatan kualitatif, dan metode studi deskriptif. Lima jurnalis Kota Bandung dipilih secara purposive berdasarkan pengalaman dan pengetahuan terkait media sosial, isu politik, dan buzzer. Data diperoleh melalui wawancara mendalam, observasi konten dan komentar TikTok, analisis konten, dokumentasi, dan studi pustaka. Keabsahan data diperkuat melalui perpanjangan pengamatan, peningkatan ketelitian, dan triangulasi, kemudian dianalisis melalui pengumpulan, reduksi, penyajian, serta verifikasi kesimpulan.

Hasil penelitian menunjukkan bahwa jurnalis memahami buzzer sebagai individu, kelompok, atau jaringan yang menguatkan narasi secara terorganisasi untuk kepentingan tertentu. Buzzer dapat berupa akun anonim, akun asli, pendukung organik, content creator, influencer, maupun KOL, dan dikenali melalui kesamaan pesan, pengulangan narasi, pola koordinasi, waktu penyebaran, serta mobilisasi akun. Pengalaman langsung jurnalis menghadapi serbuan komentar, narasi seragam, serangan personal, dan pola operasi terstruktur memperkuat pemahaman tersebut. Jurnalis menjelaskan makna buzzer sebagai penyebar pesan, penggerak opini, pembentuk kesan mayoritas, dan alat kepentingan. TikTok memperkuat pengaruhnya melalui algoritma dan fitur interaksi. Data dari narasumber buzzer memperkuat temuan tersebut dengan menunjukkan adanya pola kerja berbasis proyek, agensi atau tim, pemberian *brief* dan *template*, riset terhadap komentar publik, strategi mencapai FYP, framing, hiperbola, naturalisasi pesan, serta pengendalian komentar.

Kata Kunci: Interpretasi Jurnalis, Buzzer, TikTok, Opini Publik, Paul Ricoeur.

ABSTRACT

Rizki Maulana. 1214050152. *Journalists' Interpretation of the Role of Buzzers on TikTok in Shaping Public Opinion (A Descriptive Study of Journalists in Bandung)*.

The growth of TikTok has expanded information circulation and influenced the formation of public opinion. Within this flow, buzzer activities operate through narrative amplification, repeated messaging, account mobilization, and the use of platform features. This phenomenon challenges journalism because viral narratives do not always undergo verification, while journalists are required to maintain accuracy, balance, independence, and context. The study applies Paul Ricoeur's Theory of Interpretation through two aspects: understanding and explanation. Understanding is used to examine experience, signs, characteristics, and context, while explanation is used to analyze structure, mechanisms, interests, influence, and impacts. The conceptual framework includes interpretation, journalists, buzzers, TikTok, and public opinion.

This study aims to identify how journalists understand the buzzer phenomenon on TikTok and explain how they interpret its role in shaping public opinion. It also examines journalists' experiences in encountering suspected buzzer activities, including uniform comments, comment flooding, personal attacks, and communication patterns perceived as coordinated.

This research uses a constructivist paradigm, a qualitative approach, and a descriptive study method. Five journalists in Bandung were selected purposively based on their experience and knowledge of social media, political issues, and buzzer activities. Data were collected through in-depth interviews, observation of TikTok content and comments, content analysis, documentation, and literature review. Data credibility was strengthened through prolonged observation, increased diligence, and triangulation, followed by data collection, reduction, presentation, conclusion drawing, and verification.

The findings show that journalists understand buzzers as individuals, groups, or networks that perform organized narrative amplification for particular interests. Buzzers may be anonymous accounts, real accounts, organic supporters, content creators, influencers, or key opinion leaders, and are identified through message similarity, narrative repetition, coordination patterns, timing, and account mobilization. Journalists' direct experiences with comment flooding, uniform narratives, personal attacks, and organized patterns strengthen this understanding. Buzzers are interpreted as message disseminators, opinion drivers, creators of a perceived majority, and instruments of interest. TikTok amplifies their influence through algorithms and interactive features. Data from buzzer informants reinforce these findings by demonstrating project-based work patterns, agencies or teams, the provision of briefs and templates, research on public comments, strategies to reach FYP, framing, hyperbole, message naturalization, as well as comment management.

Keywords: *Journalistic Interpretation, Buzzer, TikTok, Public Opinion, Paul Ricoeur.*