

ABSTRAK

Penelitian ini bertujuan untuk melihat bagaimana identitas sosial *in-group* berperan dalam mempengaruhi tingkat engagement gerakan politik di sosial media. Dimana dalam upaya melihat hal tersebut di sini peneliti akan melakukan studi terhadap kasus hubungan identitas *in-group* Melanesia terhadap nilai engagement laman gerakan politik Free West Papua Campaign di Facebook. Metode yang digunakan pada penelitian ini adalah metode kuantitatif dengan variabel independen yaitu identitas *in-group* Melanesia, serta variabel dependennya adalah tingkat engagement netizen. Dimana dimensi pengukuran engagement terdiri dari formulasi jumlah reaksi, komen, bagi, pos, dan pengikut. Data diambil dari 16 laman pendukung Free West Papua Campaign yang mewakili domisili berbagai negara target propaganda, termasuk negara beridentitas Melanesia dan Non-Melanesia. Hasil penelitian ini menunjukkan nilai engagement pada negara dengan identitas *in-group* Melanesia memiliki nilai yang secara signifikan lebih tinggi dibandingkan dengan negara Non-Melanesia. Temuan ini men-challenge hasil penelitian Rathje secara komplementer di tahun 2021 yang mengatakan bahwa *out-group* animosity menghasilkan nilai *engagement* yang lebih tinggi dibandingkan dengan *in-group* support.

Kata Kunci: Keterlibatan, Identitas Sosial, Media Sosial, Gerakan Politik, Free West Papua Campaign

ABSTRACT

This study aims to see how in-group social identity plays a role in influencing the engagement level of political movements on social media. To see this, here we will conduct a study based on the case of the relationship between Melanesian in-group identity and the engagement value in Free West Papua Campaign political movement pages on Facebook. The method used in this study is a quantitative method with the independent variable being Melanesian in-group identity, and the dependent variable is the level of netizen engagement. Where the dimensions of engagement measurement consist of the formulation of the number of reactions, comments, shares, posts, and followers. The data is taken from 16 supporter pages of the Free West Papua Campaign which represent the domiciles of various countries targeted for propaganda, including countries with Melanesian and non-Melanesian identities. The results of this study show that the value of engagement in countries with Melanesian in-group identity has a significantly higher value compared to non-Melanesian countries. This finding challenges in complementary way the results of Rathje research in 2021 which says that out-group animosity results in higher engagement values compared to in-group support.

Keywords: Engagement, Social Identity, Social Media, Political Movement, Free West Papua Campaign