

***THE ROLE OF CITIZENS THROUGH SOCIAL MEDIA IN SHAPING
PUBLIC OPINION***

(A DESCRIPTIVE STUDY IN CIGADUNG VILLAGE BANDUNG CITY)

By

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ABSTRACT

The development of technology, particularly social media, has significantly impacted everyday human life. Marshall McLuhan, in his book *Understanding Media* (1964), highlights the profound influence of technology on society. Meanwhile, the phenomenon of public opinion began to emerge in Europe and the United States in the late 18th century, closely tied to the concept of freedom of expression as a pillar of democracy. In the digital age, social media serves as a platform that shapes individual attitudes and behaviors while also being an essential tool for political communication. However, alongside its benefits, social media has become a medium for the spread of false information and hate speech, especially during political events like elections. Data from the Ministry of Communication and Information (KOMINFO) indicates a spike in hoax issues during the 2019 elections, illustrating the challenges of forming fact-based public opinion. This research aims to analyze the role of citizens through social media in shaping public opinion, as well as its positive and negative impacts. An interdisciplinary approach combining Citizenship Education and Political Science is expected to provide a comprehensive understanding of the dynamics of public opinion in the digital era. This study focuses on civic disposition, which is essential for supporting healthy and effective political participation. The research is titled "The Role of Citizens Through Social Media in Shaping Public Opinion."

Keywords: *The Role of Citizens, Social Media, Public Opinion, and Civic Disposition.*