

## **ABSTRAK**

### **MEKANISME PENGELOLAAN ISU MASYARAKAT MELALUI MEDIA SOSIAL DPD PARTAI GERINDRA LAMPUNG DALAM PENYAMPAIAN ASPIRASI KEPADA PEMERINTAH PROVINSI LAMPUNG**

**Oleh**

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Penelitian ini dilatarbelakangi oleh perkembangan media sosial yang mengubah pola komunikasi antara masyarakat dan partai politik dalam penyampaian aspirasi publik. Penelitian ini bertujuan untuk mengetahui mekanisme pengelolaan isu masyarakat melalui media sosial oleh DPD Partai Gerindra Lampung kepada Pemerintah Provinsi Lampung. Metode yang digunakan adalah penelitian kualitatif dengan pendekatan kelembagaan melalui wawancara, observasi, dan dokumentasi. Informan penelitian terdiri dari pengurus DPD Partai Gerindra Lampung, anggota DPRD Provinsi Lampung, masyarakat, serta akademisi dan pengamat politik. Analisis penelitian menggunakan teori sistem politik David Easton yang meliputi *input*, *process*, dan *output*. Hasil penelitian menunjukkan bahwa isu masyarakat diterima melalui media sosial Instagram, TikTok, dan X (Twitter), serta melalui reses dan komunikasi langsung dengan masyarakat. Isu yang diterima kemudian dikelola melalui koordinasi internal partai sebelum diteruskan kepada Fraksi Gerindra DPRD Provinsi Lampung maupun pemerintah daerah. Penelitian ini juga menemukan bahwa isu yang memperoleh perhatian luas di media sosial cenderung mendapatkan tindak lanjut lebih cepat. Dengan demikian, media sosial berfungsi sebagai kanal pelaporan isu masyarakat yang mendukung proses penyampaian aspirasi kepada pemerintah daerah. Oleh karena itu, diperlukan optimalisasi fungsi media sosial dan penyusunan SOP pengelolaan isu agar mekanisme yang berjalan lebih efektif dan terstruktur.

**Kata Kunci:** Mekanisme Politik, Media Sosial, Partai Politik.

## **ABSTRACT**

### ***THE MECHANISM OF PUBLIC ISSUE MANAGEMENT THROUGH SOCIAL MEDIA BY THE POLITICAL PARTY GERINDRA PROVINCIAL LAMPUNG REGIONAL EXECUTIVE BOARD IN DELIVERING PUBLIC ASPIRATIONS TO THE LAMPUNG PROVINCIAL GOVERNMENT***

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*This research was motivated by the development of social media, which has transformed communication patterns between society and political parties in the process of conveying public aspirations. The study aims to examine the mechanism of public issue management through social media by the Regional Executive Board (DPD) of the Gerindra Party in Lampung in delivering public aspirations to the Lampung Provincial Government. This research employed a qualitative method with an institutional approach through interviews, observation, and documentation. The informants consisted of DPD Gerindra Lampung administrators, members of the Lampung Provincial Legislative Council (DPRD), community representatives, academics, and political observers. The analysis was conducted using David Easton's political system theory, which consists of input, process, and output. The findings reveal that public issues are received through social media platforms such as Instagram, TikTok, and X (Twitter), as well as through legislative recess activities and direct communication with the public. The issues are then managed through internal party coordination before being forwarded to the Gerindra Fraction of the Lampung Provincial DPRD and the provincial government. The study also finds that issues receiving wider attention on social media tend to obtain faster follow-up responses. Therefore, social media functions as a channel for reporting public issues and supporting the process of conveying public aspirations to the government. It is recommended that the DPD Gerindra Lampung optimize the use of social media and establish standard operating procedures (SOPs) for issue management to ensure a more effective and structured mechanism.*

***Keywords:*** *Issue Management, Social Media, Political Party.*