

indikator dukungan, tetapi juga sebagai arena pembentukan opini dan polarisasi. Oleh karena itu, penerapan strategi moderasi komentar serta pengelolaan interaksi yang lebih konstruktif perlu dipertimbangkan secara serius guna menstimulasi terciptanya ruang diskusi yang lebih sehat dan bersifat dialogis. Upaya ini krusial untuk meminimalisir penyebaran narasi negatif yang destruktif dan mendorong pertukaran ide yang lebih substantif di ranah publik digital.

Selain itu, studi di masa mendatang dapat memperluas cakupan analisis dengan melakukan studi komparatif terhadap kampanye visual politik antar-kandidat maupun lintas platform media sosial, seperti YouTube, TikTok, dan Instagram. Perbandingan ini menjadi krusial untuk membedah sejauh mana karakteristik teknis dan algoritma masing-masing platform memengaruhi tipologi partisipasi, dinamika interaksi, serta proses konstruksi opini publik dalam konstelasi politik digital di Indonesia. Strategi komunikasi yang terlalu menekankan polarisasi berpotensi mempersempit ruang dialog publik dan memperkuat fragmentasi sosial di ruang digital.

Keempat, aktor politik dan tim kampanye juga perlu meningkatkan kesadaran akan dampak jangka panjang komunikasi politik digital terhadap kualitas demokrasi. Kampanye visual yang kreatif sebaiknya diimbangi dengan narasi yang mendorong literasi politik, pemahaman isu, serta penghargaan terhadap perbedaan pandangan, sehingga media sosial tidak hanya menjadi arena kontestasi, tetapi juga ruang pembelajaran politik bagi masyarakat.

Dengan menerapkan langkah-langkah tersebut, praktik kampanye politik digital di media sosial diharapkan tidak hanya efektif dalam menarik perhatian dan dukungan publik, tetapi juga mampu berkontribusi pada terciptanya ruang diskursus politik yang lebih sehat, inklusif, dan bertanggung jawab.

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