

INTISARI

Gerakan sosial berkembang tidak hanya menyediakan bantuan logistik tetapi juga merambah pada peningkatan kapasitas komunitas hingga advokasi pada level nasional. Organisasi gerakan sosial SONJO menjadi salah satu gerakan yang menonjol pada Pandemi COVID-19 karena inisiatif sederhana melalui WhatsApp Group. Melihat dari perspektif pemanfaatan media pada gerakan sosial, penulis mengkaji bagaimana media komunikasi digunakan dalam mobilisasi sosial dan mencapai misi organisasi. Penulis menggunakan metode studi kasus dengan mengumpulkan data melalui wawancara mendalam kepada delapan informan kunci, meliputi inisiator gerakan, relawan dari akademisi dan mahasiswa, relawan dokter, serta aktivis sosial. Hasil penelitian mengidentifikasi kanal komunikasi yang digunakan SONJO meliputi WhatsApp Group sebagai kanal komunikasi yang utama, ditambah kanal komunikasi lainnya melalui laman web, media sosial (Instagram, Facebook, Twitter, YouTube), video konferensi Zoom, komunikasi langsung, hingga buku panduan pembangunan *shelter* COVID-19. Hasil identifikasi menunjukkan maksimalisasi penggunaan media tersebut mampu membantu organisasi dalam melakukan koordinasi tim secara virtual, berbagi informasi, menghubungkan penyedia bantuan dengan *beneficiaries*, pembangunan kapasitas komunitas, dan advokasi secara informal yang kerap ditemui pada proses mobilisasi sosial.

Kata kunci: COVID-19, Pemanfaatan Media, Mobilisasi Sosial, Gerakan Sosial SONJO

ABSTRACT

Social movements are developing not only to provide logistical assistance but also to increase community capacity to advocate at the national level. The SONJO social movement organization became one of the prominent movements in the COVID-19 Pandemic due to a simple initiative through WhatsApp Group. Looking from the perspective of media utilization in social movements, the author examines how communication media is used in social mobilization and achieving the organization's mission. The author uses a case study method by collecting data through in-depth interviews with eight key informants, including movement initiators, volunteers from academics and students, volunteer doctors, and social activists. The results of the study identified the communication channels used by SONJO including WhatsApp Group as the main communication channel, plus other communication channels through web pages, social media (Instagram, Facebook, Twitter, YouTube), Zoom video conference, face-to-face communication, and guidebooks for building COVID-19 shelters. The identification results show that maximizing the use of these media is able to assist organizations in conducting team coordination virtually, sharing information, connecting aid providers with beneficiaries, community building, and informal advocacy that is often encountered in the social mobilization process.

Keywords: COVID-19, Media Utilization, Social Mobilization, SONJO Social Movement