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Konstruksi Public Value dalam Digital Public Sphere: Analisis Netnografi Diskursus dan Persepsi Audiens terhadap Lagu â€œTarian Penghancur Rayaâ€• Karya .Feast di TikTok
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ABSTRACT

This study examines the construction of public value through audience discourse and perceptions of .Feast's song "Tarian Penghancur Raya" on TikTok. It adopts an interpretive qualitative approach using netnography. The primary data were drawn from 44 TikTok videos published between 2024 and 2025 and 838 audience comments, which were reduced to 706 relevant comments through data cleaning. Semi-structured interviews with three informants were conducted for triangulation. The data were analyzed thematically and interpreted using the concept of the digital public sphere and Mark H. Moore's Strategic Triangle framework. The findings show that audience discourse and perceptions emerged through a discursive translation of the song's ecological critique into a structural diagnosis of environmental degradation. Across six identified themes, audiences associated environmental exploitation with public policy, power relations, corporations, political and economic elites, and economic interests, while also negotiating meaning and expressing solidarity with affected communities. Criticism of governance and exploitation was the dominant theme, comprising 232 comments or 32.86% of the dataset. These interactions formed a partial digital public sphere that enabled criticism, meaning negotiation, and collective concern but did not develop into in-depth deliberation. Through this process, public value was constructed as ecological awareness and a shared view that development should be equitable and sustainable without sacrificing living spaces. This value gained legitimacy through audience support and circulated through TikTok's platform features. However, its construction remained at the level of awareness, critical judgment, and discursive solidarity and had not developed into organized collective action or formal policy change. The interviews were consistent with the primary netnographic patterns and strengthened the credibility of the findings.

Keywords: *public value, digital public sphere*, Habermas, Mark H. Moore, *netnography*, TikTok, *audience discourse, audience perception*, .Feast, *Tarian Penghancur Raya*.

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INTISARI

Penelitian ini menganalisis konstruksi *public value* melalui diskursus dan persepsi audiens terhadap lagu "Tarian Penghancur Raya" karya .Feast di TikTok. Penelitian menggunakan pendekatan kualitatif interpretatif dengan metode netnografi. Data utama berasal dari 44 video TikTok periode 2024-2025 dan 838 komentar yang dibersihkan menjadi 706 komentar. Wawancara semi-terstruktur terhadap tiga informan digunakan sebagai triangulasi. Data dianalisis secara tematik, kemudian diinterpretasikan melalui konsep *digital public sphere* dan kerangka *Strategic Triangle* Mark H. Moore. Hasil penelitian menunjukkan bahwa diskursus dan persepsi audiens terbentuk melalui translasi diskursif dari kritik ekologis dalam lagu menuju diagnosis struktural terhadap kerusakan lingkungan. Melalui enam tema yang ditemukan, audiens menghubungkan eksploitasi dengan kebijakan, relasi kuasa, perusahaan, elite, dan kepentingan ekonomi, sekaligus menegosiasikan makna dan membangun solidaritas terhadap masyarakat terdampak. Kritik terhadap tata kelola dan eksploitasi menjadi tema dominan dengan 232 komentar atau 32,86%. Interaksi tersebut membentuk *digital public sphere* yang parsial karena membuka ruang bagi kritik, pertukaran makna, dan kepedulian kolektif, tetapi belum berkembang menjadi deliberasi yang mendalam. Melalui proses tersebut, *public value* dikonstruksi sebagai kesadaran ekologis dan pandangan bersama bahwa pembangunan harus adil, berkelanjutan, serta tidak mengorbankan ruang hidup. Nilai ini memperoleh legitimasi melalui dukungan audiens dan diperluas melalui fitur TikTok. Namun, konstruksinya masih berada pada tingkat kesadaran, penilaian kritis, dan solidaritas diskursif, belum berkembang menjadi tindakan kolektif terorganisasi atau perubahan kebijakan formal. Hasil wawancara menunjukkan konsistensi dengan pola utama netnografi dan memperkuat kredibilitas temuan.

Kata kunci: *public value*, *digital public sphere,* Habermas, Mark H. Moore, netnografi, TikTok, diskursus audiens, persepsi audiens, .Feast, Tarian Penghancur Raya