

ABSTRAK

Kampanye digital #TolakRevisiUUTNI muncul dan menjadi *trending topic* di media sosial X pada Maret hingga April 2025 yang menyoroti potensi kembalinya Dwifungsi ABRI melalui revisi Undang-Undang Nomor 34 Tahun 2004 tentang Tentara Nasional Indonesia (RUU TNI). Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh terpaan kampanye digital #TolakRevisiUUTNI di media sosial X terhadap minat mencari informasi tentang Dwifungsi ABRI pada mahasiswa Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei dan teori *uses and effect*. Teknik pengambilan sampel menggunakan *purposive sampling*, sedangkan pengumpulan data dilakukan melalui penyebaran kuesioner secara daring dengan Google Form terhadap 385 responden mahasiswa Yogyakarta yang pernah terpapar dan mengakses kampanye digital #TolakRevisiUUTNI di media sosial X. Analisis data penelitian menggunakan uji regresi polinomial kuadratik dengan bantuan *software* SPSS. Hasil penelitian menunjukkan persamaan regresi $Y=21,801+0,436X+0,008X^2$ dengan nilai koefisien determinasi (*R Squared*) sebesar 0,578, yang berarti bahwa variabel terpaan kampanye digital di media sosial X mampu menjelaskan 57,8% variasi perubahan pada minat mencari informasi tentang Dwifungsi ABRI, sementara 42,2% sisanya dipengaruhi oleh faktor lain di luar penelitian ini seperti lingkungan sosial, literasi digital, minat politik, dan paparan media lain. Dengan demikian, semakin tinggi tingkat terpaan kampanye digital #TolakRevisiUUTNI di media sosial X yang dialami mahasiswa, semakin tinggi pula minat mereka dalam mencari informasi tentang Dwifungsi ABRI.

Kata Kunci: Terpaan Kampanye Digital, #TolakRevisiUUTNI, Minat Mencari Informasi, Dwifungsi ABRI, Media Sosial X.

ABSTRACT

The #TolakRevisiUUTNI digital campaign emerged and became a trending topic on social media X from March to April 2025, highlighting concerns regarding the potential reinstatement of the Indonesian Armed Forces' Dual Function (Dwifungsi ABRI) through the revision of Law Number 34 of 2004 on the Indonesian National Armed Forces (RUU TNI). This study aims to examine the extent to which exposure to the #TolakRevisiUUTNI digital campaign influences university students' interest in seeking information about Dwifungsi ABRI in Yogyakarta. The research employs a quantitative approach with a survey method and draws upon the uses and effects theory. A purposive sampling technique was applied, while data were collected through an online questionnaire distributed via Google Form to 385 university students in Yogyakarta who had been exposed to and accessed the #TolakRevisiUUTNI digital campaign on social media X. Data analysis used quadratic polynomial regression testing with SPSS software. The results of the study show a regression equation of $Y=21.801+0.436X+0.008X^2$ with a coefficient of determination (R Squared) of 0.578, which means that the variable of exposure to digital campaigns can explain 57.8% of the variation in interest in seeking information, while the remaining 42.2% is influenced by other factors outside this research. Therefore, the higher the level of exposure students have to the #TolakRevisiUUTNI digital campaign, the greater their interest in seeking information about Dwifungsi ABRI.

Keywords: *Digital Campaign Exposure, #TolakRevisiUUTNI, Interest in Seeking Information, Dwifungsi ABRI, Social Media X.*