

INTISARI

Ketika media sosial memberi harapan sekaligus ancaman, detoks digital di tengah krisis COVID-19 menjadi salah satu pilihan. Pembatasan fisik banyak digaungkan, sementara pembatasan media sosial jarang mendapatkan perhatian. Detoks digital banyak disinggung dalam perspektif psikologi, sangat jarang ditemukan dibahas dalam konteks media, terkhusus perlawanan terhadap media. Setiap orang bukan sekadar bertahan melawan pandemi, melainkan juga infodemi. Dengan metode studi kasus, penelitian ini mencoba untuk mengeksplorasi motif dan praktik pembatasan penggunaan media sosial di tengah pandemi COVID-19. Hasil penelitian menunjukkan bahwasanya terdapat tiga motif utama, antara lain (1) kesehatan mental, (2) hoaks, dan (3) algoritma media sosial. Motif kesehatan mental banyak ditemukan di fase awal dan hanya pada informan perempuan. Mayoritas informan merasa nyaman dengan praktik pembatasan yang dilakukan di fase pertengahan sehingga mempertahankan praktik tersebut hingga fase transisi. Ragam praktik dapat dikelompokkan menjadi empat, pertama peningkatan kontrol diri, pemanfaatan fitur senyap, penggunaan bantuan aplikasi eksternal, dan penggunaan *fake account*. Dalam praktiknya, tidak ada satupun informan yang benar-benar tidak mengakses media sosial yang bersangkutan. Setiap dari mereka terus menerus bernegosiasi dengan dirinya sendiri mengenai sejauh mana mereka mengakses dan seberapa besar porsi aksesnya.

Kata kunci: *media resistance*, detoks digital, pembatasan penggunaan media sosial, pandemi COVID-19, studi kasus

ABSTRACT

When social media offers both hope and threat, digital detox during COVID-19 crisis becomes an option. Physical distancing is widely echoing, while social media distancing rarely gets attention. Moreover, the digital detox topic is discussed infrequently in the context of the media, media resistance in particular. In the middle of the COVID-19 crisis, everyone is not just defending against a pandemic, but also an infodemic. Hence, this research tries to explore the motives and practices of limiting social media use with the case study method. The results show three dominant motives, including (1) mental health, (2) hoaxes, and (3) social media algorithms. Mental health motives were found mostly in the initial phase and only among female participants. The majority of participants feel pleasant with their practices in the middle phase; therefore, they maintain until the transition phase. A variety of practices can be classified into four, first increasing self-control, utilizing the mute feature, operating external application assistance, and using a fake account. In fact, no one informant does not fully access social media. Each of them always negotiates with themselves about the extent they are accessing and how much the portion is.

Keywords: media resistance, digital detox, social media distancing, COVID-19 pandemic, case study