

Analisis Wacana dan Aktor Pengguna Twitter Terhadap Isu Mandatory Spending dalam RUU Kesehatan = Analysis Of Discourse and Twitter User Actors On The Issue Of Mandatory Spending In The Health Bill

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Abstrak

Penelitian ini bertujuan menganalisis sentimen pengguna Twitter terkait penghapusan wajib belanja dalam RUU Kesehatan. Studi sebelumnya menunjukkan bahwa sentimen dari kalangan profesi kesehatan masyarakat cenderung menolak kebijakan ini. Selain itu, mandatory spending dalam konteks UHC penting untuk membiayai program implementasi UHC. Studi terdahulu hanya berfokus pada program jaminan kesehatan dalam melaksanakan implementasi UHC yang dimana pada studi sebelumnya juga Aktor-aktor berdasarkan studi terdahulu umumnya merupakan tenaga kesehatan yang terdampak RUU tersebut. Sehingga penelitian ini akan mengisi kekosongan dari penelitian sebelumnya dengan memfokuskan perdebatan publik terhadap wacana yang akan muncul dalam isu mandatory spending dalam RUU Kesehatan. Penelitian ini menggunakan penelitian digital dengan metode pengumpulan data menggunakan teknik crawling pada Google Collab. Data yang diperoleh dari proses crawling peneliti analisis dengan tweet-count dan user-count dari proses kemudian akan dianalisis dengan melalui tahapan preprocessing, seperti: false folding, cleansing, tokenization, normalization, stopword removal, dan stemming. Hasil mining data penelitian ini menghasilkan temuan beberapa aktor dominan seperti: @DrEvaChaniago, @Berlianidris, dan @MarimarAuw. Berdasarkan hasil penelitian ini didapatkan beberapa temuan seperti wacana mandatory spending pada RUU Kesehatan berimplikasi terhadap perdebatan netizen di media sosial dan terdapat aktor yang mendorong sebuah aksi penolakan. Hasil framing/leading wacana aktor dominan disebabkan kepemilikan terhadap beberapa modal, yaitu: background sesuai isu kesehatan, followers Twitter yang banyak, dan aktif dalam me-reply dan retweet isu yang populer. Klasifikasi data wacana yang peneliti kumpulkan, menghasilkan sebanyak 62,4% opini negatif, 29,3% opini positif, dan 8,3% opini netral terhadap pengesahan RUU Kesehatan.

.....This study aims to analyze the sentiment of Twitter users regarding the elimination of mandatory spending in the Health Bill. Previous studies have shown that sentiment from the public health profession tends to reject this policy. In addition, mandatory spending in the context of UHC is important to finance UHC implementation programs. Previous studies only focused on health insurance programs in implementing UHC where in previous studies the actors based on previous studies were generally health workers affected by the bill. So that this study will fill the void from the previous research by focusing the public debate on the discourse that will arise in the issue of mandatory spending in the Health Bill. This study uses digital research with a data collection method using crawling techniques on Google Collab. The data obtained from the crawling process of the researcher analyzes with the tweet-count and user-count of the process will then be analyzed through preprocessing stages, such as: false folding, cleansing, tokenization, normalization, stopword removal, and stemming. The results of data mining this study resulted in the findings of several dominant actors such as: @DrEvaChaniago, @Berlianidris, and @MarimarAuw. Based on the results of this study, several findings were obtained, such as the discourse of mandatory spending on the Health Bill has implications for the debate of netizens on social media and there are actors

who encourage an action of rejection. The results of framing/leading the discourse of the dominant actor are due to ownership of several capital, namely: background according to health issues, many Twitter followers, and active in replying to and retweeting popular issues. The classification of discourse data collected by the researcher resulted in 62.4% negative opinions, 29.3% positive opinions, and 8.3% neutral opinions against the ratification of the Health Bill.