

ABSTRAK

Korupsi masih menjadi masalah yang signifikan di Indonesia, termasuk di Purbalingga, dengan tingkat kesadaran masyarakat yang belum sepenuhnya optimal. *Anti-Corruption Film Festival* (ACFFEST) 2024 hadir sebagai upaya kampanye antikorupsi melalui media film yang komunikatif dan partisipatif. Penelitian ini mengkaji bagaimana proses konstruksi pemahaman antikorupsi masyarakat Purbalingga melalui *Anti-Corruption Film Festival* (ACFFEST) 2024. Dengan menggunakan teori Konstruksi Sosial atas Realitas dari Berger dan Luckmann, penelitian ini bertujuan untuk: (1) mengetahui proses eksternalisasi, (2) mengetahui proses objektivasi, dan (3) mengetahui proses internalisasi pemahaman antikorupsi masyarakat Purbalingga melalui kampanye *Anti-Corruption Film Festival* (ACFFEST) 2024. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data dikumpulkan melalui observasi partisipatif, wawancara semi terstruktur, dan dokumentasi. Partisipan penelitian meliputi masyarakat yang menjadi penonton, panitia, serta pihak yang terlibat dalam penyelenggaraan ACFFEST 2024 di Purbalingga. Hasil penelitian menunjukkan bahwa ACFFEST 2024 berhasil mengkonstruksi pemahaman antikorupsi masyarakat melalui tiga tahapan teori Konstruksi Sosial. ACFFEST 2024 di Purbalingga, dengan pendekatan partisipatif dan komunikatif, menjadi ruang sosial yang mendorong transformasi pemahaman masyarakat terkait isu antikorupsi. Masyarakat yang sebelumnya cenderung pasif mulai terlibat aktif dalam proses pembentukan makna, menggeser pemahaman dari konsep yang abstrak menjadi lebih konkret, serta dari isu yang terasa jauh menjadi bagian yang melekat pada kehidupan sehari-hari. Perubahan ini dapat ditelusuri melalui dinamika interaksi yang berlangsung selama kegiatan, dimulai dari tahap awal ketika masyarakat menyampaikan pandangan dan pengalaman terkait korupsi, berlanjut pada pembentukan kesepahaman kolektif melalui pesan yang disampaikan dalam film dan forum diskusi, hingga akhirnya nilai-nilai tersebut diadopsi sebagai prinsip pribadi yang tercermin dalam sikap kritis terhadap praktik korupsi di lingkungan mereka.

Kata Kunci: ACFFEST, Antikorupsi, Festival Film, Konstruksi Sosial atas Realitas, Purbalingga.

ABSTRACT

Corruption remains a significant problem in Indonesia, including in Purbalingga, with public awareness levels not yet fully optimized. The Anti-Corruption Film Festival (ACFFEST) 2024 is presented as an effort to promote anti-corruption through the medium of film, which is both communicative and participatory. This study examines how the process of constructing public understanding of anti-corruption in Purbalingga is facilitated through the Anti-Corruption Film Festival (ACFFEST) 2024. Using Berger and Luckmann's Social Construction of Reality theory, this study aims to: (1) identify the process of externalization, (2) identify the process of objectification, and (3) identify the process of internalization of the public's understanding of anti-corruption in Purbalingga through the ACFFEST 2024 campaign. This study employs a descriptive qualitative approach. Data was collected through participatory observation, semi-structured interviews, and documentation. Research participants included the community as audience members, committee members, and parties involved in organizing ACFFEST 2024 in Purbalingga. The results of the study indicate that ACFFEST 2024 successfully constructed the community's understanding of anti-corruption through the three stages of Social Construction theory. ACFFEST 2024 in Purbalingga, with its participatory and communicative approach, became a social space that encouraged the transformation of the community's understanding of anti-corruption issues. The community, which had previously been passive, began to actively participate in the process of meaning-making, shifting their understanding from abstract concepts to more concrete ones, and from issues that felt distant to those that were closely tied to their daily lives. This change can be traced through the dynamics of interaction that took place during the event, starting from the initial stage when the community shared their views and experiences related to corruption, continuing with the formation of collective understanding through messages conveyed in films and discussion forums, and finally adopting these values as personal principles reflected in critical attitudes toward corrupt practices in their environment.

Keywords: ACFFEST, Anti-Corruption, Film Festival, Social Construction of Reality, Purbalingga.