

ABSTRAK

Penelitian ini bertujuan menganalisis konstruksi wacana boikot terhadap *influencer* terafiliasi pasangan 02 di platform X sebagai bentuk *political consumerism* dalam konteks politik digital Indonesia. Penelitian menggunakan pendekatan kualitatif dengan metode Analisis Wacana Kritis model Norman Fairclough yang mencakup analisis teks, praktik diskursif, dan praktik sosiokultural. Data berupa cuitan, balasan, dan kutipan yang dikumpulkan melalui teknik *crawling* pada periode 21–28 Maret 2025, kemudian diklasifikasikan ke dalam tujuh dimensi boikot. Hasil penelitian menunjukkan bahwa boikot dikonstruksikan sebagai tindakan moral dan politik yang bertujuan menuntut akuntabilitas *influencer* atas afiliasi politik mereka. Wacana boikot merepresentasikan *influencer* sebagai aktor yang memiliki tanggung jawab sosial karena dianggap berkontribusi dalam pembentukan opini publik. Selain itu, boikot berfungsi sebagai mekanisme kontrol sosial alternatif di tengah krisis kepercayaan terhadap institusi formal. Temuan juga menunjukkan adanya relasi kuasa antara publik, *influencer*, dan pemerintah yang dinegosiasikan melalui ruang digital, serta mencerminkan transformasi masyarakat dari audiens pasif menjadi aktor politik yang aktif dan partisipatif.

Kata kunci: *political consumerism*, boikot, *influencer*, analisis wacana kritis, platform X

ABSTRACT

This study aims to analyse the construction of discourse surrounding the boycott of *influencers* affiliated with the '02' ticket on the X platform as a form of political consumerism within the context of Indonesian digital politics. The study employs a qualitative approach using Norman Fairclough's Critical Discourse Analysis model, which encompasses text analysis, discursive practices and sociocultural practices. The data, comprising tweets, replies and quotes collected via *crawling* techniques between 21 and 28 March 2025, were subsequently classified into seven dimensions of the boycott. The findings indicate that the boycott is constructed as a moral and political act aimed at demanding accountability from *influencers* regarding their political affiliations. The discourse surrounding the boycott portrays *influencers* as actors with social responsibility, as they are perceived to contribute to the formation of public opinion. Furthermore, boycotts function as an alternative mechanism of social control amidst a crisis of trust in formal institutions. The findings also reveal a power relationship between the public, *influencers* and the government that is negotiated through digital spaces, and reflect society's transformation from a passive audience into active and participatory political actors.

Keywords: political consumerism, boycott, *influencer*, critical discourse analysis, X platform