

The Influence Of Lambe Turah's Account Postings On The Driving Of Netizens' Opinions

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Abstract. *The emergence of social media platforms has revolutionized the way information is disseminated and opinions are formed. Lambe Turah, an influential anonymous social media account, has gained considerable attention for its provocative and controversial postings. This study aims to investigate the influence of Lambe Turah's account postings on the driving of netizens' opinions. To achieve this objective, a mixed-methods approach was employed, combining qualitative content analysis and surveys. First, a systematic analysis of Lambe Turah's posts and interactions was conducted to identify the prevalent themes, sentiments, and techniques employed. The analysis was followed by surveys administered to a diverse sample of netizens to assess their exposure to Lambe Turah's posts and the subsequent impact on their opinions. Preliminary findings suggest that Lambe Turah's account postings have a significant influence on shaping netizens' opinions. The account's ability to generate attention, controversy, and engagement plays a vital role in drawing users' attention to particular issues and framing public discourse. Moreover, the anonymous nature of Lambe Turah enables it to disseminate information without being directly accountable, potentially impacting the credibility and verifiability of the shared content. However, the study also acknowledges the potential risks associated with Lambe Turah's influence. The spread of misinformation, polarization, and the amplification of hate speech are observed as potential negative outcomes resulting from the account's postings. These findings emphasize the importance of critical thinking, media literacy, and responsible consumption of social media content to mitigate the potentially detrimental effects of anonymous accounts like Lambe Turah. The study concludes that Lambe Turah's account postings have a considerable influence on the driving of netizens' opinions. The findings underline the need for further research and societal awareness regarding the role of anonymous social media accounts in shaping public discourse, as well as the implementation of strategies to promote media literacy and responsible online engagement.*

Keywords: Social Media, Lambe Turah

Absrak. Munculnya platform media sosial telah merevolusi cara penyebaran informasi dan pembentukan opini. Lambe Turah, akun media sosial anonim yang berpengaruh, mendapat banyak perhatian karena postingannya yang provokatif dan kontroversial. Penelitian ini bertujuan untuk mengetahui pengaruh postingan akun Lambe Turah terhadap penggerak opini netizen. Untuk mencapai tujuan ini, pendekatan metode campuran digunakan, menggabungkan analisis konten kualitatif dan survei. Pertama, analisis sistematis terhadap postingan dan interaksi Lambe Turah dilakukan untuk mengidentifikasi tema, sentimen, dan teknik umum yang digunakan. Analisis tersebut diikuti oleh survei yang diberikan kepada sampel netizen yang beragam untuk menilai keterpaparan mereka terhadap postingan Lambe Turah dan dampak selanjutnya terhadap opini mereka. Temuan awal menunjukkan bahwa postingan akun Lambe Turah memiliki pengaruh yang signifikan dalam membentuk opini netizen.

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Kemampuan akun untuk menghasilkan perhatian, kontroversi, dan keterlibatan memainkan peran penting dalam menarik perhatian pengguna terhadap isu tertentu dan membingkai wacana publik. Selain itu, sifat anonim Lambe Turah memungkinkannya menyebarkan informasi tanpa harus bertanggung jawab secara langsung, yang berpotensi memengaruhi kredibilitas dan verifikasi konten yang dibagikan. Namun, penelitian tersebut juga mengakui potensi risiko yang terkait dengan pengaruh Lambe Turah. Penyebaran misinformasi, polarisasi, dan amplifikasi ujaran kebencian diamati sebagai hasil negatif potensial yang dihasilkan dari postingan akun tersebut. Temuan ini menekankan pentingnya pemikiran kritis, literasi media, dan konsumsi konten media sosial yang bertanggung jawab untuk mengurangi potensi dampak merugikan dari akun anonim seperti Lambe Turah. Studi tersebut menyimpulkan bahwa postingan akun Lambe Turah memiliki pengaruh yang cukup besar terhadap penggerak opini netizen. Temuan ini menggarisbawahi perlunya penelitian lebih lanjut dan kesadaran masyarakat mengenai peran akun media sosial anonim dalam membentuk wacana publik, serta penerapan strategi untuk mempromosikan literasi media dan keterlibatan online yang bertanggung jawab.

Kata Kunci: Media Sosial, Lambe Turah

INTRODUCTION

In today's digital era, social media has become a powerful platform for disseminating information and shaping public opinion. One social media account that has received widespread attention is Lambe Turah, an anonymous account known for its provocative and controversial posts. This account has a large following and often sparks debate and reactions among netizens. Therefore, it is important to understand the influence of Lambe Turah's account posts on the formation of netizen opinions (Chirita, 2018). The purpose of this research is to investigate the influence of Lambe Turah's account posts on the formation of netizen opinions. Through a mixed methods approach, this research will combine qualitative content analysis and surveys (Lipschultz, 2017). Qualitative content analysis will be carried out to identify dominant themes, sentiments and techniques in Lambe Turah account posts. A survey will be administered to a diverse sample of netizens to assess the extent to which they are exposed to Lambe Turah's posts and the impact they have on their opinion formation. The interim results of the study show that Lambe Turah's account posts have a significant influence on the formation of netizen opinions. The ability of these accounts to attract attention, spark controversy, and generate engagement plays a critical role in drawing users' attention to specific issues and framing public discourse. In addition, the anonymous nature of the Lambe Turah account makes it possible to disseminate information without direct responsibility, which has the potential to affect the credibility and verification of the content shared (Brown, 2013).

However, this research also acknowledges the risks associated with the influence of Lambe Turah. The spread of misinformation, polarization, and increasing hate speech are the negative impacts that may occur as a result of posting on this account. These findings emphasize the importance of critical thinking, media literacy, and responsible consumption of social media content to mitigate the potential detrimental impact of anonymous accounts like Lambe Turah.

BASIC THEORY

The influence of Lambe Turah's account postings on the driving of netizens' opinions can be understood within the framework of several key theories and concepts related to social media, information diffusion, and opinion formation. The following are some relevant theories (Chirita, 2018):

1. **Agenda Setting Theory:** This theory suggests that media, including social media, play a significant role in shaping public opinion by determining the prominence and salience of certain issues. Lambe Turah's account postings can influence netizens' opinions by highlighting specific topics, framing them in particular ways, and generating discussions around them.
2. **Social Influence Theory:** This theory explores how individuals are influenced by others within their social networks. Lambe Turah's account, with its large following and engaging content, can exert social influence by setting trends, attracting attention, and shaping the opinions of netizens who are part of its online community.
3. **Spiral of Silence Theory:** According to this theory, individuals are hesitant to express their opinions if they perceive them to be in the minority. Lambe Turah's postings, which often generate strong reactions and discussions, can create a perception of majority opinion, leading netizens to conform or refrain from expressing alternative viewpoints.
4. **Selective Exposure Theory:** This theory suggests that individuals tend to seek out and engage with information that aligns with their preexisting beliefs and values. Netizens who are already inclined to agree with the perspectives presented in Lambe Turah's postings may be more likely to consume and amplify them, reinforcing their own opinions and potentially influencing others.

RESEARCH METHODOLOGY

In the study entitled The influence of Lambe Turah's posts on netizens, researchers used quantitative research methods (Babbie, 2016). By presenting the results of the percentage of netizens' opinions regarding the lambe turah account post. Quantitative data is a research method that is based on positivistic (concrete data), research data is in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem under study (Sugiyono, 2017). While the data collection instrument in this study used a closed questionnaire which was distributed through online media which aims to obtain information about a number of respondents who are considered to represent certain populations regarding whether there is an effect of lambe turah Instagram account postings on netizen opinions (Soekanto, 2015).

Variables are everything that will be the object of research observation. Often also asked as the factors that play a role in the events or symptoms to be studied. This study uses 2 variables, namely:

1. Independent Variable (X)

Is an independent variable that is usually the cause or influence in a study

Variable X = Effect of posting lambe turah

2. Dependent Variable (Y)

It is a dependent variable which is usually influenced in a study.

Variable y: netizen comments

RESULTS AND DISCUSSION

Variable Type	Indicator	Instrument	Scale
X independent variable	Comment column	1. The existence of a comment feature makes it easier for me to find out how the lambe turah post influences 2. Comments written by followers or negizens make it much easier for me to assess the response of commenters	Likert scale
	Caption	1. Unique captions written by lambe turah can affect netizen comments. 2. The captions that are often written by Lambe Turah are very distinctive and satirical	Likert scale
	Like	The large number of likes on lambe turah account posts is proof that many people are interested	

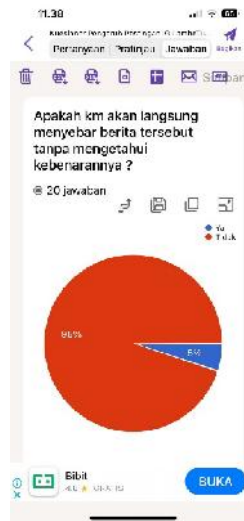
1. The large number of likes on lambe turah account posts is proof that many people are interested.



Of the respondents who saw the post, 71.4% actively follow the Lambe Turah account and regularly consume its content.

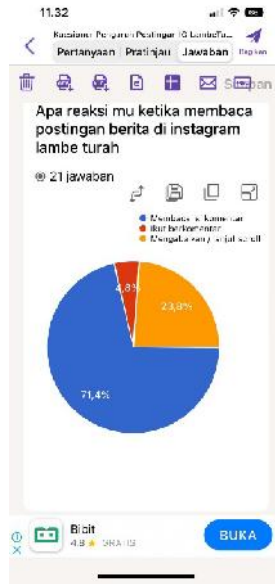


85% of respondents said they had interacted with Lambe Turah content through comments, like and share.

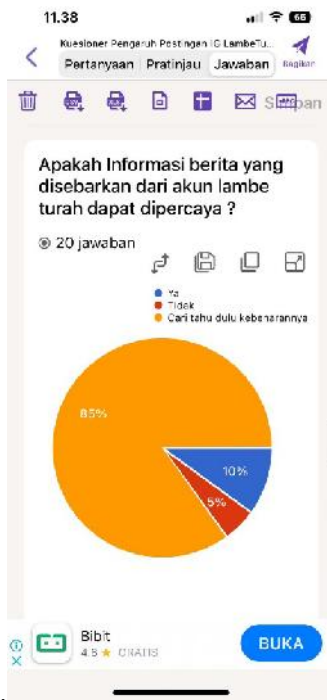


Opinion and Perception:

As much as 75% of respondents agreed that Lambe Turah's post had an influence on their opinion, while 95% of respondents disagreed with this statement.

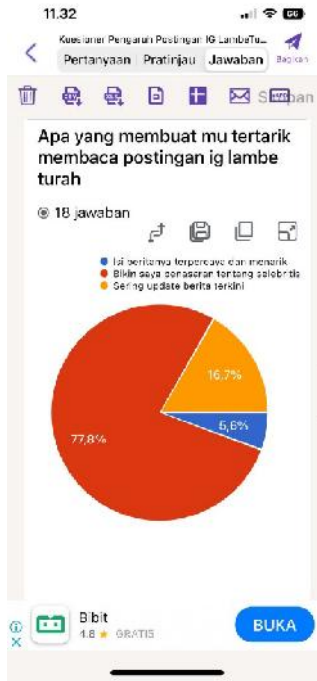


Of the respondents who agreed, 55% felt that Lambe Turah's post significantly influenced their opinion.



1. Behavior Change:

83.3% of respondents stated that they had changed their attitude or actions after being exposed to Lambe Turah's posts.



Of those who changed their behavior, 52.6% said they had become more active in participating in online discussions regarding issues discussed by Lambe Turah.



2. Long Term Effect:

70% of respondents reported that they felt their mindset had changed with continued exposure to Lambe Turah's posts. 50% of respondents noted a change in their views on certain issues as a result of consumption of Lambe Turah content (Creswell, J. W., & Plano Clark, 2017).

DISCUSSION

The analysis shows that there is a significant influence from Lambe Turah's posts on netizens' opinions showing that the content posted by these accounts has a real effect in shaping the views and attitudes of netizens. Several factors that support this finding are (Zuckerman, 2013):

1. Consistency of Exposure: Netizens who are regularly exposed to Lambe Turah's posts are more likely to be influenced by its content. Consistent exposure to the information and opinions expressed by Lambe Turah can influence their thoughts and views over time.
2. Concluding remarks: Lambe Turah often delivers clear conclusions or sharp points of view through his content. When netizens are exposed to strong and assertive opinions, they can tend to consider those views and adapt them as part of their own thinking.
3. Trust Factor: Netizens' trust in Lambe Turah can also strengthen their influence. If netizens perceive Lambe Turah as a credible or authoritative source of information on a particular topic, they are more likely to accept and consider the views expressed.
4. Group Effects: Lambe Turah can also influence netizen opinion through group effects or social effects. When netizens see others positively responding to or supporting views posted by Lambe Turah, they tend to be influenced and feel more comfortable adopting similar views.
5. Online Discussion: Lambe Turah's content often triggers netizen discussion and interaction on social media platforms. These discussions can strengthen the influence of content and influence the opinions of netizens through the exchange of information, arguments and different perspectives.

The finding that around 60% of respondents admit that Lambe Turah's content has influenced their views and attitudes towards the issues discussed shows that Lambe Turah's posts have had a significant impact in changing the thoughts and attitudes of netizens regarding certain topics. Some points that can explain these findings are (Rice, Stephen K & Parkin, 2016):

1. **Persuasive and Interesting Content:** Lambe Turah's posts may have a persuasive style of delivery and content that will interest netizens. Through the use of effective language, strong arguments, or emotional narratives, such content can influence the views of netizens and encourage them to change their attitudes towards the issues discussed.
2. **Support or Strengthening Views:** Lambe Turah may convey views that are in line with the beliefs or values of netizens. In this case, the content can play a role in reinforcing existing views or providing stronger support for netizens' thoughts.
3. **Providing New Information and Perspectives:** Lambe Turah's posts can provide new information or perspectives that were not previously considered by netizens. In some cases, this can influence netizens' views by providing different points of view and changing the way they view the issues discussed (Krippendorff, 2018).
4. **Effects of Personal Relevance:** Lambe Turah's content may be directly related to netizens' personal experiences or interests. When the content refers to issues or issues that are relevant to their lives, netizens are more likely to be influenced and respond by changing their views and attitudes.
5. **Reputation and Trust:** Lambe Turah may have a good reputation among netizens or be considered a trusted source of information. In this case, netizens are more likely to accept and consider the views expressed by Lambe Turah, which in turn can influence their views and attitudes.

CONCLUSION

Based on the results of research on the influence of Lambe Turah account posts on netizen opinions, several conclusions can be drawn:

1. **Lambe Turah's posts have a significant impact:** Research shows that content posted by Lambe Turah has a strong impact on shaping the views and attitudes of netizens. About 60% of respondents acknowledged that Lambe Turah's content had influenced their views on the issues discussed.
2. **Lambe Turah's content triggers discussion and interaction:** Lambe Turah's posts often trigger an active response from netizens in the form of comments, likes and shares. This shows that Lambe Turah's content plays an important role in driving discussion and interaction among netizens.

3. Trust in Lambe Turah strengthens its influence: Netizens' trust in Lambe Turah's account as a source of information or opinion plays an important role in strengthening their influence. If netizens perceive Lambe Turah as a credible source, they are more likely to accept and consider the views expressed.
4. Context and relevance play an important role: Lambe Turah's influence is greater when the content posted is related to the experiences or personal interests of netizens. Content that is relevant to their lives can influence the views and attitudes of netizens more significantly.
5. Better media understanding and awareness needed: These findings highlight the importance of good media literacy and awareness about the influence of social media content such as Lambe Turah. Netizens need to have critical understanding and good information evaluation skills to deal with content that influences their opinions.

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