

ABSTRAK

Penelitian ini bertujuan untuk menganalisis bagaimana pengaruh daya tekan pengarusutamaan wacana #YogyaTidakAman dan #SriSultanYogyaDaruratKlithih di media sosial *twitter* terhadap proses kebijakan pencegahan dan penanganan klith di DIY pada tahun 2021-2022, dengan juga melihat strategi aktor yang terlibat dalam pengarusutamaan wacana tersebut serta perhatian Gubernur dan Pemerintah Daerah DIY terhadapnya. Penelitian ini menggunakan metode kualitatif, dengan jenis penelitian analisis wacana. Pengumpulan data dilakukan dengan *crawling data* di *twitter*, wawancara mendalam terhadap tiga perwakilan *top 10 influencer* dalam ketiga kombinasi tagar; perwakilan Biro Hukum serta Biro Umum, Humas, dan Protokol, Sekretariat Daerah DIY; perwakilan Dinas Pemberdayaan Perempuan, Perlindungan Anak, dan Pengendalian Penduduk DIY; Kanit 5 Subdit 3 Jatanras Polda DIY, Penyidik Unit 4 Polresta Sleman; aktivis masyarakat sipil; serta studi pustaka. Hasil penelitian ini menunjukkan bahwa daya tekan pengarusutamaan wacana #YogyaTidakAman dan #SriSultanYogyaDaruratKlithih di *twitter* berhasil memengaruhi proses kebijakan dan penanganan klith di DIY, khususnya Surat Edaran (SE) Gubernur Nomor 050/5082 tentang Pencegahan dan Penanganan Kejahatan Jalanan, pada tahap pembuatan *policy brief*, diskusi kebijakan, perumusan kebijakan, percepatan implementasi kebijakan, dan evaluasi kebijakan. SE tersebut memiliki pengaruh yang cukup besar terhadap Bupati/Walikota, lembaga pemerintahan, aparat penegak hukum, hingga kelompok masyarakat di tingkat desa di lingkungan DIY. Walaupun demikian, upaya pencegahan dan penanganan klith lanjutan berdasar SE Gubernur Nomor 050/5082 masih gagal memenuhi ekspektasi, tuntutan, dan keresahan para peserta pengarusutamaan wacana #YogyaTidakAman dan #SriSultanYogyaDaruratKlithih, khususnya pemilik akun *twitter* yang akunnya termasuk dalam kategori *top 10 influencer* dan/atau yang *tweet*-nya termasuk dalam *top 10 engaged tweet* pada pengarusutamaan wacana tersebut—yang mayoritas adalah warga DIY. Dalam hal ini, para peserta wacana tidak menggunakan strategi khusus, serius, detail, dan taktis yang telah didesain sedemikian rupa dalam mengarusutamakan wacananya di *twitter*. Gubernur dan Pemda DIY yang semula menyangkal kondisi darurat klith di DIY serta melakukan upaya pencegahan dan penanganan yang sporadis, akhirnya melakukan media monitoring, *big data analytics*, respon kebijakan, pembentukan kesepakatan bersama, koordinasi, upaya pencegahan dan penanganan yang lebih serius dan sinergis, serta melakukan percepatan implementasi kebijakan. Namun, sayangnya, upaya-upaya tersebut masih menghadapi kerancuan penegakan hukum.

Kata Kunci: Pengarusutamaan Wacana, Klith, #YogyaTidakAman, #SriSultanYogyaDaruratKlithih, Proses Kebijakan

ABSTRACT

This research aims to analyze how the pressurizing influence of the mainstreaming of #YogyaTidakAman and #SriSultanYogyaDaruratKlithih discourses on twitter towards the policy process of preventing and handling klith in the Special Region of Yogyakarta (DIY) in 2021-2022, by also analyzing the strategies of the actors involved in mainstreaming the discourse as well as the attention of the Governor and the Yogyakarta Regional Government on it. This research uses a qualitative method, with discourse analysis research model. Data collection was conducted by crawling data on twitter, in-depth interviews with 3 (three) representatives of the top 10 influencers in the three hashtag combinations; representatives of the Bureau of Law and the Bureau of General Affairs, Public Relations, and Protocol, DIY Regional Secretariat; representatives of the DIY Department of Women's Empowerment, Child Protection, and Population Control; Head of Unit 5 of Sub-Directorate 3 Jatanras Yogyakarta Regional Police, Investigator of Unit 4 Sleman Police; civil society activists; and literature study. The results of this study shows that the pressures of mainstreaming the #YogyaTidakAman and #SriSultanYogyaDaruratKlithih discourses on twitter succeeded in influencing the policy process of preventing and handling klith in the Special Region of Yogyakarta, especially the Governor's Circular Letter (SE) Number 050/5082 about Prevention and Handling of Street Crime, at the stages of policy brief making, policy discussion, policy formulation, acceleration of policy implementation, and policy evaluation. The Governor's Circular Letter has quite significant influence towards Regents/Mayors, government institutions, law enforcement institutions, even village level communities within the Special Region of Yogyakarta. However, the follow-up prevention and handling of klith based on the the Governor's Circular Letter still fails to satisfy the expectations, demands and concerns of the participants in the mainstreaming of the #YogyaTidakAman and #SriSultanYogyaDaruratKlithih discourses, especially the twitter account owners whose accounts are classified as top 10 influencers and/or whose tweets are classified as top 10 engaged tweets in the mainstreaming of the discourse—whose majority are DIY citizens. The governor and local government of Yogyakarta, who previously denied the emergency condition of klith in DIY and made sporadic prevention and handling efforts, finally conduct media monitoring, big data analytics, policy responses, making joint agreements, coordination, more serious and synergistic prevention and handling efforts, as well as accelerating policy implementation. However, unfortunately, these efforts do still facing the confusion of law enforcement.

Keywords: *Discourse Mainstreaming, Klith, #YogyaTidakAman, #SriSultanYogyaDaruratKlithih, Policy Processes*