

ABSTRAK

Fenomena judi bola online semakin berkembang di kalangan mahasiswa, termasuk di Kota Binjai. Kemudahan akses internet, perkembangan teknologi digital, serta faktor ekonomi menjadi pemicu utama mahasiswa terlibat dalam perjudian daring ini. Judi bola online tidak hanya dijadikan sebagai sarana hiburan, tetapi juga dianggap sebagai peluang ekonomi instan, meskipun memiliki risiko finansial yang tinggi. Minimnya pengawasan dan lemahnya penegakan hukum terhadap pemain individu juga berkontribusi pada maraknya praktik ini. Penelitian ini menggunakan metode kualitatif dengan pendekatan etnografi untuk memahami pengalaman, motivasi, serta dampak judi bola online terhadap mahasiswa di Binjai. Data diperoleh melalui wawancara mendalam dengan mahasiswa yang terlibat dalam judi bola online, serta masyarakat dan aparat kepolisian sebagai pihak yang turut memberikan perspektif terkait fenomena ini. Observasi langsung dan analisis dokumen juga digunakan untuk melengkapi data penelitian. Hasil penelitian menunjukkan bahwa faktor utama yang mendorong mahasiswa terlibat dalam judi bola online adalah kemudahan akses, dorongan ekonomi, serta pengaruh lingkungan sosial. Banyak mahasiswa yang awalnya hanya mencoba, namun kemudian terjerumus dalam pola perjudian yang berulang akibat insentif yang diberikan oleh platform judi, seperti bonus dan cashback. Tanggapan masyarakat terhadap fenomena ini cukup beragam, dengan sebagian besar menganggapnya sebagai ancaman terhadap moral dan kesejahteraan mahasiswa. Sementara itu, aparat kepolisian mengakui adanya kendala dalam pemberantasan judi bola online, terutama karena situs perjudian terus bermunculan dan pemain individu sulit dijerat hukum. Temuan ini mengindikasikan perlunya langkah-langkah preventif yang lebih efektif, seperti edukasi mengenai bahaya judi online, penguatan regulasi, serta peningkatan kesadaran sosial agar mahasiswa tidak mudah terjerumus dalam praktik perjudian daring.

Kata Kunci: Judi Bola Online, Mahasiswa, Perjudian Daring

ABSTRACT

The phenomenon of online football gambling is increasingly prevalent among university students, including in Binjai City. Easy internet access, digital technology development, and economic factors are the main drivers of student involvement in online gambling. Online football gambling is not only considered a form of entertainment but also seen as an instant economic opportunity, despite its high financial risks. The lack of supervision and weak law enforcement against individual players also contribute to the widespread practice of online gambling. This study employs a qualitative research method with an ethnographic approach to understand the experiences, motivations, and impacts of online football gambling on students in Binjai. Data was collected through in-depth interviews with students involved in online gambling, as well as with community members and law enforcement officers who provide insights into this phenomenon. Direct observations and document analysis were also conducted to complement the research data. The findings indicate that the main factors driving students to engage in online football gambling are accessibility, economic incentives, and social influence. Many students initially participate out of curiosity but eventually become trapped in a cycle of gambling due to incentives offered by gambling platforms, such as bonuses and cashback. Public responses to this phenomenon vary, with most perceiving it as a threat to students' morality and well-being. Meanwhile, law enforcement authorities acknowledge the challenges in combating online football gambling, particularly due to the continuous emergence of new gambling websites and the difficulty of prosecuting individual players. These findings highlight the need for more effective preventive measures, such as education on the dangers of online gambling, strengthening regulations, and increasing social awareness to prevent students from getting involved in online gambling practices.

Keywords: Online Football Gambling, University Students, Online Gambling