

## The Role of Buzzers in Social Media in Guiding Public Opinion Regarding Political Choices

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**Abstract.** The use of social media platforms by various groups has made Buzzer known to social media users. The existence of a buzzer with all its advantages and disadvantages has become a phenomenon. The buzzer was originally just a person/individual who sells or/or services (product marketing), after that it was converted and used as a tool of power/authority holder (propaganda tool) to encourage and lead public opinion for certain purposes and people's political choices. Apart from this phenomenon, this study is intended to describe the contribution of the buzzer in the formation of people's views on social media. This study was carried out using a literature review research method that can support the text analysis method. From this study, it was found that the buzzer has a relevant contribution to the formation of public views on social media. At the same time in the creation and management of content or issues, the buzzer has a structured work hierarchy. Therefore, in responding to the presence of a buzzer, it should be viewed wisely. The conclusion is buzzer work does not run spontaneously, and cannot be separated from the wants and needs of a definite group.

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**Keywords:** *Buzzer; Social Media; Political Choice*

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### INTRODUCTION

The development of technology in Indonesia today has brought so many changes, changing the way people live and even changing existing norms. The presence of social media also affects people's lives in social relationships. The use of social media in Indonesia is also increasing from time to time. This can be seen in the growth and development of social media users in terms of the needs of young people and people in general from various backgrounds and backgrounds of the general public regardless of age, gender, education, occupation or social

status. Indonesia has 175.4 million internet users, according to the latest findings and figures released by We are Social Hootsuite in January 2020. This is an increase compared to the previous year, when the country had 17% or around 25 million internet users converted ([Faulina et al., 2021](#)).

If it is calculated from the total population of Indonesia as much as 272.1 million, it means that 64% or part of the citizens have access to social media. Then also mentioned the percentage of Net from the age of 16 to 64 years using various kinds of information technology. 96% of mobile phone

users, 94% smartphone, 21% non-smartphone, 66% laptop or desktop, 23% tablet, 16% game console, and 5.1% virtual reality device. Of the total, 338.2 million people in Indonesia have mobile phones, of which out of 160 million, half are active users of social media (Faulina et al., 2021) (Rachman et al., 2022). Further explained, the various applications or internet functions that are very commonly used are YouTube, WhatsApp, Facebook, Instagram, Twitter, Line, FB Messenger, LinkedIn, Pinterest, We Chat, Snapchat, Skype, Tik Tok, Tumblr, Reddit, and Sina Weibo.

The existence of new functions in this digital application will gradually lead to various facts of events due to the presence of social media itself. In this context, one of the phenomena that is also present in social media today is the presence of the term buzzer in the scope of social media users. According to the findings of (Wasisto Raharjo Jati, 2016) and (Dewantara & Nurgiansah, 2021b) in "Middle-level activities using social media: the presence of volunteers in the 2014 election", buzzers/buzzers are part of the key players involved in building opinions about personal political choices. Another case can be seen in the dismantling of Buka's desperate hashtag ahead of the 2019 election, which stems from a post on Twitter by Buka's CEO Ahmad Zaki as the "new president." There was an immediate response from the categorical community who used the Twitter application and buzzer. They attacked the leader of

BukaLapak with various "tweets" that chased him.

The criticism from Twitter users at that time also urged Ahmed Zaki to make peace by meeting President Jokowi at the palace. In addition, Buzzer is involved when rebuilding the news. So it often creates hoaxes (fake news). This can be seen from the various topics conveyed by the regional head of the DKI Jakarta province, Anies Baswedan, regarding flooding in the capital city of Jakarta in 2020. If we examine and analyze, of course this flood occurs for various reasons. However, what is described as a flood is the Governor of DKI Jakarta Anies Baswedan. However, in some contexts, the buzzer at that time indicated that the flooding in DKI Jakarta was a form of the Anies government's failure to prevent and control repeated floods. So slowly, you can blame Anies for what the buzzer said about the flood problem in Jakarta. Continuing dissemination of content during floods will certainly change public perception that flooding is an expression of Anies' failure as Governor of DKI Jakarta Province.

From this we can see that the word buzzer has developed into a political sphere known as the "buzzer Rp" politics, which is used to create a false view with negative goals, so that the buzzer is called As is not surprising. Part of the noise or noise propagation in public relations, the formation of public opinion is related to the existence of the government and the political choices of the people.

## RESEARCH METHODS

This study uses a literature review method that can assist the method of writing analysis. Literature review is a series of activities related to methods in the process of accumulating library data, reading, taking notes, and managing subjects and objects of study (Zed, 2008) (Putra et al., 2022). Sources of research are literature reviews, published scientific articles, scientific articles containing the definitions studied, and website references that are searched on the internet. The method of data analysis in this study uses a descriptive approach that combines theoretical study subjects. This study is a combination of the latest research with previous research and future developments.

## DISCUSSION

### Buzzer Role Shift

Buzzer literally means a device that emits a loud sound to attract attention. The word buzzer originally came from English which means bell, bell or alarm, while in the Oxford dictionary a buzzer is an electronic device used to transmit a signal or signal. In simple terms, we can define a buzzer as an individual or group which acts as a creator of words/topics that are discussed by netizens in the brain or virtual world (Juditha, 2019) (Arif Prasetyo et al., 2022). Similarly, in the Twitter world, a buzzer means an influential account, an enthusiastic following with frequent

retweets, positive interaction with followers, and of course, lots of followers (Abi, 2013).

Buzzer coincided with the birth of Twitter in 2009, according to a study by the Center for Innovation Policy and Governance (CIPG). Initially, the buzzer developed into a marketing tactic used in marketing a product and expanding the name of a selling product. However, the use of buzzers shifted in 2012, when Jokowi and his wife used social media groups to encourage speeches or any political issue. So buzzer campaigns also address issues of public interest. In terms of type, there are two types of buzzers, namely voluntary buzzers and on-demand buzzers (Mustika, 2019). Political parties often need a buzzer to be able to influence or create political issues to win general elections such as regional head elections, presidential elections and others (Kumparan News, 2018).

In this case, the buzzer is one of the determinants of the success of a candidate for governor of a district/city in the election process. hate speech attacks). Meanwhile, the buzzer group also defended one of the candidate pairs it supported, and buzzer was originally a neutral word. As part of the marketing plan included by the company, social media expert Ismail Fahmi even explained that there is a link between buzzer campaigns and PR tasks (Lokadata 2019), and this is because the presence of buzzers is closely related through the composition, management and presentation of messages.

What started as neutral also underwent further changes and developments.

According to psychology. These changes and changes are essentially the result of resistance caused by political resistance. Not only buzzers, but strong supporters who spontaneously build groups. Several Election Buzzers in One Election The past decade has shown that the ability of an election buzzer can affect voter turnout. Political parties and politicians strongly believe in the buzzer's inner ability and sympathy to attract public concern and interest, even its presence can gradually change the way of life and the joints of people's lives. The presence of a buzzer can also change the perception of technology (new media/internet), the characteristics of various platforms on existing social media, the existence and role of netizens (citizens) in cyberspace is no longer seen as usual.

This is because the buzzer's ability to handle messaging can spread on a large scale, because it is supported by hundreds to thousands of accounts that can be used spontaneously at the same time. If buzzer activity is more profitable, the account has a lot of followers. But not all, because there are also accounts with very few followers, some with none at all. In addition, there are 9 accounts from buzzer which are carried out by technology (not from real accounts) or commonly known as bot accounts. This

fake buzzer account was referenced in the October 8, 2019 issue of Tech a Look news (Umah 2019).

The impression shows that Buzzer uses multiple account types, including 80% bot accounts, 11% bot accounts, 7% pirated accounts, and 87% human accounts. The existence of secondhand accounts and messages that attract public attention also allows buzzer campaigns to spread quickly. The information conveyed often contains news in bad and obnoxious language which can lead to the failure of the party. Often the buzzer message is to justify the wrong or accuse the right. And indirectly, they also influence people to see things the way they want. The subsequent Tech a Look incident also revealed that buzzers were systematically and systematically targeting manipulation, spreading hoaxes and propaganda. This includes the desire to overthrow political opponents/oppositions, make people support/against state authorities or parties, and create dissension among members of society.

Because that's what makes the definition of buzzer and its objective character change. Initially, the campaign aimed to build rapport, persuade, and spread good messages about people, goods and institutions. Now the buzzer is no longer purely marketing or marketing, but a political buzzer or what is known as a "spokesman" for many public issues. This is also inseparable from the increasing accessibility of innovative features on social

media, coupled with the high use of gadgets, and imperfect activity regulations. in the digital world, which also keeps the buzzer growing. They even tend to be given the freedom to influence (opinion) the public.

### **Activities *Buzzer* on Social Media**

The emergence of social media, including Twitter and Instagram, is a medium that can be used via computers, has the potential to become a popular communication medium in this century (Zhao & Rosson, 2009). Twitter is a free facility that connects the blogging component of the internet network to socialize and deliver messages or comments to the public. As a medium of communication and information, Twitter allows users to quickly and instantly share content and convey information online. Twitter users can also create hashtags (#) by categorizing tweets based on specific topics or issues, and Twitter users can also retweet and comment on posted tweets. Besides Twitter, an application that is no less popular today is Instagram. Instagram users can upload or post photos to attract public attention by providing a caption. With the emergence of Twitter and Instagram applications, the development of social media is also used as a propaganda medium, where social media is certainly inseparable from expressions that often exist in social media such as Net citizens, influencers, followers, until the term buzzer appears.

The phenomenon of buzzer development is inseparable from new instruments, especially social media. The growth of social media is currently increasing and has good functions to launch a buzzer in carrying out various activities. For example, such as problems uploading posts, responses, sharing links/links to information, photos, videos or memes that imply a public issue. On the one hand, the article seems spontaneous and personal. However, in practice this is not always the case, because buzzer activities displayed on social media websites generally do not occur spontaneously.

Where before uploading a news, the *buzzer* is also assisted by other parties through a different division of labor. The *buzzer* starts when there is a request from a customer who wants to spread the news. Such as relating to the depiction of individuals, depictions of companies, product marketing or the preparation of certain news. After the news is approved to be distributed, then the information provider section will examine and accumulate facts that can be used to form a news story. After that, these facts will be checked again by the editor.

The findings of this research are then managed through simulacrum theory or simulation theory and media. This simulacrum theory ultimately makes a "playable" question to change people's perceptions or perceptions of symbols (signs) in reality rather than what actually happens. In addition, indirect posting

or buzzer activities are associated with various information sciences, such as journalism, drama, or dialogue. After the issue or news has been created, the editor is also responsible for the production stage and planning time to create the issue or content and distribute it on social media. Also, the final step for buzzers and influencers is to spread and discuss the issue at the appointed time

Then, with almost the same tactics as above, from social media expert Ismail Fahmi, Drone Emprit & Kernels Indonesia review ([CNN Indonesia Connected, 2020](#)), buzzer contribution /buzzer initially collects data such as conversation information shared by social media users. on social media releases. This talk is described with a focus on all the news that gets a response from the public media. After that, identify ways or designs to ask questions more broadly, which are expressed through writings, issues, cults, or memes. Buzzer campaigns occur by being marked by distributing news (share, post or tweet) to various web displays on social media. The news or message posted by the buzzer is reinforced or responded to by social media users. So much so that many of these can completely change public perceptions, thoughts, or opinions.

Buzzers can develop their own dynamic movements or patterns as they perform activities. One of them is a sporadic pattern, namely the spread of different content or sharing. Every buzzer has the freedom to

design and tell the problem. Second, the command mode focuses on the installation of similar news and the duration is determined and distributed synchronously. For example, on September 24, 2019, the case of the DKI Provincial

Government ambulance carrying stones during a demonstration. Activities or activities that are usually carried out by buzzers are activities of various structures. Based on the views of Kotler and Roberto ([Arnus, 2013](#)), movement is an activity organized for change agents with the aim of being able to obtain, improve certain ideas, traits, and behaviors. According to the respondent's information, the activities carried out by the buzzer are divided into three types or forms. First, the black movement aims to spread lies that lead to slander or accusations. Second, the negative method used by the group is to look for and communicate bad things to bring down the opponent or demean the opponent's character in public. Finally, positivity / positivity is designed to increase the goodness or positivity that exists in customers.

Furthermore, to specifically target positive campaigns, it is not only necessary to show customers something good/positive with online media, but customers need to maintain a good image through various activities that are the same in reality (offline) and in public. Sometimes the active movement is usually carried out by someone, especially a politician who is involved in political competition or

personal branding. After that, posts on social media web displays should show a picture of an increase, be it a positive or negative publicity campaign. Based on the content of the message sent, the strength of the post or title, and the number of public members (viewers) who viewed the post. The success of the campaign will definitely be useful for customers in achieving its success. In particular, if a campaign is launched that can influence the public, it can change their views/opinions and adopt the same attitude. After publishing and spreading well-known issues or content, the next role of the buzzer is to make it viral on all social media views.

Big Indonesian Dictionary says if the word virus means spreading quickly. The term is used to describe the rapid and large-scale dissemination of news and information in cyberspace. Another definition of a virus is that it can spread as fast as a virus. Basically, this viral word can create something or give someone unprecedented popularity, fame and fame. So making an issue or issue viral is an important obligation for the buzzer. More news that was initially said to be ordinary, but in the hands of a buzzer, news, events or something ordinary, can become something that people often talk about. Not just a discussion, but can lead to various things that can provoke different reactions from the public. Call it a political issue, supporting a dislike response, and finally a like or dislike,

leading to viral things that are constantly searched for, viewed, and shared.

Meanwhile, Ferdinand Futahan as Head of the Legal and Advocacy Division of the Democratic Party, said that the use of buzzers in politics is now very necessary. The founder of Ruang Sandi, a volunteer association supporting Sandiaga Uno, Dimas Akbar, said that political buzzers were used to create a good political image. He said that Luang Sandy had 2,500 buzzers to be able to promote Sandiaga's image to millennials. However, not all residents agree on this. Saidiman Ahmad, a Research & Consulting Researcher (SMRC) estimates that echoes/buzzers have no significant effect on voter attractiveness. This is because the Indonesian people who seek political information through social media are less important.

Saidyman said that only 20 percent of people in Jakarta get information through social media. In fact, Jakarta is a city that has the most social media users in Indonesia. Seiddiman said "If you only play on social media, the effect is actually small,". On the other hand, Seiddiman believes that political buzzer in social media is very influential if it aims to provide platform socialization to each candidate. The use of buzzers for political purposes can be detrimental, especially if the content presented is unfounded or causes substantial personal harm by providing mutually beneficial information that cannot necessarily be proven.

Therefore, the public needs to be wise in choosing and categorizing the information shared on social media. Because a lot of information is part of promoting some political interests. In the buzzer world, the term key opinion leader (KOL) is well known. KOLs are usually individuals, but have accounts with many followers, although they are usually slightly different. This KOL usually consists of influencers, celebrities, Youtubers, celebrities, etc. Buzzers often work virtually or online on social media. Although it is virtual, usually the buzzer is well organized and has very good skills. The operation of the buzzer is usually accompanied by the operation of KOL. In the success of a campaign that wants to have a massive impact, several KOLs with a large number of followers/followers and high engagement will be mobilized to voice the same opinion about something. Sometimes KOL will also use the same hashtag. After this KOL point of view came out, this is where the buzzer came into play, started to increase engagement from this KOL point of view so that it could become trending. In the end, many people were affected by this movement.

### **The Buzzer's Role in Forming Public Opinion on Political Choice**

Basically in our daily life, the buzzer is often associated with the world of politics. Buzzers have indirectly become part of social media and are present in the midst of social media users. Buzzer can be understood as a

social media account figure both real and anonymous who shares, disseminates, campaigns for a discourse or content that is shared with influence so that it can attract public attention to become public opinion (Felicia & Loisa, 2019).

The use of buzzers on social media has a significant effect because it provides information for an interest. Through this understanding, buzzer can be said as an effort made to strengthen certain messages. Buzzers on social media aim to maintain messages or content through various forms of categories, which can be supporting (creating a good name), defensive (clarifying good names), injuring and damage the offensive image. The positive effect of the existence of this buzzer can be used by the public to carry out a correspondence strategy by attracting and attracting social media users to focus on certain information that is shared through the buzzer. Behind that, there is also a negative side to the existence of a buzzer, with the power and ability to process information on social media, the buzzer can be used by irresponsible parties for purposes that are not good or bad, the impact of which can be harmful to the community so that it can lead to public opinion. and can harm certain parties.

Buzzers or who are familiar with buzzers on social media currently still have a high position for politicians, this can be seen when visiting the 2019 presidential election. Both groups, namely the Joko Widodo-Ma'ruf



Amin camp and the Prabowo Subianto-Sandiaga Uno camp believe that buzzers can influence the public regarding political choices. Budiman Sudjatmiko, a PDI-P politician, explained that buzzers are very effective for political purposes if they have a large number of people, for example, only 2-3 thousand political buzzer accounts can influence one million voters in Indonesia through Twitter. So that persuasion to the masses is more effective, the owner of the buzzer account must also have a special method. One of them is to have complete voter data. Budiman said "active Twitter users are unique, because they can influence other users".

When the buzzer has accurate facts, buzzer users can adjust their communication methods or planned ways to influence the masses. For example, the masses must know a number of facts about the target such as the words commonly used, how their social life is, what provokes anger, and intensity. narcissistic (Arianto, 2020b). Meanwhile, Ferdinand Hutahaean, a Head of the Advocacy and Legal Division of the Democratic Party, considers the use of buzzers as a necessity in today's political space. Political buzzers will be more efficient if the issues expressed on social media are in accordance with the objectives. Therefore, they need to clearly know a certain community with a good communication system so that the topic is

appropriate (Dewantara & Nurgiansah, 2021a).

A Dimas Akbar, who is the initiator of Ruang Sandi - the volunteer community of Sandiaga Uno - also believes that a political buzzer is needed to shape a political image. He admits that Ruang Sandi has 2,500 buzzers to make Sandiaga's image more familiar with millennials. This segment is targeted because it amounts to 70-80 million or 30-40 percent of all voters. This figure is quite potential when compared to other voter segments.

In order for the buzzer approach to be efficient, Dimas claims that Ruang Sandi uses an innovative and creative scheme. Furthermore, Sandiaga's views are translated into a language that is suitable for the target segment. "So we can enter the substance, the content is suitable or suitable for young people," he said. But not everyone agrees on that. Saiful Mujani Research & Consulting (SMRC) researcher Saidiman Ahmad assesses that buzzers actually do not have a big influence in attracting voters in political contestation. It can be seen that the Indonesian people who seek information about politics through social media are still not very significant.

For example, in Jakarta, Saidiman said, only 20 percent of the public seek information about politics through social media. In fact, Jakarta is the city with the largest social media users in Indonesia (Dewantara et al., 2021). "If they only play on social media, the effect is

actually small," said Saidiman. According to him, the effort to influence voters is still bigger through mass media than using social media. Because people who seek information through television media in Jakarta have so far reached 55 percent. Not only that, most of the issues played on social media come from mass media. Meanwhile, Saidiman believes that political buzzers on social media are more influential if they are aimed at socializing the performance or platform of each candidate.

Buzzers in principle it doesn't end when the content/question becomes crowded. But the volume and power of the buzzer/democracy that is prioritized is what kind of news it creates to shape and lead people's views, which is easy to achieve, but there is also a chance that something will go viral. But, all of that will be achieved if it is designed or formulated by many people, or by n technical sophistication assistance. "The term is that even though the news has been viral by 2000 buzzer/buzzer account owners, it is not necessarily able to lead to public views or the general public (Rahayu Ramadani & Mifda Hilmiyah, 2019). Because in order to convey the views of the community, it is very necessary to have skilled personnel in turning data into facts. Not only the contribution of buzzers and the number of followers that are quite large, but they should have thoroughness and strong analysis in finding the latest topics from a news. So that the news can be created and discussed by the community and can lead

the public's views on the viral issue." (Alex Dess, Interview, 6 February 2020).

That sentence clearly shows that in guiding a society's view, insight is needed to observe the problems that develop in society, which side is very interesting. Because indirectly, the role of the buzzer actually depends on the public's interest in responding to or commenting on viral issues in the surrounding community based on their views and abilities (Yuliahari, 2016). This situation should be supported by the community's "sensitivity" to how the buzzer is used to view and understand the public's perception of the virus issue. And what Buzzer is like sparking curiosity by managing emotions into tantalizing questions based on people's wants and needs. The buzzer must also understand how to equate the virus problem and make an issue that looks like it is or turn it into a fake (Akmal & Irwansyah, 2020).

According to Anon (Anon 2019) (Dewantara & Nurgiansah, 2021c), an informant also explained that there are many cases where people can imagine how questions and The information produced by the buzzer can lead to a metamorphosis of public views and change public opinion broadly among the public. For example, we can see from cases that occurred in the community, including the case of PT Pos Indonesia which reportedly fell or went bankrupt in 2019. The information then grew following a warning by the Ninth Committee of the DPR RI which explained

that the company under the auspices of this BUMN had to take out a loan. money to pay employees. The issue was finally denied by Fajar Harry, Deputy for Operations and Media for Strategic Industries at the Ministry of State-Owned Enterprises, who said that PT Pos Indonesia's performance was still safe. In addition, in order to restore the good name and confidence of the company, PT Pos Indonesia also uses a buzzer service to control content in order to increase the good name of this BUMN. An aggressive campaign against this company by echoing the hashtags #kamibersamaPTPosIndonesia and the hashtags #PosIndonesiabergerak on Twitter and Facebook platforms. The labels created by Buzzer are intended to remind the public and guide public opinion, PT Pos Indonesia also provides many benefits to public life. Buzzer's uploads which were initiated contain many memories of users/netizens about the existence of PT Pos or the impressions they contributed to meeting when using PT Pos Indonesia's services. Meanwhile, PT Pos Indonesia has also undergone a restructuring that can improve its performance. For example, in addition to traditional forms of service, sending letters and goods, the company under the auspices of this BUMN currently also has digital facilities. Such as digital checking accounts, local expeditions both nationally and internationally, as well as Pos Pay which can facilitate the public in conducting transactions electronically. Examples are the method of

home loan transactions, transportation installments as well as for PLN transactions.

In addition, there is the hashtag #ThankKasihZaky, a hashtag that is also popular in the wider community, which was created by buzzers on social media. Whether on Twitter, Instagram, or Facebook. The purpose of the hashtag is to express public appreciation for Ahmad Zaky, who has resigned as leader of BukaLapak. Various tweets, headlines, and uploads were distributed by buzzers and social media users in recognition of Ahmad Zaky's performance, services, and contributions in building and advancing BukaLapak. Let the market be known by many people and become a choice for mass shopping (users). As can be seen from the examples that have been discussed, when the public or the public knows who they are dealing with, it will be easier for them to express their opinions and views. known, recognized or closely related to it. PT Pos Indonesia focuses on how its loyal customers continue to use the services of this BUMN and still choose PT Pos as the first choice. Considering the existence of PT Pos Indonesia which has been with the client for a long time. Although now there are many expedition services that use a more complex method or go digital.

BukaLapak also shows similar cases that invite sympathy from the public or their clients. Even before the 2019 election, Ahmad Zaky faced problems for his tweets about the

term "new president." Even so, BukaLapak has loyal customers. This movement intends to convey the views of the people that Ahmed Zaki has done for Indonesia with BukaLapak. The hashtag #ThankKasihZaky actually rose as a public conversation, bringing people back to BukaLapak. Customers misinterpreted the hashtag #UninstallBukaLapak (Rini, 2021).

On the other hand, the positive movement, the process of building public opinion as described above is also carried out through the negative movement or the black movement. Basically the two movements have almost the same form, which is intended to share bad effects and bring down other parties or rivals, for example "Red supports the PKI". At first glance, netizens will subconsciously think that the red party they are aiming for is PDI-P, because PDI-P is a party dominated by red flags and is currently in power. Thus, the public will think and think that the PDI-P is related to the PKI and communist ideology. Here it can be seen that the buzzer does not spontaneously form information or news that clearly and blatantly brings down the other party. But the buzzer uses an automatic announcement method that can attract people's emotions and views towards certain groups (Wazis, 2017).

Some examples are the role as Buzzer's main mission or as part of various forms of activity, Buzzer uses social media platforms to provide and share information prepared by Buzzer. The buzzer team often takes the time

to create content or design issues, aiming to defend the issue to attract public attention. Because buzzer posts can quickly make the public doubt what they already know or believe. What is believed is doubtful, and all lies are assumed to be true. In addition, the presence of buzzers on social media platforms can be easily identified from the accounts they follow or the people who follow them. Another interesting thing is that although the activities they carry out can be classified as buzzers, they actually tend to call themselves influencers. Because words like that are better than buzzers.

## CONCLUSION

The buzzer is the result of the development of social media and technology as well as the use of gadgets in society. At the same time, the function and effect of the buzzer phenomenon is becoming more and more complex. Especially for national political competition. The existence of a buzzer which was originally attached to the field of marketing (product marketing) or public relations has actually developed into politics. Buzzer's missions are basically inseparable from the first, the campaign, and how Buzzer portrays clients or enemies as needed. Examples in this case can be seen in the form of positive movement, negative movement and black movement. Second, how the buzzer spreads and popularizes info on social media to focus people's attention. Third, buzzers also

play an important role in shaping public opinion or users of social media. Whether it's formulated through message features or intentionally shared by buzzers and structured through features available on social media. Like through the comments or feedback column. Activities carried out by buzzers can indirectly trigger or influence public perceptions and opinions on government performance, the existence of political parties, and can influence people's political choices.

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