

ABSTRAK

PERSEPSI MAHASISWA AKTIVIS DAN NON-AKTIVIS GERAKAN SOSIAL BELA PALESTINA DI PROGRAM STUDI ILMU KOMUNIKASI UNIVERSITAS LAMPUNG TERHADAP PEMBOIKOTAN PRODUK MAYBELLINE VINYL INK MELALUI *DIGITAL ACTIVISM* DI MEDIA SOSIAL X.

Oleh

RIZKY MULIA ANNISA PUTRY

Perkembangan teknologi informasi dan komunikasi telah mengubah cara masyarakat mengakses dan menyebarkan informasi, termasuk dalam konteks gerakan sosial dan politik. Media sosial X (sebelumnya Twitter) menjadi salah satu *platform* yang berperan signifikan dalam penyebaran isu pemboikotan produk yang terafiliasi dengan Zionis/Israel, seperti Maybelline *Vinyl Ink*. Penelitian ini bertujuan untuk mengetahui perbandingan persepsi antara mahasiswa aktivis dan non-aktivis Ilmu Komunikasi Universitas Lampung terhadap pemboikotan produk Maybelline Vinyl Ink yang disebarkan melalui *digital activism* di media sosial X. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi terhadap 10 informan perempuan dari dua kategori: 5 aktivis dan 5 non-aktivis. Data dianalisis menggunakan teori efek media yang menekankan pada efek kognitif dan afektif dalam membentuk persepsi individu. Hasil penelitian menunjukkan bahwa mahasiswa aktivis memiliki persepsi positif terhadap pemboikotan dengan pemahaman kognitif yang mendalam serta respons emosional kuat yang mendorong partisipasi aktif dalam *digital activism*. Sebaliknya, mahasiswa non-aktivis menunjukkan persepsi negatif atau netral akibat rendahnya pemahaman, keterlibatan, dan paparan informasi. Faktor internal seperti nilai keagamaan dan empati sosial, serta faktor eksternal seperti intensitas paparan media dan lingkungan sosial, turut memengaruhi pembentukan persepsi pada kedua kelompok. Penelitian ini menegaskan peran media sosial X dalam membentuk persepsi mahasiswa terhadap isu global dan pentingnya literasi media dalam merespons informasi yang tersebar secara *digital*.

Kata kunci: Persepsi, Mahasiswa Aktivis dan Non-Aktivis, Digital Activism, Boikot Produk, Media Sosial X.

ABSTRACT

PERCEPTIONS OF ACTIVIST AND NON-ACTIVIST STUDENTS IN THE SOCIAL MOVEMENT FOR PALESTINE SOLIDARITY IN THE COMMUNICATION SCIENCE PROGRAM AT THE UNIVERSITY OF LAMPUNG TOWARD THE BOYCOTT OF MAYBELLINE VINYL INK PRODUCTS THROUGH DIGITAL ACTIVISM ON SOCIAL MEDIA X.

By

RIZKY MULIA ANNISA PUTRY

The development of information and communication technology has transformed the way people access and disseminate information, including in the context of social and political movements. Social media platform X (formerly Twitter) has played a significant role in spreading issues related to the boycott of products affiliated with Zionism/Israel, such as Maybelline Vinyl Ink. This study aims to compare the perceptions of activist and non-activist Communication Science students at the University of Lampung regarding the boycott of Maybelline Vinyl Ink products disseminated through digital activism on social media X. This research employs a descriptive qualitative approach, with data collected through in-depth interviews, observation, and documentation involving 10 female informants divided into two categories: 5 activists and 5 non-activists. The data were analyzed using media effects theory, which emphasizes cognitive and affective effects in shaping individual perceptions. The findings show that activist students possess a positive perception of the boycott, supported by deep cognitive understanding and strong emotional responses that encourage active participation in digital activism. In contrast, non-activist students tend to show negative or neutral perceptions due to limited understanding, low engagement, and minimal exposure to information. Internal factors such as religious values and social empathy, along with external factors such as media exposure and social environment, also influence the formation of perceptions in both groups. This study highlights the role of social media platform X in shaping students' perceptions of global issues and emphasizes the importance of media literacy in responding to digitally disseminated information.

Keywords: Perception, Activist and Non-Activist Students, Digital Activism, Product Boycott, X Social Media