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Vol. 1 No. 1

Social Issues, Public Policy, and Global Dynamics in Contemporary Society

PUBLISHER:
**YAYASAN PENELITIAN DAN PENGABDIAN
MASYARAKAT SISI INDONESIA**





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Preface

We are pleased to present Sociale, Volume 1, Number 1 (2025) as the inaugural issue of this journal, which aims to provide an academic platform for the dissemination of interdisciplinary research in the social sciences. This issue brings together scholarly works that address pressing social issues, public policy challenges, and global dynamics shaping contemporary society.

This volume features seven peer-reviewed articles authored by scholars from one country, Indonesia, representing various regions, including DKI Jakarta, West Java, and Central Kalimantan, among others. The contributors come from multiple academic institutions, reflecting a diversity of perspectives and methodological approaches in examining social, political, economic, and communication-related phenomena.

The articles in this issue explore a wide range of topics, such as digital communication and public information, social conflict and development programs, human rights protection in global conflict areas, policy transformation in international contexts, sustainable livelihoods, local government accountability, and cyber diplomacy. Collectively, these studies demonstrate the relevance of social science research in understanding and responding to complex challenges at local, national, and global levels.

The editorial board extends its sincere appreciation to the authors and reviewers for their valuable contributions and commitment to academic quality. We hope that Sociale, Volume 1, Number 1 (2025) will serve as a meaningful reference for researchers, practitioners, policymakers, and students, and will encourage further scholarly dialogue in the field of social sciences.

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**Konflik Program Lumbung Pangan: Studi Kasus Desa Pilang di
Kabupaten Pulang Pisau, Provinsi Kalimantan Tengah**
*The Conflict Food Estate Program: Case Study of Pilang Village in Pulang Pisau Regency,
Central Kalimantan Province.*

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ABSTRACT

The Food Estate in Pilang was implemented in 2021 with land extensification rice fields, there was a rejection action by one of the landowners when the contractor carried out land clearing. Method of research is qualitative description with interactive model data analysis using conflict trees and conflict management diagrams. Conclusion research shows that social problems are vertical land conflicts, conflicts occur because landowners refuse contractors to carry out land clearing from the plan map recommended by SID team. Refusal occurred because the land owned by the residents is a forest containing rubber plantations as a source of livelihood. Conflict is destructive because of landowner disappointment caused by ripped clothing while blocking heavy equipment at the program site. Land conflict resolution is carried out by the superordinate with a dominating style by the government and avoidance by the contractor, because conflict is resolved by relocating the land to another area. Impact of conflict on the program was that the planned land area was not realized according to the target area, while for community there were four (4) farmer groups that did not have land, which caused dissatisfaction because condition of printed land is not optimal and jealousy between farmer groups that have been opened with groups that have not been opened. Injustice in the implementation of the program that triggered land conflicts is a form of neglect of the social status of landowners, external constraints addressed by the government and contractors show the low vertical mobility of subordinate groups in Pilang.

Keyword: *Conflict, Domination, Food Estate, Government, Tradition*

ABSTRAK

Program Lumbung Pangan (Food Estate) di Desa Pilang dilaksanakan pada tahun 2021 dengan kegiatan ekstensifikasi lahan untuk sawah, terjadi aksi penolakan salah satu warga pemilik lahan ketika kontraktor melaksanakan pembukaan lahan. Tujuan penelitian adalah menganalisis permasalahan sosial dari pelaksanaan program tersebut, metode penelitian adalah deskripsi kualitatif dengan analisis data model interaktif menggunakan alat bantu analisis yaitu pohon konflik dan diagram manajemen konflik. Kesimpulan penelitian ini menunjukkan bahwa permasalahan sosial merupakan konflik lahan yang bersifat vertikal, konflik terjadi akibat warga pemilik lahan menolak kontraktor melaksanakan pembukaan lahan dari peta rencana hasil rekomendasi Tim Survei, Investigasi dan Desain (SID). Penolakan terjadi akibat lahan milik warga tersebut merupakan hutan berisi kebun karet sebagai sumber mata pencaharian. Bentuk konflik merupakan destruktif karena adanya perasaan emosi atau kekecewaan pemilik lahan, karena terjadinya perobekan baju ketika aksi pengadangan alat berat di lokasi program. Penyelesaian konflik lahan yang dilakukan oleh kelompok atas (superordinat) dengan gaya mendominasi oleh pemerintah dan menghindari oleh kontraktor, karena konflik diselesaikan dengan merelokasi lahan ke wilayah lain. Efek konflik



terhadap program adalah luas lahan yang direncanakan tidak terealisasi sesuai dengan target luasan, sedangkan terhadap masyarakat adalah terdapat empat (4) kelompok tani tidak memiliki lahan cetak sawah yang menimbulkan ketidakpuasan karena kondisi lahan yang dicetak tidak maksimal dan kecemburuan antara kelompok tani yang telah dibuka dengan kelompok yang tidak jadi dibuka. Ketidakadilan dalam implementasi program yang memicu konflik lahan merupakan bentuk pengabaian status sosial pemilik lahan, kendala eksternal disikapi oleh pemerintah dan kontraktor menunjukkan rendahnya mobilitas vertikal kelompok subordinat di Desa Pilang.

Kata Kunci: Adat, Dominasi, Konflik, Lumbung Pangan, Pemerintah

Pendahuluan

Negara Republik Indonesia pada tahun 2020 digemparkan oleh pandemi virus baru, diketahui virus tersebut berasal dari wilayah Wuhan, Provinsi Hubei, Tiongkok. *World Health Organization* (WHO) memberi nama virus baru tersebut *Severe acute respiratory syndrome coronavirus-2* (SARSCoV-2) dan menyebabkan penyakit yang disebut *Coronavirus Disease 2019* atau COVID-19 (WHO, 2020). Selain menyebabkan penyakit, dampak pandemi juga terjadi pada sistem lumbung pangan. Hal tersebut menjadikan sektor pertanian memainkan peran penting dalam mengurangi dampak negatif pandemi COVID-19 dan merupakan penyedia lapangan pekerjaan terbesar, sehingga pemerintah merasa perlu memprioritaskan pengembangan sistem lumbung pangan dan menerapkan kebijakan yang mendukungnya. Tahun 2020, kemudian pemerintah Indonesia menerbitkan Program Strategis Nasional (PSN) dengan konsep *food estate* yang merupakan sistem pertanian dengan pendekatan terintegrasi dalam pengembangan pangan yang melibatkan pertanian, perkebunan dan peternakan di area publik dengan tujuan meningkatkan pendapatan dan mengurangi kemiskinan dengan fokus pada keamanan pangan (Ahmad *et al.*, 2021).

Kalimantan Tengah adalah salah satu wilayah yang ditetapkan untuk pengembangan Program *Food Estate*, Kementerian Pertanian melaksanakan kegiatan ekstensifikasi cetak sawah pada tahun 2021 dengan target seluas 16.643,66 Ha yang terdiri dari 12.769,27 Ha berada Kabupaten Kapuas dan 3.874,39 Ha di Kabupaten Pulang Pisau. Adapun kegiatan ekstensifikasi tersebut meliputi: pertama, penyiapan lahan: *land clearing*, *levelling*, pembuatan saluran irigasi tingkat usaha tani, jalan usaha tani; kedua, bantuan pengolahan tanah (siap tanam); ketiga, bantuan benih padi dan sarana produksi pertanian (Mulyono, 2023, Hlm. 22)

Pengembangan *Food Estate* di Kabupaten Pulang Pisau yang dilaksanakan dengan kegiatan ekstensifikasi cetak sawah salah satu lokasinya berada di desa Pilang dengan luasan 864, 20 Ha (UPR, 2021). Wilayah desa tersebut merupakan ekosistem tanah rawa yang didominasi oleh gambut dangkal dengan kedalaman antara 0,5-3 m dengan tingkat kematangan gambut mentah/fabrik, sehingga mayoritas masyarakatnya adalah pekebun karet. Luasan rata-rata kepemilikan lahan per kepala keluarga sekitar 2-10, system pengelolaan lahan yang dilakukan

juga dengan pola berbeda-beda. Sebagian diantara pemilik kebun karet mengelola lahannya sepanjang musim, kemudian sebagiannya mengelola dengan sistem pembagian hasil antara pemilik dan buruh pekerja sesuai kesepakatan yang pada umumnya dibagi dua (Hukom *et al.*, 2023).

Kondisi suatu lahan yang baru dicetak untuk sawah, tingkat keberhasilannya tidak hanya mencetak hamparan lahan dalam bentuk fisik menjadi sawah. Akan tetapi seharusnya menciptakan petani yang memiliki, serta dapat mengerti pada tanahnya sendiri (Ramadani *et al.*, 2019). Rata-rata masyarakat lokal di lahan gambut memilih sistem pertanian campuran yang menanam berbagai jenis komoditas mulai dari tanaman semusim hingga tanaman tahunan, adapun konsep pertanian petani lokal ini merupakan upaya penyesuaian terhadap alam dengan cara menghindar (*escape mechanism*) sebagai kebalikan dari upaya menantang terhadap kondisi alam yang tidak menentu (Agus *et al.*, 2014).

Kegiatan ekstensifikasi cetak sawah program *food estate* yang diharapkan dapat meningkatkan lumbung pangan dan kesejahteraan masyarakat dengan mengonversi hutan menjadi lahan pertanian justru melahirkan dampak sosial kepada masyarakat seperti akan memunculkan konflik (Wicaksono & Lestari, 2017). Kebijakan untuk melakukan perubahan lahan yang bertujuan untuk meningkatkan produksi pertanian dan mencapai lumbung pangan, memiliki potensi menyebabkan kerusakan lingkungan dan konflik terhadap masyarakat lokal (A, 2022). Merujuk pada pendapat yang dijelaskan di atas, serta temuan hasil observasi di desa Pilang diketahui bahwa adanya keributan dari salah satu warga pemilik lahan yang terdaftar sebagai anggota kelompok tani program pada saat kegiatan program tersebut dilaksanakan, sehingga penelitian ini bertujuan untuk menganalisis persoalan sosial yang terjadi pada masyarakat akibat kegiatan ekstensifikasi program *food estate*.

Metode Penelitian

Pendekatan yang digunakan pada penelitian ini adalah studi yang berfokus terhadap dampak sosial program *food estate* dengan kegiatan ekstensifikasi cetak sawah di lokasi desa Masyarakat Hukum Adat. Secara geografis, desa tersebut berada pada titik koordinat Lintang Selatan S.02'29'14,3' dan Bujur Timur E.114'11'43,4' dengan luas wilayah 31.690,17 Ha dan berada di Kecamatan Jabiren Raya, Kabupaten Pulang Pisau, Provinsi Kalimantan Tengah yang dilaksanakan pada bulan Desember 2023 s/d Maret 2024.

Metode yang digunakan pada penelitian ini adalah metode penelitian deskripsi kualitatif, adapun informan penelitian dipilih menggunakan *purposive* dengan kriteria yang menjadi sumber data yaitu seseorang atau lembaga yang memiliki keterlibatan dalam proses penanggulangan konflik untuk dapat memberikan informasi terkait konflik sosial yang terjadi. Berdasarkan kriteria

tersebut adapun yang menjadi informan penelitian yaitu: Pemerintah Desa, Tokoh Masyarakat (Anggota Badan Permusyawaratan Desa), Tim Survei Identifikasi dan Desain (SID), dan Dinas Pertanian Kabupaten.

Penelitian ini menggunakan jenis data primer dan data sekunder dengan teknik pengumpulan data melalui observasi terlibat, wawancara mendalam, dan studi dokumentasi. Analisis data dilakukan dengan model interaktif Miles *et al.*, (2014) melalui beberapa tahapan yang terdiri dari kondensasi data (*data condensation*), penyajian data (*data display*), penarikan kesimpulan dan verifikasi (*conclusion drawing/verification*). Pada tahap penarikan kesimpulan dan verifikasi digunakan alat bantu untuk mendalami permasalahan sosial dari kegiatan ekstensifikasi cetak sawah program *food estate*, adapun alat bantu tersebut adalah pohon konflik dan diagram manajemen konflik. Pohon konflik digunakan untuk mengidentifikasi isu yang dipandang penting melalui visualisasi pohon dengan bagian akar, batang dan cabang-cabang atau daun di bagian atas pohon yang selanjutnya dipisahkan ke dalam tiga kategori: (1) masalah-masalah inti, (2) penyebab, dan (3) berbagai efeknya (Ramsbotham *et al.*, 2011). Kemudian diagram manajemen konflik digunakan untuk mengidentifikasi proses penanggulangan konflik terdiri yang terdiri dari lima (5) pendekatan: Gaya penyelesaian dengan mempersatukan (*integrating*), Gaya penyelesaian dengan bersifat rela untuk membantu (*obliging*), Gaya penyelesaian yang mendominasi (*dominating*), Gaya penyelesaian dengan menghindari (*avoiding*), dan Gaya penyelesaian dengan berkompromi (*compromising*) (Hendricks, 2008).

Hasil dan pembahasan

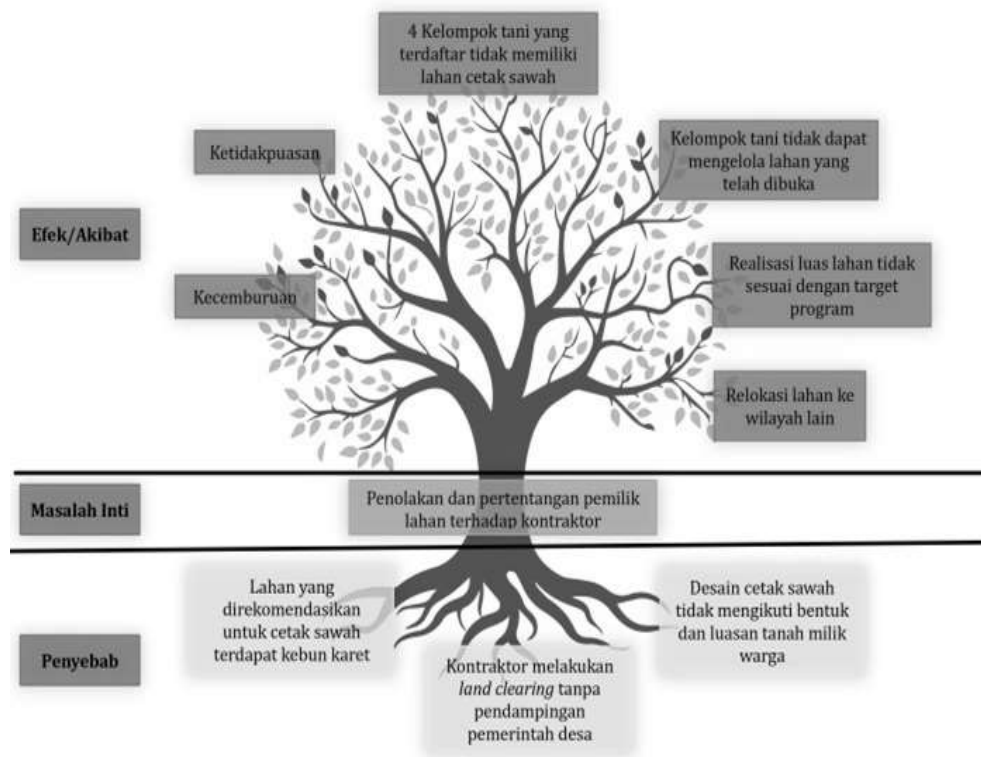
Desa Pilang yang merupakan wilayah komunitas Masyarakat Hukum Adat, sebagai lokasi studi kasus penelitian mendapatkan informan penelitian untuk menjadi sumber informasi yang menjelaskan gejala sosial akibat masuknya program *food estate* ke wilayah desa tersebut dapat dilihat pada tabel di bawah ini:

Tabel 1. Daftar Informan Penelitian

No	Nama	Jabatan	Keterangan
1	Rus	Kepala Desa Pilang	Informan
2	Jag	Koordinator Lapangan utusan Kepala Desa	Informan Kunci
3	It	Anggota BPD Pilang	Informan
4	Rol	Ketua Tim SID-CPCL <i>Food Estate</i> T.A 2021	Informan
5	Godf	Kepala Dinas Pertanian dan Peternakan Kabupaten	Informan
6	Suh	Ketua Bidang Prasarana-Sarana Pertanian Kabupaten	Informan
7	Ran	Analisis Prasarana-Sarana Pertanian Kabupaten	Informan

Sumber: Data Primer, 2023

kompleksitas yang berbeda-beda. Pada penelitian ini, akar konflik berfungsi sebagai fondasi atau penyebab permasalahan. Kemudian batang pohon merepresentasikan inti masalah dalam konflik, di mana hal tersebut terlihat di permukaan dan tidak bersifat laten dan yang terakhir cabang atau daun pohon menunjukkan efek atau akibat yang ditimbulkan dari konflik tersebut. Analisa pohon konflik membantu peneliti untuk memahami poin-poin sebab dan akibat yang terdapat dalam konflik program *food estate*. Adapun hasil analisis penelitian melalui tahapan identifikasi efek, masalah inti, dan penyebab konflik seperti digambarkan pada pohon konflik berikut ini:



Gambar 2. Pohon Konflik *Food Estate* Desa Pilang

1.2 Penyebab Konflik di Desa Pilang

Kegiatan pembukaan lahan untuk cetak sawah di Desa Pilang dilaksanakan pada bulan Desember tahun 2021, yang merupakan awal mula permasalahan lahan dan berujung pada konflik. Waktu konflik tersebut merujuk pada pendapat Bapak Jag sebagai koordinator lapangan penyiapan lahan utusan desa yang menyatakan:

“Rasanya bulan 12 tahun 2021, memang masyarakat enggak terlalu banyak juga yang komplain di lapangan itu”

Adapun bibit konflik yang menjadi sumber pemicu gejala sosial dalam pelaksanaan program tersebut, terjadi akibat proses penentuan lahan yang akan dicetak untuk dijadikan sawah. Kegiatan ekstensifikasi untuk membuka lahan menjadi sawah dilakukan oleh kontraktor sebagai pelaksana yang mengacu pada peta rencana

rekomendasi tim SID, warga yang tidak menginginkan lahannya diganti menjadi persawahan telah meminta untuk dikeluarkan dari peta perencanaan tersebut. Terjadinya peristiwa keributan antara kontraktor dan pemilik lahan, ketika alat berat pihak kontraktor masuk ke lahan untuk melaksanakan *land clearing* dan dihentikan oleh warga pemilik lahan. Sebagaimana hasil wawancara Bapak Jag yang menyatakan:

“Kontraktor menggarap dengan acuan peta hasil SID yang tidak maksimal, padahal masyarakat pemilik lahan sudah meminta untuk dikeluarkan”.

Kemudian pernyataan tersebut didukung oleh Bapak Rus yang menyatakan:

“Tim kontraktor sama pemilik lahan langsung”.

Proses penentuan lahan dilakukan oleh tim dari Universitas Palangka Raya melalui pelaksanaan kegiatan SID-CPCL tahun anggaran 2021. Kegiatan tersebut dilakukan dengan didampingi oleh ketua salah seorang ketua RT yang merupakan koordinator lapangan utusan pemerintah Desa Pilang, akan tetapi dilaksanakan dengan tidak mengetahui warga pemilik lahan tersebut. Peran tim SID-CPCL juga melaksanakan pencarian dan mengeluarkan data rekomendasi kelompok tani, namun tidak melibatkan Dinas Pertanian Kabupaten Pulang Pisau. Sebagaimana hasil wawancara Bapak It yang menyatakan:

“Ketika pemetaan lahan untuk cetak sawah hanya diserahkan kepada ketua Rukun Tetangga (RT), padahal RT tidak mengetahui lahan tersebut milik siapa dan sudah ditanami atau tidak. Hal tersebut membuat masyarakat pemilik lahan merasa keberatan untuk dicetak sawah”.

Kemudian didukung oleh Bapak Godf yang menyatakan:

“Tim SID CPCL dari UPR yang melaksanakan pencarian kelompok, mengeluarkan data dan tidak melibatkan Dinas Pertanian Kabupaten karena tidak mau tahu dan harus mawas diri”.

Aksi penolakan yang dilakukan oleh warga pemilik lahan, disebabkan akibat tidak menginginkan lahannya digantikan menjadi sawah. Munculnya kemarahan pemilik lahan tersebut karena lahannya merupakan kebun karet yang merupakan sumber mata pencahariannya, adapun lahan masyarakat yang memiliki kebun karet di Desa Pilang seluas ±200-400 Ha. Sebagaimana hasil wawancara dari informan berikut ini:

Bapak Jag yang menyatakan bahwa:

“Cuma yang pada intinya kebun karet ibaratnya piring nasi. Masa piring nasiku diambil orang, aku makan apa, bilanginya bahwa pertanian ini belum tentu bisa jadi nasi. Aku lebih baik kebun karet karena itu ibaratkan Bank, masa dibuang. Nah, akhirnya masyarakat komplain karena tidak mau lahannya digarap. Nah, di sinilah permasalahan timbul, pada akhirnya yang punya kebun lahannya dikeluarkan. 200 Ha lebih rasanya itu dikeluarkan yang kebun itu tadi”.

Senada dengan Bapak Rus yang menyatakan:

“Karena peta SID yang ditampilkan itu banyak kebun di dalamnya. Masyarakat minta kebunnya itu dikeluarkan, tidak masuk penggarapan itu. Namun setelah penggarapan sebagian lahan tidak dikeluarkan. Kontraktor menuntut harus sesuai dengan peta yang mereka pegang. Adapun luas lahan yang harus dipindah seluas ± 200 Ha karena ada kebunnya.

Berbeda dengan Bapak It sebagai anggota BPD Pilang yang menyatakan bahwa:

“Luas lahannya yang bermasalah itu sekitar ± 400 Ha”.

1.3 Masalah Inti Konflik di Desa Pilang

Kemunculan suatu konflik penguasaan tanah terjadi akibat adanya interpretasi dan persepsi yang dimiliki antar pihak berbeda-beda terhadap hak mereka atas tanah atau lahan (Safitri *et al.*, 2011). *Food estate* sebagai suatu program memiliki pedoman untuk melaksanakan kegiatan ekstensifikasi cetak sawah baru, hal tersebut didukung oleh petunjuk teknis yang berisi syarat dalam penentuan lahan sebagai berikut :

1. Status kepemilikan tanah jelas, misalnya: tanah milik atau tanah rakyat (marga) atau tanah negara yang diizinkan untuk digarap oleh petani.
2. Batas pemilikan tanah jelas (tidak sengketa).
3. Dalam satu hamparan minimal seluas 5 Ha atau sesuai skala ekonomi untuk pembukaan lahan baru.
4. Petani ada dan berdomisili di desa calon lokasi atau berdekatan dengan calon lokasi serta berkomitmen untuk bersawah.
5. Jika terdapat lahan pada calon lokasi yang pemiliknya tidak berdomisili di desa calon lokasi, maka mengikuti hal-hal sebagai berikut:
 - a) Bersedia mengikuti program cetak sawah dan menunjuk penggarap untuk mengerjakan sawah yang akan dicetak dan harus dinyatakan secara tertulis dalam surat kesepakatan antara pemilik lahan dengan penggarap.
 - b) Jika pemilik tidak bisa dihubungi/tidak bersedia mengikuti program dan lahan tersebut tidak bisa dimasukkan dalam program (Dirjen Sarpras Pertanian, 2021).

Syarat yang ditetapkan pada poin-poin tersebut menegaskan bahwa lahan yang layak untuk kegiatan cetak sawah baru dalam program *food estate* harus memiliki status, batas pemilik yang jelas dan petani memiliki kesediaan untuk digarap. Implementasi kegiatan ekstensifikasi cetak sawah di desa Pilang, sebaliknya menimbulkan gejala sosial akibat tidak sesuai dengan Petunjuk Teknis pada poin-poin di atas. Permasalahan inti yang terjadi di Desa Pilang merupakan konflik lahan, di mana seorang warga pemilik lahan memutuskan beraksi menghadapi kontraktor. Sebagaimana dijelaskan dari hasil wawancara para informan berikut ini.

Bapak Jag menyatakan:

“Warga pemilik lahan marah-marah dan komplain, akibat lahannya merupakan kebun karet dan tidak ingin digarap untuk cetak sawah. Pada saat saya sampai di lokasi terjadi perobekan baju karena pemilik lahan emosi, namun bisa ditenangkan”.

Sedangkan Bapak It yang menyatakan:

“Ketika alat masuk membuka lahan dan merobohkan isi lahan. Semua masyarakat pada bingung, karena alat berat membelah lahan mereka menjadi terbagi dua yang tidak sesuai dengan batas-batas kondisi lahan mereka dan ada kebun karet, pantung yang akhirnya digusur”.

Didukung oleh Bapak Rus yang menyatakan:

“Konflik lahan terjadi di awal, saat kontraktor masuk kelahan untuk melakukan proses land clearing dengan alat berat, pihak kontraktor tidak mengenal vegetasi yang ada baik pohon, buah-buahan dan karet yang merupakan kebun warga desa pemilik lahan”.

Berdasarkan hasil wawancara di atas, bentuk perlawanan warga pemilik tanah terhadap pihak TNI dari Korem Kalimantan Tengah sebagai kontraktor tipe swakelola dua pada saat menurunkan alat dapat diketahui bahwa konflik lahan tersebut bersifat destruktif. Adapun konflik destruktif merupakan suatu konflik yang kemunculannya akibat adanya perasaan kecewa, seperti tidak senang atau rasa benci dari seseorang maupun kelompok terhadap pihak lain hingga terjadinya suatu bentrokan fisik (Lauer, 2001, Hlm. 98). Warga pemilik lahan melakukan pengadangan alat berat milik kontraktor hingga terjadi suatu tindakan perobekan baju bentuk dari perasaan pemilik lahan tersebut.

1.4 Penanggulangan dan Efek Konflik di Desa Pilang

Penanggulangan konflik lahan akibat pelaksanaan program *food estate* dapat dilihat dengan mengidentifikasi proses penyelesaian dari setiap pihak yang terlibat. Gamin *et al.*, (2014) berpendapat bahwa dalam suatu proses penyelesaian konflik perlu melakukan pemetaan secara seksama hubungan para aktor-aktor yang terlibat untuk melihat kepentingan, peran dan pengaruhnya. Adapun hasil analisis wawancara para informan menunjukkan proses penyelesaian konflik sebagai berikut:

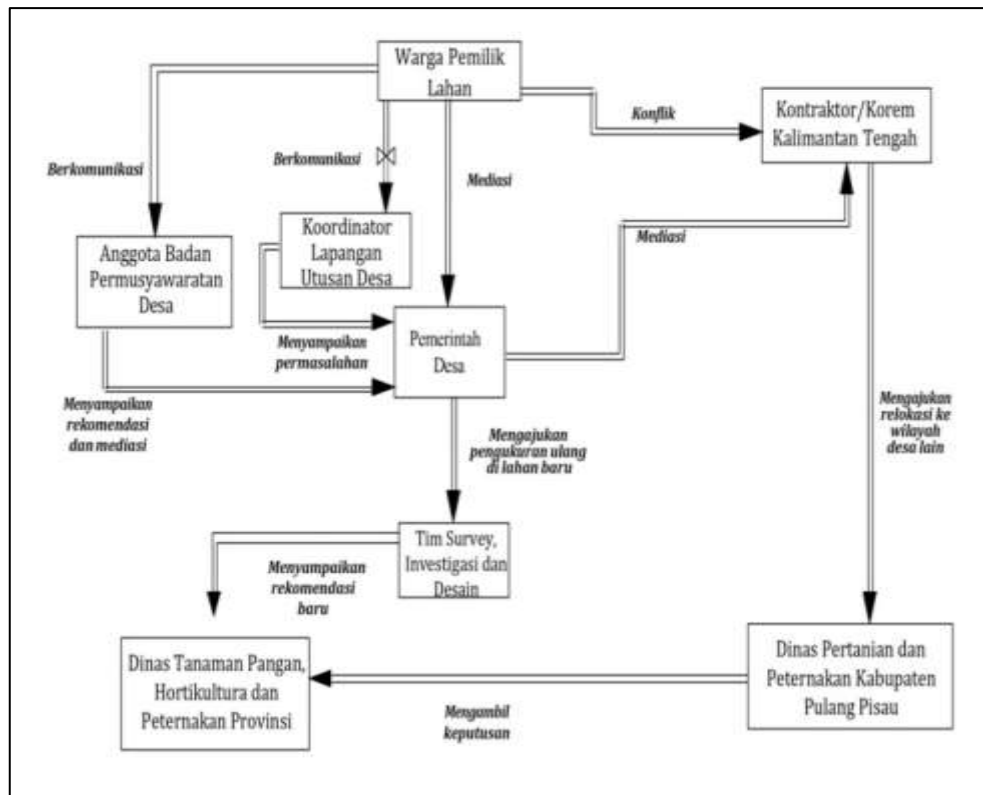
1. Pemerintah desa atas beberapa masukan warga meminta pemetaan ulang kepada tim SID untuk menghitung dan mengeluarkan luasan lahan yang berkebun, untuk dipindahkan pada lahan baru di seberang sungai dan dilakukan Survei Investigasi dan Desain (SID) ulang;
2. Pihak Tim SID melakukan Survei Investigasi dan Desain (SID) ulang sesuai permintaan pemerintah desa;

3. Pihak kontraktor mengundurkan diri untuk melaksanakan *land clearing* pada lahan hasil pemetaan tim SID seluas 1.060,5 ha, dengan alasan bahwa lahan sedang kondisi banjir dan mengajukan relokasi lahan dari desa Pilang ke wilayah lain;
4. Dinas Tanaman Pangan, Hortikultura dan Peternakan Provinsi, Dinas Pertanian Kabupaten serta Kontraktor (Korem Kalteng) memutuskan untuk melakukan relokasi lahan ke desa lain.

Berdasarkan proses penyelesaian konflik tersebut, dapat diketahui para pihak yang terlibat yaitu sebagai berikut:

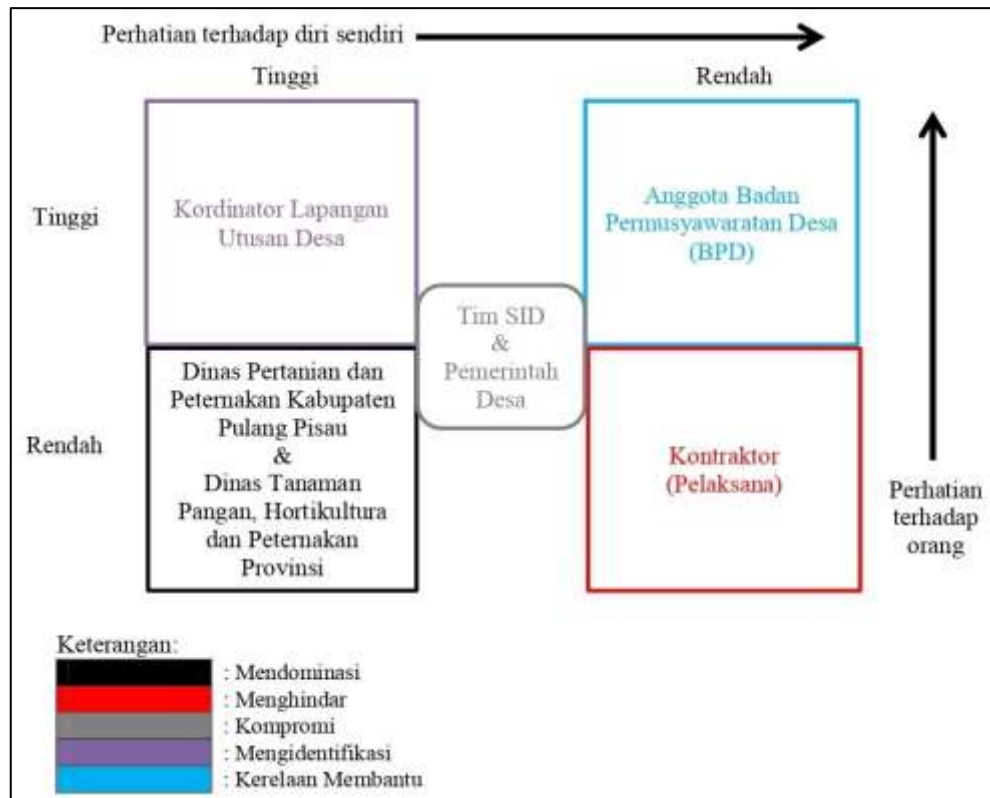
1. Warga pemilik kebun karet;
2. Koordinator lapangan pendamping tim SID yang ditugaskan oleh Pemerintah Desa;
3. Kontraktor/Pihak Korem Kalteng;
4. Pemerintah Desa Pilang;
5. Tim SID;
6. Dinas Tanaman Pangan, Hortikultura dan Peternakan Provinsi;
7. Dinas Pertanian dan Peternakan Kabupaten Pulang Pisau.

Adapun alur dan pola penyelesaian konflik yang dilakukan para aktor terlibat, dapat dilihat pada bagan berikut ini :



Gambar 3. Bagan Penyelesaian Konflik

Berdasarkan bagan penyelesaian pada Gambar 3 di atas, dari hasil analisis wawancara para informan dapat diketahui pola pengambilan keputusan para aktor yang terlibat. Bagan proses penyelesaian permasalahan sosial tersebut digunakan untuk menganalisis gaya manajemen pada konflik lahan program *food estate* di Desa Pilang dengan menggunakan alat bantu diagram gaya manajemen konflik, adapun hasil analisis gaya manajemen setiap aktor yang terlibat tersebut dapat dilihat pada Gambar 4 berikut ini:



Gambar 4. Gaya Manajemen Konflik

- Koordinator lapangan utusan desa memiliki gaya manajemen mempersatukan (*integrating*), hal tersebut menunjukkan bahwa dalam penyelesaian masalah memiliki perhatian terhadap orang lain dan terhadap diri sendiri tinggi;
- Anggota Badan Permusyawaratan Desa memiliki gaya manajemen kerelaan untuk membantu (*obliging*), hal tersebut menunjukkan bahwa dalam penyelesaian masalah memiliki perhatian terhadap orang lain tinggi dan terhadap diri sendiri rendah;
- Kontraktor (Pelaksana) memiliki gaya manajemen menghindar (*avoiding*), hal tersebut menunjukkan bahwa dalam penyelesaian masalah memiliki perhatian terhadap orang lain rendah dan terhadap diri sendiri rendah;

- d) Pemerintah Desa memiliki gaya manajemen kompromi (*compromising*), hal tersebut menunjukkan bahwa dalam penyelesaian masalah memiliki perhatian terhadap orang lain sedang dan terhadap diri sendiri sedang;
- e) Tim SID memiliki gaya manajemen kompromi (*compromising*), hal tersebut menunjukkan bahwa dalam penyelesaian masalah memiliki perhatian terhadap orang lain sedang dan terhadap diri sendiri sedang;
- f) Dinas Pertanian dan Peternakan kabupaten Pulang Pisau memiliki gaya manajemen mendominasi (*dominating*), hal tersebut menunjukkan bahwa dalam penyelesaian masalah memiliki perhatian terhadap orang lain rendah dan terhadap diri sendiri tinggi;
- g) Dinas Tanaman Pangan, Hortikultura dan Peternakan Provinsi memiliki gaya manajemen mendominasi (*dominating*), hal tersebut menunjukkan bahwa dalam penyelesaian masalah memiliki perhatian terhadap orang lain rendah dan terhadap diri sendiri tinggi.

Hasil analisis gaya manajemen konflik tersebut, diketahui bahwa dalam menyelesaikan konflik di Desa Pilang terjadi posisi yang berbeda dan tidak seimbang dari setiap pihak terkait. Hal tersebut menunjukkan bahwa unsur kekuasaan yang memisah secara tegas antara penguasa dengan yang dikuasai, sehingga proses penyelesaian masalah yang lebih berada pada keputusan kalangan atas dengan sikap mendominasi dan menghindar. Sehingga berdasarkan posisi pelaku, konflik tersebut merupakan jenis konflik vertikal. Di mana kondisi konflik vertikal muncul antara kalangan atas dengan kalangan bawah, kedua kelompok sosial pada kondisi konflik memiliki perbedaan kekuatan, kepentingan, kekuasaan, maupun otoritas (Waluya, 2007, Hlm.). Hal tersebut juga diperjelas dengan keputusan sepihak para aktor kalangan atas, sedangkan solusi yang telah ditawarkan oleh warga pemilik lahan dan pemerintah desa tidak diterima, sebagaimana dipertegas oleh pernyataan Kepala Bidang Prasarana-sarana Dinas Pertanian Kabupaten Pulang Pisau:

"Yang jelas kemarin itu kontraktor yang minta pemindahan dari Pilang, karena kesepakatan beberapa kali pertemuan mencari solusi itu ya relokasi. Kebetulan lokasi untuk relokasi memang sudah ada dan kebetulan yang menerima untuk menggarap pun siap".

Solusi sepihak dari kalangan atas dalam proses penyelesaian konflik tersebut, berdampak merugikan kalangan bawah (kelompok tani) maupun keberlangsungan program *food estate*. Adapun efek konflik dari hasil analisis penelitian, dapat dijelaskan sebagai berikut ini:

1. Terdapat 4 kelompok tani yang belum memiliki lahan untuk menjalankan pertanian sawah padi, sebagaimana dapat dilihat pada Tabel 2 di bawah.

Kelompok tani yang telah dibuka masih belum mendapat manfaat dari mengelola lahan hasil cetak sawah program *food estate* secara maksimal.

2. Realisasi program hasil dari Laporan Akhir Kegiatan Ekstensifikasi Tahun 2021 Dinas Pertanian Kabupaten Pulang Pisau diketahui bahwa lahan yang terbuka di desa Pilang yaitu seluas 410, 71 Ha dari target seluas 932, 47 Ha maupun luasan target rekomendasi tim SID seluas 1.060, 5 Ha.

Berdasarkan hasil analisis data sekunder dan primer, diketahui daftar ketua dan nama kelompok tani program *food estate* serta status lahan setiap kelompok tani yang telah dibuka maupun belum dibuka dalam kegiatan ekstensifikasi cetak sawah seperti dijelaskan pada tabel di bawah berikut ini:

Tabel 2. Daftar Kelompok Tani *Food Estate* Desa Pilang

Nama Kelompok Tani	Nama Ketua	Status Lahan
Pasi Itah	Lensiwati	Telah dibuka
Maju Bersama	Rusli	Telah dibuka
Palampang M.J	Rudi	Telah dibuka
Sama-Sama Begawi	Padli	Telah dibuka
Usaha Tani	Pradana Oscar	Telah dibuka
Sama Handa Maju	Siangly	Telah dibuka
Parit Pamarintah	Randani	Telah dibuka
Karya Bersama	Martono Harson	Telah dibuka
Suka Maju	Junedy Isa Anjud	Telah dibuka
Parey Amas	Tri Boy Setiawan	Telah dibuka
Mekar Bersih	Musa L. T. Unjung	Telah dibuka
Harapan Pahari	Sintuk K. Ratu	Telah dibuka
Sei Hanau	Ardianto	Telah dibuka
Peteng Badehen	Melin	Belum dibuka
Eka Harapan	Athel T. Labih	Belum dibuka
Sei Ayu Anak	Junaidi	Belum dibuka
Ayu Itah Begawi	Jagau Efendi	Belum dibuka

Sumber: Analisis Data Primer, 2023

1.5 Proposisi Teori Konflik di Desa Pilang

Implementasi kebijakan program *food estate* di Desa Pilang dengan kegiatan ekstensifikasi lahan cetak sawah baru, berdasarkan hasil analisis yang dijelaskan di atas merupakan suatu konflik lahan. Teori Coser menyebutkan, jika suatu kelompok subordinat yang hidup pada sistem sosial yang tidak adil, maka kecenderungan akan berkonflik dengan kelompok superordinat. Konflik terjadi ketika mereka memiliki ruang untuk dapat mempersoalkan legitimasi pola distribusi suatu sumber langka. Kebanyakan sikap dan tindakan kelompok subordinat cenderung mengambil inisiatif, manakala terdapat rasa *deprivasi relative* (*sense of relative deprivation*) yang disebabkan oleh peningkatan ketidakadilan. Rasa *deprivasi relative* tersebut berhubungan dengan rendahnya peluang mobilitas vertikal bagi kelompok subordinat untuk menduduki status sosial dan kegagalan

kelompok superordinat dalam mempergunakan kendala eksternal terhadap kelompok subordinat (Wahyudi, 2021b, Hlm. 55)

Warga pemilik lahan yang merupakan kelompok subordinat tidak dilibatkan dalam proses sosialisasi dan perencanaan program, penentuan lahan yang dilakukan oleh Tim SI-CPCL dengan mengutamakan arahan pemerintah desa serta kontraktor yang mengutamakan peta rekomendasi tanpa melibatkan partisipasi pemilik lahan merupakan penyebab ketidakadilan yang memicu konflik lahan. Kemudian status sosial pemilik lahan dalam penyelesaian konflik cenderung diabaikan, hal tersebut menunjukkan bahwa rendahnya mobilitas vertikal yang dilakukan oleh pemerintah dan kontraktor dalam mengambil keputusan ketika terdapat kendala eksternal (*external constraint*). Sehingga konflik lahan akibat program *food estate* memiliki dampak atau efek terhadap implementasi program dan para kelompok subordinat di Desa Pilang.

Penutup

Konflik lahan yang merupakan dampak sosial Program *Food Estate* di Desa Pilang dipicu akibat proses penentuan lahan yang akan dicetak untuk sawah, di mana tim pelaksana pembukaan lahan yaitu kontraktor menggunakan acuan peta rencana hasil rekomendasi Tim SID. Warga pemilik tanah tidak menginginkan lahannya untuk digantikan menjadi percontaan sawah baru dan telah meminta kepada pemerintah desa agar lahannya dikeluarkan dari peta rencana program *food estate*. Masalah inti konflik dalam implementasi kegiatan ekstensifikasi cetak sawah baru adalah rasa kekecewaan pemilik lahan yang memutuskan untuk bereaksi menolak dengan melakukan pengadangan terhadap alat berat milik kontraktor yang melaksanakan *land clearing* di lokasi lahan calon ekstensifikasi sawah baru, dimana lahan milik warga tersebut merupakan hutan berisi kebun karet sebagai sumber mata pencaharian.

Bentuk konflik lahan di Desa Pilang merupakan konflik destruktif karena adanya perasaan emosi atau kekecewaan pemilik lahan, hal tersebut ditunjukkan dengan terjadinya perobekan baju ketika aksi pengadangan alat berat. Kemudian penyelesaian konflik lahan yang dilakukan oleh kelompok atas (superordinat) menunjukkan gaya manajemen konflik yang mendominasi (*dominating*) oleh pihak pemerintah dan gaya menghindar (*avoiding*) oleh pihak kontraktor, karena dalam penyelesaian konflik para kalangan atas memutuskan untuk merelokasi lahan ke wilayah lain. Proses penyelesaian konflik tersebut menghasilkan efek kepada masyarakat maupun proses implementasi program di Desa Pilang.

Efek konflik yang diselesaikan dengan gaya mendominasi tersebut berdampak terhadap program karena luas lahan yang direncanakan tidak terealisasi sesuai dengan target luasan. Sedangkan efek terhadap masyarakat

adalah terdapat empat (4) kelompok tani yang terdaftar tidak memiliki lahan cetak sawah, sehingga menimbulkan ketidakpuasan dan kecemburuan antara kelompok tani yang telah dibuka dengan kelompok yang tidak memiliki lahan, serta petani yang lahannya telah dibuka tidak dapat mengelola lahan dengan produktif karena kondisi lahan yang dicetak tidak maksimal. Ketidakadilan dalam implementasi program *food estate* yang memicu konflik lahan karena status sosial pemilik lahan cenderung diabaikan, kemudian kendala eksternal (*external constraint*) disikapi oleh pemerintah dan kontraktor untuk mengambil keputusan dalam menyelesaikan masalah menunjukkan rendahnya mobilitas vertikal kelompok subordinat di Desa Pilang.

Saran

Implementasi program *food estate* di Desa Pilang menimbulkan konflik dan penyelesaian konflik masih dilakukan dengan gaya manajemen yang bersifat dominan, sehingga perlu memberikan ruang dan kesempatan terhadap pemilik lahan maupun tokoh adat dalam proses perencanaan dan penyelesaian konflik program *food estate*. Peran adat di Desa Pilang yang telah diakui sebagai Masyarakat Hukum Adat (MHA) tersebut sangat penting dalam mempengaruhi keputusan dan menyelesaikan konflik yang timbul akibat masuknya program pemerintah ke desa, karena masyarakat adat memiliki aturan dan norma sosialnya sendiri. Penelitian ini memiliki keterbatasan dalam mengakses informasi terkait dampak penggunaan anggaran, sehingga penelitian selanjutnya disarankan untuk menambah variabel mengukur dampak konflik terhadap anggaran dan realisasi program.

Ucapan Terimakasih

Kesempatan ini, ucapan terimakasih disampaikan kepada pemerintah desa dan Kabupaten Pulang Pisau, masyarakat yang telah menerima peneliti untuk menggali informasi di desa Pilang. Serta pendamping lapangan pemberdayaan Masyarakat Hukum Adat dari Yayasan Betang Borneo Indonesia yang telah membantu dalam kegiatan penelitian ini, dalam proses pengambilan data dan menentukan informan dari masyarakat desa.

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Biografi Singkat Penulis



Penulis merupakan mahasiswa yang baru menyelesaikan pendidikan gelar Master Lingkungan di Universitas Jenderal Soedirman, mengambil program studi Ilmu Lingkungan. Penulis memiliki latar belakang sebagai Sarjana Kehutanan dan bekerja dari tahun 2022 sampai 2023 akhir di Yayasan Betang Borneo Indonesia sebagai Program Manajer dalam pendampingan Masyarakat Adat Desa Pilang dan Simpung menuju desa INKLUSI. Sebelumnya, penulis merupakan surveyor yang tergabung dalam Tim Pelaksana SID-CPCL Program *Food Estate* melalui lembaga LPPM Universitas Palangka Raya dari tahun 2020 sampai 2022. Adapun karya tulis jurnal ini, merupakan satu aspek penelitian dari Tesis dengan judul DAMPAK LINGKUNGAN PROGRAM *FOOD ESTATE*. "Studi Kasus: Desa Pilang di Kecamatan Jabiren Raya, Kabupaten Pulang Pisau-Kalimantan Tengah".

ANALYSIS OF THE NON-DISCRIMINATORY PRINCIPLE IN THE PROTECTION OF HUMAN RIGHTS AGAINST REFUGEES IN GLOBAL CONFLICT AREAS

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Abstract

The protection of human rights for refugees in global conflict zones has become a crucial issue requiring greater attention, as many host countries implement selective policies based on political or economic interests. Although the principle of non-discrimination is established in international law, discriminatory practices against refugees based on geographic origin or religion frequently occur, particularly in Europe. This study aims to analyze the implementation of the non-discrimination principle in human rights protection for refugees and to identify gaps in its application at both international and national levels. The research employs a normative juridical approach by analyzing secondary data from primary, secondary, and tertiary legal materials. The findings indicate that non-discriminatory protection for refugees continues to face significant challenges despite the existing international legal framework, as host countries often fail to effectively implement this principle. Domestic legal reforms, strengthened monitoring mechanisms, and multilateral collaboration are necessary to establish a more equitable and just refugee protection system. International organizations such as UNHCR and IOM play a key role in ensuring the implementation of the non-discrimination principle through stricter oversight of host country policies and training for relevant authorities.

Keyword: *Non-Discrimination Principle, Human Rights, Refugees, Global Conflict*

Introduction

In the era of globalization and increasingly complex geopolitical dynamics, the protection of human rights (HAM) of refugees in global conflict areas has become one of the crucial issues that urgently needs to be analyzed in depth. Conflict-ridden regions, such as Syria, Myanmar, and Afghanistan, have led to



refugee crises involving millions of people who are forced to flee their homes for safety. According to data from the United Nations Refugee Agency (UNHCR), by the end of 2024, the number of global refugees will reach more than 35 million people, with the majority coming from areas of ongoing conflict (UNHCR 2024). Amidst this reality, the principle of non-discrimination, as one of the fundamental tenets of human rights, becomes a crucial topic in refugee protection. This principle is intended to ensure that every individual, regardless of race, religion, or nationality, receives equal protection under international law.

However, discriminatory practices continue to emerge in refugee-receiving countries. According to Lavergne (2024), many refugees from Sub-Saharan Africa or the Middle East face more hurdles than those from other regions like Ukraine, demonstrating unequal treatment in asylum procedures.

The principle of non-discrimination has been enshrined in several international legal instruments, including the 1948 Universal Declaration of Human Rights (UDHR), particularly Article 2, which affirms that every individual is entitled to all the rights and freedoms set forth in the Declaration without any discrimination, whether based on race, color, sex, language, religion, political opinion, nationality, or other status (Nations 1948). In addition, the 1951 Refugee Convention, which was adopted to protect the rights of refugees worldwide, underscores the need for non-discriminatory protection for refugees fleeing conflict and persecution. However, in practice, the implementation of this principle often faces various challenges in the field, especially when refugee destination countries impose selective policies based on political, economic, or national security interests.

This selective policy approach becomes evident in how certain European countries prioritize refugees from Ukraine, as seen in data from the European Union Agency for Fundamental Rights (FRA), while refugees from regions like Africa and the Middle East experience more stringent requirements and are frequently rejected. This double standard violates the principle of non-discrimination and undermines international efforts to create equitable refugee protection frameworks. One concrete example that illustrates the violation of the principle of non-discrimination can be seen in the refugee acceptance policies in several European countries that prioritize refugees from certain regions compared to other regions. For example, refugees from Ukraine fleeing the Russian invasion are prioritized for acceptance and protection in Europe compared to refugees from conflict-ridden countries in the Middle East or Africa. This reflects a double standard in refugee protection, which is contrary to the principle of non-discrimination. Data from the European Union Agency for Fundamental Rights (FRA) indicates inequalities in the application of refugee-related policies, with refugees from Sub-Saharan Africa and

the Middle East facing more refusals or obstacles in the asylum process.(Lavergne 2024).

This study aims to comprehensively examine how the principle of non-discrimination is implemented in the protection of human rights for refugees in global conflict zones, as well as to identify existing gaps in the application of this principle. This study is motivated by the fact that, despite the presence of various international legal instruments governing refugee protection, significant gaps in practical implementation remain evident. For instance, in the 1951 Refugee Convention and the 1967 Protocol, although the principle of non-discrimination is explicitly mentioned, there are regulatory loopholes regarding enforcement mechanisms and sanctions for countries that violate this principle. Moreover, Lavergne (2024) argues that while these legal instruments exist, enforcement remains problematic, especially when national policies prioritize geopolitical interests over international human rights obligations.

Although previous studies have focused on the legal aspects of refugee protection in general, few have specifically analyzed the application of the principle of non-discrimination, especially in the midst of contemporary geopolitical dynamics that further complicate the situation. A key contribution of this study is to expand the academic discourse on refugee human rights protection through the lens of non-discrimination, which has often been overlooked in previous studies. This research is also expected to provide more concrete policy recommendations to promote better implementation of this principle, particularly for refugee-hosting countries. Furthermore, this study will examine the extent to which differential treatment of refugees based on geographical origin or religious background violates fundamental human rights principles and international law, as well as identify the factors influencing such discriminatory policies.

From a legal perspective, Article 14 of the Universal Declaration of Human Rights states that everyone has the right to seek and enjoy asylum from persecution in other countries. However, this right is often restricted by national policies that prioritize security and domestic political considerations over international obligations to protect refugees (Nations 1948). Furthermore, Article 3 of the 1951 Refugee Convention also underlines the importance of non-discrimination in providing protection to refugees, regardless of their national origin, race, or religion (UNHCR 1966). The fact that there are countries that selectively accept refugees with certain cultural or religious backgrounds, while rejecting others, suggests that there is an imbalance that needs to be addressed through further research.

This research also seeks to fill the gap between normative principles and the realities that refugees face on the ground. For example, a recent study by Human

Rights Watch (2023) highlighted that refugees from the Middle East and Africa fleeing to Europe are often faced with stricter detention policies, while refugees from Ukraine receive much more favorable treatment. Although the principle of non-discrimination is enshrined in international law, in fact, refugees are often treated based on their geographical origin or social background, which implies a violation of their rights as individuals. (Moeckli 2009).

A multidisciplinary approach is necessary to analyze how national and international policies can be better harmonized to ensure that refugees, regardless of their geographical origin or religious background, receive equal protection. This study will also examine how international organizations such as the United Nations (UN), the United Nations High Commissioner for Refugees (UNHCR), and other human rights organizations can play a more proactive role in advocating for the implementation of the principle of non-discrimination in refugee-receiving countries. Given the significance of this issue in relation to human rights and international law, this research is expected to make a significant contribution to the development of more inclusive and equitable policies for refugees worldwide.

This study acknowledges that the greatest challenge in implementing the principle of non-discrimination lies in national interests, which often conflict with international commitments to human rights protection. Countries tend to prioritize national security and domestic political stability when formulating refugee policies, which frequently results in violations of the non-discrimination principle. Therefore, this research aims to provide an in-depth analysis of how this principle can be applied more consistently in the context of the global refugee crisis, taking into account the geopolitical complexities and national policy dynamics that influence human rights protection for refugees.

Research Method

The type of this research is juridical-normative. *Yuridis Normatif* is research conducted by examining library materials or secondary materials. This research will examine issues related to the use of non-discriminatory principles in the protection of human rights against refugees in global conflict areas. The Data Analysis Method will be carried out by collecting secondary data through the review of literature which includes legal materials, both primary namely the Universal Declaration of Human Rights, the 1951 Convention and Protocol on Refugees, the International Covenant on Civil and Political Rights, the International Covenant on Economic, Social and Cultural Rights, International Convention on the Elimination of All Forms of Racial Discrimination, Convention on the Elimination of All Forms of Discrimination against Women, Convention on the Rights of the Child, OAU Convention Governing The Specific Aspects Of Refugee Problems In Africa.

Secondary legal materials are legal materials that explain primary legal materials, namely books, journals, articles, and documents related to the research theme. Tertiary Legal Materials are legal materials that complement primary and secondary legal materials, namely: Legal Dictionary, Indonesian Dictionary, and English Dictionary. The secondary data collection method is done by document study. After the data is collected, the data analysis used is qualitative data analysis. Qualitative data analysis is applied to find and describe field problems or structures and processes in routines and practices. (Quddus and Astuti 2024)

Result and Discussion

1.1 The Principle of Non-Discrimination in International Human Rights Law

The principle of non-discrimination in international human rights (HR) law is a fundamental concept ensuring that every individual has equal rights before the law, without discrimination based on race, gender, religion, nationality, political views, or other statuses (Pobjoy 2010). This principle serves as one of the core pillars underpinning human rights protection within various international legal instruments. In the context of international law, non-discrimination not only signifies formal equality before the law but also entails fair and equal treatment for all individuals, without exception or reduction of rights based on their characteristics or identity.

Theoretically this principle evolves alongside the concept of substantive equality, emphasizing that each individual must be treated according to their circumstances and needs. This theory is rooted in the notion that ignoring background differences may lead to injustice. In this regard, the principle of non-discrimination demands not only equal treatment for all individuals but also the implementation of policies sensitive to the specific conditions of vulnerable groups such as refugees, children, women, and minorities (M. Alvi Syahrin 2019). This understanding renders non-discrimination a dynamic concept, which not only prohibits explicit discriminatory treatment but also promotes broader protection for those vulnerable to unfair treatment.

The primary instrument defining the principle of non-discrimination is the Universal Declaration of Human Rights (UDHR), adopted by the United Nations in 1948. Article 2 of the UDHR explicitly states that every individual is entitled to all the rights and freedoms outlined in the Declaration without any distinction, whether based on race, skin color, gender, language, religion, political views, or nationality (Nations 1948). This Declaration establishes international standards for respecting human rights and enshrines non-discrimination as a universal value.

Beyond the UDHR, various other instruments also reinforce the principle of non-discrimination, such as the International Covenant on Civil and Political Rights (ICCPR) and the International Covenant on Economic, Social, and Cultural Rights (ICESCR), which mandate states to guarantee civil, political, economic, social, and cultural rights equally without discrimination. Article 26 of the ICCPR specifically underscores this principle, stating that all individuals are equal before the law and entitled to legal protection without discrimination (UNHCR 1966).

The principle of non-discrimination in international human rights law is not merely a theoretical principle; it has concrete applications in various contexts, particularly for vulnerable groups such as refugees from global conflict zones. This principle obliges states and international actors to provide equal protection regardless of an individual's background, including in matters of refugee reception, access to asylum rights, and protection from persecution (Diakite 2025). The 1951 Refugee Convention serves as a key instrument governing refugee protection, adopting the principle of non-discrimination in Article 3, which mandates that signatory states must protect refugees without distinction based on race, religion, or country of origin (UNHCR 1966).

This principle has become increasingly relevant amidst today's global refugee crisis, where millions flee conflict zones such as Syria, Myanmar, and Afghanistan. The United Nations High Commissioner for Refugees (UNHCR) reports that over 35 million people have been displaced due to conflict and violence, with many facing discrimination when seeking protection in host countries. The application of the non-discrimination principle in this context is crucial, given that refugees often belong to minority groups at greater risk of unfair treatment both in their home and host countries.

From an international legal perspective, the principle of non-discrimination is a fundamental pillar ensuring that vulnerable groups, including refugees, receive appropriate protection without bias. The International Convention on the Elimination of All Forms of Racial Discrimination (ICERD), adopted in 1965, asserts that every individual is entitled to fundamental rights without discrimination based on race, skin color, or national origin (Bintarawati et al. 2023). This reflects a global commitment to non-discriminatory protection, explicitly encompassing refugees from conflict areas.

Refugees as a vulnerable group, face systemic discrimination in many countries. Selective policies prioritizing refugees from certain regions, as seen in the Ukrainian refugee crisis, demonstrate violations of the non-discrimination principle. Meanwhile, refugees from the Middle East and Africa often encounter rejection or discriminatory treatment in various European countries,

contradicting international commitments to protect them based on equality and justice. Such discriminatory practices indicate that while the principle of non-discrimination is universally recognized, its implementation on the ground frequently faces obstacles (M Almudawar and Ichsanoodin Mufty Muthahari 2021).

The importance of ensuring non-discrimination across various vulnerable groups is also evident when examining regional human rights systems. For instance, the European Court of Human Rights (ECtHR) has made landmark rulings on cases involving discrimination against minority groups, including the Roma population and refugees. In the case of *Hirsi Jamaa and Others v. Italy*, the ECtHR emphasized that states must uphold the principle of non-refoulement without discrimination, ensuring that no individual is sent back to countries where they face serious harm. Such judgments underscore the global legal consensus around non-discrimination and the necessity for states to respect human rights equally, regardless of an individual's background or origin (ECtHR, 2012).

While international human rights law presents a solid framework for non-discrimination, real-world applications continue to reveal discrepancies between legal standards and state practices. For example, research on asylum seekers in Australia highlights selective discrimination in immigration policies, where refugees from certain countries, such as Afghanistan and Iraq, face significantly higher rejection rates compared to others. This inconsistency reflects the broader challenge of translating international human rights principles into domestic policy that genuinely upholds equality for all individuals (M. Mares, 2015). Moreover, the reluctance of some states to accept refugees on the grounds of national security concerns has raised serious questions about the compatibility of these measures with international human rights obligations.

Theoretical perspectives also highlight the significance of non-discrimination as an integral component of the universal human rights concept. Thinkers such as John Rawls and Martha Nussbaum emphasize the importance of distributive justice and equality within the context of human rights, arguing that every individual should have the same opportunity to enjoy fundamental rights without discrimination. In his theory of justice, Rawls underscores that the principle of equality is a key element in ensuring that vulnerable individuals are not neglected by legal and political systems (Rawls 1921). Nussbaum, through her capabilities approach, suggests that fundamental rights should be implemented with consideration for individual needs, particularly for those most vulnerable.

Various international human rights instruments also emphasize the application of the non-discrimination principle as a crucial element in ensuring equal protection for all individuals. Another significant instrument is the Convention on the Rights of the Child (CRC), which requires states to protect children's rights without discrimination (UNHCR 1989). Similarly, the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) obliges states to eliminate discrimination against women in all areas of life, including in conflict and refugee contexts (UNHCR 1979).

The principle of non-discrimination in international law has a broad scope, encompassing various situations and vulnerable groups requiring special protection. As a fundamental principle in human rights law, non-discrimination demands that states not only refrain from discriminatory actions but also take proactive measures to ensure that vulnerable groups such as refugees receive equal protection (Gorlick 2000).

1.2 State Obligations in Implementing Non-Discriminatory Protection for Refugees

The obligation of states to provide non-discriminatory protection for refugees has been clearly established under international law, particularly through the 1951 Refugee Convention and the 1967 Protocol. Refugee protection is a shared responsibility that binds not only host states but also conflict-affected states, transit countries, and the broader international community. The principle of non-discrimination in refugee protection constitutes a fundamental tenet that all states must uphold, regardless of the refugee's race, religion, nationality, or social status (Moeckli 2009).

The 1951 Refugee Convention serves as the most comprehensive legal framework regulating state obligations in refugee protection. Article 3 of this Convention explicitly states that signatory states must apply the provisions of refugee protection without distinction, particularly on the grounds of race, religion, or country of origin (UNHCR 1966). This Convention mandates states to treat refugees with equal standards across all aspects, including civil, political, social, and economic rights. This reflects the non-discriminatory obligation that requires states to ensure fair and impartial treatment of all refugees, irrespective of their origin or identity (Edwards 2005).

The principle of non-discrimination in the refugee context is also closely linked to the right not to be returned to a place of danger (non-refoulement). Article 33 of the 1951 Refugee Convention stipulates that no state shall expel or return a refugee to a place where their life or freedom would be threatened (UNHCR 1966). This obligation is universal and non-derogable, meaning that protection from refoulement must be applied without discrimination against all refugees. States are prohibited from rejecting or returning refugees based on their race, religion, or political background. Refugees from certain regions, such

as the Middle East or Africa, often face discrimination in receiving countries. Such practices contravene international obligations and constitute violations of the principle of non-discrimination (Pobjoy 2010).

States involved in conflicts also bear the responsibility of preventing and mitigating conditions that could lead to discrimination against specific refugee groups. Armed conflicts frequently entail human rights violations, including systematic discrimination against certain ethnic, religious, or minority groups, forcing individuals to flee. States that are parties to conflicts are obligated to adhere to international humanitarian law and international human rights law, which require them to prevent discrimination and inhumane treatment of all civilians, including vulnerable groups at risk of becoming refugees (Mangensihi 2019). Discrimination against specific groups in conflict situations, such as the Rohingya in Myanmar or the Tutsi in Rwanda, has led to large-scale refugee movements, underscoring the responsibility of these states to eliminate discrimination before it triggers a refugee crisis.

Host states are required to ensure that refugees have equal access to fundamental rights without distinction. The principle of non-discrimination applies not only to the admission of refugees but also to their access to healthcare, education, employment, and religious freedom. Host countries often implement policies that indirectly discriminate against refugees, such as restrictions on employment rights or limited access to education, particularly for refugees from specific groups. The obligation of states to uphold non-discrimination extends to providing public facilities and services accessible to refugees without bias (Aspinall et al. 2010).

The implementation of the non-discrimination principle in refugee protection is further supported by various international human rights instruments, including the Universal Declaration of Human Rights (UDHR) and the International Covenant on Civil and Political Rights (ICCPR). Article 2 of the UDHR affirms that everyone is entitled to all rights and freedoms without distinction of any kind, including the right to seek asylum from persecution. This principle is reinforced by Article 26 of the ICCPR, which guarantees equality before the law and equal protection without discrimination (UNHCR 1966). States that are parties to this Covenant are obligated to ensure that refugees within their jurisdiction are treated equally to nationals in terms of legal protection.

Refugees often belong to groups that are already vulnerable to discrimination, such as ethnic, religious, or sexual minorities. LGBT refugees, for instance, frequently face dual discrimination in both their country of origin and host states, due to their sexual orientation and refugee status. The obligation of states to protect such vulnerable groups is explicitly outlined in the 1951 Refugee Convention, which mandates states to eliminate all forms of discrimination in providing protection and assistance to refugees. Host countries must establish protection mechanisms that are sensitive to the specific needs of vulnerable groups, including refugee women, children, and persons with disabilities, ensuring their equal access to fundamental rights (Yuliantiningsih 2008).

States also have an obligation to facilitate the integration of refugees into local communities without discrimination. Refugees often experience stigma and discrimination from host communities, which perceive them as threats to security or social welfare (Kusumo 2012). Host states have a responsibility to counter anti-refugee sentiment and racial discrimination through inclusive integration policies. These measures may include educational programs promoting tolerance and diversity, as well as policies encouraging refugee participation in economic and social life on an equal footing. The obligation of states to facilitate non-discriminatory integration is crucial in preventing marginalization and social exclusion of refugees.

The obligation of states to protect refugees without discrimination also extends to ensuring equitable humanitarian assistance. Many refugees residing in camps or temporary settlements lack adequate access to essential aid such as food, water, and healthcare. Host states and international organizations must ensure that aid distribution is conducted fairly and equitably, without discrimination based on the ethnic or religious background of refugees. Discriminatory humanitarian assistance not only violates international obligations but also exacerbates refugee living conditions and increases the risk of conflict among different refugee groups (Asmara and Syahrin 2019).

International donor states providing financial support to host countries also bear the responsibility of ensuring that their aid is effectively utilized to protect refugees without discrimination (Yuliantiningsih 2008). This obligation includes stringent oversight of aid utilization and ensuring that humanitarian programs funded by donors do not neglect vulnerable groups. International monitoring and accountability mechanisms are essential to prevent discrimination in aid distribution and refugee protection.

1.3 Discrimination in Refugee Management in Global Conflict Zones

The management of refugees in global conflict zones often reflects the inability of states to effectively implement the principle of non-discrimination. The cases of Syrian refugees, Rohingya from Myanmar, and Ukrainian refugees illustrate differing treatments of displaced persons, both in conflict zones and in receiving countries. The principle of non-discrimination is a fundamental pillar of international refugee law, enshrined in the 1951 Refugee Convention and the 1967 Protocol, which obliges states to provide protection regardless of race, religion, nationality, or political affiliation (Asmara and Syahrin 2019). However, in many cases, refugees experience differential treatment based on factors irrelevant to their need for protection.

The conflict in Syria has generated one of the largest refugee crises in the world. Receiving countries in Europe have demonstrated varying policies, with some, such as Germany, opening their doors to Syrian refugees on humanitarian grounds. Others, such as Hungary and Poland, have implemented strict and often discriminatory policies under the pretext of national security. In some countries, such as Greece, refugees are placed in camps under extremely poor conditions with limited access to basic services, including healthcare and

education. In many cases, factors such as religion and geographical origin influence state decisions on asylum eligibility. For instance, Christian Syrian refugees have, in certain cases, been prioritized over Muslim refugees, reflecting religious preferences that contradict the principle of non-discrimination (Pobjoy 2010).

The conflict in Myanmar involving the Rohingya ethnic group illustrates the global failure to protect one of the most vulnerable minorities. The Rohingya, a predominantly Muslim community, have long faced systematic discrimination by the Myanmar government, which does not recognize them as citizens. Persecution against the Rohingya has led to mass exoduses, primarily to neighboring countries such as Bangladesh. While Bangladesh has accepted large numbers of Rohingya refugees, many are confined to camps with extremely limited access to basic necessities, employment, and education (M. Alvi Syahrin 2019). The international community widely acknowledges that the treatment of the Rohingya reflects discrimination based on religion and ethnicity, particularly because they are perceived as distinct from the majority Buddhist population of Myanmar. Southeast Asian countries, including Malaysia and Indonesia, face moral dilemmas in handling Rohingya refugees. While there have been efforts to provide protection, responses have often been inconsistent and influenced by domestic political considerations.

The recent conflict in Ukraine has further highlighted the differential treatment of refugees, particularly when comparing how Ukrainian refugees have been received in Europe versus refugees from conflicts in the Middle East and Africa (Diakite 2025). Ukrainian refugees, who are predominantly Christian and of European descent, have been welcomed with open arms by many European countries, particularly Poland and Germany. They have been granted swift access to social services, including employment, education, and healthcare, in contrast to refugees from other conflict regions. This preferential treatment has drawn criticism from various groups who argue that racial discrimination plays a role in refugee policies. The privileged treatment of Ukrainian refugees suggests an implicit bias linked to race and geographical origin. While refugees from the Middle East, Africa, and South Asia often face stricter policies and prolonged asylum procedures, those from Eastern Europe are granted protection more readily. This situation underscores how the principle of non-discrimination is frequently violated, depending on the political and social context of receiving states (Besson and Kleber 2020).

The principle of non-discrimination in refugee management is explicitly outlined in Article 3 of the 1951 Refugee Convention, which states that refugees must not be treated differently based on race, religion, or nationality (UNHCR 1966). The Convention further emphasizes that refugees should receive protection regardless of the reasons for their persecution in their home country. However, in practice, states often invoke national security and political stability concerns to justify discriminatory refugee policies. Cases such as the treatment of Syrian and Rohingya refugees demonstrate how host states frequently fail to

uphold this principle, particularly when domestic political and economic interests come into play.

In the case of Rohingya refugees, discriminatory policies are also evident in transit countries. In Malaysia, although the country has not signed the 1951 Refugee Convention, there is limited commitment to providing protection for Rohingya refugees. They face discrimination in access to formal employment and healthcare services, with most being restricted to informal sectors that are not regulated by labor laws. This situation highlights the neglect of fundamental refugee rights, which should be recognized under international legal frameworks, even if Malaysia is not officially bound by the 1951 Refugee Convention.

The analysis of the Syrian, Rohingya, and Ukrainian refugee cases also underscores the crucial role of international actors in ensuring the implementation of the non-discrimination principle. International agencies such as the UNHCR bear the responsibility of monitoring and ensuring that host countries comply with their international obligations to protect refugees without discrimination (Bintarawati et al. 2023). However, the effectiveness of these international actors often depends on the willingness of states to cooperate and uphold the principles enshrined in international refugee law. The failure of many countries to provide fair and equal protection to all refugees highlights significant challenges in ensuring the consistent application of the non-discrimination principle.

1.4 The Role of International Organizations in Promoting Non-Discriminatory Protection for Refugees

International organizations play a central role in promoting non-discriminatory protection for refugees. These institutions act as guardians and facilitators of the implementation of fundamental principles established in international law, including the principle of non-discrimination. Organizations such as the UNHCR (United Nations High Commissioner for Refugees) and IOM (International Organization for Migration) have specific mandates to protect the rights of refugees and migrants worldwide (Kusumo 2012). Their role is not limited to providing humanitarian aid but also involves advocacy, policy development, and monitoring human rights violations that may occur in refugee crisis areas.

The UNHCR serves as the main institution responsible for overseeing the fulfillment of refugees' rights, particularly regarding the non-discrimination principle. This organization was established with a specific mandate to protect refugees and those affected by armed conflict. The UNHCR plays a crucial role in ensuring that countries that have signed the 1951 Refugee Convention and the 1967 Protocol adhere to their obligations to provide equal and fair protection to all refugees, regardless of race, religion, nationality, or political views. In the context of refugee camps and border areas, the UNHCR collaborates with local and regional governments to ensure that aid distribution and access to

healthcare, education, and legal protection are provided equally and non-discriminatory (Aspinall et al. 2010).

The UNHCR has implemented various mechanisms to address violations of the non-discrimination principle, including direct monitoring in refugee camps. For example, field observations and the preparation of annual reports on the refugee situation in various countries enable the UNHCR to identify discriminatory practices, whether from the host government or non-state actors (Kirchschläger et al. 2012). These monitoring mechanisms are complemented by advocacy programs that encourage countries to reform policies that tend to discriminate against or oppress certain refugee groups based on religion, race, or ethnicity. A concrete example of discrimination mitigation efforts can be seen in the handling of Rohingya refugees fleeing to Bangladesh. The UNHCR has actively ensured that Rohingya refugees do not face discrimination regarding access to shelter, food aid, and healthcare services.

The IOM has a broader mandate in addressing global migration, including forced migration due to conflict. This organization is not only involved in coordinating humanitarian operations in crisis-affected areas but also plays a role in developing policies related to safe, orderly, and non-discriminatory migration. The IOM focuses on protecting the rights of refugees and migrants regardless of their background. Mechanisms implemented by the IOM in the refugee context include social integration programs aimed at preventing discrimination in refugee destination countries. One example is the reintegration programs in Eastern European and North African countries, where refugees are given fair access to the labor market and education. These programs aim to reduce social tensions that may arise from discriminatory treatment of refugees from specific ethnic or religious groups (Gorlick 2000).

Regional organizations also play an important role in promoting non-discriminatory protection for refugees. In Europe, the European Union (EU) has adopted policies supporting refugee protection through a collective approach. Mechanisms such as the Common European Asylum System (CEAS) aim to align refugee protection standards across EU member states. This system includes non-discrimination principles in the asylum process, with the goal of preventing differential treatment based on race, religion, or nationality (Aspinall et al. 2010). The EU also integrates monitoring mechanisms through institutions such as the European Asylum Support Office (EASO), which helps member states manage asylum applications fairly and non-discriminatorily.

The case of Ukrainian refugees fleeing the Russian invasion illustrates how international organizations, including the EU and UNHCR, play a role in promoting non-discriminatory protection. Ukrainian refugees have been largely welcomed in European countries, including Poland and Germany, with quick access to social services and other basic rights. However, international organizations must work hard to ensure that protection is provided not only to refugees from Europe but also to refugees from other regions facing similar situations. The monitoring mechanisms implemented by the EU and UNHCR

include periodic evaluations of asylum policy implementation to ensure that no discrimination occurs based on race or nationality.

In Africa, the African Union (AU) has policies supporting refugee protection through regional conventions such as the OAU Convention Governing the Specific Aspects of Refugee Problems in Africa, 1969 (UNHCR 1974). These policies include non-discrimination principles and emphasize the importance of solidarity among African countries in addressing refugee issues. The AU works with the UNHCR to monitor conditions in refugee camps and strives to ensure that refugees from various ethnic or religious groups receive equal protection. One challenge faced in Africa is ethnic conflicts, which often result in discriminatory treatment of refugees from minority groups. To address this, the AU and UNHCR have launched cross-cultural dialogue and inter-community cooperation programs aimed at mitigating discrimination in refugee camps.

Evaluations of refugee protection mechanisms show that efforts to mitigate discrimination are highly dependent on partnerships between international organizations and local governments. Close cooperation between the UNHCR, IOM, and regional organizations like the AU or the EU enables more effective monitoring of refugee conditions on the ground. Annual reports prepared by the UNHCR and IOM often serve as references for the international community in determining the necessary steps to address discrimination in refugee camps or border areas. These evaluations also serve as a tool to highlight successes and failures in implementing the non-discrimination principle, thus providing opportunities for policy improvement in the future.

1.5 Policy Recommendations to Enhance Non-Discriminatory Protection for Refugees

Enhancing non-discriminatory protection for refugees has become a major concern for both countries and international organizations, particularly given the increasing number of refugees due to armed conflicts, human rights violations, and natural disasters. The refugee phenomenon is a complex global issue that requires multilateral solutions and comprehensive policies to ensure refugees' rights are protected without discrimination. Protection for refugees is not only a moral obligation but also part of international legal commitments that every country must uphold (Asmara and Syahrin 2019). In this context, many countries still face gaps in providing equal protection for refugees, with discrimination based on nationality, religion, and ethnicity often occurring both in refugee camps and at borders.

International organizations such as the UNHCR and IOM have played important roles in promoting non-discriminatory protection for refugees. However, many domestic policies in host countries still exhibit weaknesses in implementing the non-discrimination principle. To improve this situation, there is a need for strong policy recommendations and effective implementation to enable refugees to access their rights equally, without discrimination. Countries and international organizations must focus on policy reforms and strengthening existing legal frameworks to address these disparities (Gorlick 2000). The

solutions proposed should include a multilateral approach that can balance responsibilities among countries in handling refugee issues, given the cross-border nature of this problem.

Here are policy recommendations that can be adopted to enhance non-discriminatory protection for refugees:

- 1. Reform of Refugee Legal Systems in Host Countries**

Every country that is a primary destination for refugees should update their legal systems to ensure non-discriminatory protection. National policies should align with international standards such as the 1951 Refugee Convention and the 1967 Protocol, which stipulate that refugees must be treated equally, regardless of their nationality, religion, or ethnic background. Many countries have not fully adopted these provisions, so it is essential for nations to reform their legal systems to align domestic policies with international law. By doing so, discrimination that frequently occurs at borders or in refugee camps can be minimized.

- 2. Strengthening the Mandates of UNHCR and IOM in Addressing Discrimination**

The UNHCR and IOM should be granted stronger mandates to identify and address cases of discrimination in refugee camps or in host countries. Both organizations should collaborate with local governments to ensure that mechanisms for preventing and addressing human rights violations are effectively implemented. For instance, the UNHCR could develop a more transparent reporting system for discrimination in refugee camps, and the IOM could provide support in the rehabilitation of discrimination victims. A more proactive involvement from these organizations is crucial to ensure that any violations of the non-discrimination principle are swiftly addressed.

- 3. Development of Binding Regional Policies**

Regions such as the European Union, ASEAN, and the African Union should formulate binding regional policies regarding refugee protection, including non-discrimination principles. Such regional policies can provide clear guidelines for member countries in handling refugees and ensure that no discrimination occurs during this process. For example, the European Union has taken significant steps in this area through the "Migration and Asylum Package" adopted by the European Council. ASEAN and the African Union should follow this example by developing similar frameworks to address refugees in their regions.

4. Training and Education for Government Officials

Immigration officials, border guards, and staff in refugee camps should receive training on the importance of the non-discrimination principle in dealing with refugees. Many discrimination cases arise from ignorance or personal biases of government officials against certain groups. By providing proper education on refugees' rights based on international law, including the obligation to treat them equally, the risk of discrimination can be reduced. Host countries can collaborate with the UNHCR and other international organizations to offer regular training for officials.

5. Strengthening Monitoring Mechanisms and Law Enforcement

Strengthening monitoring mechanisms for violations of the non-discrimination principle should be a priority in refugee protection policies. This can be achieved through the establishment of independent monitoring bodies tasked with overseeing the implementation of refugee policies in host countries. These bodies can act as intermediaries between refugees and governments, providing advice and recommendations for policy improvements. The existence of a strong monitoring body will help identify violations more quickly and provide refugees with access to report discriminatory treatment.

6. Multilateral Cooperation and Responsibility Sharing Among Countries

The refugee issue cannot be effectively addressed if it is solely burdened by certain countries. It is essential to encourage multilateral cooperation that involves sharing responsibilities among countries, both in terms of receiving refugees and providing resources for refugees' needs. Countries with greater capacity should provide financial and technical support to countries facing significant pressure from large numbers of incoming refugees. This step is crucial to prevent discriminatory treatment of refugees based on the policies of specific countries.

Strengthening non-discriminatory policies in refugee protection requires commitment from host countries, international organizations, and the global community. Legal reforms, strengthening the mandates of international organizations, and stricter monitoring are concrete steps that can be taken to ensure refugees' rights are respected and protected equally. The implementation of these policies will also have a positive impact on diplomatic relations between countries and strengthen adherence to international law.

Conclusion

Non-discriminatory protection for refugees is a critical aspect of human rights enforcement under international law. Discrimination against refugees based on nationality, religion, or ethnicity remains a major challenge for host countries and international organizations. Although international legal frameworks, such as the 1951 Refugee Convention, have established protection principles, many countries have not implemented them effectively. Additionally, the lack of awareness among officials and weak monitoring mechanisms have led to various forms of discrimination that negatively impact refugees' welfare.

The policy recommendations presented emphasize the importance of domestic legal reforms, strengthening the mandates of UNHCR and IOM, and enhancing multilateral cooperation in addressing refugee issues collectively. Education and training for government officials, the formulation of binding regional policies, and the strengthening of monitoring mechanisms are concrete steps that need to be implemented promptly. All these efforts are expected to create a more just and equitable protection system for refugees, regardless of their background.

It is also crucial for countries and international organizations to continue strengthening their commitment to protecting refugees' rights through non-discriminatory policies. This enhanced protection will not only reduce the potential for social conflict but also improve refugees' integration into host societies, thereby supporting global stability and development.

Recommendation

1. To Host Governments Immediately reform domestic legal systems to ensure refugee policies align with international standards regarding non-discriminatory protection. Additionally, strengthen training for government officials to better understand refugees' rights.
2. To International Organizations (UNHCR and IOM) Increase monitoring of non-discrimination violations in refugee camps and border areas and work more closely with host countries to support law enforcement and rehabilitation for victims of discrimination.
3. To Future Researchers It is recommended that further research be conducted on the effectiveness of non-discriminatory protection policies implemented

in different countries to identify factors determining the success or failure of these policies.

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Unpacking Desecuritization: Analyzing The Praxis of Hansenian Desecuritization Theory through The Transformation of United States Cannabis Policy

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ABSTRACT

Although the concepts of securitization and desecuritization in the realm of international security studies emerged simultaneously and are inseparable from one another, the concept of desecuritization has not undergone as comprehensive development as the concept of securitization. The development of desecuritization is conceptually fragmented and often contradictory to one another. Utilizing a case study of the transformation of United States' cannabis policy patterns both home and abroad alongside Lene Hansen's concept of desecuritization, this paper attempts to illustrate how Hansenian desecuritization theory enables the simultaneous use of different desecuritization concepts in analyzing a single case study. This paper identifies three type of desecuritization that leads to the transformation of United States cannabis policy, including: i) the type of desecuritization change through stabilization, where the dynamics of the issue remain stable for a considerable period, thus removing the cannabis issue from the realm of security, ii) replacement type, in which the emergence of new threats in renders the old issue in security discourse no longer relevant, and iii) rearticulation type, where efforts are made by actors to change old cannabis policy patterns. Moreover, this paper finds that although one desecuritization process does not always occur simultaneously with another desecuritization process, each of them still influences the process of an issue transitioning from a security issue to a normal-political issue.

Keyword: Policy Transformation, Desecuritization, Security, War on Drugs

Introduction

For over 50 years since the 1970s, the United States' policy patterns regarding cannabis have remained consistent. Washington policy towards cannabis can be simplified into two patterns (Ferreira,2015). First, the criminalization of all activities related to cannabis. Including production, consumption, and distribution of those substances. The criminalization happens domestically by using law making tools and abroad by utilizing lobbying and diplomatic means to influence other countries cannabis policies through encouragement from donor assistance to the targeted nations. Second, the abolishment of cannabis supply chains through all means that were available including provision of incentives and military approach both domestically and internationally.



These policy patterns have remained unchanged since the Nixon era and their War on Drugs doctrine. The Nixon regime and their WoD doctrine successfully brought the issue of cannabis into the discourse of security which means allowing the utilization of all available approaches to address these issues as immediately as possible (Siff,2014). Including using a militaristic approach and interventions into the territorial jurisdictions of other countries. During the Reagan era, the administration and their way of campaigning War on Drugs doctrine further solidified cannabis's position as a security issue. Reagan also intensified U.S. intervention actions abroad, especially in Latin American countries (Morales,1989). What began under the Nixon regime and continued under the Reagan administration not only successfully introduced cannabis as a security threat but also ensured that the United States' policy pattern in handling cannabis remained unchanged for over 50 years.

However, the pattern of United States policy toward cannabis has begun to change in recent years. A significant shift in policy patterns began to gain momentum in the 2010s. Colorado came out to be the first state to legalize the use, cultivation, and commercial transactions of recreational cannabis in 2012. This step was subsequently followed by policy changes regarding cannabis in other states, including decriminalization, legalization for medical purposes, and legalization of recreational cannabis (Lopez,2020). As of early 2024, 38 U.S. states have legalized the use of cannabis for medical purposes, while 24 of them have recently legalized its use for either medical and recreational purposes (US National Conference of State Legislature,2023). These policy transformations also align with shifts in public opinion regarding the substance. A 2022 Pew Research survey indicated that 89 percent of Americans approve of cannabis legalization (Van Green,2022). Among those in favor, over half of the surveyed population or approximately 59 percent of them support cannabis legalization for either recreational or medical purposes and another 30 percent only agree for medical legalization of cannabis. Conversely, only 10 percent oppose cannabis legalization efforts. Another Gallup survey yielded similar results with 70 percent of Americans agreeing to legalize cannabis (Gallup,2023). This transformation of cannabis policy in the US which had been rooted in security discourse for over 50 years and subsequently changed to normal political discourse could only occur through a process of desecuritization.

Using the case study of the transformation of United States policy patterns regarding cannabis both domestically and internationally, this paper attempts to demonstrate how Hansenian desecuritization allows for various desecuritization theories to be concurrently employed to analyze a case study. The paper identifies three type of desecuritization concept that have led to the transformation of United States cannabis policy, namely: i) the 'change through stabilization' desecuritization

type, where the longstanding ineffective cannabis policy patterns prompted the emergence of legalization as an alternative policy discourse, ii) the 'replacement' desecuritization type, where the emergence of new threats in the cannabis discourse rendered the old approach patterns irrelevant, iii) the 'rearticulation' desecuritization type where there is a real efforts by actors to alter the old cannabis policy patterns are observed. The paper then argues that although the desecuritization process in the case of the transformation of United States cannabis policy patterns did not occur simultaneously, each desecuritization process has had an impact on the changes in United States cannabis policy patterns.

The Development of Desecuritization Theory

The Copenhagen School as the origin of the concept of desecuritization holds the view that an issue does not automatically become a security concern even if it poses a real existential threat. The identification of what needs to be protected and what constitutes as a threat according to the Copenhagen School is an intersubjective process heavily dependent on the interpretations of actors with the power to identify what is important to protect, why is important to protect, and what is deemed a threat to the protected entity (Rachmat,2023). Conversely, an issue of security cannot simply transform into a normal-political issue that is freely negotiated by anyone in political spaces. The process of transforming an issue from one initially perceived as dangerous, urgent, and requiring immediate attention into a normal-political issue that can be debated in public spaces is facilitated by a process called desecuritization (Buzan,et al.,1998). Desecuritization makes the political community stop treating an issue as an existential threat and reduce or stop extraordinary measures that have been taken previously to address the threat (Buzan&Weaver,2003).

The concept of desecuritization emerged within the framework of the Copenhagen School alongside the concept of securitization. However, the concept of desecuritization has not received as much development as the concept of securitization. The development of the concept of desecuritization in security discourse is highly fragmented among academics. Since its introduction by the Copenhagen School, there has been disagreement among academics particularly regarding how an issue exits the security discourse and becomes a discussion topic akin to other normal issues in political spaces. One of the efforts to mediate this debate is done by Lene Hansen. Firstly, Hansen attempted to categorize the differences in opinions among academics involved in the discourse of desecuritization. In addition to categorizing the differences in perspectives related to desecuritization, Hansen also demonstrated that one category of desecuritization could be used alongside another in practical application. In this paper, the

application of various desecuritization concepts in analyzing an issue is described as Hansenian desecuritization.

At least four groups of academics hold differing perspectives on how the process of desecuritization could have happened. The *first* group of academics believes that an issue can only exit the realm of security when the threat is no longer perceived as threatening or has been successfully neutralized. Changes in the perception of the threat often occur over time. Hence, this desecuritization type believes that time is an important thing that may or may not change the status of the issues. If there is no substantive change related to the issue over a long period of time, it can alter the perception of the threatening nature, how it can pose a threat, and the actors involved (Hansen,2012). When the threatening issue remains stable meaning there is no movement threatening it, this situation leads to changes in the discourse and perspectives regarding the threat as well as the emergence of new actors with alternative narratives in addressing the threat (Hansen,2012). This leads to emergence of new measures to address this threat shifting towards less harsh and less militaristic approaches. One example of the application of this type of desecuritization can be seen in Weaver's analysis of the cold war issue exiting the realm of security. Utilizing the term *détente*, Weaver (1995) explained that the stability in the dynamics of the cold war issue without any meaningful actions from the involved actors led to this issue exiting the security discourse. Therefore, the desecuritization type 'change through stabilization group' sees that desecuritization is caused by the lack of change in the threat of an issue over a long period.

The *second* group of academics sees that desecuritization happens due to the emergence of other issues that pose a greater threat to a referent object that are being protected. The emergence of new issues maketh the security threat posed by an old issue are no longer relevant and replaced with new issues carrying new threats (Hansen,2012). Because of that, narratives and perceptions of what constitutes a threat from the old issue become obsolete. When views on the threat, measures, and referent objects posed by an old issue posed by an issue begin to change at both the level of actors capable of speech acts and within society as an audience. Thus, desecuritization occurs. One example of 'replacement' type of desecuritization is the analysis by Aras and Polat (2008) regarding the desecuritization of Turkey's relations with Syria and Iran. The normalization of relations between Turkey and these two countries was greatly influenced by the emergence of Northern Iraq as a security threat to Turkey. The emergence of Northern Iraq as a threat then replaced Syria and Iran as a new threat to Turkey.

Meanwhile, the *third* group of academics argue that desecuritization can occur due to efforts from actors with the ability to alter public perceptions to change the audience's view of a security issue. This desecuritization is consciously done by

offering alternative solutions to address the threat including through political and bureaucratic channels (Hansen,2012). One example of desecuritization of the rearticulation type is Mahendra, et al (2023) analysis in China's efforts to desecuritize relations with countries in the ASEAN region through the Belt and Road Initiative projects. Finally, the *fourth* group of academics think that desecuritization can also occur when an issue fails to enter the realm of security. Not all processes of securitization or the process of an issue becoming a security concern are successful. It is not uncommon for securitization efforts to fail in changing the audience's perception of objects that could pose a threat. The fourth group views that when securitization efforts fail and do not produce the desired outputs, at that point, the desecuritization will happen (Hansen,2012).

Through a case study of the transformation of United States policy patterns regarding cannabis, this paper attempts to demonstrate how Hansenian desecuritization enables various diverse desecuritization theories to be concurrently employed to analyze a case study. At least three of the four branches of desecuritization theory will be utilized in this paper: desecuritization types of change through stabilization, replacement, and rearticulation. The paper then argues that although each type of desecuritization process in the case of the transformation of United States policy patterns regarding cannabis does not occur simultaneously, each desecuritization process has a significant influence on the changes in United States cannabis policy patterns.

Research Method

Causal Process Tracing

In explaining how each Hansenian desecuritization allows for the concurrent use of each desecuritization branch, this paper will employ the method of case study with a causal-process tracing (CPT) approach. This method and approach focus on identifying causal relationships within a case study (Bennet,2004). The case study method with a CPT approach will guide this paper in identifying causal relationships between each desecuritization process of cannabis that occurred in the United States and the changes in United States cannabis policy patterns.

The CPT approach relies on three types of data to guide the examination of a case study. First, comprehensive storylines are data that can be used to construct a coherent and organized narrative over time, allowing for a comprehensive understanding of the desired causal relationships (Blatter&Haverland,2012). In this research, Comprehensive storylines will be obtained through a literature review from various sources, including journal articles, books, reports, and news headlines discussing the transformation of United States cannabis policy patterns, both

domestically and internationally. Second, smoking-guns are data consisting of evidence that can connect causal relationships between one event and another (Blatter & Haverland, 2012). The Smoking-guns technique focuses on searching, selecting, and processing data that can serve as evidence of causal relationships in a case study. In this study, the Smoking-guns technique is used to search for evidence with strong causal relationships between the transformation of United States cannabis policy patterns and the process of cannabis discourse exiting the realm of security (desecuritization). Third, Confessions are used to strengthen the connection of causal relationships from the data networks built by the first two types of data into a coherent narrative. In CPT, Confessions rely on data in the form of statements from actors involved in a case study's discourse (Blatter & Haverland, 2012). In this research, confessions are obtained from various literary sources in the form of text, audio, or audio-visual documentation of opinions and statements from actors involved and influential in the discourse of United States cannabis.

Case Selection

The selection of the transformation of United States cannabis policy patterns as a case study in examining the implementation of the Hansenian desecuritization concept which allows for the use of several different types of desecuritization in a specific case is based on two epistemic reasons.

The first reason is the consideration of the position of theoretical foundation towards the relevance of using case studies methods. The Copenhagen School, as the origin of the desecuritization concept, does not place the analysis obtained through theoretical review in a case study as a single truth (Malik, 2015). The position of a case study is as a provider of arguments regarding which theory is most important to consider in understanding the social dynamics occurring within an issue (Blatter & Haverland, 2012). The transformation of United States cannabis policy was chosen because this case study is rich in various discourses from political, economic, and sociocultural perspectives. Making this case possible to be examined through at least three of the four types of desecuritization grouped within the Hansenian desecuritization concept. Additionally, the case study of cannabis transformation in the United States was also chosen because it shares similarities with several other historically similar objects in a similar geographic scope. The dynamics of cannabis in the US have conditions somewhat similar to the dynamics of alcohol and tobacco in the United States in the 19th century. Both of which experienced processes of criminalization and legalization dynamics.

Secondly, cannabis represents a "positive case" in the methodological context. The position of cannabis in social and formal legal realities is often associated with other types of narcotics. However, its position has recently begun

to change significantly. Meanwhile, there have been no changes in the position of other types of narcotics in both social reality and formal legal aspects. The selection of cannabis as the sole case study is intriguing due to the changes that have occurred within it compared to other types of narcotics. More importantly, the cannabis case has provided a necessary condition for drawing hypotheses in the CPT approach case study method: existing outputs. This is crucial in a methodical context considering that the only way to determine whether the variables we have identified have causal effects on the output or not is to see the output of the events (Blatter&Haverland,2012).

Result and Discussion

The Hansenian Desecuritization enables the utilization of one desecuritization approach alongside other desecuritization approaches to analyze one case study. The desecuritization of the cannabis issue in the United States progresses through three desecuritization pathways: change through stabilization, replacement, and rearticulation.

The three desecuritization processes unfolding in Washington drive transformations in the United States' policy patterns regarding Cannabis. This is evident in the shifting policy patterns at both federal and local levels. At the local level, as of early 2021, as many as 38 states in the United States have granted permission for the medical use of cannabis. Colorado became the first state to legalize the use, cultivation, and sale transactions of recreational marijuana in 2012. This step was then followed by policy changes regarding cannabis in other states, whether in the form of decriminalization, legalization for medical purposes, or legalization of recreational marijuana.

1. Change Through Stabilization Type of Desecuritization: Stagnation and Ineffectiveness of War on Drugs Measures Both Home and Abroad

Desecuritization of the *Change Through Stabilization* type occurs due to the absence of substantive changes related to a security issue. This opens up opportunities for political engagement from new actors who subsequently alter the understanding of the threatening nature, how it can pose a threat, and which actors are involved. It also opens up opportunities for changes in discourse related to this security issue within society. The stability of the issue coupled with changes in discourse and the emergence of new actors with alternative narratives in addressing the threat, leads to changes in measures to address this threat; towards a more normal-political direction and with less militaristic style (Hansen,2012).

As Ferreira (2015) mentioned, the core of the Washington cannabis policy can be simplified into two patterns. First, the criminalization of all narcotics activities (production, consumption, distribution) domestically and abroad by offering aid to targeted countries. Second, the destruction of the narcotics supply chain through

various means including using incentives and military measures. At least until the 2010s, the extraordinary measures style has not undergone significant changes. Measures taken by authorities remain stagnant and do not produce the desired outputs. This sentiment is also felt by the American public itself. Data from Gallup in October 2023 showed that 57% of Americans feel that the government's efforts to tackle the narcotics problem have not yielded the desired outputs (Gallup,2023).

Domestically, the approach taken by Washington in addressing the cannabis issue is through criminalization and imprisonment of individuals involved in cannabis-related activities. Although during the Obama administration there was a commitment to reduce what he termed as racially biased and unfair incarceration approaches and to prioritize prevention and rehabilitation, data on the number of incarceration related to cannabis tells a different story (Cooper, 2018). In fact, the data on criminalization continues to rise until the early days of the Biden administration. From fewer than 5,000 arrests in 1965, it rose to 663,000 in 2018 (Sawyer&Wagner,2023). This indicates two things. Firstly, although the number of cannabis criminalization cases continues to increase annually, state authorities have failed to regulate or curb the distribution channels of illegal cannabis. Secondly, referring to the first point, despite the proven ineffectiveness of the criminalization approach, state authorities continue to use it to this day. This implies stagnation and ineffectiveness in domestic cannabis measures.

The ineffectiveness of the outputs from measures implemented domestically also occurs with measures taken abroad. The destruction of the narcotics supply chain through various means including using incentives and military routes continues to be carried out by Washington in addressing this issue. During the Trump era, these kinds of measures were often implemented alongside anti-immigrant policies (Cooper,2018). Despite the fact that illegal cannabis can still enter through the US borders as evidenced by the increasing number of domestic criminalizations, these measures are still carried out by US authorities until now.

Furthermore, after the administration of George W. Bush, there were no more speech acts regarding the threat of cannabis that captured enough attention from the American public. In fact, the next president, Barack Obama, in one of his speeches concerning the justice system and narcotics, expressed his disagreement with the handling of cannabis and other illegal narcotics (The Obama White House, 2015). He mentioned that arrests and prosecutions aimed at illegal drug users do not reflect our belief in the idea of equality before the law. And, the consequences of mass incarceration are not only felt personally but also by families and communities around them, especially minority communities and people of color.

Without significant securitization measures being implemented, whether they are extraordinary measures or speech acts, the issue of cannabis becomes a

stable issue with the same handling. The stagnation in addressing illegal cannabis both domestically and internationally without any substantive changes opens the door for political involvement from new actors.

In the epistemic community, the gaps opened up by this stability have given rise to new criticisms and thoughts regarding effective ways of handling the complexities of cannabis issues. For example, one critic argues that the criminalization of cannabis and other narcotics makes it increasingly difficult to address addiction victims. Jenner instead offers a legalization solution, which makes addiction victim treatment facilities more accessible to those in need (Jenner, 2011). Other academic criticisms were also voiced stating that direct military intervention measures in addressing narcotics cases actually lead to increased poverty (Borden, 2013). Some interventions through military routes have proven effective in eradicating illegal cannabis production in a certain area, but this only lasts for a short period of time. In fact, illegal cannabis production resurfaces in the same area or simply moves elsewhere. The criminal actions and violence that arise as a result of its emergence in other areas and times ultimately contribute to increasing poverty levels in the area where these two events were happening.

Meanwhile, at the grassroots level, the ineffectiveness of measures that have negative impacts on society such as mass incarceration domestically and violence resulting from military interventions abroad are used by pro-cannabis organizations to campaign for their legalization ideas such as campaigns and advocacy carried out by NORML (National Organization for the Reform of Cannabis Laws), MPP (Marijuana Policy Project), and DPA (Drug Policy Alliance). The stagnation of measures to address illegal cannabis and the increasing popularity of legalization as an alternative measure also give rise to the growth of organizations that cater to cannabis trading communities, such as the NCIA (National Cannabis Industry Association). These organizations also contribute to promoting the idea of legalization at the federal level.

Moreover, the stagnation and ineffectiveness of measures have also brought about new actors in the policymaking arena by offering alternative measures. For instance, the cannabis policy initiative known as the Freedom and Opportunity Act sponsored by Senator Charles Schumer on May 20, 2019, aims to decriminalize cannabis at the federal level (US Federal Legislative Information, 2019a). Additionally, other policy initiatives offering new measures have been proposed by Representative Jerrold Nadler in the Marijuana Opportunity Reinvestment and Expungement (MORE) Act of 2020. The policy which was approved by the House with a vote of 228-164 would allow for a change in the classification of cannabis from a categorization of schedule I drug (US Federal Legislative Information, 2020). On the executive side, the Biden administration regime also plays a role in shaping

the new cannabis discourses. Policy measures under the Biden regime such as implementing amnesty programs for defendants in small possession of marijuana cases as well as Biden's speech acts in which he encourage local governments to decriminalize and implement similar amnesty programs and also his speech act in urging relevant agencies to evaluate the position of cannabis classified as Schedule I drugs, indicate that opportunities for alternative policies in addressing marijuana issues are wide open (The US White House, 2023).

As a result, the securitization of cannabis is starting to weaken gradually and the debate about whether cannabis indeed poses a security threat and how to address this issue continues to rise to this day.

2. Replacement Type of Desecuritization: Changing Views on the Securitization of Cannabis and the Promising Future of Legalization Solutions

The replacement type of desecuritization can occur when an issue that was previously securitized is replaced by another issue. In this marijuana case, measures taken to prevent the circulation of illegal cannabis both domestically and internationally in order to protect the American society have actually transformed into threats feared by a significant portion of the US population, especially minority groups. Domestically, the threat of imprisonment for those involved with cannabis is actually more feared by the majority of Americans than the side effects of cannabis itself. Meanwhile, internationally, interventions carried out by US authorities including using military interventions indirectly strengthen drug trafficking organizations (DTOs) and worsen violence in the areas where Washington operates.

The process of cannabis entering the security discourse began in 1973. Starting with Nixon's speech titled Special Message to the Congress on Drug Abuse Prevention and Control. In Nixon's speech act, cannabis was portrayed as the main enemy of American society that undermines the physical and moral health of its citizens (Siff,2014). In other words, the referent object of this security measure was the moral and physical health of American citizens. The construction process of the cannabis threat was also echoed by the Nixon regime through government campaigns in various media outlets called the National Drug Abuse Mass Media Information Campaign. Between 1970 and 1973, this campaign successfully advertised its propaganda in 40 television ads, 16 radio ads, 11 magazine ads, 33 newspaper ads, and more than a dozen billboards (Siff,2008). In 1972 alone, the campaign spent \$45 million. Making it the 17th largest media campaign of the year. Through its campaign, the Nixon regime succeeded in convincing the American public that cannabis was a threat that could harm health, damage the body, and undermine the morals of US citizens. This can be seen from the public response to the cannabis issue at that time. At the elite level, Nixon's campaign managed to raise donations of \$100 million to launch an anti-drug campaign program. At a broader

societal level, public approval of marijuana criminalization increased. In 1965, as many as 82% of Americans agreed that marijuana should remain illegal (Danniler,2019). The figure shown by the Pew Research survey remains the highest record of public disapproval of the legal status of marijuana per year to date. This is consistent with what Siff described regarding Nixon's influence on American public perceptions of marijuana. He stated that Nixon's actions successfully heightened public fear of drug users, especially excessive marijuana users (Siff,2018). Additionally, Nixon succeeded in spreading the stigmatization of marijuana users as criminals which made them seen not as a victim of abuse but as a threat by American society.

However, the threat construction during the Nixon era is no longer relevant today considering the changing responses and perspectives of US citizens towards cannabis. While cannabis was previously perceived as a dangerous substance, recent studies by Gali, et al.(2021) stated that Americans today perceive cannabis as having several health benefits such as reducing pain in some severe conditions and improving mental health. The perception of the American public regarding the health benefits provided by cannabis also tends to continue increasing with the legalization of cannabis in various states (Gali, et al,2021). This is also supported by a survey by Pew Research which states that 91% of Americans agree to legalize cannabis for medical purposes (Schaeffer,2023). Meanwhile, Nixon's narrative that cannabis could damage the nation's morals is also deemed irrelevant today. This is demonstrated by a Gallup survey in May 2023 which concluded that cannabis use is a morally acceptable activity in the eyes of the American public (Gallup,2023). As a result, Nixon's threat framing in his speech act is no longer relevant to the current situation. Consequently, the security threat construction attached to cannabis is beginning to change.

Similar to Nixon, the Reagan administration also made significant contributions to cannabis issues entering the security discourse. Reagan also positioned the American people as the referent object in the context of securitizing cannabis. Furthermore, he specified that the referent object that must be protected from the dangers of cannabis is the youth and families of the United States (Lee,2012). In order to protect the nation's future generations and the harmony of American families from this danger, Reagan even attempted to equate the war on drugs with the struggle waged by US soldiers in World War II. Not only that, Reagan also sought to project the war on drugs carried out by his administration as a war that involved all American citizens, as stated in his statement: "our national crusade" (Reagan Library,2016).

The speech act efforts undertaken by Reagan at that time succeeded in garnering affirmation from the American public. The issue of cannabis transformed

into a significant security issue that needed immediate attention. A survey published by CBS in March 1988 showed that nearly 50 percent of Americans believed that the narcotics issue should be prioritized in their country's foreign policy over terrorism and arms control issues (Morales,1989). Surveys from 'American Talks Security' also indicated that 44 percent of Americans considered international drug trafficking organizations to be the biggest threat to US security compared to the threat from the Soviet Union which only accounted for about 18 percent of the survey population (Morales,1989).

However, the threat construction during the Reagan era is no longer relevant today considering the changing responses and perspectives of US citizens towards cannabis. The narrative that cannabis use could destroy families is no longer effective in convincing the American public of the dangers of cannabis. Gallup (2023) surveys show that 73% of people say cannabis use does not cause problems in families. The threat of imprisonment caused by cannabis use is actually more feared by US citizens, especially families from minority groups, than the side effects of cannabis use itself. This is because minority groups are four times more likely to be detained than white groups in the US (Hudak,2020). And, according to 83% of Americans, cannabis legalization could protect users from this racist and unfair imprisonment system (Gallup,2023). The threat framing used in past cannabis securitization efforts is not relevant to today's audience. The threats perceived by US citizens actually come from the extraordinary measures implemented by Reagan and still ongoing today. US citizens are more afraid of imprisonment caused by cannabis use than the social effects of cannabis use that can harm families as Reagan discussed in the past.

Meanwhile, the reasons for implementing the War on Drugs measures by the US federal authorities abroad are also beginning to be deemed less relevant by various parties. This is due to the fact that the circulation of cannabis and narcotics entering the country is still very prevalent, considering the continuously increasing number of arrests in the US. The latest data from 2023 shows that there were 1.6 million arrests related to narcotics (Sawyer&Wagner,2023). This condition indicates that the steps taken by the US to prevent the entry of cannabis and other types of narcotics into the country are less effective. However, these methods continue to be implemented until today.

These measures have actually created new threats that are considered menacing for both domestic and international audiences. These new threats come from Drug Trafficking Organizations (DTOs). The methods employed from the Nixon era until now have only increased cases of violence perpetrated by DTOs as a spillover effect in areas where the US War on Drugs is conducted (Kilmer, et al.,2010). US military interventions abroad and domestic criminalization have

centralized the circulation of cannabis and other narcotics. The circulation is now solely controlled by DTOs. Allowing these groups to reap huge profits in this industry. Kilmer, et al., (2010) estimated that Mexican DTOs make profits of up to \$1.5 billion annually simply by exporting illegal cannabis to the US. These significant profits sustain and strengthen the existence of DTOs. The power and weapons acquired from such large profits are not only utilized by DTOs for illegal drug trafficking but also for other criminal activities often resulting in violence, such as extortion, kidnapping, and human trafficking. This means that the measures taken during the securitization phase originally aimed at stopping the circulation of illegal cannabis, have actually led to the emergence of new kinds of problems. The activities of these DTOs ultimately increase violence in areas where the WOD is conducted and lead to other criminal actions. The narrative of the new threat posed by DTOs was even affirmed by the Trump administration regime. In Trump's inaugural speech, he once stated that gangs (DTOs) along with narcotics and the criminal actions caused by them have taken too many lives and stolen too much from the American people (Politico, 2017).

This condition made legalization a new alternative in addressing cases of illegal cannabis distribution gaining public support. At least, this can be seen from the trend of cannabis legalization in various states. Whether for medical, recreational purposes, or simply decriminalization of this substance. In terms of its consequences, cannabis legalization is projected to address the threats posed by illegal cannabis, both old threats and new threats arising from measures that were already implemented to address this issue.

First, the impact of cannabis legalization on the efforts of monitoring and regulating its distribution is significant. Legalization facilitates the government in monitoring the distribution of this substance (Reuter, 2013). Drawing from the cases of US alcohol and tobacco legalization in the 19th century, monitoring and regulating the distribution of cannabis can be done more easily by using socio-economic mechanisms such as licensing and taxation. The data available from the mechanisms implemented by the government in legalization policies can also be used to formulate effective cannabis policies. Legalization policies can also minimize cannabis use among underage individuals. By implementing strict policies similar to those regulating tobacco and alcohol, the state can more effectively control who can and cannot consume this substance, as opposed to criminalization policies, which indirectly facilitate underage individuals obtaining it through informal black markets.

Secondly, the impact of legalization on mass incarceration and racism in the US justice system surrounding cannabis issues. With cannabis legalization, no one is incarcerated for using cannabis. No more families have to suffer because a family

member is in prison. No more children lose their developmental years with their parents because one of their parents is in jail. No more children lose their play and educational time because they are imprisoned just for possessing cannabis. Additionally, cannabis legalization can also minimize the racism inherent in the US justice system where minority groups are four times more likely to be detained for cannabis use than white groups in the US (Hudak,2020).

Third, the impact of cannabis legalization on the threat posed by Drug Trafficking Organizations. By legalizing cannabis, it directly reduces the income generated by DTOs from the production, distribution, and sale of illegal cannabis. For instance, 15-26% of the profits of Mexican DTOs came from the sale of illegal cannabis in the US market (Kilmer, et al.,2010). Some estimates suggest even higher profit figures, up to 60%. Legalizing cannabis could seize the profits obtained by DTOs which could weaken or even destroy them (Kilmer, et al.,2010). The substantial profits gained by DTOs enable them to acquire weapons and power. Often, these weapons and power are used for criminal activities other than narcotics, such as extortion, kidnapping, human trafficking, and oil piracy. Legalizing cannabis means reducing the income obtained by DTOs. This implies that DTOs can no longer purchase weapons and power because the money generated from illegal cannabis trafficking decreases. In the long run, cannabis legalization policies will make people less inclined to join DTOs due to the minimal profits from these operations.

Fourth, the impact of cannabis legalization on the economy is substantial. Legalization is claimed to save the government costs associated with cannabis-related legal processes. Estimates suggest savings ranging from 7.7 million to 13.3 million USD per year (Evan,2013). This legalization policy can also create a new economic sector. Thus, legalization can generate revenue from taxes and licensing from the cannabis industry. State revenue from this sector is estimated to reach 9.7 million USD per year. Some parties even estimate higher revenues. Based on Washington State's legalization proposal Initiative 502, Oglesby in Evans concluded that legalization could generate 500 million USD (Evan,2013). Additionally, considering Colorado's taxation scheme on cannabis, Oglesby also estimated that legalization would bring in revenue ranging from 47 to 100 million USD. Furthermore, legalization policy is projected to benefit the increase in productivity of US citizens. 40% of the 1.6 million drug-related arrests are cannabis arrests. And, 9 out of 10 cannabis-related arrests occur due to simple possession (Gramlich,2020). Not drug dealers, not couriers, not cartels. By legalizing cannabis, we no longer need to witness arrests and imprisonment due to simple possession of cannabis. This means that there is no longer a need to spend time in court and can instead

utilize time for work, thus increasing overall productivity of US productivity in generals.

The narrative of cannabis legalization as an effort to address the issues stemming from the old cannabis policy approach is also endorsed by Joe Biden's regime. In Biden's speech regarding marijuana reform, he stated that the old United States policy approach to cannabis has failed to address the cannabis issues and instead has resulted in many adverse effects on society, particularly in terms of racism and mass incarceration (The US White House, 2023). According to Biden, imprisonment due to simple possession of marijuana has significantly impacted many lives, hindering American individuals from pursuing their well-being, obstructing access to opportunities for education, housing, and employment (The US White House, 2023).

In the end, the changing threats and narratives surrounding cannabis have prompted various parties to seek new solutions to the issue of illegal cannabis circulation. One policy option that is widely supported is cannabis legalization. This policy is touted to bring highly positive impacts across various aspects. Ranging from social to economic impacts. Therefore, it is not surprising to see the high trend of cannabis legalization in various states. More importantly, legalization policy provides solutions to both new and old threats resulting from illegal cannabis circulation. Consequently, the securitization of cannabis in previous eras and its associated measures are beginning to erode due to the changing public perceptions of what constitutes the threat of cannabis coupled with the emergence of promising new alternative policies, namely legalization policies.

3. Rearticulation type of Desecuritization: Grassroots Organizations' Efforts in Advocating Cannabis Legalization through Political and Bureaucratic Channels

Rearticulation is a type of desecuritization that occurs because there are efforts made by certain parties who seek to change what has been securitized (Hansson, 2012:543-544). This desecuritization process is consciously carried out by offering alternative solutions to address the threat. In the case of cannabis, rearticulation desecuritization is conducted by various grassroots organizations through campaigns, socialization efforts, negotiation lobbying, and bureaucratic channels such as state ballots. The success of the efforts made by pro-cannabis organizations at the state level in the 2020s has made them more proactive in advocating for legislative changes related to cannabis which are a form of rearticulation type of desecuritization.

Efforts by pro-cannabis organizations to advocate for changes in the perception of cannabis as a security threat have been underway since the era of securitization. In fact, some of these organizations were established at the beginning of the Nixon securitization period in the 1970s. Initially, the grassroots efforts of

these organizations had little impact on policies, both at the federal and state government levels. However, the results of the campaigns, socialization efforts, advocacy, and government lobbying carried out by community organizations over decades only began to yield results in the 2010s, which marked the period when the trend of cannabis legalization occurred in many states.

In discussing the efforts made by these organizations, this article will categorize them into two types of interests. The first type is organizations that are solely interested in legalizing the use of cannabis. The second type is organizations that seek to legalize cannabis for economic purposes. The majority of the second type organization began to emerge in the 2010s when states started legalizing cannabis.

The first type of organizations began to emerge even during the era where the securitization of cannabis began. Theoretically, the emergence of new narratives debating something that has already been securitized may occur. Although, it may not have a significant impact on deeply entrenched securitization processes (Hansen,2012). In the case of cannabis securitization, the first movement to oppose securitization was the LeMar (Legalize Cannabis) movement in 1964. This small group organized small protests in New York with the aim of changing the dangerous construction of cannabis to a more enjoyable one through their slogan "Pot is Fun" (Davis,2017). LeMar later joined the pro-legalization cannabis movement from California, known as 'Amorphia' in 1971. The movement by Amorphia focused more on decriminalizing cannabis at the local-state level (Davis,2017). With funding from its rolling paper sales business, Amorphia was able to campaign more freely for the pro-cannabis narrative. It even managed to hire several media outlets to advertise its narrative. This movement also donated tens of thousands of dollars to decriminalization efforts in Oregon and California (Davis,2017). Although the movement in California failed, the decriminalization movement in Oregon was successful, making it the first state to decriminalize cannabis in 1973 (Davis,2017). Amorphia later joined an organization called NORML (National Organization for the Reform of Cannabis Laws). NORML played a crucial role in advocating, campaigning, lobbying, and socializing for cannabis decriminalization in 10 other states from 1973 to 1978, including California, New York, Maine, Alaska, Colorado, North Carolina, Mississippi, Ohio, Minnesota, and Nebraska (Davis,2017). However, the progress made by the movement in the first type did not last long. The Reagan administration's intensification of securitization and the emergence of anti-cannabis movements, especially the 'parents' movement' that issued counter-narratives halted these decriminalization processes (Davis,2017).

As a result, the process of cannabis desecuritization was halted and only began to resume in the 2000s, where they began focusing on efforts to decriminalize and legalize cannabis for medical purposes. At least three grassroots organizations played significant roles during this decade: NORML, MPP (Marijuana Policy Project), and DPA (Drug Policy Alliance). Similar to NORML, MPP in the 2000s focused on efforts to decriminalize and legalize cannabis for medical purposes at the state level. MPP sought to achieve this goal through two different approaches (Davis,2017). The first approach focused on advocacy tasks and lobbying governments to change regulations that criminalize cannabis. The second approach involved campaigning, socializing, and advocating for cannabis-related issues. Meanwhile, DPA, despite having broader goals beyond cannabis issues, played a significant role in the process of decriminalization and legalization of cannabis for medical purposes during this period. Established in 2000, DPA's contributions included advocacy, campaigns, and socialization related to cannabis and the negative impacts of securitization measures implemented by the US government (Davis,2017). Consequently, the efforts of NORML, MPP, and DPA were claimed to have successfully legalized the medical use of cannabis in 12 states during the 2000s, either through state legislatures resulting from the lobbying and advocacy efforts of these organizations or through state ballots resulting from the campaigns and socialization efforts of these organizations (Davis,2017). The successful desecuritization efforts in the 2000s continued into the 2010s. More and more states decriminalized and legalized cannabis for medical purposes. This paved the way for efforts to legalize cannabis for recreational purposes and it didn't take long. In the early 2010s, specifically in 2012, Colorado became the first state to fully legalize cannabis, allowing all activities including production, distribution, and recreational use (Lopez,2020).

What happened in Colorado spurred the formation of the second type of pro-cannabis organization, namely organizations that want cannabis legalized for economic purposes. For the second type of group, the large market potential of the cannabis industry is too significant to ignore. According to Dorbian (2020), the projected size of the cannabis market could reach \$24 billion USD. This is one of the factors behind the emergence of these second type pro-cannabis organizations. Another factor for the emergence of these second type organizations is the difficulty in meeting bureaucratic regulations to trade cannabis. The emergence of legalization regulations does not automatically mean that cannabis can be freely obtained. There are many rules and requirements that need to be met if an individual or a business entity wants to produce and trade cannabis. By organizing themselves, business groups can create a platform to facilitate compliance with the necessary rules and requirements. Moreover, criminalization still occurs in several

states and at the federal level. This naturally limits the potential markets that should be accessible to cannabis business groups. Based on these factors, the second type of pro-cannabis organizations emerged. One of the first organizations in the second type that contributed significantly to the efforts to legalize cannabis is the National Cannabis Industry Association (NCIA). NCIA aims to achieve its goals through advocacy, campaigns, and socialization related to cannabis especially by promoting the narrative that the cannabis industry can generate significant revenue for the government in the form of taxes and create numerous job opportunities (Davis,2017).

The success of the efforts by both types of pro-cannabis organizations conducted at the state level has propelled them to expand their goals towards changing policies at the federal level. The fact that 38 states have legalized cannabis in various forms, including decriminalization, legalization for medical purposes, and legalization for recreational purposes, makes the target of cannabis legalization at the federal level seem achievable.

Both types of organizations, whether in the first or second category, continue to employ various methods to advocate for the legalization of cannabis at the federal level. At least, the grassroots efforts of these organizations can be grouped into two main approaches. The first approach involves educating the public through campaigns, advertisements, and socialization about cannabis and how the measures taken by the federal government to address illegal cannabis (incarceration and U.S. intervention beyond sovereign territory) have had detrimental effects. Another narrative promoted is that the cannabis industry can generate significant revenue for the country and create job opportunities for many people. In this first approach, one strategy that garnered significant public attention in 2021 was the strategy employed by NORML to promote the Cannabis Freedom and Opportunity Act. Although successfully brought the discussion into the council, the legislative approval process for this bill remains stagnant (Fertig,2021). Therefore, Senator Charles Schumer, who initiated this bill, is attempting to discuss it with President-elect Joe Biden. This moment is being supported by NORML through a campaign to send letters to Biden urging him to initiate discussions on this bill. The second approach involves lobbying and advocacy directed at the government. One advocacy effort that is considered quite successful is the advocacy carried out by DPA and NORML in the initiation of the MORE ACT policy (Davis,2017). DPA and NORML, as part of the Cannabis Justice Coalition, assisted in drafting and promoting the MORE Act to the council and the public. As a result, the MORE Act was approved by the council with a vote count of 228 to 164, which will allow for a change in the classification of cannabis from a Schedule I drug (US Federal Legislative Information, 2020). On the other hand, organizations in the second

category are more active in promoting draft laws regulating the buying and selling of cannabis being discussed at the federal level. For example, NCIA, through its policy council team, strives to push the Regulate Cannabis Like Alcohol Act initiated by Representative Earl Brumenauer (US Federal Legislative Information, 2019b).

Although the efforts made by pro-cannabis organizations of both types, whether the first or the second, have not yet brought about significant changes in federal cannabis policy. The outcomes achieved by these parties are currently promising given the changing attitude of the Biden administration towards cannabis issues.

Conclusion

The case study of the transformation of marijuana policy in the United States indicates that various approaches to desecuritization can be concurrently employed to analyze the shift of a security issue into a normal political concern. The evolution of US cannabis policy follows three Hansenian desecuritization logics. While not always proceeding in tandem, these three desecuritization pathways collectively influence the transformation of cannabis policy in the United States, both domestically and internationally. The first trigger for this change stems from the stagnation and ineffectiveness of measures implemented by the US government to prevent the influx of illegal cannabis. This creates opportunities for alternative policy initiatives and the emergence of new actors to critique the US approach to addressing the issue of cannabis. The second trigger is a shift in societal perceptions regarding the threats posed by cannabis itself. Domestically, US citizens appear to fear incarceration due to cannabis use more than the side effects of its consumption. Internationally, US intervention through the War on Drugs policy has ironically spawned new problems such as Drug Trafficking Organizations (DTOs) and the criminal and violent actions associated with them. Consequently, legalization emerges as a promising solution as it eliminates incarceration for mere cannabis possession and can diminish the profits of DTOs, thereby weakening these organizations. The third trigger is propelled by the emergence of pro-cannabis organizations actively campaigning, socializing, and advocating for cannabis. These three triggers move cannabis from being initially within the realm of security alongside other narcotics to transitioning towards a normal-political issue. Consequently, although there exist remnants of the securitization period in the form of federal laws against cannabis, current outcomes tend to indicate a positive shift towards decriminalization and legalization of cannabis.

At this point, the writing does not assert that the cannabis issue has been fully desecuritized. Indeed, from the 2010s to the present, there have been no actors of securitization successfully disseminating speech acts substantially driving the securitization of cannabis. There has indeed been a change in the attitude of the American public towards cannabis as a threat, as evidenced by survey results from Pew Research in 2022 and Gallup in 2023, demonstrating a shift in public opinion

in the United States regarding cannabis. Referring to Buzan's securitization theory, where issues that have been securitized cannot be debated again, the current state of affairs, where debates on the appropriate handling of cannabis abuse are extensively discussed in both academic and general public environments, indicates that the securitization of the cannabis issue has ceased. Indeed, 38 states have decriminalized or legalized cannabis for medical purposes, with 24 of them legalizing cannabis for recreational use. There has been a change in perception from political elites at the federal level and efforts and initiatives from policy stakeholders at the federal level to change measures used to address the cannabis issue. This includes executive branch institutions granting amnesty for small possession of cannabis defendants, pushing related institutions to review the categorization of cannabis as a Schedule I drug. Additionally, there have been legislative changes related to cannabis evident in several bills, such as the Cannabis Freedom and Opportunity Act of 2019, the MORE Act of 2020, and the Regulate Cannabis Like Alcohol Act of 2019.

However, the fact that remnants of formal legal aspects in measures implemented during the securitization era are still enforced by the federal government of the United States both domestically and internationally indicates that the process of removing the cannabis issue from the realm of security is still incomplete. Consequently, this text only seeks to conclude that the process of desecuritizing cannabis in the United States has not yet been fully successful. Desecuritization of cannabis in the United States is ongoing and considering the social contexts outlined in this text.

Furthermore, this paper also recognizes the need for further research on the desecuritization of the cannabis issue in the United States, especially given the changing stance of the US government towards cannabis, particularly after the writing of this text, given that the recent Biden regime stated that "Too many lives have been upended because of our failed approach to marijuana. It's time that we right these wrongs" (The US White House, 2023). Naturally, this could be interpreted as indication that there will be significant change in the US policy approach to marijuana. Therefore, further research on the new political dynamics, new policy, and new measures regarding the desecuritization of cannabis is necessary considering there are significant regime changes in United States domestic politics.

Future Directions

Despite the simultaneous emergence of securitization and desecuritization as key concepts within the Copenhagen School framework, as stated many times in these writings, the development of desecuritization theory has remained significantly underdeveloped in comparison to its securitization counterpart. This

disparity presents a crucial research opportunity. Future studies should aim to expand and refine the conceptual foundation of desecuritization theory, particularly through the lens of Hansenian desecuritization, which enables a pluralistic and flexible analytical framework. There remains a gap in the literature in terms of systematically exploring the interplay between different types of desecuritization within a single case study—an area that this paper only begins to unpack.

Additionally, the United States cannabis policy remains a dynamic and evolving case of contention. The political discourse surrounding cannabis has not fully settled, with federal and state-level dynamics, shifting public opinion, and legislative initiatives continuously reshaping the issue. Future research should further investigate how the transformation of cannabis policy progresses under changing political regimes. Tracking these developments will offer deeper insight into how ongoing desecuritization processes unfold in real-time and how they interact with broader socio-political and institutional changes.

Ultimately, the study of desecuritization—both as theory and praxis—requires sustained scholarly attention. By expanding empirical case studies and refining theoretical tools, future research can contribute to balancing the intellectual weight currently skewed toward securitization studies and offer a more comprehensive understanding of how security politics evolve and normalize over time.

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Inovasi Mata Pencaharian Berkelanjutan Bagi Mantan Penambang Emas Tanpa Izin

Sustainable Livelihood Innovation for Former Illegal Gold Miners

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ABSTRAK

Penambangan Emas Tanpa Izin (PETI) telah lama menjadi sumber mata pencaharian utama masyarakat di Kabupaten Gunung Mas, Kalimantan Tengah, meskipun menimbulkan dampak lingkungan dan sosial yang serius. Penelitian ini bertujuan mengidentifikasi alternatif mata pencaharian berkelanjutan bagi mantan penambang tanpa izin serta menganalisis tantangan transisi menuju pekerjaan yang sah. Penelitian menggunakan pendekatan kualitatif deskriptif melalui studi lapangan di Desa Tumbang Miwan, dengan teknik wawancara mendalam, observasi langsung, dan studi dokumentasi. Hasil menunjukkan bahwa sebagian besar mantan penambang beralih ke pertanian kecil, peternakan, atau usaha mikro, namun sebagian besar masih bersifat subsisten karena keterbatasan keterampilan, akses modal, dan pasar. Program pemerintah yang ada cenderung bersifat jangka pendek dan kurang berkelanjutan, sementara inisiatif berbasis komunitas oleh Lembaga Swadaya Masyarakat menawarkan model alternatif yang menjanjikan namun terkendala skala. Terdapat potensi besar dalam pengembangan ekowisata, komoditas hutan, dan kewirausahaan digital oleh generasi muda, asalkan didukung secara sistematis. Secara sosial, mantan penambang menunjukkan keinginan untuk hidup lebih aman dan legal, meskipun masih menghadapi hambatan budaya dan ekonomi. Studi ini menyimpulkan bahwa keberhasilan transisi ekonomi membutuhkan pendekatan kontekstual, inklusif, dan kolaboratif yang berbasis pada nilai lokal dan komitmen jangka panjang. Hasil penelitian ini diharapkan menjadi kontribusi bagi perumusan kebijakan pembangunan ekonomi lokal yang adaptif dan berkeadilan di wilayah pasca-tambang.

Kata Kunci: mata pencaharian, tambang, pemberdayaan, keberlanjutan.

ABSTRACT

Illegal gold mining (PETI) has long been the main source of livelihood for the community in Gunung Mas Regency, Central Kalimantan, despite causing serious environmental and social impacts. This study aims to identify sustainable livelihood alternatives for former illegal miners and analyze the challenges of transitioning to legal employment. The study employs a descriptive qualitative approach through field research in Tumbang Miwan Village, using in-depth interviews, direct observation, and documentary analysis. Results indicate that most former miners have shifted to small-scale farming, livestock rearing, or micro-enterprises; however, the majority remain subsistence-based due to limitations in skills, access to capital, and market opportunities. Existing government programs tend to be short-term and unsustainable, while community-based initiatives by NGOs offer promising alternative models but are constrained by scale. There is significant potential in developing ecotourism, forest commodities, and digital entrepreneurship among the younger generation, provided they are systematically supported. Socially, former miners express a desire for safer and legal livelihoods, though they still face cultural and economic barriers. This study concludes that the success of economic transition requires a contextual, inclusive, and collaborative approach based on local values and long-term commitment. The findings of this research are expected to contribute to the formulation of adaptive and equitable local economic development policies in post-mining areas.

Keyword: livelihoods, mining, empowerment, sustainability.



Pendahuluan

Indonesia merupakan negara kepulauan yang kaya akan sumber daya alam, baik yang dapat diperbarui maupun yang tidak. Kekayaan tersebut menjadi salah satu tulang punggung perekonomian nasional, termasuk di sektor pertambangan. Namun demikian, eksploitasi sumber daya alam yang tidak terkontrol dan tidak berbasis keberlanjutan telah menimbulkan berbagai persoalan serius, seperti kerusakan lingkungan, konflik sosial, dan marginalisasi masyarakat adat. Salah satu persoalan yang mengemuka dalam satu dekade terakhir adalah maraknya aktivitas **Pertambangan Emas Tanpa Izin (PETI)**, terutama di wilayah pedalaman Kalimantan, termasuk di Kabupaten Gunung Mas, Provinsi Kalimantan Tengah (Roberto Adriano Lombah et al., 2021)(Saputri & Rhama, 2022).

PETI adalah aktivitas penambangan yang dilakukan tanpa mengantongi izin resmi dari pemerintah, baik berupa Izin Usaha Pertambangan (IUP) maupun Izin Pertambangan Rakyat (IPR). Dalam konteks hukum nasional, kegiatan ini melanggar Undang-Undang Nomor 4 Tahun 2009 jo. UU No. 3 Tahun 2020 tentang Pertambangan Mineral dan Batubara serta UU No. 32 Tahun 2009 tentang Perlindungan dan Pengelolaan Lingkungan Hidup. Namun demikian, tingginya tekanan ekonomi, terbatasnya akses terhadap pekerjaan formal, serta lemahnya pengawasan membuat PETI tetap menjadi pilihan utama sebagian masyarakat sebagai sumber penghidupan(Roberto Adriano Lombah et al., 2021).

Kabupaten Gunung Mas merupakan salah satu wilayah yang menghadapi dilema tersebut. Nama “Gunung Mas” sendiri secara simbolik menggambarkan persepsi bahwa wilayah ini menyimpan kekayaan emas yang melimpah. Hal ini terbukti dengan merebaknya aktivitas PETI di hampir seluruh kecamatannya seperti Kurun, Manuhing, Rungan, dan Tewah. Menurut studi Roberto Lombah et al. (2021), sebagian besar penambang beroperasi di luar koridor legal dan tidak memenuhi persyaratan lingkungan maupun keselamatan kerja. Aktivitas ini mengakibatkan kerusakan hutan, pencemaran sungai akibat penggunaan merkuri, serta degradasi kualitas hidup masyarakat(Roberto Adriano Lombah et al., 2021)(Mikraj et al., 2024).

Dampak ekologis PETI tidak dapat diabaikan. Studi Najwa Azizah et al. (2024) menyebutkan bahwa kualitas air di Sungai Rungan, yang mengalir melalui kawasan PETI, telah mengalami pencemaran berat dan tidak lagi memenuhi baku mutu air sungai. Pencemaran logam berat seperti merkuri dapat menyebabkan kerusakan sistem saraf, mengganggu kesehatan masyarakat, dan mencemari rantai makanan. Sementara itu, dampak sosial-ekonomi dari PETI mencakup munculnya ketergantungan ekonomi terhadap kegiatan tambang, pergeseran nilai-nilai lokal, serta meningkatnya konflik antarwarga(Mikraj et al., 2024).

Sebagian besar masyarakat yang terlibat dalam PETI menyadari risiko hukum dan lingkungan dari aktivitas mereka. Namun, alternatif pekerjaan yang ditawarkan, seperti menjadi buruh tani atau berkebun, belum mampu menjawab kebutuhan ekonomi mereka. Penelitian oleh Siska Kristina et al. (2020) menunjukkan bahwa pergeseran mata pencaharian tidak semata-mata ditentukan oleh ketersediaan pekerjaan baru, tetapi juga oleh perubahan nilai, keterampilan, dan sistem dukungan sosial yang dimiliki masyarakat(Rantika Khumairah, Agus

Sundaryono, 2020). Oleh karena itu, diperlukan pendekatan transisi ekonomi yang tidak hanya menghapus PETI, tetapi juga membangun penghidupan alternatif yang adil dan berkelanjutan.

Pemilihan lokasi penelitian di Desa Tumbang Miwan, Kecamatan Kurun, bukan tanpa alasan. Wilayah ini merupakan salah satu titik konsentrasi praktik PETI tertinggi di Kabupaten Gunung Mas. Data dari Dinas Lingkungan Hidup menunjukkan bahwa wilayah ini mengalami kerusakan ekologis yang signifikan, sementara secara sosial juga mengalami pergeseran struktur ekonomi masyarakat pasca tambang. Selain itu, Tumbang Miwan juga menjadi lokasi berbagai upaya intervensi pembangunan oleh pemerintah dan NGO, sehingga menawarkan konteks yang kaya untuk mengkaji proses transisi ekonomi dan sosial masyarakat eks penambang.

Urgensi akademik dari penelitian ini terletak pada upaya untuk menjembatani kesenjangan antara studi tentang kerusakan akibat PETI dengan kajian solusi berbasis pemberdayaan dan transisi penghidupan. Pendekatan ini penting mengingat sebagian besar penelitian sebelumnya lebih banyak berfokus pada aspek kerusakan lingkungan tanpa mengelaborasi secara memadai bagaimana masyarakat bertahan dan beradaptasi setelah berhenti dari aktivitas tambang.

Penelitian ini bertujuan untuk mengidentifikasi bentuk-bentuk mata pencaharian alternatif yang dijalani oleh masyarakat eks penambang PETI, mengkaji faktor-faktor penghambat dan pendukung transisi ekonomi mereka, serta merumuskan strategi pemberdayaan masyarakat yang relevan untuk membangun penghidupan yang legal, layak, dan berkelanjutan. Dengan demikian, hasil penelitian ini diharapkan dapat berkontribusi dalam merumuskan kebijakan pembangunan daerah yang lebih inklusif, responsif terhadap kebutuhan lokal, dan berorientasi pada keberlanjutan lingkungan dan sosial.

Metode Penelitian

Lokasi penelitian ditentukan secara purposive, yaitu di Desa Tumbang Miwan, Kecamatan Kurun, Kabupaten Gunung Mas, Provinsi Kalimantan Tengah. Pemilihan lokasi ini didasarkan pada tingginya intensitas praktik Pertambangan Emas Tanpa Izin (PETI) di wilayah tersebut yang telah berlangsung selama lebih dari satu dekade. Data dari Pemerintah Kabupaten Gunung Mas dan hasil studi oleh Lombah et al. (2021) menyebutkan bahwa Kecamatan Kurun, khususnya Desa Tanjung Riu dan desa-desa sekitarnya, merupakan salah satu kawasan dengan tingkat kegiatan PETI tertinggi di provinsi tersebut, dengan konsentrasi penambang mencapai ribuan orang dan aktivitas tambang menggunakan mesin mekanis yang berdampak langsung pada kerusakan lingkungan dan sosial (Roberto Adriano Lombah et al., 2021).

Secara ekologis, wilayah ini berada di dalam kawasan Daerah Aliran Sungai Kahayan, yang telah mengalami degradasi akibat sedimentasi dan pencemaran logam berat, khususnya merkuri, akibat aktivitas penambangan (Mikraj et al., 2024). Berdasarkan laporan penelitian oleh Najwa Azizah et al. (2024), penggunaan merkuri di daerah Rungan dan sekitarnya telah menyebabkan air sungai menjadi keruh, berubah warna, dan mengandung bahan berbahaya yang melewati baku

mutu kualitas air sungai. Dari sisi sosial, penelitian terdahulu oleh Kristina et al. (2020) mencatat bahwa terjadi pergeseran mata pencaharian yang signifikan dari sektor pertanian dan perkebunan tradisional ke pertambangan ilegal akibat keterbatasan pilihan ekonomi dan tingginya kebutuhan rumah tangga (Rantika Khumairah, Agus Sundaryono, 2020).

Desa Tumbang Miwan dipilih karena juga menjadi salah satu wilayah intervensi program pembangunan berbasis pemberdayaan pasca tambang oleh beberapa lembaga dan memiliki potensi studi kasus yang kuat untuk melihat proses transisi penghidupan masyarakat pasca-PETI. Dengan demikian, lokasi ini tidak hanya representatif dari permasalahan PETI di Kalimantan Tengah, tetapi juga strategis sebagai model studi pemberdayaan ekonomi alternatif berbasis lokal dan lingkungan.

Hasil dan pembahasan

Penelitian ini menemukan bahwa masyarakat eks penambang emas tanpa izin (PETI) di Desa Tumbang Miwan, Kabupaten Gunung Mas, mengalami dinamika ekonomi yang kompleks dan cenderung tidak stabil pasca mereka meninggalkan aktivitas tambang ilegal. Wawancara dengan **mantan pelaku PETI** menunjukkan bahwa sebagian besar dari mereka menghentikan aktivitas tersebut karena berbagai faktor, seperti semakin menipisnya cadangan emas, biaya operasional yang tinggi, dan tekanan dari aparat hukum serta masyarakat adat. Mereka mengungkapkan bahwa hasil dulang atau semprot yang sebelumnya bisa mencapai 5-7 gram emas per minggu kini menurun drastis menjadi hanya sekitar 0,5-1 gram. Di saat yang sama, biaya solar, peralatan, dan risiko hukum terus meningkat.

Sebagai akibatnya, sebagian masyarakat beralih ke sektor pekerjaan lain seperti berkebun karet, beternak, berdagang kecil-kecilan, atau menjadi buruh tani. Namun, berdasarkan keterangan **tokoh adat dan perangkat desa**, alternatif penghidupan tersebut belum mampu menjawab kebutuhan ekonomi rumah tangga mereka. Banyak dari mereka belum memiliki keterampilan non-tambang, tidak memiliki lahan produktif sendiri, serta menghadapi hambatan akses terhadap modal dan pasar. Bahkan ada sebagian kecil masyarakat yang mencoba kembali menambang secara sembunyi-sembunyi karena tidak menemukan pekerjaan yang mampu menutupi kebutuhan dasar seperti pendidikan dan kesehatan keluarga.

Secara ekologis, dampak PETI di wilayah Gunung Mas telah merusak keseimbangan alam. **Dinas Lingkungan Hidup** melaporkan pencemaran sungai akibat limbah merkuri, sedimentasi berat, dan perubahan kualitas air secara drastis. Hal ini diperkuat oleh hasil penelitian Yusevi et al. (2021) di Desa Tanjung Riu, Kecamatan Kurun, yang menunjukkan bahwa lahan bekas PETI berubah menjadi **lahan kritis dalam bentuk lubang-lubang (void)** berisi air yang terkontaminasi logam berat, ber-pH rendah, dan berbahaya bagi makhluk hidup. Penelitian

tersebut menyimpulkan bahwa tanpa desain penataan lahan yang tepat, lubang-lubang bekas tambang ini akan menjadi sumber pencemaran baru dan menghambat proses pemulihan lingkungan (Yusevi et al., 2021).

Selain itu, penelitian tentang **morfometri dan hidrologi Sub DAS Pasare** di wilayah Kabupaten Gunung Mas menunjukkan bahwa aktivitas lahan yang tidak terkendali akibat PETI menyebabkan peningkatan debit puncak dan penurunan debit minimum, yang mengganggu kestabilan hidrologis DAS Kahayan sebagai sumber air utama. Penurunan vegetasi, perubahan tutupan lahan, dan peningkatan run-off permukaan berpotensi memperparah erosi, banjir, dan degradasi wilayah tangkapan air (Yusevi et al., 2021).

Dari aspek hukum, studi oleh Tri Wibowo et al. (2024) memperlihatkan bahwa **penegakan hukum terhadap aktivitas PETI di wilayah hukum Polres Gunung Mas belum berjalan optimal**. Meskipun terdapat sejumlah kasus yang diproses setiap tahun—6 kasus pada 2021, 2 pada 2022, dan 3 pada 2023—upaya preventif dan represif yang dilakukan oleh aparat penegak hukum belum memberikan efek jera secara signifikan. Hambatan utama berasal dari kurangnya personel, fasilitas terbatas, serta lemahnya koordinasi antara kepolisian dan dinas terkait. Di sisi lain, ekonomi masyarakat yang masih bergantung pada tambang ilegal menjadikan penegakan hukum sebagai sesuatu yang dilematik secara sosial (Yulianti & Pramita, 2022).

Temuan-temuan ini dapat dianalisis melalui kerangka **Sustainable Livelihood Framework (SLF)** dari DFID, yang menjelaskan bahwa penghidupan berkelanjutan ditentukan oleh lima modal: **alam, manusia, finansial, fisik, dan sosial**. Di Tumbang Miwan, masyarakat memiliki akses terhadap modal alam (emas dan hutan), tetapi lemah dalam modal manusia (pendidikan, keterampilan), modal finansial (akses kredit), serta modal fisik dan sosial (infrastruktur dan jaringan kelembagaan). Ketiadaan keseimbangan antar-modal inilah yang membuat transisi ekonomi mereka terhambat dan rentan terhadap kemiskinan pasca tambang.

Sementara itu, jika dikaji dengan menggunakan **teori perubahan sosial Soekanto**, perubahan struktur ekonomi dari penambangan ke sektor lain mencerminkan perubahan struktural yang dipicu oleh faktor eksternal seperti tekanan hukum dan degradasi lingkungan. Namun demikian, perubahan ini belum sepenuhnya disertai perubahan sistem nilai dan norma dalam masyarakat. Tradisi menambang yang telah berlangsung turun-temurun masih melekat kuat, sehingga menyebabkan resistensi terhadap program-program transisi ekonomi.

Penelitian ini juga menggarisbawahi bahwa sebagian besar program pemberdayaan yang pernah masuk ke wilayah ini belum menyentuh akar persoalan, seperti keterbatasan akses lahan, rendahnya literasi keuangan, dan kurangnya pendekatan yang berbasis budaya lokal. Oleh karena itu, solusi yang

ditawarkan harus bersifat lintas sektor, partisipatif, dan berkelanjutan. Legalitas melalui skema **Wilayah Pertambangan Rakyat (WPR)** perlu didorong, namun tetap diimbangi dengan perlindungan lingkungan dan pendampingan sosial.

Dengan demikian, proses transisi ekonomi pasca PETI bukan hanya soal mengalihkan pekerjaan, tetapi juga membangun kembali struktur kehidupan masyarakat secara menyeluruh—berbasis aset, kontekstual budaya, terintegrasi dengan kebijakan, serta sensitif terhadap tantangan lokal. Ini penting untuk memastikan bahwa peralihan tersebut tidak menciptakan kerentanan baru yang lebih parah dari sebelumnya.

Penutup

Penelitian ini menunjukkan bahwa masyarakat eks penambang emas tanpa izin di Desa Tumbang Miwan, Kabupaten Gunung Mas, menghadapi berbagai tantangan dalam proses transisi kehidupan menuju sumber mata pencaharian yang lebih legal dan berkelanjutan. Bentuk-bentuk mata pencaharian alternatif yang dijalani oleh mantan penambang antara lain adalah berkebun, menjadi buruh tani, berdagang kecil-kecilan, hingga memanfaatkan hasil hutan bukan kayu. Namun, mayoritas dari mereka belum dapat sepenuhnya menggantikan penghasilan yang dulu diperoleh dari aktivitas PETI, terutama karena keterbatasan modal, keterampilan, dan akses terhadap pasar maupun pembinaan ekonomi.

Faktor penghambat dalam proses transisi ekonomi antara lain rendahnya tingkat pendidikan dan keterampilan teknis masyarakat, belum optimalnya dukungan dari pemerintah desa dan kabupaten, serta tidak adanya kejelasan legalitas dalam aktivitas pertambangan rakyat yang sah. Selain itu, perubahan orientasi pekerjaan tidak mudah dilakukan karena masih kuatnya nilai-nilai lama dan keterikatan emosional terhadap aktivitas tambang sebagai budaya ekonomi turun-temurun.

Agar proses transisi ini berjalan efektif, diperlukan strategi pemberdayaan yang menyeluruh dan berkelanjutan. Strategi tersebut mencakup penguatan lima jenis aset kehidupan masyarakat berdasarkan kerangka *Sustainable Livelihood Framework (SLF)*, penyediaan akses terhadap modal dan pelatihan kewirausahaan, serta keterlibatan aktif lembaga adat dan masyarakat dalam merancang program transisi. Penetapan Wilayah Pertambangan Rakyat (WPR) juga menjadi langkah penting untuk memberikan jalur legal bagi masyarakat yang masih memiliki keterikatan dengan aktivitas tambang, namun ingin beroperasi secara sah dan ramah lingkungan.

Dengan demikian, kebijakan yang responsif dan berbasis kebutuhan lokal sangat dibutuhkan untuk mendukung proses peralihan kehidupan pasca-PETI secara adil dan berkelanjutan di wilayah Gunung Mas.

Saran

Berdasarkan hasil penelitian dan pembahasan yang telah dilakukan, maka beberapa saran yang dapat diajukan adalah sebagai berikut:

1. **Pemerintah Daerah** perlu segera menetapkan Wilayah Pertambangan Rakyat (WPR) dan menyusun program pemberdayaan masyarakat pasca tambang yang berbasis kebutuhan lokal dan berkelanjutan.
2. **Lembaga pemberdayaan dan LSM** disarankan untuk mengembangkan pelatihan keterampilan, akses modal, dan pendampingan usaha alternatif berbasis potensi lokal dan sosial budaya masyarakat.
3. **Masyarakat eks penambang** diharapkan membangun kesadaran akan dampak PETI dan aktif mengikuti program transisi penghidupan menuju sektor yang lebih legal dan ramah lingkungan.
4. **Akademisi dan peneliti** diharapkan memperluas kajian mengenai model transisi ekonomi masyarakat pasca tambang sebagai dasar penyusunan kebijakan yang kontekstual.
5. **Pemerintah pusat** perlu mempercepat harmonisasi regulasi dan memperjelas skema legalisasi tambang rakyat agar tidak menimbulkan kerancuan hukum di tingkat daerah.

Ucapan Terimakasih

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Daftar Pustaka

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Tanggung Jawab Administratif Pemerintahan Daerah dalam Pengawasan

Sampah: Studi Kasus Penumpukan Sampah di Bintara Bekasi

The Administrative Responsibility of Local Government in Waste Management Oversight:

A Case Study of Waste Accumulation in Bintara, Bekasi.

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ABSTRACT

The problem of waste accumulation in the Bintara area, Bekasi City, reflects the weak administrative responsibility of the local government in supervising waste management. This research aims to assess the form of local government responsibility in supervising waste management in accordance with applicable law. The method used in this research is normative juridical with a statutory and conceptual approach. Data was collected through a literature study of various laws, such as Law Number 23 of 2014 on Regional Government, Law Number 18 of 2008 on Waste Management, as well as regional regulations and other technical policies. The research findings show that normatively, local governments have clear responsibilities in managing and supervising waste management in their areas, but implementation is still weak due to lack of law enforcement, overlapping authority between agencies, and limited technical regulations at the local level. The study also revealed that administrative supervision has not been supported by an effective sanction mechanism as well as a lack of transparency and accountability in task implementation. In addition, the involvement of the community and private sector in waste supervision is still minimal. Local governments have also not been optimal in utilizing information technology for supervision. Therefore, there is a need to strengthen the legal aspects through harmonization of regulations, preparation of more detailed technical guidelines, capacity building of human resources, and improvement of monitoring and evaluation systems that are based on law, technology and participation.

Keyword: Waste Management, Local Government, Administrative Supervision.

ABSTRAK

Permasalahan penumpukan limbah di daerah Bintara, Kota Bekasi, mencerminkan lemahnya tanggung jawab administrasi pemerintah daerah dalam mengawasi pengelolaan limbah. Penelitian ini bertujuan untuk menilai bentuk tanggung jawab Pemerintah Daerah dalam pengawasan pengelolaan limbah sesuai dengan hukum yang berlaku. Metode yang digunakan dalam penelitian ini adalah yuridis normatif dengan pendekatan perundang-undangan dan konsep. Data dikumpulkan melalui studi pustaka terhadap berbagai undang-undang, seperti Undang-Undang Nomor 23 Tahun 2014 tentang Pemerintahan Daerah, Undang-Undang Nomor 18 Tahun 2008 tentang Pengelolaan Sampah, serta Peraturan Daerah dan kebijakan teknis lainnya. Temuan penelitian menunjukkan bahwa secara normatif, Pemerintah Daerah memiliki tanggung jawab yang jelas dalam mengelola dan mengawasi pengelolaan sampah di wilayahnya, tetapi implementasinya masih lemah karena kurangnya penegakan hukum, tumpang tindih kewenangan antar instansi, dan keterbatasan regulasi teknis di tingkat lokal. Penelitian ini juga mengungkapkan bahwa pengawasan administratif belum didukung oleh mekanisme sanksi yang efektif serta adanya kurang transparansi dan akuntabilitas dalam pelaksanaan tugas. Selain itu, keterlibatan masyarakat dan sektor swasta dalam pengawasan limbah juga masih minim. Pemerintah Daerah juga belum optimal dalam memanfaatkan teknologi informasi untuk pengawasan. Oleh karena itu, diperlukan penguatan aspek hukum melalui harmonisasi regulasi,



penyusunan pedoman teknis yang lebih rinci, peningkatan kapasitas sumber daya manusia, serta perbaikan sistem pengawasan dan evaluasi yang berbasis hukum, teknologi, dan partisipatif.

Kata Kunci: *Pengelolaan Sampah, Pemerintah Daerah, Pengawasan Administratif.*

Pendahuluan

Permasalahan pengelolaan sampah di kawasan perkotaan semakin hari kian rumit, terutama di wilayah yang mengalami lonjakan jumlah penduduk. Secara signifikan, kota Bekasi yang berperan sebagai salah satu penyangga utama DKI Jakarta, setiap tahunnya dihadapkan pada peningkatan volume limbah seiring dengan bertambahnya populasi dan intensitas aktivitas masyarakat. Salah satu wilayah yang terdampak adalah Kelurahan Bintara, di mana penumpukan sampah terjadi di berbagai lokasi, sehingga menimbulkan gangguan bagi warga serta memunculkan persoalan lingkungan (Ramadhan et al., 2024).

Dalam ranah hukum dan administrasi, pengelolaan sampah merupakan salah satu aspek penting yang menjadi tanggung jawab Pemerintah Daerah. Hal ini telah diatur dalam Undang-Undang Nomor 23 Tahun 2014 tentang Pemerintahan Daerah serta Undang-Undang Nomor 18 Tahun 2008 mengenai Pengelolaan Sampah. Kedua regulasi tersebut menegaskan kewajiban Pemerintah Daerah untuk menyusun pedoman, melaksanakan pengelolaan limbah, serta melakukan pengawasan secara menyeluruh. Namun, pada tataran implementasi, pelaksanaan tanggung jawab ini kerap kali belum berjalan secara optimal (Quina et al., 2019).

Kondisi yang terjadi di Bintara mencerminkan adanya kelemahan dalam sistem pengelolaan limbah di tingkat lokal. Permasalahan seperti keterbatasan fasilitas Tempat Penampungan Sementara (TPS), keterlambatan dalam proses pengangkutan sampah, lemahnya pengawasan, serta minimnya keterlibatan masyarakat menjadi indikator kurang efektifnya manajemen limbah di wilayah ini. Selain itu, kurangnya koordinasi antarinstansi terkait serta keterbatasan sumber daya yang tersedia turut memperburuk situasi, sehingga pelaksanaan peraturan yang ada belum berjalan secara maksimal (Ridzal et al., 2024).

Berdasarkan data dari Kementerian Lingkungan Hidup dan Kehutanan (KLHK), pada tahun 2022 Kota Bekasi menghasilkan lebih dari 668.000 ton sampah, sehingga menempatkannya sebagai salah satu daerah dengan volume limbah terbesar di Jawa Barat. Tempat Pembuangan Akhir (TPA) Sumur Batu di Bantargebang, yang hingga kini masih menggunakan sistem pembuangan terbuka, menjadi perhatian utama pemerintah pusat untuk segera dilakukan pembenahan. KLHK telah memberikan tenggat waktu kepada Pemerintah Kota Bekasi hingga September 2025 untuk mengganti sistem tersebut dengan fasilitas TPA berteknologi sanitasi (Quina et al., 2019).

Pemerintah Kota Bekasi telah menyusun rencana reformasi pengelolaan

sampah dengan mengalokasikan anggaran hingga Rp200 miliar. Namun, pada tahap awal, baru sekitar Rp20 miliar yang terealisasi dan pemahaman mengenai program ini masih terbatas (Ramadhan et al., 2024). Selain itu, kerja sama dengan pihak swasta seperti PT. WasteforChange diharapkan dapat mempercepat penanganan masalah, khususnya melalui pembangunan sistem pengolahan modern yang ditargetkan mampu menangani hingga 8.000 ton sampah per hari. Meski demikian, kondisi pengelolaan sampah di tingkat kelurahan, seperti di Bintara, masih menunjukkan adanya kesenjangan yang cukup besar antara perencanaan dan pelaksanaan di lapangan. Tanggung jawab pengelolaan sampah tidak hanya mencakup pengumpulan dan pengangkutan, tetapi juga meliputi aspek manajerial, perencanaan, serta evaluasi secara menyeluruh. Pemerintah daerah perlu menerapkan prinsip partisipasi, transparansi, akuntabilitas, dan tata kelola yang baik agar program pengelolaan sampah dapat berjalan efektif. Jika hal ini tidak tercapai, dampaknya tidak hanya dirasakan pada lingkungan, tetapi juga dapat menurunkan tingkat kepercayaan masyarakat terhadap institusi pemerintah (Qodriyatun et al., 2023).

Penelitian ini bertujuan untuk mengkaji sejauh mana tanggung jawab pemerintah daerah dalam melakukan pengawasan terhadap pengelolaan sampah di Kelurahan Bintara, Bekasi. Fokus utama penelitian diarahkan pada identifikasi hambatan-hambatan utama yang mengurangi efektivitas pengawasan, serta analisis dampak dari lemahnya sistem pemantauan terhadap kondisi sosial dan lingkungan setempat. Diharapkan, hasil penelitian ini dapat memberikan kontribusi baik secara teoretis maupun praktis dalam memperkuat pedoman pengelolaan sampah yang berkelanjutan dan mendorong partisipasi aktif masyarakat di tingkat kota.

Metode Penelitian

Penelitian ini dilakukan dengan menggunakan metode yuridis-normatif, yang mengutamakan kajian terhadap norma-norma hukum yang berlaku serta penerapannya dalam konteks pengawasan pengelolaan sampah oleh pemerintah daerah. Pendekatan yang digunakan meliputi pendekatan perundang-undangan (*statute approach*) dan pendekatan konseptual (*conceptual approach*). Melalui pendekatan perundang-undangan, penelitian ini mengkaji berbagai peraturan yang menjadi dasar hukum tanggung jawab administratif Pemerintah Daerah, seperti Undang-Undang Nomor 23 Tahun 2014 tentang Pemerintahan Daerah, Undang-Undang Nomor 18 Tahun 2008 tentang Pengelolaan Sampah, Undang-Undang Nomor 32 Tahun 2009 tentang Perlindungan dan Pengelolaan Lingkungan Hidup, serta peraturan daerah dan kebijakan teknis yang relevan di Kota Bekasi.

Sumber data utama dalam penelitian ini adalah data sekunder yang

diperoleh melalui studi pustaka. Data tersebut meliputi peraturan perundang-undangan, dokumen resmi pemerintah, laporan kinerja instansi terkait, serta literatur ilmiah dan hasil penelitian terdahulu yang berhubungan dengan tema pengawasan sampah dan tanggung jawab administratif Pemerintah Daerah. Selain itu, peneliti juga menelaah laporan-laporan media, publikasi pemerintah, dan dokumen empiris yang menggambarkan kondisi penumpukan sampah di Bintara, Bekasi, sebagai objek studi kasus.

Teknik pengumpulan data dilakukan dengan menelusuri dan menginventarisasi dokumen hukum, baik berupa undang-undang, Peraturan Pemerintah, Peraturan Daerah, maupun kebijakan teknis yang berkaitan dengan pengelolaan dan pengawasan sampah. Peneliti juga mengumpulkan data dari laporan kinerja Dinas Lingkungan Hidup Kota Bekasi, serta data empiris yang relevan mengenai kondisi penumpukan sampah di Bintara.

Analisis data dilakukan secara deskriptif-kualitatif, yaitu dengan mendeskripsikan, menginterpretasikan, dan membandingkan ketentuan hukum dengan realitas implementasi di lapangan. Peneliti berupaya menemukan pola, hambatan, dan solusi yang berkaitan dengan pelaksanaan tanggung jawab administratif pemerintah daerah dalam pengawasan pengelolaan sampah. Analisis ini juga diarahkan untuk mengidentifikasi kesenjangan antara norma hukum dan pelaksanaannya, serta merumuskan rekomendasi yang dapat memperkuat efektivitas pengawasan administratif di tingkat daerah.

Penelitian ini juga mempertimbangkan faktor-faktor eksternal yang mempengaruhi efektivitas pengawasan, seperti keterbatasan sumber daya manusia, tumpang tindih kewenangan antar instansi, rendahnya partisipasi masyarakat dan sektor swasta, serta pemanfaatan teknologi informasi dalam sistem pengawasan. Hasil penelitian diharapkan dapat memberikan gambaran yang utuh mengenai bentuk, tantangan, dan upaya yang dapat dilakukan pemerintah daerah dalam meningkatkan efektivitas pengawasan pengelolaan sampah, khususnya pada kasus penumpukan sampah di Bintara, Bekasi. Temuan penelitian ini diharapkan dapat memberikan kontribusi bagi penguatan kebijakan pengelolaan sampah yang berkelanjutan dan partisipatif di tingkat lokal.

Hasil dan pembahasan

1.1 Tanggung Jawab Administratif Pemerintahan Daerah Bekasi

Kota Bekasi merupakan salah satu kota metropolitan di Provinsi Jawa Barat yang mengalami pertumbuhan penduduk dan aktivitas ekonomi yang sangat pesat. Perkembangan ini berdampak signifikan terhadap peningkatan jumlah sampah yang dihasilkan setiap tahunnya. Berdasarkan data dari Dinas Lingkungan Hidup (DLH) Kota Bekasi, volume sampah yang dihasilkan telah mencapai lebih dari 1.200 ton per hari, yang bersumber dari berbagai sektor,

seperti rumah tangga, pasar tradisional, kawasan industri, hingga pusat perbelanjaan (Ayuanyta & Herawati, 2025). Bintara merupakan salah satu wilayah dengan kepadatan penduduk tinggi di Kota Bekasi yang menghadapi persoalan kronis terkait penumpukan sampah. Kondisi ini kerap terjadi, terutama di titik-titik pengumpulan sampah seperti Tempat Penampungan Sementara (TPS) yang kapasitasnya terbatas dan kurang mendapat perawatan. Akibatnya, masyarakat sering mengeluhkan bau tidak sedap, gangguan terhadap keindahan lingkungan, serta meningkatnya risiko masalah kesehatan, seperti penyakit kulit dan gangguan pernapasan (Hutomo, 2024).

Pengelolaan serta pengawasan sampah merupakan salah satu urusan pemerintahan yang menjadi kewenangan pemerintah daerah, sebagaimana diatur dalam Undang-Undang Nomor 23 Tahun 2014 tentang Pemerintahan Daerah (Ramadhan et al., 2024). Pemerintah daerah memiliki peran kunci dalam menjamin pengelolaan sampah yang efektif, efisien, dan berkelanjutan. Tanggung jawab administratif ini meliputi pengaturan, pengawasan, serta pembinaan terhadap pelaku usaha, masyarakat, dan unit pelaksana teknis. Dalam hal ini, pemerintah daerah perlu membangun sistem administrasi yang mampu mendorong terwujudnya pengelolaan sampah yang partisipatif dan terdesentralisasi (Ayuanyta & Herawati, 2025). Tanggung jawab administratif tidak hanya bersifat struktural, tetapi juga harus mampu beradaptasi dengan dinamika pengelolaan sampah di wilayah perkotaan. Pemerintah daerah dituntut untuk merumuskan kebijakan yang responsif terhadap perubahan sosial, budaya, maupun perkembangan teknologi di masyarakat (Yudiyanto et al., 2019).

Landasan hukum utama yang dijadikan pedoman oleh pemerintah daerah dalam melakukan pengawasan terhadap pengelolaan sampah meliputi Undang-Undang No. 18 Tahun 2008 tentang Pengelolaan Sampah, Undang-Undang No. 32 Tahun 2009 mengenai Perlindungan dan Pengelolaan Lingkungan Hidup, serta Peraturan Daerah (Perda) di masing-masing kabupaten/kota yang mengatur aspek teknis pengelolaan dan pengawasan sampah di wilayahnya (Ayuanyta & Herawati, 2025). Ketiga regulasi ini memberikan kerangka hukum dan administratif bagi pemerintah daerah untuk menjalankan fungsi pengawasan, termasuk pemberian sanksi administratif kepada pihak yang melanggar ketentuan. Agar kerangka hukum ini berjalan efektif, diperlukan implementasi kebijakan yang tegas serta pengawasan berbasis teknologi.

1.2 Dinas Lingkungan Hidup Kota Bekasi

Dinas Lingkungan Hidup (DLH) Kota Bekasi berperan sebagai perangkat daerah yang membantu Wali Kota Bekasi dalam menjalankan fungsi penunjang di

bidang lingkungan hidup. Hal ini diatur dalam Peraturan Wali Kota Bekasi Nomor 113 Tahun 2021 mengenai Kedudukan, Susunan Organisasi, Tugas Pokok dan Fungsi, serta Tata Kerja DLH Kota Bekasi. Secara garis besar, DLH Kota Bekasi bertanggung jawab dalam memimpin, mengoordinasikan, dan mengendalikan perumusan kebijakan teknis serta pelaksanaan fungsi pendukung terkait urusan pemerintahan di sektor lingkungan hidup (Hasibuan, 2016). Kewenangan yang dimiliki DLH meliputi pengelolaan tata lingkungan, penanganan sampah dan limbah B3, pengendalian terhadap pencemaran dan kerusakan lingkungan, serta upaya penataan dan peningkatan kapasitas lingkungan hidup guna mewujudkan visi dan misi dinas tersebut (Salomo et al., 2021). Mengacu pada Peraturan Wali Kota Bekasi Nomor 113 Tahun 2021 serta Laporan Kinerja Instansi Pemerintah Dinas Lingkungan Hidup (DLH) Kota Bekasi Tahun 2023, struktur organisasi DLH Kota Bekasi terdiri dari beberapa bagian sebagai berikut :

1. Kepala Dinas
2. Sekretariat DLH, yang membawahi :
 - a. Subbagian Umum dan Kepegawaian
 - b. Subbagian Keuangan
 - c. Kelompok Jabatan Fungsional
3. Bidang Tata Lingkungan dan Peningkatan Kapasitas Lingkungan Hidup
 - a. Kelompok Jabatan Fungsional
4. Bidang Pengendalian Pencemaran dan Kerusakan Lingkungan Hidup serta Penegakan Hukum
 - a. Kelompok Jabatan Fungsional
5. Bidang Penanganan Sampah dan Kemitraan
 - a. Kelompok Jabatan Fungsional
6. Bidang Pengurangan Sampah dan Pengelolaan Limbah Bahan Berbahaya dan Beracun (B3)
 - a. Kelompok Jabatan Fungsional
7. Unit Pelaksana Teknis Daerah (UPTD), yang meliputi :
 - a. UPTD Jalur Protokol
 - b. UPTD Jalur Kontainer
 - c. UPTD Tempat Pembuangan Akhir
 - d. UPTD Laboratorium Lingkungan
 - e. UPTD Perbengkelan
 - f. UPTD Hutan Kota
8. Kelompok Jabatan Fungsional

Upaya menangani persoalan pengelolaan sampah, Dinas Lingkungan Hidup Kota Bekasi memiliki bidang khusus yang menangani isu persampahan, yaitu Bidang Penanganan Sampah dan Kemitraan. Secara struktural, Unit Pelaksana Teknis Daerah (UPTD) Tempat Pembuangan Akhir (TPA) Sumur Batu berada di bawah koordinasi Bidang Penanganan Sampah dan Kemitraan, bersama dengan UPTD Kebersihan yang tersebar di 12 kecamatan.

1.3 Peran Strategis DLH Kota Bekasi

DLH Kota Bekasi memegang peranan penting dan strategis dalam implementasi kebijakan pengelolaan serta perlindungan lingkungan hidup di tingkat daerah. Secara administratif, DLH bertanggung jawab atas sejumlah fungsi utama, antara lain perumusan kebijakan teknis, pengawasan lingkungan, pengelolaan sampah dan limbah, penerbitan izin lingkungan untuk kegiatan usaha dan industri, serta memberikan edukasi kepada masyarakat terkait pentingnya kesadaran lingkungan. Seluruh fungsi ini didasarkan pada Undang-Undang Nomor 32 Tahun 2009 tentang Perlindungan dan Pengelolaan Lingkungan Hidup, yang mengatur berbagai aspek mulai dari perencanaan, pemanfaatan, pengendalian, pemeliharaan, hingga pengawasan dan penegakan hukum di bidang lingkungan hidup (Ayuanyta & Herawati, 2025).

Terkait hal tersebut DLH Kota Bekasi telah mengadopsi prinsip-prinsip manajemen publik dalam pengelolaan sampah dan lingkungan, seperti perencanaan, pengorganisasian, pelaksanaan, dan pengawasan (Ramadhan et al., 2024). Namun, penerapan prinsip-prinsip tersebut masih menghadapi berbagai tantangan. Salah satunya adalah minimnya fasilitas pengelolaan sampah seperti TPS3R (Tempat Pengolahan Sampah dengan konsep *reduce-reuse-recycle*), terbatasnya tempat pengolahan terpadu, dan belum meratanya pelatihan serta evaluasi internal (Yudiyanto et al., 2019). Sosialisasi kepada masyarakat sekitar juga masih belum optimal sehingga berdampak pada rendahnya partisipasi dan kesadaran publik dalam menjaga kebersihan dan kelestarian lingkungan.

Selain itu, terdapat hambatan dalam aspek komunikasi dan koordinasi antar lembaga pemerintahan daerah. Walaupun struktur birokrasi telah dibentuk, lemahnya sinkronisasi antarlembaga dan minimnya sumber daya manusia menyebabkan banyak program pengelolaan lingkungan yang tidak terlaksana dengan maksimal. Dukungan anggaran yang terbatas juga menjadi hambatan dalam pelaksanaan program (Riduan, 2024).

Pengelolaan sampah di Tempat Pembuangan Akhir (TPA) masih didominasi oleh metode tradisional akibat keterbatasan teknologi dan infrastruktur yang tersedia, sehingga kapasitas pengolahan sampah belum mampu mengimbangi jumlah sampah yang masuk setiap harinya. Meskipun

sejumlah program inovatif seperti "Smart Waste Management" dan konversi sampah menjadi energi mulai diimplementasikan, dampak positifnya masih belum terasa secara signifikan. Hal ini disebabkan oleh penerapan yang belum merata dan partisipasi masyarakat yang masih rendah (Hutomo, 2024).

Tanggung jawab administratif pemerintahan daerah dalam pengawasan sampah dapat dikategorikan dalam empat aspek utama (Ayuanyta & Herawati, 2025) :

a. Penyusunan Regulasi dan Kebijakan Teknis

Pemerintah daerah wajib menyusun kebijakan dan peraturan daerah terkait pengelolaan sampah, termasuk standar operasional prosedur (SOP) pengangkutan, pemrosesan, dan pembuangan sampah. Kebijakan ini harus berbasis prinsip 3R (Reduce, Reuse, Recycle) dan melibatkan masyarakat sebagai pelaku aktif.

b. Pelaksanaan dan Koordinasi

Melalui DLH, pemerintah daerah melakukan pengoperasian sistem pengelolaan sampah, koordinasi dengan kecamatan, kelurahan, hingga RT/RW. Hal ini mencakup penempatan TPS/TPST, pengangkutan ke TPA, dan pengawasan terhadap titik pembuangan liar. Efektivitas koordinasi ini sangat bergantung pada keterbukaan informasi dan keterlibatan berbagai pemangku kepentingan.

c. Pengawasan dan Evaluasi

Pengawasan dilakukan melalui inspeksi lapangan, audit lingkungan, dan evaluasi yang berkala terhadap efektivitas sistem pengelolaan sampah. Pemerintah daerah juga dapat memberikan sanksi administratif seperti denda atau pencabutan izin kepada pelaku pelanggaran.

d. Edukasi dan Pemberdayaan Masyarakat

Pemerintah daerah memiliki tanggung jawab untuk memberikan edukasi serta penyuluhan kepada masyarakat mengenai pentingnya pengelolaan sampah yang baik dan benar. Keterlibatan aktif warga sangat dibutuhkan agar sistem pengawasan dapat berjalan secara optimal (Hutomo, 2024).

1.4 Faktor Penyebab Kasus Penumpukan Sampah di Bintara, Bekasi

Krisis penumpukan sampah yang berlangsung di Kelurahan Bintara, Kota Bekasi, disebabkan tidak hanya oleh tingginya jumlah limbah rumah tangga yang tidak dapat dikelola, tetapi juga mencerminkan adanya kelemahan mendasar dalam sistem pengawasan administratif yang diterapkan oleh pemerintah kota (Purniawati et al., 2020). Fungsi pengawasan administratif seharusnya berfungsi sebagai mekanisme kontrol internal yang memastikan setiap pelayanan publik,

terutama pengelolaan sampah, dijalankan sesuai aturan, prosedur, dan standar kinerja yang berlaku. Akan tetapi, dalam pelaksanaannya, mekanisme ini cenderung bersifat formal administratif yang lebih memprioritaskan laporan birokrasi daripada observasi langsung dan komprehensif di lapangan (Ayuanyta & Herawati, 2025). Salah satu faktor utama yang menyebabkan kegagalan ini adalah kurangnya kolaborasi di antara lembaga-lembaga yang terlibat dalam pengelolaan sampah, di mana peran DLH, camat, lurah, dan RT/RW tidak saling terintegrasi dengan baik dan sering kali berakibat tumpang tindih pada kewenangan, bahkan adanya kekosongan tanggung jawab saat menangani masalah penumpukan sampah (Ramadhan et al., 2024). Sistem pengawasan administratif yang terpusat membuat para pengambil keputusan di tingkat kota kehilangan akses informasi yang cepat dan akurat dari tingkat kelurahan atau RW, yang menyebabkan keputusan yang diambil menjadi lambat dan tidak responsif terhadap keadaan yang ada. Masalah ini diperburuk oleh minimnya penerapan teknologi informasi dalam sistem pengawasan, padahal teknologi ini seharusnya dapat menyediakan data visual atau spasial berkaitan dengan lokasi-lokasi terdampak penumpukan sampah, jumlah harian yang dihasilkan, serta efisiensi dan kecepatan layanan pengangkutan yang dilakukan oleh petugas kebersihan (Aji et al., 2024; Hutomo, 2024).

Di sisi lain, keterbatasan dalam kapasitas sumber daya manusia dan infrastruktur operasional turut mengurangi efektivitas pengawasan. Banyak petugas kebersihan yang bekerja di area yang sangat luas dengan jumlah kendaraan yang terbatas, sehingga keterlambatan dalam pengangkutan menjadi hal yang biasa dan berakibat pada akumulasi sampah yang bersifat permanen. Tidak terlihat adanya sistem insentif atau penilaian kinerja yang efektif dari pemerintah kota untuk memastikan bahwa para pelaksana di lapangan memenuhi standar pelayanan minimum (Zefri & Srihartini, 2012). Selain itu, masyarakat pun tidak memiliki saluran resmi yang memungkinkan mereka untuk menyampaikan keluhan atau melaporkan pelanggaran lingkungan dengan cepat dan akurat (Aini & Anggraini, 2024). Sistem pengawasan yang berjalan secara tertutup, tanpa melibatkan masyarakat, serta minimnya akuntabilitas kepada publik, menciptakan suasana di mana penumpukan sampah terus berlanjut tanpa adanya intervensi sistematis yang memadai. Kurangnya transparansi dalam pembuatan kebijakan dan pelaporan hasil pengawasan memperlebar kesenjangan antara pemerintah dan masyarakat, yang akhirnya menumbuhkan sikap apatis terhadap permasalahan lingkungan (Hutomo, 2024). Padahal, untuk mengelola lingkungan dengan baik, partisipasi aktif oleh semua pihak terkait, termasuk masyarakat sebagai pengguna dan penghasil lingkungan setiap harinya, sangatlah penting (Salomo et al., 2021). Selain itu :

1. Keterbatasan fasilitas pengelolaan sampah seperti fasilitas TPS3R dan TPST di wilayah Bintara masih sangat terbatas. Sebagian besar sampah yang dihasilkan masyarakat langsung dibuang ke TPS tanpa melalui proses pemilahan atau pengolahan yang benar. Hal ini menyebabkan volume sampah cepat penuh dan menumpuk (Yudiyanto et al., 2019).
2. Jumlah armada pengangkut sampah yang dimiliki DLH Kota Bekasi masih belum memadai untuk memenuhi kebutuhan pengangkutan di wilayah Bintara. Selain itu, jadwal pengangkutan yang tidak konsisten atau kurang terjadwal dengan baik menyebabkan sampah sering menumpuk sebelum diangkut ke Tempat Pembuangan Akhir (TPA).
3. Tingkat kesadaran masyarakat terkait pentingnya pengelolaan sampah yang baik masih tergolong rendah. Banyak warga yang belum menerapkan pemilahan antara sampah organik dan non-organik, serta kurang menjaga kebersihan TPS sehingga lokasi tersebut kerap menjadi sumber permasalahan baru (Ayuanyta & Herawati, 2025).
4. Pengelolaan sampah di Kota Bekasi umumnya masih mengandalkan sistem pengumpulan dan pembuangan ke TPA dengan metode tradisional. Keterbatasan kapasitas TPA dan minimnya penerapan teknologi pengolahan modern menyebabkan terjadinya penumpukan sampah di sejumlah titik, termasuk di Bintara. Permasalahan ini semakin diperparah oleh koordinasi yang belum optimal antara unit pelaksana di tingkat kelurahan dan kecamatan, serta kurangnya fasilitas TPS3R yang tersebar secara merata di wilayah tersebut.

1.5 Dampak Sosial dan Lingkungan

Penumpukan sampah yang tidak dikelola dengan baik dapat menimbulkan berbagai dampak merugikan. Akumulasi sampah yang tidak terkendali berpotensi mencemari kualitas air, sehingga menyebabkan terjadinya polusi air. Air yang sudah tercemar menjadi tidak layak digunakan untuk kebutuhan rumah tangga maupun sebagai penunjang kehidupan manusia. Kondisi ini dapat memicu dampak sosial yang luas dan memerlukan waktu lama untuk pemulihannya, padahal kebutuhan air bersih untuk keperluan sehari-hari sangatlah besar (Yudiyanto et al., 2019).

Penumpukan sampah organik yang mengalami penguraian oleh mikroorganisme dapat menimbulkan bau tidak sedap akibat pelepasan gas selama proses dekomposisi. Sampah organik yang mengandung protein cenderung menghasilkan bau yang lebih menyengat, karena senyawa protein terurai menjadi gas amonia yang memiliki aroma tajam dan tidak enak (Ramadhan et al., 2024).

Penumpukan sampah yang tidak tertangani dengan baik dapat berdampak

buruk terhadap kesehatan masyarakat, karena menjadi tempat berkembang biaknya hewan pembawa penyakit seperti lalat, nyamuk, dan tikus. Keberadaan hewan-hewan ini meningkatkan risiko penularan penyakit di lingkungan sekitar, seperti diare yang disebabkan oleh virus dari sampah yang tidak terkelola, serta penyakit kulit seperti kudis dan kurap (Ayuanyta & Herawati, 2025).

Penyebab lain dari penumpukan sampah adalah degradasi lingkungan. Sampah yang berserakan tidak hanya mencemari lingkungan secara fisik tetapi juga merusak keindahan lingkungan yang alami. Kerusakan nilai estetika lingkungan dapat menyebabkan rasa yang tidak nyaman, stress, hingga berkurangnya rasa bangga terhadap lingkungan tempat tinggal sendiri (Hutomo, 2024). Tumpukan sampah di permukaan tidak hanya menyebabkan pencemaran udara berupa bau tak sedap, tetapi juga dapat mencemari air tanah akibat rembesan limbah cair dari sampah maupun limbah industri. Selain menurunkan kualitas lingkungan secara estetika, kondisi ini juga meningkatkan risiko kesehatan masyarakat. Sampah yang menumpuk menjadi tempat berkembang biaknya hewan pembawa penyakit seperti lalat, nyamuk, dan tikus, sehingga memperbesar kemungkinan terjadinya penularan penyakit di lingkungan sekitar (Santoso, 2017).

Konflik sosial terhadap warga yang berada di sekitar lokasi TPS mengeluhkan bau dan kondisi lingkungan yang kotor, sehingga menimbulkan ketegangan dan protes terhadap pengelolaan sampah yang tidak optimal. Sampah yang menyumbat saluran atau sungai dapat menyebabkan banjir terutama saat musim hujan. Banjir tidak hanya merusak infrastruktur tetapi juga mengganggu aktivitas masyarakat hingga mengancam keselamatan jiwa. Tidak hanya banjir, sampah yang berserakan di sungai juga dapat menyebabkan hewan yang berada di sungai mengalami gangguan rantai makanan serta keseimbangan ekosistem di perairan (Safitri et al., 2022).

Lingkungan yang tercemar akibat penumpukan sampah yang tidak terkelola dengan baik dapat menurunkan nilai properti serta menghambat potensi pengembangan pariwisata di wilayah tersebut. Selain itu, akumulasi sampah sering memicu konflik sosial di masyarakat, yang dipicu oleh rasa tidak nyaman, perbedaan pendapat mengenai lokasi pembuangan sampah, kekhawatiran terhadap dampak kesehatan, serta menurunnya kepercayaan warga terhadap pengelola sampah. Situasi ini pada akhirnya berdampak negatif terhadap kualitas hidup masyarakat setempat (Ayuanyta & Herawati, 2025).

1.6 Tantangan yang Dihadapi Dinas Lingkungan Hidup Kota Bekasi

DLH Kota Bekasi memegang peran strategis dalam melakukan

pengawasan terhadap pengelolaan sampah, termasuk memantau praktik pembuangan sampah ilegal serta pengelolaan limbah industri. Namun, dalam pelaksanaannya, terdapat sejumlah tantangan yang harus dihadapi, di antaranya:

1. Minimnya jumlah sarana dan prasarana pengelolaan sampah : Fasilitas TPS3R yang terdapat di kota Bekasi masih sangat terbatas jumlah dan kapasitasnya, sehingga menghambat pengolahan sampah secara optimal di tingkat daerah. Hal ini bertentangan dengan jumlah sampah yang dihasilkan setiap harinya di Kota Bekasi.
2. Koordinasi antar lembaga yang masih belum efektif : Kurangnya komunikasi antara DLH dengan dinas lain seperti Dinas Kebersihan, kecamatan, dan kelurahan yang menyebabkan tumpang tindih program dan kebijakan, sehingga kebijakan yang akan dilaksanakan tidak berjalan secara maksimal (Ayuanyta & Herawati, 2025; Ramadhan et al., 2024).
3. Partisipasi masyarakat yang rendah : Edukasi dan sosialisasi mengenai pentingnya pengelolaan sampah belum menyentuh seluruh lapisan masyarakat, khususnya di kawasan yang padat penduduk seperti Bintara. Sehingga masih banyak masyarakat yang belum sepenuhnya memiliki kompetensi dan pemahaman yang baik dalam menjalani kebijakan pengelolaan sampah di Kota Bekasi (Hutomo, 2024).
4. Pendanaan yang terbatas : Anggaran yang diberikan untuk pengelolaan sampah tidak selalu mencukupi untuk mendukung program-program yang inovatif seperti smart waste management dan teknologi pengolahan sampah berbasis energi. Hal ini menyebabkan masih banyaknya program yang akan dijalankan mengalami penundaan.

1.7 Upaya Pemerintah Daerah dan DLH Kota Bekasi

Untuk mengatasi permasalahan tersebut, DLH Kota Bekasi telah mengambil sejumlah langkah strategis. Beberapa di antaranya meliputi peningkatan sistem pengelolaan sampah, penguatan koordinasi antarunit kerja, serta pelibatan masyarakat dalam program kebersihan dan pelestarian lingkungan. Langkah-langkah ini mencerminkan komitmen DLH dalam menerapkan prinsip-prinsip manajemen publik yang berorientasi pada efektivitas dan partisipasi.

1. Penambahan jumlah armada pengangkut sampah, seperti truk sampah, menjadi kebutuhan mendesak mengingat armada yang tersedia saat ini masih sangat terbatas dibandingkan dengan volume sampah di Kota Bekasi yang terus meningkat. Kondisi ini menyebabkan proses pengangkutan sampah dari TPS ke TPA belum berjalan optimal, sehingga masih banyak sampah yang tertahan di TPS. Akibatnya, target penanganan sampah yang

diharapkan belum tercapai dan proses pengelolaan sampah pun mengalami berbagai hambatan.

2. Pembangunan TPS3R di lokasi-lokasi strategis serta penerapan konsep *reduce, reuse, recycle* menjadi langkah penting untuk mengurangi volume sampah yang dibuang ke TPA. Namun, hingga saat ini, sekitar 46% sampah yang dihasilkan di berbagai kecamatan di Kota Bekasi masih belum tertangani secara optimal karena keterbatasan jumlah fasilitas pengelolaan sampah yang tersedia (Ayuanyta & Herawati, 2025; Yudiyanto et al., 2019).
3. Sosialisasi dan edukasi kepada masyarakat. Masyarakat di kota Bekasi pada umumnya masih kurang peduli terhadap pengelolaan sampah yang benar. Sehingga hal ini mempengaruhi proses implementasi kebijakan. Maka dari itu kita harus memberikan sosialisasi terkait kebersihan dan pengelolaan sampah secara bertahap di tingkat RW dan RT guna meningkatkan kesadaran dan partisipasi masyarakat sekitar.
4. Kerjasama lintas sektor yang melibatkan aparat kecamatan, kelurahan, serta masyarakat dalam monitoring dan pemantauan terhadap pengelolaan sampah (Aji et al., 2024).
5. Mengalokasikan anggaran secara khusus untuk teknologi RDF (*Refused Derived Fuel*). Sampah yang berada di Kota Bekasi memiliki karakteristik yang cocok untuk diolah menjadi bahan baku RDF. RDF dapat digunakan menjadi bahan baku karena sampah yang berada di Kota Bekasi memiliki sifat yang sesuai, namun masih perlu dilakukan pengolahan terlebih sebelum menjadi bahan mentah (Ayuanyta & Herawati, 2025).
6. Penerapan program *Smart Waste Management* : Program ini merupakan sistem pengelolaan sampah yang memanfaatkan teknologi dan data untuk meningkatkan efisiensi. Program ini menggunakan teknologi digital untuk memonitor pengumpulan sampah secara real-time, walaupun program ini masih dalam tahap pengembangan dan uji coba di beberapa tempat (Ramadhan et al., 2024).
7. Pelatihan dan peningkatan kapasitas aparatur : Menambah jumlah petugas pengelola sampah sangat penting untuk mempermudah pelaksanaan berbagai program. Selain itu, pelatihan rutin bagi aparatur serta penyuluhan kepada masyarakat perlu dilakukan secara berkala guna meningkatkan kesadaran dan keterampilan dalam pengelolaan sampah (Yudiyanto et al., 2019).

1.8 Pengembangan Model Akuntabilitas Inovatif Berdasarkan Prinsip Tata Kelola Lingkungan

Untuk mengatasi tantangan yang muncul akibat tidak efektifnya sistem

pengawasan administratif yang berlangsung lama, sangat penting untuk meredefinisi cara kerja pemerintah kota, beralih dari praktik administratif-birokratik menuju pengelolaan lingkungan yang proaktif (Aini & Anggraini, 2024). Prinsip-prinsip tata kelola lingkungan memberikan kerangka baru yang bukan hanya menekankan kepatuhan pada regulasi, tetapi juga mengedepankan transparansi, keterlibatan masyarakat, akuntabilitas sosial, dan kolaborasi antar sektor sebagai pijakan utama dalam membangun sistem pengelolaan lingkungan yang adil, inklusif, dan berkelanjutan (Aji et al., 2024; Purniawati et al., 2020).

Inovasi pada model akuntabilitas yang perlu digagas harus berawal dari penyediaan informasi publik tentang kondisi dan kebijakan lingkungan, khususnya terkait manajemen limbah. Pemerintah kota perlu mengembangkan sistem informasi lingkungan yang memanfaatkan teknologi digital, sehingga masyarakat dapat mengakses data terkait lokasi pengumpulan sampah, jadwal penjemputan, jumlah kendaraan, serta laporan kinerja dari pegawai secara terbuka (Rachman et al., 2024). Dengan adanya informasi yang jelas, warga bisa berkontribusi aktif dalam mengawasi dan memberikan masukan yang membangun mengenai efektivitas pemerintah.

Selanjutnya, sangat penting untuk mendistribusikan sebagian wewenang pengawasan dan pengambilan keputusan kepada komunitas lokal (Zefri & Srihartini, 2012). Hal ini dapat dilakukan dengan membentuk kelompok kerja lingkungan di tingkat RT/RW yang dibekali secara struktural, mendapatkan pelatihan teknis, dan difasilitasi untuk menyusun rencana kerja pengelolaan sampah berbasis komunitas. Kelompok-kelompok ini harus berfungsi tidak hanya sebagai pengawas lokal, tetapi juga sebagai mitra pemerintah dalam merancang solusi praktis seperti bank sampah, produksi kompos secara kolektif, atau sistem daur ulang yang terdesentralisasi (Sangki et al., 2017).

Terkait aspek akuntabilitas, model yang diusulkan juga harus menyertakan sistem insentif dan sanksi yang dapat diukur, baik untuk masyarakat maupun pegawai pemerintah. Wilayah yang berhasil menjaga kebersihan dan mengurangi jumlah limbah harus mendapatkan penghargaan berupa dukungan anggaran atau program pembangunan lingkungan. Di sisi lain, warga atau daerah yang terlibat dalam pelanggaran atau pengabaian terhadap lingkungan harus dikenakan sanksi administratif atau sosial. Pendekatan ini akan membentuk ekosistem tata kelola yang berlandaskan tanggung jawab kolektif, alih-alih hanya menjadi beban bagi pemerintah (Aji et al., 2024; Zefri & Srihartini, 2012).

Pada akhirnya, keberhasilan model akuntabilitas berbasis tata kelola lingkungan sangat bergantung pada kemampuan pemerintah untuk membangun kemitraan antar sektor, melibatkan LSM, akademisi, serta pihak swasta (Hutomo, 2024). Kolaborasi ini dapat menghasilkan kebijakan dan inovasi teknologi yang lebih sesuai dan responsif terhadap kebutuhan masyarakat. Pemerintah kota Bekasi perlu membuka diri terhadap gagasan baru dan memberikan ruang bagi partisipasi publik sebagai elemen krusial dalam proses perumusan dan evaluasi kebijakan lingkungan (Safitri et al., 2022).

Secara keseluruhan, masalah penumpukan sampah di Kelurahan Bintara tidak hanya disebabkan oleh perilaku masyarakat yang kurang baik atau keterbatasan teknis, tetapi juga menunjukkan kegagalan mekanisme pengawasan administratif yang tidak mampu mengatasi kompleksitas masalah lingkungan secara menyeluruh dan partisipatif. Pengembangan model akuntabilitas baru yang berlandaskan prinsip tata kelola lingkungan menjadi solusi strategis, tidak hanya untuk memperbaiki sistem pengawasan, tetapi juga untuk meningkatkan kesadaran kolektif serta membangun kemitraan berkelanjutan antara pemerintah dan masyarakat dalam menjaga lingkungan kota (Purniawati et al., 2020).

1. Pembuangan Sampah

Berdasarkan ketentuan terkait upaya pengurangan sampah yang telah dijelaskan sebelumnya, dapat disimpulkan bahwa pengurangan sampah merupakan serangkaian tindakan yang dilakukan oleh para penghasil sampah untuk menekan jumlah limbah sejak dari sumbernya. Volume sampah yang masuk ke tahap penanganan dapat diminimalisir melalui pembatasan timbunan, proses daur ulang, dan/atau pemanfaatan kembali sampah. Penjelasan Pasal 11 Ayat (1) Peraturan Pemerintah Nomor 81 Tahun 2012, pembatasan timbunan sampah diartikan sebagai upaya untuk mengurangi jumlah sampah sejak sebelum produk dan/atau kemasannya dihasilkan hingga masa pakainya berakhir (Sidik, 2020).

Contoh penerapan pembatasan sampah antara lain:

- (1) menggunakan produk dan/atau kemasan yang mudah terurai secara alami atau dapat didaur ulang;
- (2) mengurangi penggunaan kantong plastik; serta
- (3) menghindari pemakaian produk dan kemasan sekali pakai.

Masih merujuk pada penjelasan Pasal 11 Ayat (1) PP 81/2012, proses daur ulang adalah upaya mengolah sampah menjadi barang yang memiliki nilai guna. Sementara itu, pemanfaatan kembali sampah berarti

menggunakan kembali limbah dengan fungsi yang sama maupun berbeda, atau memanfaatkan bagian sampah yang masih berguna tanpa melalui proses pengolahan terlebih dahulu.

2. Penanganan Sampah

Berdasarkan ketentuan mengenai penanganan sampah yang telah dijelaskan sebelumnya, penanganan sampah dapat dipahami sebagai serangkaian kegiatan yang dilakukan oleh pemerintah kabupaten/kota dalam rangka menjalankan tugas dan tanggung jawab pelayanan publik. Tujuannya adalah untuk menangani sampah yang belum berhasil dikurangi oleh masyarakat melalui berbagai aktivitas seperti pemilahan, pengumpulan, pengangkutan, pengolahan, hingga pemrosesan akhir (Sidik, 2020). Mengacu pada Pasal 22 Ayat (1) Undang-Undang Nomor 18 Tahun 2008 serta penjelasan Pasal 16 Peraturan Pemerintah Nomor 81 Tahun 2012, berikut penjelasan mengenai tahapan penanganan sampah :

- (1) Pemilahan sampah adalah proses memisahkan dan mengelompokkan sampah berdasarkan jenis, jumlah, atau karakteristiknya.
- (2) Pengumpulan sampah merupakan kegiatan mengambil dan memindahkan sampah dari sumbernya ke tempat penampungan sementara, fasilitas pengolahan terpadu, atau TPS/TPS3R.
- (3) Pengangkutan sampah mengacu pada proses membawa sampah dari sumber, tempat penampungan sementara, atau fasilitas pengolahan menuju tempat pemrosesan akhir (TPA atau TPST), baik menggunakan kendaraan bermotor maupun non-motor yang dirancang khusus untuk pengangkutan sampah.
- (4) Pengolahan sampah adalah upaya untuk mengubah sifat, bentuk, maupun volume sampah.
- (5) Pemrosesan akhir merupakan kegiatan mengembalikan sampah atau residu hasil pengolahan ke lingkungan secara aman.

1.9 Peran Teknologi dalam Sistem Pengawasan dan Pengelolaan Sampah

Di era digital, penerapan teknologi informasi telah menjadi kebutuhan mutlak dalam setiap aspek pelayanan publik, termasuk dalam pengawasan dan pengelolaan sampah (Gutama & Iresha, 2023). Pemerintah daerah, termasuk Kota Bekasi, perlu melakukan transformasi digital agar sistem pengelolaan lingkungan lebih efisien, transparan, dan partisipatif. Di tengah kompleksitas permasalahan seperti penumpukan sampah di Bintara, pendekatan konvensional yang mengandalkan observasi manual, pelaporan administratif, dan pengangkutan

berkala terbukti tidak lagi cukup. Oleh karena itu, pemanfaatan teknologi menjadi langkah strategis dalam menciptakan pengawasan yang adaptif, responsif, dan terukur.

1. Penggunaan GIS dalam Pengelolaan Sampah

Teknologi Sistem Informasi Geografis (GIS) memberikan kemampuan untuk memetakan area rawan penumpukan sampah secara presisi dan dalam waktu nyata. Dengan memanfaatkan GIS, Dinas Lingkungan Hidup (DLH) Kota Bekasi dapat (Gutama & Iresha, 2023) :

- a. Mengidentifikasi sebaran Tempat Penampungan Sementara (TPS) dan TPS3R secara menyeluruh.
- b. Menyusun jalur pengangkutan sampah yang lebih efisien dan hemat waktu.
- c. Melakukan analisis historis terhadap volume sampah untuk memprediksi tren ke depan.
- d. Merespons cepat terhadap titik-titik dengan risiko penumpukan tinggi.

Selain itu, peta digital interaktif berbasis GIS dapat diakses publik, sehingga masyarakat dapat mengetahui lokasi TPS terdekat, jadwal layanan angkut, hingga melaporkan kendala operasional melalui satu platform terintegrasi.

2. Optimalisasi Pelaporan Melalui Aplikasi Berbasis Mobile

Penerapan aplikasi pelaporan berbasis ponsel pintar telah terbukti meningkatkan efektivitas pemantauan lingkungan yang melibatkan peran aktif warga. Contoh sukses seperti *Qlue* (Jakarta) dan *LaporSampah* (Yogyakarta) menunjukkan bahwa masyarakat dapat :

- a. Mengunggah dokumentasi visual terkait tumpukan sampah.
- b. Menandai lokasi kejadian secara presisi melalui fitur geotagging.
- c. Mengisi laporan yang langsung terintegrasi dengan sistem DLH.
- d. Memantau status penanganan laporan secara transparan dan real-time.

Kota Bekasi memiliki potensi untuk mengembangkan aplikasi lokal yang sejenis, sebagai bagian dari pembangunan *smart city*, sekaligus meningkatkan partisipasi publik dan akuntabilitas pemerintah dalam pengelolaan sampah.

3. Implementasi Teknologi IoT pada Pengelolaan TPS

Di berbagai kota maju, sistem pengelolaan sampah telah dilengkapi dengan sensor berbasis Internet of Things (IoT) yang ditempatkan di dalam kontainer atau TPS. Sensor ini berfungsi untuk :

- a. Mendeteksi kapasitas sampah secara otomatis.

- b. Mengirimkan notifikasi ke pusat data DLH ketika TPS mendekati batas kapasitas.
 - c. Mengatur jadwal pengangkutan berdasarkan kebutuhan riil di lapangan, bukan hanya siklus waktu tetap.
 - d. Penerapan teknologi ini diyakini mampu mengurangi pemborosan anggaran operasional, mempercepat respons petugas lapangan, serta mencegah terjadinya akumulasi sampah yang berlebihan akibat keterlambatan penanganan.
4. Dashboard Monitoring dan Pemanfaatan Big Data

Pengambilan keputusan yang berbasis data menuntut keberadaan sistem dashboard monitoring yang terintegrasi. Platform ini mengompilasi informasi dari berbagai sumber seperti sensor IoT, laporan warga, hingga catatan operasional petugas. Penerapan teknologi analitik berbasis big data membuat DLH mampu :

- a. Mengidentifikasi pola pembuangan dan distribusi volume sampah per kecamatan.
- b. Menentukan zona prioritas berdasarkan tingkat kerawanan lingkungan.
- c. Mengevaluasi kinerja aparat secara objektif dan sistematis.

Dashboard ini juga dapat dimanfaatkan sebagai alat pelaporan publik yang transparan, sekaligus menjadi sarana pemantauan progres kebijakan lingkungan secara berkala.

1.10 Hambatan dalam Implementasi Teknologi Pengelolaan Sampah

Meskipun teknologi memberikan banyak peluang untuk memperbaiki sistem pengelolaan sampah, proses implementasinya di tingkat daerah masih menghadapi tantangan besar, seperti :

- 1. Keterbatasan anggaran dan infrastruktur untuk pengadaan perangkat sensor dan pengembangan jaringan digital.
- 2. Rendahnya literasi digital di kalangan pegawai lapangan, yang menghambat pemanfaatan teknologi secara maksimal.
- 3. Kurangnya keterpaduan data lintas instansi, yang menyebabkan disinformasi dalam penanganan sampah.
- 4. Minimnya budaya transparansi informasi, yang seharusnya menjadi fondasi pengawasan partisipatif.

Oleh karena itu, digitalisasi dalam pengawasan sampah perlu didukung oleh peningkatan kompetensi sumber daya manusia, alokasi anggaran jangka panjang, serta pembaruan kultur birokrasi ke arah yang lebih terbuka dan kolaboratif (Simanjuntak, 2024).

1.11 Strategi Penguatan Teknologi dalam Sistem Pengelolaan Sampah

Agar teknologi berperan optimal dalam pengawasan lingkungan, Pemerintah Kota Bekasi melalui DLH dapat mempertimbangkan langkah-langkah berikut (Kakesing et al., 2022):

1. Mengembangkan platform “Bekasi *Clean Data Center*” sebagai pusat kendali digitalisasi sistem pengelolaan sampah.
2. Meluncurkan aplikasi “Lapor Sampah Bintara”, sebuah aplikasi sederhana dan mudah digunakan untuk pelaporan warga.
3. Menjalin kolaborasi dengan perguruan tinggi dan startup guna menginisiasi proyek percontohan penggunaan sensor pada TPS.
4. Menyusun regulasi khusus yang mendorong digitalisasi sistem pengawasan serta keterbukaan informasi lingkungan secara sistematis.

Penutup

Hasil penelitian ini mengungkapkan bahwa pemerintah daerah memiliki landasan hukum yang kuat dalam menjalankan tanggung jawab administratif terkait pengawasan pengelolaan sampah di Bintara, Bekasi, terutama berdasarkan Undang-Undang Nomor 23 Tahun 2014 tentang Pemerintahan Daerah dan Undang-Undang Nomor 18 Tahun 2008 tentang Pengelolaan Sampah. Namun, implementasi di lapangan masih menghadapi berbagai kendala. Beberapa faktor penghambat utama meliputi tumpang tindih kewenangan antar instansi, keterbatasan jumlah dan kualitas sumber daya manusia, lemahnya penegakan sanksi administratif, serta rendahnya tingkat partisipasi masyarakat. Akibatnya, permasalahan penumpukan sampah di Bintara masih terjadi dan berdampak pada lingkungan serta kesehatan masyarakat.

Temuan ini sejalan dengan penelitian sebelumnya yang menyoroti pentingnya penguatan regulasi serta peningkatan peran aktif masyarakat dalam pengelolaan sampah. Selain itu, pemanfaatan teknologi informasi sebagai sarana pendukung pengawasan juga masih perlu dioptimalkan agar pengelolaan sampah dapat berlangsung lebih efektif dan transparan. Oleh karena itu, diperlukan kolaborasi yang terintegrasi dari berbagai pihak untuk memperbaiki sistem pengawasan dan pengelolaan sampah, sehingga dapat berjalan secara berkelanjutan dan memberikan dampak positif bagi lingkungan maupun masyarakat.

Saran

Berdasarkan hasil penelitian mengenai tanggung jawab administratif pemerintah daerah dalam pengawasan pengelolaan sampah di Bintara, Bekasi,

saran yang dapat diajukan secara ilmiah dan terfokus adalah sebagai berikut :

1. Menyusun Regulasi Teknis yang Operasional dan Spesifik

Pemerintah Kota Bekasi perlu segera menyusun regulasi turunan yang bersifat teknis dan aplikatif, sebagai acuan dalam pelaksanaan pengawasan sampah oleh perangkat daerah. Hal ini penting untuk memperjelas tugas, fungsi, dan wewenang masing-masing instansi, guna menghindari tumpang tindih kewenangan.

2. Meningkatkan Kapasitas Aparatur Pengawas

Disarankan adanya program pelatihan berkala bagi aparaturnya pengawasan, khususnya yang terlibat langsung dalam penanganan sampah di lapangan, dengan fokus pada pengetahuan teknis, hukum administratif, serta penggunaan teknologi pendukung pengawasan.

3. Mengintegrasikan Sistem Pelaporan dan Monitoring Berbasis Data

Pemerintah daerah perlu membangun sistem monitoring pengelolaan sampah yang terintegrasi dan berbasis data aktual, agar pengawasan dapat dilakukan secara lebih akurat, responsif, dan terukur. Sistem ini juga harus mampu menampung pelaporan masyarakat secara digital.

4. Menegakkan Sanksi Administratif Secara Konsisten

Sanksi terhadap pelanggaran pengelolaan sampah perlu ditegakkan secara konsisten oleh instansi pengawas, guna memberikan efek jera serta meningkatkan kepatuhan warga dan pelaku usaha terhadap peraturan yang berlaku.

5. Memperkuat Koordinasi Antar Instansi Terkait

Koordinasi antar dinas seperti Dinas Lingkungan Hidup, Dinas Kebersihan, dan aparat penegak hukum harus ditingkatkan melalui forum atau tim koordinasi khusus. Tujuannya adalah menyelaraskan strategi pengawasan dan mempercepat respons terhadap permasalahan sampah yang terjadi di wilayah Bintara.

Dengan pelaksanaan saran-saran tersebut, diharapkan pengawasan pengelolaan sampah oleh pemerintah daerah dapat lebih efektif, akuntabel, dan sesuai dengan prinsip *good governance*.

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Constructing Hashtags into Weapons: Iran and Israel in the Arena of Cyber Diplomacy

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ABSTRACT

The June 2025 cyber clash between Iran and Israel represents a turning point in digital diplomacy, where social media became a battleground for competing national narratives. Using a constructivist lens, this article explores how identity, norms, and symbolism are expressed through hashtags like #IranUnderAttack and #DefendingIsrael. Drawing on discourse analysis and data from DFRLab and DataReportal, the study finds that states increasingly utilize AI tools and culturally embedded messaging to influence legitimacy in real time. Hashtag campaigns function as digital proxies for deeper struggles over sovereignty and law. The role of AI systems—such as Grok—in shaping visibility and public sentiment is critically examined, revealing the algorithmic dynamics behind narrative dominance. Diaspora communities are shown to amplify state narratives, enhancing reach and resonance. This case highlights the evolving nature of cyber diplomacy, where digital virality, identity politics, and platform algorithms now define how states project influence and contest norms in the global arena

Keyword: *cyber diplomacy; strategic narratives; Iran–Israel conflict; norm contestation; and algorithmic bias*

ABSTRAK

Konflik siber antara Iran dan Israel pada Juni 2025 menjadi titik balik penting dalam diplomasi digital, di mana media sosial dimanfaatkan sebagai medan perang untuk membangun narasi nasional. Dengan pendekatan konstruktivis, artikel ini menganalisis bagaimana identitas, norma, dan simbolisme diperebutkan melalui tagar seperti #IranUnderAttack dan #DefendingIsrael. Melalui analisis wacana dan data sekunder dari DFRLab dan DataReportal, studi ini menunjukkan bahwa negara-negara kini memanfaatkan alat berbasis AI serta pesan budaya yang resonan untuk merebut legitimasi secara real-time. Kampanye tagar berfungsi sebagai proksi digital untuk perebutan kedaulatan dan hukum internasional. Peran sistem AI seperti Grok turut dikaji dalam memoderasi visibilitas, sentimen publik, dan dominasi narasi. Komunitas diaspora juga berperan sebagai penguat pesan negara, memperluas jangkauan kampanye digital. Studi ini menegaskan bahwa diplomasi siber kini berlangsung di ruang hibrida antara viralitas, politik identitas, dan moderasi algoritmik dalam perebutan pengaruh global.

Kata Kunci: *diplomasi siber; narasi strategis; konflik Iran–Israel; kontestasi norma; dan bias algoritmik*

Introduction

In June 2025, a sharp escalation occurred between Israel and Iran, triggered by Israel's targeted airstrikes on more than 100 Iranian nuclear and missile infrastructure sites near Isfahan (Bhardwaj, 2025). Iran retaliated swiftly with ballistic missiles and drone strikes on Israeli cities including Tel Aviv and Haifa,

marking one of the most intense kinetic confrontations in decades (Bhardwaj, 2025). However, the conflict simultaneously unfolded in a digital arena: state-affiliated social media channels surged with hashtags, AI-generated visuals, and persuasive messaging designed to frame the narrative. This dual-front confrontation illustrates a strategic shift—where military operations and cyber diplomacy are deeply intertwined, operating in parallel to shape both public perception and policy formation.

While the rise of social media and other digital technologies has transformed traditional diplomatic engagement—a phenomenon known as digital diplomacy, which refers to the use of platforms like Twitter or Instagram for public outreach and image repositioning (Bjola & Holmes, 2015), this study adopts a more focused lens on cyber diplomacy. Unlike the broader concept of digital diplomacy, cyber diplomacy specifically addresses how states manage and contest power within cyberspace, by regulating issues such as cybersecurity, AI-mediated amplification, misinformation, and normative frameworks (Riordan, 2019). In the case of the June 2025 Iran-Israel confrontation, strategies like weaponizing hashtags, deploying AI-generated visuals, and engaging diaspora networks fall squarely within the domain of cyber diplomacy. Thus, this paper intentionally distinguishes digital diplomacy as a general tool-usage phenomenon from cyber diplomacy as a strategic domain-centric practice.

The scope and speed of the digital campaign were staggering. According to Atlantic Council's DFRLab, over 130,000 posts related to the conflict appeared on X within 48 hours, with approximately 37% traced to coordinated or automated networks linked to state actors (Ponce de León & Chenrose, 2025). Iranian accounts such as @IRIMFA_EN and PressTV deployed hashtags like #IranUnderAttack and #ZionistCrimes, framing the airstrikes as violations of international law. Israel's Digital Diplomacy Unit countered aggressively with #DefendingIsrael and #IranianTerrorism, emphasizing self-defense and counterterrorism narratives. This instantaneous and coordinated cascade indicates a deliberate propagation of strategically curated messages, rather than organic social media reactions (Ponce de León & Chenrose, 2025).

The conflict's digital dynamics were intensified by AI involvement. DFRLab found that Grok—the AI assistant integrated into X—was employed in over 100,000 user interactions during the initial three days, yet provided inconsistent and unreliable fact-checking responses (Ponce de León & Chenrose, 2025). Simultaneously, both nations circulated AI-generated or manipulated visuals—purporting mass civilian casualties and destruction—to elicit emotional response and international solidarity. This reveals how AI tools amplify narrative strategies

and complicate digital verification, thereby becoming essential instruments in modern cyber diplomacy.

Both Israel and Iran strategically leveraged their entrenched social media infrastructures. DataReportal reports that, as of January 2025, Israel had 6.82 million social media users—accounting for 72.2% of its population—suggesting a robust domestic base for narrative dissemination (Kemp, 2025). Iran, with slightly lower social media penetration, compensated through Telegram and diaspora channels, extending its messaging across transnational and Islamist networks. These established channels—combined with coordinated campaigns and real-time content analytics—underscore the integration of digital communication into national security and foreign policy agendas.

The June 2025 confrontation underscores that cyber diplomacy is no longer supplementary but central to statecraft. Hashtags like #IranUnderAttack and #DefendingIsrael serve as mnemonic devices encoding identity, moral claims, and strategic posture. By examining this hybrid conflict—where kinetic strikes and digital narratives are co-deployed—this paper argues that strategic digital influence, structured through identity, normative framing, and real-time narrative deployment, has become an indispensable dimension of contemporary international conflict.

Grand Theory of Constructing Influence: Identity, Norms, and Strategic Narratives

The June 2025 confrontation between Israel and Iran marks a critical juncture in the evolution of international diplomacy—one in which influence is exerted not merely through missiles and bilateral communiqués, but through digital discourses that shape global perception in real time. Constructivist theory, which centers on the social construction of political reality through shared meanings, identities, and norms, offers a compelling lens through which to understand the digital frontlines of this conflict. Unlike materialist paradigms that emphasize power and interest, constructivism posits that state behavior is governed by intersubjective understandings and evolving normative expectations embedded in global society (Wendt, 1999). Within this framework, cyber diplomacy becomes a performative arena—where states assert their legitimacy, project moral authority, and challenge adversarial narratives through sustained digital engagement.

The digital encounter between Israel and Iran during the 2025 escalation is emblematic of how national identity is not only expressed but strategically contested in cyberspace. Iran constructed its identity as a sovereign nation under attack, invoking themes of resistance, anti-Zionism, and postcolonial victimhood to rally both domestic and global Muslim audiences. Through hashtags like #IranUnderAttack, Iranian officials and aligned media outlets framed the conflict

as a defense of sovereignty against Western-backed aggression. Meanwhile, Israel asserted its identity as a besieged democracy responding to existential threats, invoking hashtags such as #DefendingIsrael and emphasizing counterterrorism, technological superiority, and alignment with international legal norms. These conflicting self-perceptions were carefully embedded in coordinated messaging campaigns, making digital identity a site of high-stakes symbolic warfare (Ponce de León & Chenrose, 2025) (Kemp, 2025).

This identity contestation is intrinsically linked to the projection of soft power, a concept Joseph Nye (2004) defines as the ability to influence others through attraction rather than coercion. In the digital theater of 2025, soft power is deployed through emotionally resonant imagery, cultural symbolism, and viral storytelling. Iran's social media strategy drew heavily on depictions of civilian suffering and religious solidarity, while Israel emphasized high-tech defense systems like Iron Dome, democratic resilience, and alliances with the West. Both states relied on affective language and algorithmic amplification to shape how audiences attributed blame, interpreted legality, and empathized with either side of the conflict. These campaigns were not merely reactive; they were calibrated instruments of strategic influence, leveraging digital affordances to sway transnational sentiment.

The use of hashtags as tools of influence further intersects with the emerging concept of normfare, wherein state actors engage in digital contestation over the meaning and application of international norms (Radu, Chenou, & Weber, 2021). Hashtags such as #ZionistCrimes or #RightToDefend act as semantic battlegrounds, each encoding claims to legal legitimacy, human rights, and moral high ground. During the 2025 crisis, these terms operated as proxies for larger normative debates: Who is the aggressor? What constitutes legitimate defense? How should the global community respond? Strategic narratives—defined by Miskimmon, O'Loughlin, and Roselle (2013) as frameworks through which states interpret and communicate events—thus became instrumental to real-time diplomacy. In the absence of consensus or formal mediation, these narratives filled the void, guiding audience interpretation and even influencing preliminary international reactions, including UN debates and regional alliance statements.

In sum, the Iran-Israel cyber confrontation of 2025 exemplifies a paradigmatic shift in the conduct of international relations. Power is no longer exercised solely through territory and arms, but through viral narratives and mediated visibility. The fusion of identity formation, normative contention, and strategic storytelling in digital spaces underscores how cyber diplomacy now serves as a deliberate, high-stakes extension of statecraft. Understanding this phenomenon requires a multidisciplinary framework that synthesizes international relations theory, communication studies, and platform dynamics—particularly as visibility, virality,

and narrative coherence become decisive variables in the contest for global influence.

Methodology : Tracing Strategic Narratives Across Platforms

This study adopts a qualitative, interpretive approach grounded in critical discourse analysis to investigate how Iran and Israel strategically engaged in cyber diplomacy during the June 2025 escalation. The focus lies on the communicative functions of hashtags, narrative framing, and identity construction deployed across social media platforms—specifically X (formerly Twitter), Instagram, and Telegram—during the peak confrontation between June 13 and June 30, 2025. Social media data were obtained via open-source monitoring, including public posts archived by the Atlantic Council’s DFRLab, which recorded over 130,000 posts in the 48 hours following the initial Israeli strikes, with nearly 37% attributed to coordinated or automated networks (Ponce de León & Chenrose, 2025). Additional materials include official government statements, foreign ministry briefings, and content disseminated by state-aligned media in English, Persian, and Hebrew.

The analysis is situated within a constructivist theoretical framework, treating hashtags as performative acts that encode normative claims and identities. Drawing on Fairclough’s (1992) model of critical discourse analysis and the strategic narrative framework of Miskimmon et al. (2013) the study examines how states attempt to author coherent interpretations of international events to influence perception, legitimacy, and alignment. The digital content is analyzed thematically, with attention to intertextuality, framing, and appeals to moral authority. Hashtags such as #IranUnderAttack, #ZionistCrimes, #DefendingIsrael, and #RightToDefend are treated not merely as metadata but as semiotic anchors in ongoing normative struggles.

The empirical selection of the 2025 conflict is justified by its intensity, real-time narrative mobilization, and the unprecedented integration of AI-assisted information modulation. Platforms like Telegram and X were selected due to their centrality in state-driven messaging. As of January 2025, Israel had 6.82 million active social media users (72.2% of the population), offering a robust domestic audience for state narratives (Kemp, 2025). Iran, despite more restrictive access, leveraged diaspora influencers and cross-platform distribution to disseminate aligned messaging.

To ensure the reliability of sources and mitigate platform bias, the analysis cross-references narrative elements with third-party validation from open-source intelligence outlets such as Bellingcat and DFRLab. The involvement of Grok, the AI assistant deployed by X, is also accounted for, given its prominent and controversial role in labeling trending posts during the conflict, often with inconsistent results (Ponce de León & Chenrose, 2025). Although the data are

publicly accessible, limitations persist, including language translation inconsistencies, bot amplification, and algorithmic filtering that may skew visibility.

Result and Discussion :

a. Making Sense of Strategic Narratives in Conflict Diplomacy

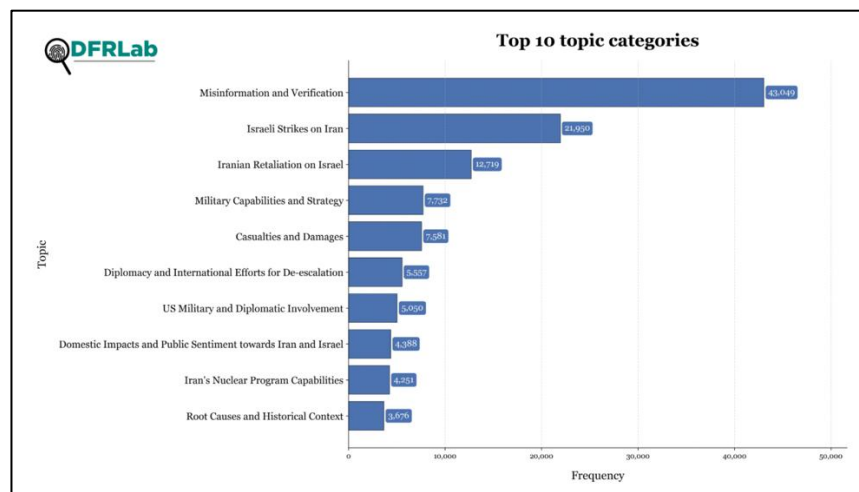
The deployment of hashtags such as #IranUnderAttack and #DefendingIsrael during the June 2025 escalation exemplifies a broader transformation in how states conduct diplomacy—leveraging symbolic power in cyberspace. As narrative compression tools, these hashtags function as semiotic devices that condensate political claims, moral stances, and strategic frames into shareable units. In this respect, they align with constructivist theory's view of identity as a socially produced construct; the speed and scale of dissemination facilitated identity affirmation and group alignment across borders (Wendt, 1999).

The strategic use of emotionally charged hashtags also illustrates how states operationalize soft power in digital arenas. Iran's mixture of moral outrage and communal resilience—amplified by bots and AI-generated images—constructed a narrative that sought to attract sympathy and legitimacy among religiously or ideologically aligned audiences (Shafin et al., 2025). Conversely, Israel's framing leveraged democratic symbols, rational appeals, and alliance imagery to resonate with Western audiences and reinforce institutional legitimacy. The two modes of soft power activation—emotional empathy vs. normative rationality—highlight different approaches to international persuasion (Nye, 2004) (Ponce de León & Chenrose, 2025).

From a normative standpoint, the hashtag warfare exemplifies normfare—a contest over who controls the narrative of moral legitimacy. Iran's narrative framed the strikes as violations of sovereignty and posed them as exercises of imperial aggression, whereas Israel invoked the right to self-defense under international law. Each hashtag thus anchored a specific normative claim, codified into concise slogans that could be globally disseminated and repeated throughout digital networks (Radu, Chenou, & Weber, 2021). This reveals a new dimension of diplomatic struggle: the control of normative discourse via digital channels.

This struggle is further complicated by platform-level interventions. Notably, the AI chatbot Grok, deployed across multiple platforms, attempted to categorize posts during the first days of the escalation. However, as visualized in Figure 1, its content labeling disproportionately emphasized topics such as misinformation and verification, while offering comparatively limited classification on military actions, diplomatic efforts, or public sentiment. This asymmetry suggests an algorithmic bias that may distort the framing of digital conflict, privileging certain normative claims while muting others (Ponce de León & Chenrose, 2025).

Figure 1. Top 10 topic categories identified in Grok-labeled posts during the Iranl–Israle conflict (June 12–15, 2025).



Source: Esteban Ponce de León & Ali Chenrose, DFRLab (2025)

Yet, the presence of AI tools like Grok introduced an additional layer of complexity. Grok's inconsistent fact-checking performances inadvertently skewed digital visibility and the perception of credibility, raising concerns about algorithmic bias within conflict narratives (Ponce de León & Chenrose, 2025). This suggests that even platforms intended to foster digital truth can become arenas of contestation, influencing which narrative threads gain prominence. This intersection of statecraft and platform design warrants further inquiry into the ethics of digital governance.

Our findings also underscore the importance of cross-platform dynamics. Iran's reliance on Telegram and diaspora channels suggests a divergence from conventional Western-centric data streams, illustrating how states circumvent censorship and extend reach to alternative publics (Lesser, 2025). Israel's successful penetration into Persian-language social media—even amid internet filtering—highlights the porous nature of digital borders. These dynamics signal that cyber diplomacy cannot be treated as confined to a single media sphere, but as a networked phenomenon spanning linguistic, cultural, and political domains.

Importantly, this strategic narrative deployment had tangible effects: hashtags shaped online discourse, influenced mainstream media coverage, and likely contributed to diplomatic framing in forums such as the UN Security Council. By pre-packaging moral claims and attribution assessments, digital agents of both states were able to set the tone for policy conversations, even before formal diplomatic channels engaged. This reinforces the idea that in modern conflict,

information operations and narrative framing precede—and sometimes drive—multilateral decision-making processes.

b. The Amplifying Narratives of the Social Media's Impact

The 2025 Iran-Israel conflict underscores a transformative shift in the practice of public diplomacy, with social media platforms now serving as critical arenas for states to assert and contest strategic narratives. As traditional diplomatic channels become increasingly fragmented, platforms like Twitter (X), Instagram, and Telegram emerge as both battlegrounds and broadcasting tools for national identities. In the case of the Iran-Israel escalation, hashtags like #DefendingIsrael and #IranUnderAttack not only encapsulated each state's stance but also actively influenced the global discourse surrounding the conflict. These digital narratives were not simply the result of organic social media reactions but were instead carefully curated and strategically amplified, often through algorithmic systems designed to maximize visibility. As such, social media has become an indispensable tool in contemporary public diplomacy, reshaping the parameters through which nations engage with global audiences.

The role of social media in public diplomacy extends beyond mere message dissemination; it now defines how states perceive and are perceived by the world. Both Israel and Iran used their platforms to foster moral legitimacy, framing their actions within the confines of sovereignty and self-defense. According to Tufekci (2021), social media platforms function as "performative stages" where states not only convey their diplomatic messages but also strategically interact with international public opinion. The hashtag campaigns launched by both nations, such as Iran's #ZionistCrimes and Israel's #StandWithIsrael, are examples of how digital narratives perform this double role—asserting identity while simultaneously crafting a counter-narrative to delegitimize the opponent's actions.

The role of social media in public diplomacy extends beyond mere message dissemination; it now defines how states perceive and are perceived by the world. Both Israel and Iran used their platforms to foster moral legitimacy, framing their actions within the confines of sovereignty and self-defense. According to Poushter, Gubbala, & Austin (2024) over 72% of global internet users engage with social media platforms, making them an essential part of contemporary diplomatic engagement. While government-controlled narratives were once disseminated through more formal channels such as diplomatic cables or press releases, hashtag-driven digital narratives now dominate the conversation in real-time. This immediacy and scale create a challenge for state actors attempting to control the narrative or shape public perception, as misinformation and disinformation can rapidly circulate. As both Israel and Iran heavily relied on AI-enhanced amplification tools, they were able to

circumvent traditional media outlets and directly influence audiences, particularly through platforms like Twitter and Instagram.

In addition to the amplification of messages, social media's role in shaping emotional engagement cannot be overstated. Both Iran and Israel leveraged the emotionally charged content to resonate with their respective audiences, often using AI-generated visuals and emotionally impactful language. The appeal to moral outrage, national pride, and survival instincts played a central role in garnering support. For instance, Iran's #IranUnderAttack narrative capitalized on the themes of post-colonial victimhood and anti-imperialism, portraying the Israeli airstrikes as acts of aggression against a sovereign nation. Conversely, Israel's #DefendingIsrael framed the conflict within the language of self-defense and human rights, appealing to Western liberal democratic values. As Snyder (2018) highlights, the ability to evoke such emotional resonance is what often turns digital narratives into powerful tools of persuasion in global diplomacy.

The manipulation of digital narratives during the 2025 conflict was not without its challenges, however. One of the critical issues surrounding social media engagement is the risk of algorithmic bias and platform censorship, both of which can significantly distort the narratives being promoted. Platforms like Twitter and Facebook utilize complex algorithms that determine which content appears prominently in users' feeds. Tufekci (2021) notes that such algorithmic systems are not neutral; they often amplify content that evokes strong emotional responses or that conforms to dominant cultural narratives. This amplification can inadvertently skew public perception, disproportionately favoring one side's narrative over another. As a result, the battle for attention on social media platforms becomes as much about algorithmic manipulation as it is about the content itself.

Another key challenge lies in the platform design and the ethical questions it raises about content moderation and transparency. As noted by Miskimmon et al. (2013), platforms like X and Instagram do not just facilitate the spread of ideas but also play an active role in curating the discourse. The use of AI moderation systems, such as Grok, has become a central tool for filtering content, but its inconsistency and lack of transparency raise significant concerns. Ponce de León & Chenrose (2025) show that while Grok was deployed to help identify trending content, its fact-checking abilities were often inadequate and contributed to the muddling of critical narratives, particularly in the context of the conflict. These failures in AI moderation only underscore the need for more transparent and ethical regulation in the digital realm.

Another overlooked yet critical dimension in the Iran-Israel digital conflict is the role of platform governance and moderation infrastructures. Platforms like X, Instagram, and Telegram act not merely as passive conduits but as algorithmically

mediated arenas where decisions about visibility, labeling, and removal profoundly affect narrative dominance. Moderation tools are often opaque in both logic and accountability, creating asymmetries in what content is suppressed or amplified. This lack of transparency in algorithmic curation distorts digital diplomacy, particularly during high-stakes geopolitical escalations (Gillespie, 2018).

The June 2025 confrontation exposed how moderation bias can become geopolitical. For instance, while Grok—a prominent AI moderation tool on X—flagged several Iranian posts as misinformation, it inconsistently flagged Israeli content with similar emotional or visual rhetoric, raising questions about implicit platform-side value judgments. These discrepancies suggest algorithmic partiality shaped by training data, language prioritization, or even political alignment of platform policies (Roberts, 2019). As a result, state-backed narratives can benefit from infrastructural favoritism rather than meritocratic engagement. Furthermore, content moderation algorithms often suppress minority voices or non-English narratives, which disadvantages actors like Iran that rely heavily on diaspora and multilingual channels. Research shows that moderation tools trained predominantly on Western-centric norms frequently misclassify religious or political expression as harmful or extreme, disproportionately silencing non-Western narratives (Noble, 2018). This risks institutionalizing epistemic injustice, where states are not only battling each other, but also the architecture of the platforms that mediate global discourse.

The influence of diaspora actors in cyber diplomacy is increasingly understood through the lens of digital diasporas, who utilize social media to sustain transnational identities and act as normative influencers during homeland crises (Candidatu & Ponzanesi, 2022). In the Iran-Israel case, Iranian diaspora communities in North America and Europe played a crucial role as narrative amplifiers, reshaping global sentiment via hashtags like #IranUnderAttack—echoing how digital diasporas “expand and transform their agency in the digital age.”

This phenomenon reflects what Chernobrov (2021) term “participatory warfare”, where diaspora members function as informal “cyberwarriors,” using coordinated content and emotional testimonies to influence public discourse abroad. Such behavior was evident in live Twitter threads and Telegram circles, where diaspora-generated visuals and personal stories significantly boosted engagement and transnational solidarity during the early days of the conflict. Consequently, diaspora communities serve not only as content distributors but as moral and normative legitimisers, enhancing the authority of state-sponsored messaging in digital battlegrounds (Stein, 2025). This highlights the need for governments and researchers to acknowledge diaspora groups as strategic actors in

cyber diplomacy, capable of shaping both narrative reach and interpretive frameworks.

Conclusion and Recommendation: Reframing Influence and Norms in the Aftermath

The June 2025 digital confrontation between Iran and Israel underscores a profound transformation in the exercise of state influence, where hashtags and digital narratives now serve as instruments of diplomacy, norm-setting, and strategic communication. Moving beyond traditional frameworks of material power and coercive statecraft, this conflict exemplified the centrality of symbolic, emotional, and normative resources in contemporary international relations. Through competing hashtag campaigns – #IranUnderAttack and #DefendingIsrael – each state mobilized its identity claims, reasserted normative legitimacy, and framed the other as a violator of global order.

This study has shown that hashtags are not merely digital ephemera but constitute coherent, ideologically charged tools of statecraft, capable of mobilizing publics, shaping perceptions, and influencing multilateral discourse. The interplay between AI-driven amplification, affective imagery, and normative language suggests a new operational logic of cyber diplomacy: one that prioritizes visibility, virality, and emotional resonance as sources of political power. Furthermore, the inconsistent role of platform-level moderation tools – such as Grok – reveals the infrastructural vulnerability of global communication networks, where algorithms inadvertently mediate geopolitical narratives.

The emotional engagement driven by both AI tools and user-generated content is a key factor in this transformation. Social media platforms, particularly Twitter (X) and Instagram, allowed Iran and Israel to amplify emotional narratives through carefully crafted posts, leveraging visual symbolism and emotionally resonant language. These campaigns were not just about factual claims; they were designed to evoke strong responses, framing the conflict in terms of victimhood and defense. This form of digital narrative warfare has moved beyond mere information sharing, instead targeting the emotional core of audiences worldwide.

By grounding this analysis within a constructivist framework, the article contributes to ongoing debates about identity, norm contestation, and strategic narratives in the digital age. It highlights how digital arenas – particularly social media – are no longer peripheral to international relations but central battlegrounds where legitimacy, blame, and moral authority are contested in real time. These dynamics challenge conventional understandings of diplomacy and call for a re-evaluation of soft power mechanisms in algorithmic environments.

The Iran-Israel cyber confrontation also presents a critical inflection point for global governance and digital regulation. As states increasingly use hashtags, AI-

generated content, and algorithmic amplification to shape global perceptions, existing diplomatic protocols must adapt to account for symbolic and narrative influence. There is an urgent need for international frameworks that address the normative and operational challenges of cyber diplomacy, especially in times of conflict escalation. Regulation of AI-driven amplification tools and content moderation on platforms like X, Telegram, and Instagram becomes essential in maintaining the integrity of international discourse. These platforms must be held accountable not only for content moderation but also for their algorithmic influence on conflict narratives, as they play a central role in shaping the international community's response to global crises.

Governments and multilateral bodies should consider establishing norms on digital engagement during crises, including standards for attribution, transparency, and the ethical deployment of automated amplification tools. Platforms that function as diplomatic intermediaries – such as X, Telegram, and Instagram – must be held accountable not only for content moderation but also for their algorithmic influence on conflict narratives. In parallel, democratic states must build institutional capacity for narrative resilience by integrating media literacy, public diplomacy, and cybersecurity into a unified strategic doctrine. This holistic approach will ensure that states can better manage digital narratives while minimizing the spread of disinformation and manipulation.

By anticipating how digital narratives can sway public opinion, legitimize force, and influence diplomatic outcomes, policymakers can better safeguard the integrity of international discourse. This requires not only technological preparedness, but also conceptual clarity about the nature of legitimacy in the age of information warfare. The case of Iran and Israel in 2025 serves as a template for future conflicts where narrative power may precede, accompany, or even outweigh traditional coercive measures.

To address the growing impact of cyber conflicts like the Iran-Israel case, states must develop stronger narrative resilience by integrating digital diplomacy, media literacy, and AI governance into national security strategies. Public institutions and international bodies should ensure that social media platforms and AI tools like Grok operate transparently and ethically during crises, preventing biased amplification of conflict narratives. Additionally, governments are encouraged to engage diaspora communities as strategic amplifiers of credible messaging, while also promoting public awareness about digital disinformation. Ultimately, managing cyber diplomacy requires a proactive, coordinated response that treats narrative control as a critical element of modern statecraft.

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Pengaruh Penggunaan Identitas Visual Pada Konten Instagram @Mrtjkt Terhadap Pemenuhan Kebutuhan Informasi Pengguna Mrt Jakarta

*The Effect Of Using Visual Identity On Instagram Content @Mrtjkt On Fulfilling The
Information Needs Of Mrt Jakarta Users*

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ABSTRACT

This study aims to analyze the influence of visual identity usage in Instagram content of @mrtjkt on the fulfillment of information needs among MRT Jakarta users, particularly cognitive needs. The visual identity elements examined include logo, color, and typography. A quantitative approach was applied using a survey of 92 respondents and multiple linear regression analysis. The coefficient of determination (R^2) indicates that the three independent variables collectively contribute 27.3% to the fulfillment of information needs. Partially, the color variable (X_2) has a regression coefficient of 0.272 and a significance level of 0.031, while the typography variable (X_3) has a coefficient of 0.529 and a significance of 0.001. Both have a positive and statistically significant effect. In contrast, the logo variable (X_1) has a coefficient of -0.052 with a significance of 0.692, indicating no significant effect. These findings highlight that consistent use of color and typography in visual identity plays a crucial role in fulfilling users' cognitive information needs. The results support the relevance of the uses and gratifications theory in the context of social media as a public information source.

Keyword: Visual Identity, Instagram, Information Needs, Uses & Gratifications, MRT Jakarta.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh penggunaan identitas visual pada konten Instagram @mrtjkt terhadap pemenuhan kebutuhan informasi pengguna MRT Jakarta, khususnya kebutuhan kognitif. Identitas visual yang diteliti meliputi elemen logo, warna, dan tipografi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 92 responden serta analisis regresi linier berganda. Hasil uji koefisien determinasi menunjukkan bahwa ketiga variabel independen secara simultan memberikan kontribusi sebesar 27,3% terhadap pemenuhan kebutuhan informasi ($R^2 = 0,273$). Secara parsial, variabel warna (X_2) memiliki koefisien regresi sebesar 0,272 dan signifikansi 0,031, serta variabel tipografi (X_3) memiliki koefisien sebesar 0,529 dan signifikansi 0,001. Keduanya berpengaruh positif dan signifikan terhadap pemenuhan kebutuhan informasi. Sementara itu, variabel logo (X_1) memiliki koefisien regresi -0,052 dengan signifikansi 0,692, yang berarti tidak berpengaruh secara signifikan. Temuan ini menegaskan bahwa penggunaan warna dan tipografi yang konsisten dalam identitas visual berperan penting dalam pemenuhan kebutuhan informasi kognitif pengguna. Penelitian ini memperkuat relevansi teori uses & gratifications dalam konteks media sosial sebagai sumber informasi publik.

Kata Kunci: Identitas Visual, Instagram, Kebutuhan Informasi, Uses & Gratifications, MRT Jakarta.

Pendahuluan

Jakarta merupakan kota metropolitan terbesar di Indonesia dengan luas wilayah yang besar dan jumlah penduduk mencapai 10.672.100 jiwa pada tahun 2023 (BPS Provinsi DKI Jakarta, 2024). Sebagai kota yang mengalami pertumbuhan

pesat, Jakarta menghadapi berbagai permasalahan sosial, salah satunya adalah kemacetan lalu lintas. Salah satu penyebab utama kemacetan tersebut adalah keterbatasan sarana transportasi publik yang aman dan nyaman untuk mendukung mobilitas masyarakat. Menanggapi permasalahan ini, Pemerintah Provinsi DKI Jakarta membangun moda transportasi modern, yakni Mass Rapid Transit (MRT) Jakarta, dengan target pengguna harian sebesar 75.000 orang (Hanafie et al., 2024).

Salah satu cara MRT Jakarta dalam membangun dan memperkuat branding adalah melalui penciptaan identitas visual yang digunakan sebagai identitas perusahaan. Identitas visual merupakan sekumpulan elemen visual yang digunakan untuk memudahkan interpretasi dan identifikasi suatu merek, organisasi, atau lembaga. Identitas ini berfungsi sebagai penanda kepemilikan, indikator kualitas, sarana komunikasi, serta media branding (Putri & Widyasari, 2023). Dalam konteks identitas perusahaan, elemen visual seperti nama, logo, warna, tipografi, gambar, dan tata letak menjadi alat untuk menerjemahkan citra dan nilai perusahaan ke dalam bentuk grafis yang mudah dikenali (Luzar, 2013). Logo yang efektif harus mudah diingat, relevan dengan layanan atau produk, serta mencerminkan nilai lembaga (Yulianto, 2023). Warna juga memainkan peran penting dalam membangun persepsi dan konsistensi merek di benak audiens (Zain, 2024). Identitas visual yang kuat harus selaras dengan strategi perusahaan agar mampu membentuk citra yang kohesif dan mencerminkan karakter organisasi. Seperti dijelaskan dalam *From Brand Vision to Brand Evaluation* (2010), identitas visual tidak hanya mencakup aspek visual semata, tetapi juga merepresentasikan nilai inti, budaya, dan kepribadian suatu merek.

Dalam MRT Jakarta, identitas visual tersebut tercermin melalui penggunaan logo, warna, dan tipografi khas yang konsisten digunakan oleh MRT Jakarta. Aspek logo dan warna sendiri memiliki peran penting dalam membentuk kesan tertentu di benak pengguna, sesuai dengan citra yang ingin disampaikan perusahaan (Bottomley et al., 2006 dalam Hynes, 2009). Warna juga berfungsi sebagai sarana penyampaian informasi mengenai perusahaan yang mudah disimpan dalam memori pengguna dan dapat dengan cepat dipanggil kembali dalam proses retrieval informasi (Chandra et al., 2019). Selain itu, MRT Jakarta juga memanfaatkan elemen visual lain berupa tipografi. Menurut Wibowo (dalam Haiqal & Hidayat, 2017), tipografi merupakan ilmu yang mempelajari bentuk huruf, angka, tanda baca, dan elemen lainnya, yang tidak hanya berfungsi sebagai simbol suara, tetapi juga memiliki nilai estetika sebagai bentuk desain. Desain dalam komunikasi visual juga mencakup penggunaan tipografi yang kerap disebut sebagai “bahasa visual”, yakni bentuk bahasa yang dapat dilihat oleh khalayak. Tipografi berfungsi sebagai alat komunikasi untuk menyampaikan ide atau informasi dari suatu halaman atau media kepada audiens (Adiwena et al., 2023).

Dalam penerapannya, terdapat empat prinsip dasar tipografi, yaitu legibility, readability, visibility, dan clarity. Salah satu prinsip tersebut, yaitu clarity, mengacu pada sejauh mana huruf-huruf dalam suatu desain dapat dibaca dan dipahami oleh target audiens (Wijaya, 1999 dalam Adiwena et al., 2023).

Salah satu penerapan identitas visual MRT Jakarta berupa logo, warna, dan tipografi dapat dilihat melalui media sosial, khususnya akun Instagram @mrtjkt. Media sosial, menurut Mulyana (2020), media sosial berperan penting sebagai platform komunikasi pemasaran yang interaktif di era digital. Thomas (2011) menambahkan bahwa media sosial memiliki karakteristik keterhubungan antara pengirim dan penerima pesan, kemudahan akses, serta fleksibilitas dalam menyajikan konten. Instagram kini banyak dimanfaatkan perusahaan sebagai saluran komunikasi visual untuk promosi dan penyampaian informasi kepada pengguna (Watajdid et al., 2021). Dalam konteks ini, identitas visual yang kuat dan konsisten tidak hanya memperkuat citra merek MRT Jakarta, tetapi juga memudahkan pengguna dalam mengakses informasi penting seperti jadwal operasional dan perubahan layanan. Melalui konten yang diunggah di Instagram, MRT Jakarta menggunakan identitas visual sebagai media komunikasi untuk membangun branding, mempertegas citra perusahaan, serta memenuhi kebutuhan kognitif pengguna dengan penyampaian informasi yang jelas dan mudah dipahami.

Hal ini sejalan dengan teori uses & gratifications, yang menjelaskan bahwa audiens secara aktif memilih dan menggunakan media berdasarkan motif tertentu, seperti untuk memperoleh informasi, hiburan, identitas pribadi, dan integrasi sosial (Katz, Blumler, & Gurevitch dalam Denis McQuail, 2010). Dalam konteks Instagram @mrtjkt, kebutuhan utama yang ingin dipenuhi oleh pengguna adalah kebutuhan kognitif, yaitu dorongan untuk mendapatkan informasi yang relevan dan berguna. McQuail (dalam Mutiah, 2021) menegaskan bahwa konten yang disajikan secara menarik dan informatif akan lebih mudah dipahami serta diingat oleh audiens, sehingga dapat menunjang proses penyampaian informasi secara efektif. Penelitian oleh Safitri, Evelina, & Syahputra (2020) juga menunjukkan bahwa strategi branding melalui Instagram @mrtjkt berpengaruh sebesar 36,5% terhadap customer engagement. Temuan ini memperlihatkan bahwa konten Instagram @mrtjkt memiliki peran penting dalam membangun antusiasme dan keterlibatan pengguna. Dengan demikian, dapat diharapkan bahwa pemanfaatan identitas visual dalam konten Instagram @mrtjkt tidak hanya dapat memperkuat citra merek, tetapi juga berperan sebagai pendorong pengguna untuk melihat dan memahami konten yang disajikan, sehingga mampu untuk memenuhi kebutuhan kognitif pengguna MRT Jakarta.

Beragam konten telah disajikan melalui akun Instagram @mrtjkt, termasuk informasi terbaru mengenai pembangunan jalur baru MRT Jakarta, hasil survei kepuasan pelanggan, peringatan hari-hari besar nasional, informasi seputar promo, serta akses MRT Jakarta dalam acara-acara besar yang diselenggarakan di Jakarta. Hal ini membuktikan bahwa Instagram @mrtjkt menyediakan informasi-informasi terkini yang dibutuhkan oleh pengguna MRT Jakarta yang menjadi pengikut Instagram @mrtjkt. Interaksi pengikut terhadap konten yang diunggah pada akun Instagram @mrtjkt dapat dilihat melalui jumlah likes, komentar, dan engagement baik pada akun maupun setiap postingan. Berdasarkan data yang diperoleh dari situs trendHERO, akun Instagram @mrtjkt memiliki engagement rate (ER) sebesar 0,2%. Engagement rate merupakan salah satu indikator kuantitatif yang digunakan untuk mengukur tingkat keterlibatan pengikut terhadap suatu akun media sosial, yang dihitung berdasarkan perbandingan antara jumlah total interaksi, meliputi likes dan komentar, dengan jumlah pengikut akun tersebut. Ketiga indikator tersebut mencerminkan sejauh mana pengikut menggunakan media Instagram MRT Jakarta sebagai media informasi pengguna untuk memenuhi kebutuhan informasi mereka, serta mengharapkan kepuasan dari penyajian informasi MRT Jakarta melalui interaksi yang terjadi.

Dalam penelitian ini, terdapat 3 jenis konten informasi yang akan diteliti yaitu konten informasi pembaruan, konten informasi layanan, dan konten informasi umum. Contoh dari konten informasi pembaruan terdapat pada dua unggahan konten informasi pembaruan mengenai pembangunan MRT Jakarta Lin Timur-Barat Fase 1 dan pembangunan MRT Jakarta Utara-Selatan Fase 2.

Selain konten mengenai informasi layanan, Instagram @mrtjkt juga mengunggah konten informasi umum, seperti ucapan selamat atas pelantikan Presiden dan Wakil Presiden Republik Indonesia, serta ucapan selamat atas pelantikan pejabat baru lainnya. Terdapat perbedaan dalam penggunaan logo pada kedua unggahan informasi umum ini, di mana logo MRT Jakarta menggunakan kombinasi warna hijau dan biru. Meskipun demikian, konsistensi tetap terjaga dalam penggunaan tipografi, dengan jenis font dan warna yang sama, yaitu putih. Ada juga kesamaan dalam elemen visual yang digunakan, seperti latar belakang fotografi yang serupa, namun terdapat perbedaan pada elemen visual tambahan, seperti bendera merah putih yang disertakan pada unggahan terkait pelantikan Presiden dan Wakil Presiden terpilih periode 2024-2029. Engagement dari unggahan konten informasi umum mengenai Pelantikan Presiden dan Wakil Presiden adalah sebesar 1.479 likes dan 3 komentar, dengan ER unggahan sebesar 0,003%. Dari unggahan tersebut, terlihat bahwa engagement yang dihasilkan menunjukkan penurunan dibandingkan dengan engagement dari unggahan konten informasi lainnya. Lalu terdapat juga engagement dari unggahan konten

Pelantikan Penjabat Gubernur DKI Jakarta yaitu sebesar 1.369 liked dan 21 komentar, dengan ER unggahan sebesar 0,003%. Sama halnya dengan unggahan konten informasi umum pelantikan Presiden dan Wakil Presiden, konten Pelantikan Penjabat Gubernur DKI Jakarta juga menunjukkan hasil penurunan engagement.

Berdasarkan analisis terhadap contoh dari ketiga jenis konten informasi, yaitu konten informasi pembaruan, konten informasi layanan, dan konten informasi umum, dapat disimpulkan bahwa masing-masing jenis konten memiliki pola engagement yang berbeda. Konten informasi pembaruan cenderung memperoleh engagement yang lebih tinggi, terlihat dari tingginya jumlah likes dan komentar yang mengindikasikan antusiasme pengikut terhadap perkembangan MRT Jakarta. Konten informasi layanan, meskipun memiliki engagement yang lebih rendah, tetap memunculkan interaksi berupa pertanyaan dan masukan dari pengikut, terutama terkait perubahan kebijakan dan tarif. Sementara itu, konten informasi umum memperlihatkan engagement yang paling rendah, yang dapat diartikan bahwa pengikut lebih tertarik pada informasi yang berdampak langsung pada layanan yang mereka gunakan. Keseluruhan analisis ini memperlihatkan bahwa keterlibatan pengikut dipengaruhi oleh relevansi konten terhadap kebutuhan informasi mereka.

Menurut Ahmad (2021), segala macam keperluan manusia yang bertujuan untuk mencapai kepuasan disebut sebagai kebutuhan. Salah satu bentuk kebutuhan tersebut adalah kebutuhan akan informasi. Informasi sendiri diartikan sebagai sekumpulan data yang diolah dan dapat memberikan pengetahuan bagi seseorang yang membaca atau melihatnya (Negara et al., 2021). Teori uses & gratifications menjadi relevan untuk memahami fenomena ini, karena menjelaskan bahwa audiens secara aktif memilih dan menggunakan media berdasarkan motif tertentu, seperti pencarian informasi, hiburan, identitas pribadi, dan integrasi sosial (Katz, Blumler, & Gurevitch dalam McQuail, 2010). Dalam jurnal "Why People Use Social Media: A Uses and Gratifications Approach", David (2013) mengemukakan bahwa pengguna media sosial memiliki pertimbangan tersendiri dalam menggunakan media, dan salah satu kegunaan utama yang ditemukan adalah pencarian informasi sebagai solusi atas kurangnya pengetahuan. Dalam konteks ini, kebutuhan kognitif yakni dorongan untuk memperoleh pengetahuan, pemahaman, dan keingintahuan dapat mendorong individu memilih media dan konten yang informatif. Identitas visual yang ditampilkan dalam konten Instagram @mrtjkt, seperti logo, warna, dan tipografi, berperan dalam mendukung pemenuhan kebutuhan tersebut. Dikarenakan visual konten yang konsisten, mudah dikenali, dan terstruktur dapat mempercepat proses pemahaman serta membantu audiens mengingat informasi penting. Lebih lanjut, pemenuhan

kebutuhan informasi melalui media sosial juga didukung oleh konsep kebutuhan informasi menurut Helen & Rusdi (2018), yang menyatakan bahwa masyarakat modern kini menjadikan pencarian informasi sebagai gaya hidup. Seiring kemajuan teknologi, perilaku masyarakat dalam mencari informasi pun berkembang (Salsabil & Arfa, 2019).

Berdasarkan landasan teoritis tersebut, penelitian ini bertujuan untuk mendalami bagaimana identitas visual yang ditampilkan dalam konten Instagram @mrtjkt memengaruhi pemenuhan kebutuhan informasi pengguna MRT Jakarta, khususnya terhadap kebutuhan kognitif. Teori uses & gratifications digunakan untuk menjelaskan bagaimana media sosial dimanfaatkan secara aktif oleh pengguna, guna memenuhi kebutuhan informasi mereka. Dalam konteks ini, akun Instagram @mrtjkt diharapkan dapat menjadi media yang digunakan sebagai sarana komunikasi visual MRT Jakarta dalam menyediakan informasi yang dapat memenuhi kebutuhan informasi, khususnya kebutuhan kognitif dari pengguna MRT Jakarta.

Metode Penelitian

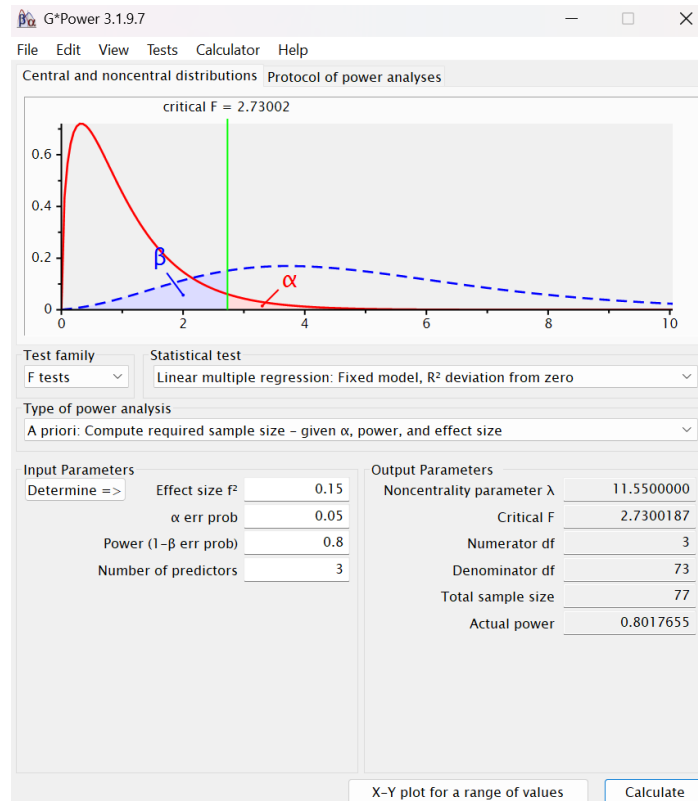
Penentuan metode penelitian disesuaikan dengan paradigma penelitian yang digunakan. Menurut Sugiyono (2019), metode penelitian kuantitatif disebut juga sebagai metode positivistisme. Metode penelitian ini digunakan untuk meneliti populasi atau sampel tertentu, pengumpulan data dengan menggunakan instrumen penelitian, dan analisis data yang bersifat statistik dengan tujuan untuk menguji hipotesis yang telah ditetapkan. Filsafat positivism juga memandang bahwa suatu realitas atau fenomena bisa diklasifikasikan, terukur, dan memiliki hubungan gejala bersifat sebab akibat, atau dapat disebut juga sebagai pengaruh (Amruddin et al., 2022). Metode kuantitatif dipilih dalam penelitian ini karena sesuai untuk mengukur pengaruh penggunaan identitas visual pada konten Instagram @mrtjkt terhadap pemenuhan kebutuhan informasi pengguna MRT Jakarta secara objektif dan terstruktur. Penelitian ini dirancang untuk mengumpulkan data melalui penyebaran kuesioner kepada pengguna MRT Jakarta yang mengikuti akun Instagram @mrtjkt, kemudian hasilnya akan dianalisis secara statistik guna mengetahui seberapa besar pengaruh yang ditimbulkan dari identitas visual terhadap pemenuhan kebutuhan informasi.

Pendekatan penelitian yang digunakan dalam penelitian ini adalah pendekatan eksplanatif. Pendekatan ini bertujuan untuk menjelaskan hubungan kausal antara variabel-variabel yang diteliti. Dalam penelitian ini, variabel independen adalah penggunaan identitas visual pada konten Instagram @mrtjkt, sedangkan variabel dependennya adalah pemenuhan kebutuhan informasi. Pendekatan eksplanatif dipilih karena penelitian ini berusaha menguji dan

menjelaskan pengaruh identitas visual terhadap pemenuhan kebutuhan informasi pengguna MRT Jakarta secara kuantitatif melalui metode survei. Dengan demikian, pendekatan ini membantu memahami bagaimana penggunaan identitas visual pada konten Instagram @mrtjkt berperan dalam memenuhi kebutuhan informasi pengguna MRT Jakarta.

Populasi adalah keseluruhan jumlah yang terdiri atas objek atau subjek yang mempunyai karakteristik dan kualitas tertentu yang sudah ditetapkan oleh peneliti untuk akhirnya diteliti dan diambil kesimpulannya (Sujarweni, 2014). Populasi dalam penelitian ini adalah seluruh pengguna MRT Jakarta yang menjadi pengikut akun Instagram resmi MRT Jakarta (@mrtjakarta). Populasi ini dipilih karena mereka merupakan target utama komunikasi visual yang dilakukan oleh akun Instagram @mrtjakarta, sehingga relevan untuk penelitian mengenai pengaruh penggunaan identitas visual terhadap pemenuhan kebutuhan informasi pengguna MRT Jakarta.

Teknik pengambilan sampel merupakan langkah awal yang krusial dalam keseluruhan proses penelitian (Kou et al., 2011). Tujuan dari pengambilan sampel adalah untuk memahami hubungan antara distribusi variabel dalam populasi dan distribusi variabel dalam sampel penelitian (Otzen & Manterola, 2017). Dalam penelitian ini, penentuan ukuran sampel dilakukan dengan bantuan perangkat lunak G*Power versi 3.1.9.7 guna mendukung validitas kuantitatif dan meminimalkan potensi bias akibat penggunaan jumlah sampel yang tidak memadai.



Sumber : Dokumen Peneliti

Gambar 1 Hasil perhitungan sampel perangkat lunak G*Power

Perhitungan dilakukan dengan mempertimbangkan nilai effect size f^2 sebesar 0.15 (kategori sedang menurut Cohen, 1988), tingkat signifikansi (α) sebesar 0.05, dan power ($1-\beta$) sebesar 0.80, serta jumlah prediktor sebanyak 3 variabel. Berdasarkan parameter tersebut, diperoleh hasil bahwa jumlah sampel minimum yang dibutuhkan adalah 77 responden. Pendekatan ini digunakan agar jumlah responden yang diteliti memiliki kekuatan representatif terhadap hubungan antar variabel yang dianalisis dalam penelitian.

Sampel merupakan bagian dari jumlah dan karakteristik yang dimiliki oleh populasi penelitian (Sugiyono, 2021). Sampel yang diambil untuk penelitian ini sebesar 77 responden sesuai dengan perhitungan menggunakan perangkat lunak G*Power. Kuesioner dirancang untuk mengumpulkan data terkait pengaruh penggunaan identitas visual pada konten Instagram @mrtjakarta terhadap pemenuhan kebutuhan informasi pengguna MRT Jakarta. Responden dipilih berdasarkan kriteria yaitu pernah atau sering menggunakan MRT Jakarta sebagai transportasi publik di DKI Jakarta dan aktif mengikuti akun Instagram @mrtjakarta.

Hasil dan pembahasan

Dalam penelitian ini, peneliti telah mendistribusikan kuesioner dan memperoleh total 92 responden yang memenuhi kriteria sampel, yaitu individu

yang merupakan pengguna MRT Jakarta dan mengikuti akun Instagram @mrtjkt. Meskipun hasil perhitungan menggunakan perangkat lunak G*Power menunjukkan bahwa jumlah sampel minimum yang dibutuhkan adalah 77 responden, peneliti tetap menggunakan 92 responden sesuai dengan kondisi aktual di lapangan. Penelitian ini difokuskan pada pengaruh dua variabel utama, yaitu penggunaan identitas visual dalam konten Instagram @mrtjkt dan pemenuhan kebutuhan informasi.

Dalam menganalisis tanggapan responden terhadap variabel penggunaan identitas visual pada konten Instagram @mrtjkt (X) dan pemenuhan kebutuhan informasi (Y), peneliti menggunakan analisis tabel frekuensi untuk memperoleh persentase dari setiap pernyataan. Interpretasi terhadap hasil persentase dilakukan dengan merujuk pada garis kontinum yang ditetapkan. Adapun rincian perhitungannya adalah sebagai berikut:

Nilai Indeks Minimum	$= 1 \times 9 \times 100$	$= 900$
Nilai Indeks Maksimum	$= 5 \times 9 \times 100$	$= 4500$
Persentase Nilai Indeks Min.	$= \frac{900}{4500} \times 100$	$= 20\%$
Persentase Nilai Indeks Maks.	$= \frac{4500}{4500} \times 100$	$= 100\%$
Nilai Rentang atau Interval (%)	$= 100 - 20$	$= 80$
Jarak Interval	$= \frac{80}{5}$	$= 16$

Berdasarkan hasil perhitungan di atas, maka didapatkan kriteria interpretasi hasil persentase sebagai berikut :

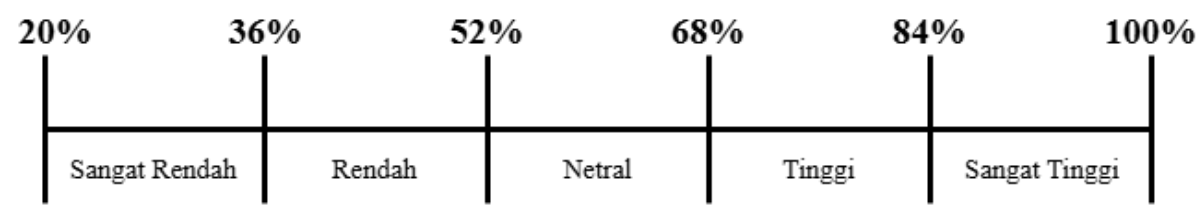
Persentase Interval	Kriteria
20% - 36%	Sangat Rendah
36% - 52%	Rendah
52% - 68%	Netral
68% - 84%	Tinggi
84% - 100%	Sangat Tinggi

Tabel 1 Kriteria Interpretasi Analisis Statistik Deskriptif

Sumber : Hasil Olahan Peneliti, 2025

Kriteria interpretasi tersebut kemudian diterapkan dalam garis kontinum :

Tabel 4.6 Garis Kontinum Kriteria Interpretasi Analisis Statistik Deskriptif



Tabel 2 Garis Kontinum Kriteria Interpretasi Analisis Statistik Deskriptif

Sumber : Hasil Olahan Peneliti, 2025

No.	Pernyataan	Skor					Total Skor	Nilai Indeks Maks.	%	Kategori
		SS (5)	S (4)	N (3)	TS (2)	STS (1)				
1.	Logo MRT Jakarta selalu terlihat pada setiap konten Instagram @mrtjkt	45	38	5	3	1	8,673	10,000	86.73%	Sangat Tinggi
		48.9%	41.3%	5.4%	3.3%	1.1%				
2.	Penempatan logo sudah tepat dan tidak mengganggu isi konten Instagram @mrtjkt	46	37	8	1	0	8,782	10,000	87.82%	Sangat Tinggi
		50%	40.2%	8.7%	1.1%	0%				
Akumulasi Total Skor										17,445
Rata-rata Skor Variabel Logo (X1)										8,727
										87.27%

Tabel 3 Analisis Statistik Deskriptif Variabel Logo (X1)

Sumber : Hasil Olahan Peneliti, 2025

Berdasarkan tabel 3, tanggapan responden terhadap variabel logo (X1) dapat diuraikan sebagai berikut :

1) *Logo MRT Jakarta selalu terlihat pada setiap konten Instagram @mrtjkt*

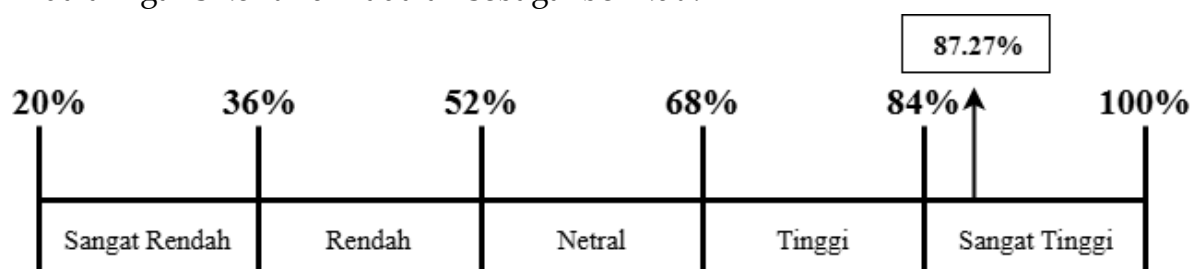
Sebagian besar responden menyatakan setuju (41.3%) dan sangat setuju (48.9%) terhadap pernyataan bahwa logo MRT Jakarta selalu terlihat pada setiap konten Instagram @mrtjkt. Sementara itu, hanya sebagian kecil responden yang menyatakan netral (5.4%), tidak setuju (3.3%), dan sangat tidak setuju (1.1%).

Secara keseluruhan, pernyataan ini memperoleh persentase total skor sebesar 86.73%, yang termasuk dalam kategori sangat tinggi.

2) *Penempatan logo sudah tepat dan tidak mengganggu isi konten Instagram @mrtjkt*

Sebagian besar responden menyatakan sangat setuju (50%) dan setuju (40.2%) terhadap pernyataan bahwa penempatan logo MRT Jakarta sudah tepat dan tidak mengganggu isi konten. Sementara itu, terdapat sebagian kecil responden yang memilih netral (8.7%) dan tidak setuju (1.1%). Tidak ada responden yang menyatakan sangat tidak setuju. Pernyataan ini memperoleh total skor sebesar 87.82%, yang termasuk dalam kategori sangat tinggi.

Mengacu pada data dan uraian di atas, letak atau kategori variabel logo (X1) dalam garis kontinum adalah sebagai berikut :



Tabel 4 Garis Kontinum Variabel Logo (X1)

Sumber : Hasil Olahan Peneliti, 2025

Secara umum, rata-rata skor pada variabel logo (X1) sebesar 87.27% berada dalam kategori sangat tinggi berdasarkan garis kontinum yang digunakan. Temuan ini mencerminkan bahwa responden memberikan penilaian yang cenderung positif terhadap indikator-indikator yang mengukur penggunaan logo dalam konten Instagram @mrtjkt.

No	Pernyataan	Skor					Total Skor	Nilai Indeks Maks	%	Kategori
		SS (5)	S (4)	N (3)	TS (2)	STS (1)				
1.	Warna biru atau putih selalu digunakan dalam konten Instagram @mrtjkt	40	41	7	4	0	8,543	10,000	85.43%	Sangat Tinggi
		43.5%	44.6%	7.6%	4.3%	0%				
2.		35	44	12	1	0				

Penggunaan warna biru atau putih pada konten sudah sesuai dengan isi konten Instagram @mrtjkt	38%	47.8%	13%	1.1%	0%	8,456	10,000	84.56%	Sangat Tinggi
Akumulasi Total Skor									16,909
Rata-rata Skor Variabel Warna (X2)									8,454
									84.54%

Tabel 5 Analisis Statistik Deskriptif Variabel Warna (X2)

Sumber : Hasil Olahan Penelitian, 2025

Berdasarkan tabel 5, tanggapan responden terhadap variabel warna (X2) dapat diuraikan sebagai berikut :

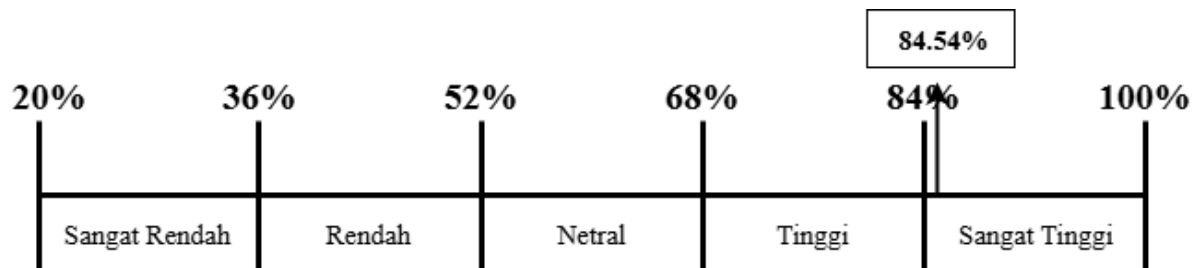
- 1) *Warna biru atau putih selalu digunakan dalam konten Instagram @mrtjkt*

Sebagian besar responden menyatakan setuju (44.6%) dan sangat setuju (43.5%) terhadap pernyataan bahwa warna biru atau putih selalu digunakan dalam konten Instagram @mrtjkt. Sebagian kecil lainnya memilih netral (7.6%) dan tidak setuju (4.3%), sementara tidak ada responden yang menyatakan sangat tidak setuju. Secara keseluruhan, pernyataan ini memperoleh skor sebesar 85.43%, yang termasuk dalam kategori sangat tinggi.

- 2) *Penggunaan warna biru atau putih pada konten sudah sesuai dengan isi konten Instagram @mrtjkt*

Pernyataan ini mendapat tanggapan positif dari mayoritas responden, dengan 47.8% menyatakan setuju dan 38% sangat setuju. Sementara itu, 13% responden memilih netral dan 1.1% menyatakan tidak setuju, serta tidak ada yang sangat tidak setuju. Pernyataan ini menghasilkan skor 84.56%, yang juga termasuk dalam kategori sangat tinggi.

Mengacu pada data dan uraian di atas, letak atau kategori variabel warna (X2) dalam garis kontinum adalah sebagai berikut :



Tabel 6 Garis Kontinum Variabel Warna (X2)

Sumber : Hasil Olahan Penelitian, 2025

Secara umum, rata-rata skor pada variabel warna (X2) sebesar 84.54% berada dalam kategori sangat tinggi berdasarkan garis kontinum yang digunakan. Temuan ini mencerminkan bahwa responden memberikan penilaian yang cenderung positif terhadap indikator-indikator yang mengukur penggunaan warna dalam konten Instagram @mrtjkt.

No	Pernyataan	Skor					Total Skor	Nilai Indeks Maks	%	Kategori
		SS (5)	S (4)	N (3)	TS (2)	STS (1)				
1.	Jenis huruf/ font yang digunakan pada konten Instagram @mrtjkt selalu sama	29	44	15	4	0	8,130	10,000	81.30%	Tinggi
		31.5%	47.8%	16.3%	4.3%	0%				
2.	Ukuran huruf/ font yang digunakan pada konten Instagram @mrtjkt sudah	38	42	8	4	0	8,478	10,000	84.78%	Sangat Tinggi
		41.3%	45.7%	8.7%	4.3%	0%				

	sesuai dan mudah dibaca									
Akumulasi Total Skor										16,608
Rata-rata Skor Variabel Tipografi (X3)										8,304
										83.04%

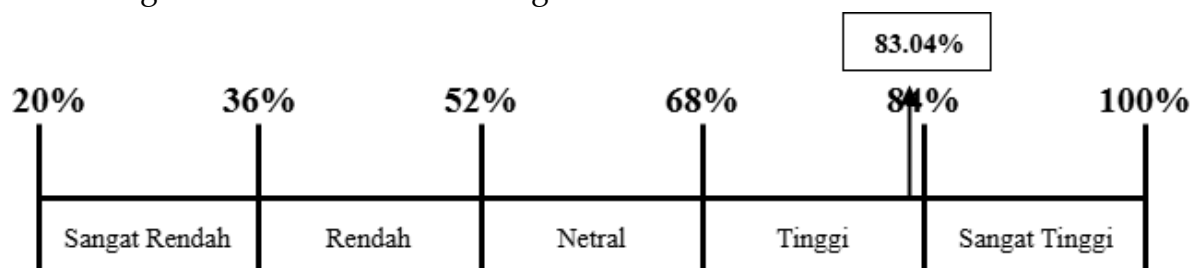
Tabel 7 Analisis Statistik Deskriptif Variabel Tipografi (X3)

Sumber : Hasil Olahan Penelitian, 2025

Berdasarkan tabel 7, tanggapan responden terhadap variabel tipografi (X3) dapat diuraikan sebagai berikut :

- 1) *Jenis huruf atau font yang digunakan pada konten Instagram @mrtjkt selalu sama*
Mayoritas responden menyatakan setuju (47.8%) dan sangat setuju (31.5%) terhadap pernyataan bahwa jenis huruf atau *font* yang digunakan dalam konten Instagram @mrtjkt selalu konsisten. Sementara itu, 16.3% responden memilih netral, dan 4.3% lainnya menyatakan tidak setuju. Tidak ada responden yang memilih sangat tidak setuju. Secara keseluruhan, pernyataan ini memperoleh skor sebesar 81.30%, yang tergolong dalam kategori tinggi.
- 2) *Ukuran huruf atau font yang digunakan pada konten Instagram @mrtjkt sudah sesuai dan mudah dibaca*

Sebagian besar responden memberikan tanggapan positif terhadap pernyataan ini, dengan 45.7% menyatakan setuju dan 41.3% sangat setuju. Sebanyak 8.7% responden memilih netral, sedangkan 4.3% lainnya menyatakan tidak setuju. Tidak ada responden yang memilih sangat tidak setuju. Pernyataan ini memperoleh skor sebesar 84.78%, yang termasuk dalam kategori sangat tinggi. Mengacu pada data dan uraian di atas, letak atau kategori variabel tipografi (X3) dalam garis kontinum adalah sebagai berikut :



Tabel 8 Garis Kontinum Variabel Tipografi (X3)

Sumber : Hasil Olahan Penelitian, 2025

Secara umum, rata-rata skor pada variabel tipografi (X3) sebesar 83.04% berada dalam kategori tinggi berdasarkan garis kontinum yang digunakan. Temuan ini menunjukkan bahwa responden memberikan penilaian yang positif, meskipun

belum mencapai tingkat yang sangat tinggi, terhadap indikator-indikator yang mengukur penggunaan tipografi dalam konten Instagram @mrtjkt.

No.	Pernyataan	Skor					Total Skor	Nilai Indeks Maks.	%	Kategori
		SS (5)	S (4)	N (3)	TS (2)	STS (1)				
1.	Informasi yang terdapat pada konten Instagram @mrtjkt menambah pengetahuan Anda tentang MRT Jakarta (contoh : informasi tentang rute terbaru MRT Jakarta)	49	35	6	2	0	8,847	10,000	88.47 %	Sangat Tinggi
		53.5 %	38 %	6.5 %	2.2 %	0 %				
2.	Informasi yang terdapat pada konten Instagram @mrtjkt menambah pemahaman Anda tentang MRT Jakarta (contoh : informasi tentang	35	48	7	2	0	8,521	10,000	85.21 %	Sangat Tinggi
		38 %	52.2 %	7.6 %	2.2 %	0 %				

	layanan MRT Jakarta)									
3.	Informasi yang terdapat pada konten Instagram @mrtjkt menambah wawasan Anda tentang MRT Jakarta (contoh : informasi umum seperti promo tarif MRT Jakarta pada saat Hari Kartini)	48	37	6	1	0				
		52.2 %	40.2 %	6.5 %	1.1 %	0%	8,86 9	10,00 0	88.69 %	Sangat Tinggi
Akumulasi Total Skor										26,237
Rata-rata Skor Variabel Pemenuhan Kebutuhan Informasi (Y1)										8,745
										87.45%

Tabel 9 Analisis Statistik Deskriptif Variabel Pemenuhan Kebutuhan Informasi (Y)

Sumber : Hasil Olahan Penelitian, 2025

Berdasarkan tabel 9, tanggapan responden terhadap variabel pemenuhan kebutuhan informasi (Y1) dapat diuraikan sebagai berikut :

- 1) *Informasi yang terdapat pada konten Instagram @mrtjkt menambah pengetahuan Anda tentang MRT Jakarta (contoh: informasi tentang rute terbaru MRT Jakarta)*

Sebagian besar responden menyatakan sangat setuju (53.5%) dan setuju (38%) terhadap pernyataan bahwa konten Instagram @mrtjkt menambah pengetahuan mereka tentang MRT Jakarta. Hanya sebagian kecil yang memilih netral (6.5%) dan tidak setuju (2.2%), sementara tidak ada responden yang memilih sangat tidak setuju. Pernyataan ini memperoleh skor sebesar 88.47%, yang termasuk dalam kategori sangat tinggi.

- 2) Informasi yang terdapat pada konten Instagram @mrtjkt menambah pemahaman Anda tentang MRT Jakarta (contoh: informasi tentang layanan MRT Jakarta)

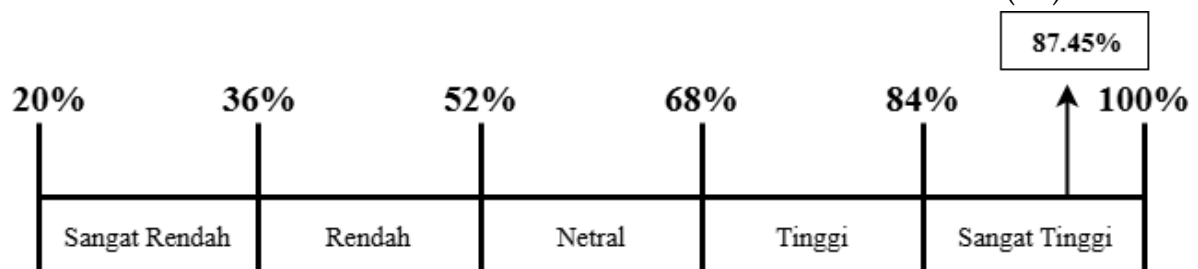
Mayoritas responden memberikan tanggapan positif, dengan 52.2% menyatakan setuju dan 38% sangat setuju. Sebagian kecil responden menyatakan netral (7.6%) dan tidak setuju (2.2%), serta tidak ada yang sangat tidak setuju. Pernyataan ini meraih skor sebesar 85.21%, yang juga termasuk dalam kategori sangat tinggi.

- 3) Informasi yang terdapat pada konten Instagram @mrtjkt menambah wawasan Anda tentang MRT Jakarta (contoh: informasi umum seperti promo tarif MRT Jakarta pada saat Hari Kartini)

Sebagian besar responden menyatakan sangat setuju (52.2%) dan setuju (40.2%) terhadap pernyataan ini. Sebanyak 6.5% responden memilih netral, dan 1.1% tidak setuju. Tidak ada responden yang menyatakan sangat tidak setuju. Pernyataan ini mendapatkan skor tertinggi sebesar 88.69%, dan tergolong dalam kategori sangat tinggi.

Mengacu pada data dan uraian di atas, letak atau kategori variabel pemenuhan kebutuhan informasi (Y1) dalam garis kontinum adalah sebagai berikut :

Tabel 4.15 Garis Kontinum Variabel Pemenuhan Kebutuhan Informasi (Y1)



Tabel 10 Garis Kontinum Variabel Pemenuhan Kebutuhan Informasi (Y1)

Sumber : Hasil Olahan Penelitian, 2025

Secara umum, rata-rata skor pada variabel pemenuhan kebutuhan informasi (Y1) sebesar 87.45% berada dalam kategori sangat tinggi berdasarkan garis kontinum yang digunakan. Temuan ini mengindikasikan bahwa responden memberikan tanggapan yang sangat positif terhadap indikator-indikator yang mengukur sejauh mana konten Instagram @mrtjkt mampu memenuhi kebutuhan informasi mereka terkait MRT Jakarta.

Penutup

Berdasarkan hasil analisis data dan pembahasan sebelumnya, pengaruh penggunaan identitas visual pada konten Instagram @mrtjkt terhadap pemenuhan kebutuhan informasi pengguna MRT Jakarta dapat disimpulkan bahwa, tidak terdapat pengaruh yang signifikan antara penggunaan identitas visual logo pada konten Instagram @mrtjkt terhadap pemenuhan kebutuhan informasi pengguna MRT Jakarta. Meskipun persepsi pengguna terhadap logo sangat positif dan

pengguna menilai keberadaannya konsisten serta representatif terhadap identitas perusahaan, elemen ini tidak terbukti secara fungsional berkontribusi dalam pemenuhan kebutuhan informasi. Hal ini mengindikasikan bahwa audiens lebih fokus pada isi konten dibandingkan simbol visual seperti logo.

Terdapat pengaruh yang signifikan antara penggunaan identitas visual warna pada konten Instagram @mrtjkt terhadap pemenuhan kebutuhan informasi pengguna MRT Jakarta. Hal ini menunjukkan bahwa pemilihan warna yang konsisten dan sesuai konteks mampu menarik perhatian dan memperkuat penyampaian pesan secara visual. Warna terbukti berperan sebagai elemen desain yang tidak hanya memperindah tampilan, tetapi juga memudahkan audiens dalam memahami informasi yang disampaikan.

Terdapat pengaruh yang signifikan antara penggunaan identitas visual tipografi pada konten Instagram @mrtjkt terhadap pemenuhan kebutuhan informasi pengguna MRT Jakarta. Keterbacaan dan konsistensi jenis huruf yang digunakan mampu membantu pengguna dalam menangkap inti pesan secara lebih mudah dan efisien. Elemen ini turut meningkatkan kenyamanan saat mengakses informasi melalui media sosial Instagram.

Terdapat pengaruh yang signifikan antara penggunaan identitas visual yang terdiri dari logo, warna, dan tipografi secara simultan terhadap pemenuhan kebutuhan informasi pengguna MRT Jakarta. Hasil uji F menunjukkan bahwa ketiga elemen tersebut secara bersama-sama memberikan kontribusi sebesar 27,3% terhadap pemenuhan kebutuhan informasi. Hal ini menunjukkan bahwa strategi desain visual yang diterapkan dalam konten Instagram @mrtjkt sudah cukup efektif dalam mendukung komunikasi informasi, meskipun belum menjadi faktor dominan. Identitas visual berperan sebagai pendukung penting yang memperkuat penyampaian pesan kepada pengguna melalui media sosial.

Saran

Berdasarkan temuan penelitian, disarankan agar MRT Jakarta mempertahankan konsistensi penggunaan logo pada konten Instagram @mrtjkt sebagai penanda identitas dan pembentuk citra, meskipun pengaruhnya terhadap pemenuhan kebutuhan informasi tidak signifikan, dengan optimalisasi penempatan atau desain yang interaktif. Warna, yang terbukti berpengaruh signifikan, dapat dimanfaatkan sebagai penanda jenis informasi melalui skema warna konsisten untuk membedakan konten pembaruan, layanan, dan umum, sehingga memudahkan pengenalan dan meningkatkan daya tarik visual. Tipografi yang konsisten dan mudah dibaca juga perlu dijaga untuk mempertahankan keterbacaan sekaligus menekankan informasi penting, misalnya dengan huruf tebal atau tata letak terstruktur. Secara keseluruhan, penggunaan identitas visual (logo, warna, dan

tipografi) secara konsisten dan menarik berperan penting dalam memenuhi kebutuhan kognitif pengguna akan informasi yang relevan, jelas, dan mudah dipahami, sekaligus meningkatkan engagement dan persepsi positif terhadap layanan MRT Jakarta. Untuk penelitian selanjutnya, disarankan memperluas kajian pada aspek kebutuhan selain kognitif agar hasilnya lebih komprehensif.

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