ABSTRAK

Penelitian ini bertujuan untuk menganalisis pola pemanfaatan media sosial TikTok oleh Aliansi Mahasiswa Malikussaleh dalam mendiseminasikan isu penolakan kenaikan tarif Pajak Bumi dan Bangunan (PBB) di Kota Lhokseumawe pada tahun 2025, serta menguraikan hambatan dan efektivitas konversi mosi tidak percaya digital menjadi aksi massa nyata di pelataran Gedung DPRK Lhokseumawe. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus. Data primer diperoleh melalui dokumentasi konten TikTok, serta wawancara mendalam dengan informan kunci (Ketua BEM Unimal, Koordinator Lapangan, dan mahasiswa peserta aksi). Hasil penelitian menunjukkan bahwa pemanfaatan TikTok terbagi secara adaptif ke dalam dua fase. Pada fase pra-aksi, TikTok berfungsi secara efektif sebagai sarana penggalangan opini publik, pembentukan kesadaran kolektif dan ajakan massa melalui konten infografis, video sindiran kebijakan, serta optimalisasi algoritma (hashtag, penanda lokasi, dan FYP). Hambatan psikologis dan biaya koordinasi massa (low-cost participation) berhasil direduksi. .Hambatan utama di ruang publik digital mencakup gangguan sinyal (shutdown jaringan internet) di lokasi aksi dan intervensi narasi buzzer. Konversi mosi tidak percaya digital menjadi aksi fisik yang efektif dan damai hingga berhasil memaksa pembatalan kenaikan PBB ditentukan oleh sinergi hibrida antara kekuatan connective action di ruang digital pada pra-aksi dan soliditas collective action berbasis komando organisasi konvensional di lapangan.

Kata Kunci: TikTok, Mobilisasi Massa, Connective Action, Pajak PBB, Aliansi Mahasiswa Malikussaleh, Digital Public Sphere

ABSTRACT

This study aims to analyze the pattern of TikTok social media use by the Malikussaleh Student Alliance in disseminating the issue of rejecting the increase in Land and Building Tax (PBB) rates in Lhokseumawe City in 2025, as well as solving the obstacles and effectiveness of converting a digital no-confidence motion into a real mass action in the courtyard of the Lhokseumawe DPRK Building. The research method used is qualitative with a case study approach. Primary data was obtained through documentation of TikTok content, as well as in-depth interviews with key informants (the Head of BEM Unimal, Field Coordinator, and student participants in the action). The results show that the use of TikTok is divided adaptively into two phases. In the pre-action phase, TikTok functions effectively as a means of mobilizing public opinion, forming collective awareness and mass invitations through infographic content, policy satire videos, and algorithm optimization (hashtags, location tags, and FYP). Psychological barriers and the cost of mass coordination (low-cost participation) are successfully reduced. The main obstacles in the digital public space include signal interference (internet network shutdown) at the action location and intervention of buzzer narratives. The transformation of a digital no-confidence motion into an effective and peaceful physical action that successfully forced the cancellation of the PBB increase was determined by the synergy between the connecting power of action in the digital space during the pre-action and the solidity of collective action based on conventional organizational command on the ground.

Keywords: TikTok, Mass Mobilization, Connective Action, PBB Tax, Malikussaleh Student Alliance, Digital Public Sphere