

## INTISARI

Media massa merupakan sarana pencarian informasi. Salah satu media massa yang menyajikan realitas negeri adalah media *YouTube* film dokumenter *Watchdoc*. Salah satu garapan *Watchdoc* yang membuka mata para pemuda adalah film *Sexy Killers*. Hadirnya film *Sexy Killers* menjadikan pemuda sebagai manusia kritis mulai mengadakan nonton bareng sehingga menuai banyak komentar terkait hadirnya film dokumenter *Sexy Killers*. Penelitian ini memiliki tujuan menganalisis penayangan film *Sexy Killers* dan dampaknya terhadap ketahanan politik pemuda menjelang Pemilu serentak 2019.

Penelitian menggunakan metode kualitatif. Teknik pengumpulan data dengan menggunakan metode observasi, wawancara, dokumentasi, studi pustaka sekaligus internet. Teknik analisis data dengan menggunakan *data reduction*, *data display*, *conclusion*. Jumlah informan ada lima diambil berdasarkan keterwakilan dari lima aktivis organisasi kepemudaan.

Hasil penelitian menunjukkan bahwa; film dokumenter *Sexy Killers* dimaknai oleh pemuda sebagai film yang mampu membuka wawasan terkait industri batu bara yang berdampak pada lingkungan dan tidak lepas dari elite politik di belakangnya. Peran media film dokumenter *Sexy Killers* sesuai dengan teori penguatan (*reinforcement theory*) bahwa film *Sexy Killers* tidak begitu banyak mempengaruhi hasil pemilihan, namun film *Sexy Killers* mampu mempengaruhi daya kritis pemuda dalam menentukan pilihan. Partisipasi lima informan di kategorikan sebagai pemilih apatis dan *spectator*. *Sexy Killers* memantik kontroversi, dalam mempertahankan integritas ketahanan politik aktivis organisasi diperlukan langkah bagaimana aktivis dapat mengatur dan menyelesaikan pertentangan (konflik antar pemilih) melalui diskusi untuk menghasilkan solusi dan menyebarkan informasi valid serta menyuarakan kepada semua masyarakat untuk ikut berpartisipasi dalam pesta demokrasi.

**Kata Kunci: *Sexy Killers*, Pemilu, Ketahanan Politik, Aktivistis Organisasi Kepemudaan**

## **ABSTRACT**

*The media is a mean of information seeking. One of the media which presents the reality of our country is documentary films produced by Watchdog. One of its work namely *Sexy Killers* was able to evoke young people to be critical that they started to watch it together and generated a lot of reactions regarding to its release. This research aimed to analyze the impacts of *Sexy Killers* towards youth political resilience ahead of 2019 General Election.*

*The research employed qualitative method in which the data were obtained through observation, interviews, documentation, literature study as well as the internet. Then, the data were analyzed using data reduction, data display and conclusion. There were 5 respondents from different youth organization activists as the representatives of the research participants.*

*The results showed that; *Sexy Killers* is considered as a documentary film that offers insights into coal mining industry and its environmental impact as well as its relation to political elite that runs behind. The media role of *Sexy Killers* is in accordance to the reinforcement theory which indicated that *Sexy Killers* did not have much influence on the general election result but it was able to affect the youth critical thinking in their selection. 5 respondents were categorized as apathetic voters and spectators. *Sexy Killers* draws controversy in maintaining the integrity of political resilience of organization activists. The activists are suggested to take the steps on how to organize and resolve the conflict (among the voters) through discussion that gains solutions and spread valid as well as inform the public to participate actively during democratic party.*

**Keywords:** *Sexy Killers, general election, political resilience, youth organization activists*