

ABSTRACT

Racism is an issue that cannot be separated from human life in living their social life. In Indonesia, racism also occurs. This happens because of Indonesia's vast geographical conditions, the large number of population in Indonesia with diverse races and ethnicities makes Indonesia very vulnerable to the problem of racial and ethnic discrimination.

An example of a case of racism that occurred in Indonesia is racism towards Papuan society, one of them is an incident that overwrote a Papuan student in Surabaya on August 16, 2019. During this incident, violent and racist words were raised by a group of people to students from Papua. The incident made Twitter users provide support for Papua through the hashtag #PapuaBukanMonyet. This hashtag was made because Papuan students in Surabaya were shouted "monkey" by people who surrounded Papuan student dormitories in Surabaya.

The purpose of this study is to find out how the cognitive, affective, and conative impact affected the spread of anti-racism messages on Twitter through the hashtag #PapuaBukanMonyet to the public. The research method in this study is a qualitative method, and uses a constructivist paradigm. The study was conducted by interviewing 3 informants. The results of this study are the spread of anti-racism messages on Twitter through the hashtag #PapuaBukanMonyet has a cognitive, affective, and cognitive impact to the public.

Keywords : Racism, Anti-racism Messages, Twitter, Hastagh.