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Analisis Ekspresi Emosional Masyarakat Pada Media Sosial Terhadap Gerakan #KaburAjaDulu

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Abstrak. Meningkatnya tekanan sosial-ekonomi dan terbatasnya peluang kerja di Indonesia mendorong munculnya gerakan digital #KaburAjaDulu sebagai bentuk keresahan kolektif generasi muda di media sosial. Penelitian ini bertujuan menganalisis dinamika ekspresi emosi masyarakat terhadap #KaburAjaDulu di YouTube pada fase tren meningkat dan tren menurun. Analisis sentimen dilakukan terhadap 8.006 komentar YouTube menggunakan *Linguistic Inquiry and Word Count* (LIWC-22). Hasil menunjukkan bahwa respons publik pada fase tren meningkat dan lebih didominasi oleh emosi positif berupa harapan dan optimisme terhadap peluang hidup yang lebih baik. Namun, seiring menurunnya tren dan munculnya respons institusional terhadap gerakan tersebut, ekspresi emosi cenderung bergeser ke arah negatif. Secara keseluruhan, dinamika emosional dalam gerakan digital menunjukkan bahwa perubahan konteks sosial memengaruhi karakter respons publik di ruang digital.

Keywords: *Ekspresi Emosional, YouTube, #KaburAjaDulu, LIWC-22, Gerakan Digital*

Abstract. Increasing socio-economic pressures and limited employment opportunities in Indonesia have contributed to the emergence of the digital movement #KaburAjaDulu as a form of collective concern among young people on social media. This study aimed to analyze the dynamics of public emotional expressions toward #KaburAjaDulu on YouTube during the rising-trend and declining-trend phases. Sentiment analysis was conducted on 8,006 YouTube comments using the Linguistic Inquiry and Word Count (LIWC-22). The findings showed that public responses during the rising-trend phase were predominantly characterized by positive emotions, reflected in hope and optimism toward better life opportunities. However, as the trend declined and institutional responses toward the movement emerged, emotional expressions tended to shift toward more negative tendencies. Overall, the emotional dynamics within the digital movement indicate that changing social contexts influence the character of public responses in digital spaces.

Keywords: *Emotional Expression, YouTube, #KaburAjaDulu, LIWC-22, Digital Movement*