

BAB V

KESIMPULAN DAN SARAN

V.1 Kesimpulan

Berdasarkan hasil analisis terhadap 394 konten hoaks politik yang tersebar di enam platform media sosial selama masa pencalonan hingga akhir kampanye Pemilihan Presiden 2024, penelitian ini menemukan bahwa penyebaran hoaks propaganda politik dilakukan melalui penggunaan berbagai teknik komunikasi persuasif yang disesuaikan dengan karakteristik media sosial. Dari enam media sosial yang diteliti menggunakan empat indikator utama, yaitu propaganda, message appeals, struktur naratif, dan struktur menunjukkan bahwa TikTok, X, dan Facebook menjadi platform paling dominan dalam penyebaran hoaks.

Interpretasi dilakukan dengan mencermati data, yaitu semakin tinggi frekuensi atau persentase menunjukkan semakin banyak tools yang digunakan. Hal ini juga berarti konten hoaks tersebar memiliki peluang untuk berdampak terhadap publik. Secara keseluruhan, data menunjukkan bahwa teknik *using all forms of persuasion, emotional appeals, climax, dan drawing conclusion eksplisit* adalah Teknik hoaks politik yang paling dominan.

V.2 Saran

V.2.1 Saran Akademis

1. Perluas Objek Penelitian

Penelitian selanjutnya bisa menambahkan lebih banyak platform media sosial lain, seperti Telegram atau Threads, agar hasilnya semakin lengkap dan sesuai dengan perkembangan teknologi.

2. Kembangkan Analisis Dampak

Disarankan agar penelitian mendatang tidak hanya fokus pada isi konten, tetapi juga menganalisis dampaknya terhadap perilaku atau sikap politik masyarakat.

V22 Saran Praktis

1. Tingkatkan Edukasi Literasi Digital

Masyarakat perlu dibekali pelatihan atau edukasi tentang cara membedakan informasi benar dan hoaks, terutama menjelang pemilu.

2. Gunakan Media Sosial dengan Bijak

Masyarakat sebaiknya lebih berhati-hati saat membagikan informasi politik di media sosial, dengan memeriksa fakta terlebih dahulu agar tidak ikut menyebarkan hoaks.

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