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Social Media, Digital Activism, and Online Gender-Based Violence in Indonesia

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ABSTRACT

Online Gender-Based Violence (OGBV) cases in Indonesia are increasing every year. The Indonesian people have not considered the issue of OGBV as an important thing. This study aims to explore digital activism carried out by SAFEnet (Southeast Asia Freedom of Expression Network) in the "Awas KBGO!" (Beware of OGBV!) Campaign. This research is qualitative research with a case study approach. Researchers want to know the role of social media in digital activism internally (inward) and externally (outward). Data collection techniques are interviews, observation, and literature study. The research subjects were campaign makers, campaign partners, and the target audience of the campaign. The results showed that social media has an important role in digital activism in the "Awas KBGO!" (Beware of OGBV!) Campaign. After conducting the analysis, the researchers found three major themes in the digital activism research conducted by SAFEnet, such as (1) Information Sources; (2) Movement, Mobilization, and Self-Mediation; (3) Online Gender-Based Violence Victims Advocacy.

***Keywords**: Digital activism, online movement, online gender-based violence (OGBV), social media*

ABSTRAK

Kasus Kekerasan Berbasis Gender Online (KBGO) di Indonesia naik setiap tahun. Masyarakat Indonesia pun belum menganggap isu KBGO merupakan suatu hal yang penting. Penelitian ini bertujuan untuk mengeksplorasi aktivisme digital yang dilakukan oleh SAFEnet (Southeast Asia Freedom of Expression Network) dalam kampanye "Awas KBGO!". Penelitian ini adalah penelitian kualitatif dengan pendekatan studi kasus. Peneliti ingin mengetahui peran media sosial dalam aktivisme digital secara internal (inward) dan eksternal (outward). Teknik pengumpulan data yaitu wawancara, observasi, dan studi pustaka. Subjek penelitian adalah pembuat kampanye, mitra kampanye, dan target audiens kampanye. Hasil penelitian menunjukkan bahwa media sosial memiliki peran penting dalam aktivisme digital dalam kampanye "Awas KBGO!". Setelah dilakukan analisis, peneliti menemukan tiga tema besar dalam penelitian aktivisme digital yang dilakukan SAFEnet dalam kampanye "Awas KBGO!" yaitu: (1) Sumber Informasi; (2) Pergerakkan, Mobilisasi, dan Self-Mediation; (3) Advokasi Korban Kekerasan Berbasis Gender Online.

Kata Kunci: Aktivisme digital, gerakan siber, kekerasan berbasis gender online, media sosial

INTRODUCTION

Digital activism that is mostly practiced by the young generation today is the online social movement. An online social movement is the choice of contemporary Indonesian society today in conducting activism (Ismail, Munsi, & Hans, 2019). This happens because internet users in Indonesia are 196.7 million or 73.7% of Indonesia's population (APJII, 2020). The Instagram social media users in Indonesia as of August 2020 reached 77,190,000 users

(NapoleonCat, 2020). In other words, Instagram social media users in Indonesia larger than internet users in Indonesia.

Youth activism on social media has the potential to balance the power of a government that is slow to reach certain issues. Raising an issue that is considered important by the public through the social media movement can be more effective to reach the smallest community (Dewantara & Widhyharto, 2015). In recent years, young feminist activists use social media to speak-up about gender-based injustices experienced and witnessed (Jackson, 2018).

One of the important issues that need to be raised in the social media movement in Indonesia is the Online Gender-Based Violence (OGBV) issue. The increase in cases of OGBV in recent years has made OGBV a violation of human rights (Amnesty International, 2018; Lewis, Rowe, & Wiper, 2017; UNHRC, 2018). OGBV cannot be separated from changes in the way humans communicate via the internet. The wide use and distribution of this new communication system have an impact on changing the way humans communicate with one another. Various kinds of features such as anonymity, virality, or disinhibition, which in turn determine norms of interaction (Rodríguez-Darias & Aguilera-Ávila, 2018).

The International Center for Research on Women terminates OGBV as Technology-Facilitated Gender-Based Violence, which is an action carried out by one or more people that endangers others because of their sexual or gender identity or by enforcing dangerous gender norms. This action is performed using the internet and/or cellular technology. This violence includes stalking, bullying, sexual harassment, defamation, hate speech, and exploitation (Mueller, Brien-milne, & Wandera, 2018). OGBV is also termed Technology-Facilitated Sexual Violence. This term is referring to the diverse ways in which criminal, civil or otherwise harmful sexually aggressive and harassing behaviors are being perpetrated with the aid or use of digital communication technologies (Powell & Henry, 2017). In simple terms, Online Gender-Based Violence can be understood as any form of violence that attacks a person's gender identity and is facilitated by technology.

Referring to National Commission on Violence Against Women's *(Komnas Perempuan)* 2020 Annual Report, there is an increase of 300% in OGBV cases compared to the previous year (2019) (Komnas Perempuan, 2020). Even when the COVID-19 pandemic hit (March-June 2020), SAFEnet noted an increase in OGBV cases by 400% compared to case complaints in 2019 (SAFEnet, 2020). The increase in OGBV cases has made SAFEnet (Southeast Asia Freedom of Expression Network) as a civil society organization that fights for digital rights in Southeast Asia to launch an Online Gender-Based Violence (OGBV) Campaign named *"Awas KBGO!"* (Beware of OGBV!).

SAFEnet's Digital At-Risks Sub Division realizes that gender-based violence in the online realm can happen to anyone who uses technology. Online Gender-Based Violence is a new form of violence that comes together with the development of information technology, the wide reach of the internet, and the massive use of social media. The violence that occurs online is more complex than sexual violence that occurs offline.

The phenomenon that occurs is a lack of public awareness of the OGBV issue. The success of the OGBV campaign as digital activism also depends on public participation in the issues being fought for in this movement. It is not easy to do a campaign about gender issues in Indonesia. This issue is still considered a sensitive issue and must deal with the patriarchal culture that is deeply rooted in Indonesia. Even though the issues voiced in this digital activism are not just OGBV issues, digital security literacy must also be conveyed as a basic of knowledge.

"Awas KBGO!" (Beware of OGBV!) Campaign included in digital activism. Digital activism refers to a series of activities or campaigns that use digital technology and networks comprehensively and exclusively (Rahmawan, Mahameruaji, & Janitra, 2020). A study showed that in recent years, social media has been widely used as a tool for feminist social movements, addressing social problems such as sexual assault traumatization (Li et al., 2020). The use of social media completed the connection of three dimensions on social movements such as movement structure, repertoire of movements, and ideational movement. Social media is an effective tool for communication and coordinating among activists (Anam, Kolopaking, & Kinseng, 2020).

Online activism is divided into three categories, namely: (1) awareness/advocacy, the internet is used to increase public awareness regarding a cause which is carried out by disseminating information related to events or issues that are not reported/not reported by traditional information channels to efforts to organize or mobilize action; (2) organization/ mobilization, the internet is used to mobilize which can be done in three ways, namely spreading invitations to take offline actions, online actions which are generally carried out online, and invitations to take online actions; (3) action/reaction which refers to hacktivism activities (Vegh, 2013).

Previous research on digital activism has focused on movements fighting for human rights (Monshipouri, Whooley, & Ibrahim, 2016), politics (Jati, 2016), the anti-corruption movement (Zempi & Rahayu, 2019), and the environmental movement (Anam et al., 2020). Digital activism research has also focused more on participation in protest campaigns (F. L. F. Lee, Chen, & Chan, 2017). In Indonesia, there is little research on digital activism, especially

those that focus on the anti-violence movement against gender. Previous research related to the issue of violence has been carried out on the involvement of celebrities in the film '16 Days of Activism 'related to violence against women spread through Youtube (Maryani & Astari, 2018).

The main concept of digital activism used in research is the concept presented by Cammaerts (2015). He argues that social media has a role in activism. He considers that the use of social media in activist communicative practices are practices supported by social media and practices based on social media. The functions and roles of social media in meeting the needs of activists and activism are divided into two, such as internal (inward) and external (outward) roles. Inward includes organization and coordination as well as internal debate and decision making. Meanwhile, outward includes mobilization and recruitment, the establishment of alternative independent communication channels, and resistance strategies. Social media can be used to distribute content uploaded by activists which then has the potential to go viral and be picked up by the media (Cammaerts, 2015).

Cammaerts categorizes the functions and uses of social media to meet the needs of activists and their activities into two categories, namely the role of social media in internal (inward) and external (outward) activism (Cammaerts, 2015). The internal role refers to the organization, coordination, and decision making, while the external role refers to mobilization, recruitment, resistance strategy, and independent alternative communication channels. This study intends to describe comprehensively the digital activism carried out by SAFEnet through the *"Awas KBGO!"* (Beware of OGBV!) Campaign.

RESEARCH METHOD

Researchers used a qualitative approach with a case study method (Creswell, 2007). The data collection technique is done by interview, observation, and literature study. Interviews were conducted with key informants. The determination of key informants was carried out using the purposive sampling technique (Sugiyono, 2015) with the consideration that the informants knew and understood well about the *"Awas KBGO!"* (Beware of OGBV!) Campaign that's done online. The following are the key informants in this research: (1) Ellen Kusuma, Head of the Digital At-Risks Sub Division of SAFEnet; (2) Nenden Sekar Arum, Member of the Digital At-Risks Sub Division of SAFEnet; (3) Christina Yulita, Coordinator of Community Participation Division at National Commission on Violence Against Women *(Komnas Perempuan)*; (4) N, Campaign Target Audience; (5) MWT, Campaign Target Audience; (6) FI, Campaign Target Audience; (7) RR, Campaign Target Audience.

The researcher conducted digital observations on the SAFEnet Instagram account and the special *"Awas KBGO!"* Campaign account. Observations are made so that researchers can find out what events are being carried out, interactions that occur, and various forms of published information such as images, videos, and links.

The research took place from November 2019 to December 2020. The data collected were analyzed using interactive model analysis, which includes data reduction, data presentation, drawing conclusions and verification using the Miles and Huberman model (Miles, M.B & Huberman, 1994).

DISCUSSION
"Awas KBGO!" (Beware of OGBV!) as Digital Activism Through Social Media Content

The *"Awas KBGO!"* Campaign conducted since 2019 and aims to provide education so that the public can recognize, prevent and respond to Online Gender-Based Violence. *"Awas KBGO!"* as the campaign title as well as the key message to be conveyed by the Digital At-Risks Sub Division as the campaign organizer. Through this message, the campaign organizer wants to give a warning to the public that anyone can become a victim of Online Gender-Based Violence. The primary target audience that wants to be targeted is the younger generation. Specifically, ages 18 to 35 are active users of the internet and social media. Campaign team also considering the limited resources available so that social media is considered the most efficient medium for conducting this campaign (Interview with Ellen Kusuma, 2 June 2020).

The term *"Kekerasan Berbasis Gender Online"* is a new term which created by the Digital At-Risks Sub Division. The first time this term was introduced by SAFEnet to the people of Indonesia at the end of January 2019 was during the SAFEnet press conference launching the Guidebook for Understanding Online Gender-Based Violence. Then the *"Awas KBGO!"* Campaign started massively on the commemoration of 16 Days Against Violence Against Women in 2019. The Digital At-Risks Sub Division publishes several educational content on Instagram social media related to Online Gender-Based Violence.

In 2020, for commemorating the 16th Days of Anti Violence Against Women, the Digital At-Risks Sub Division of SAFEnet conducted an online roadshow entitled *#JagaPrivasimu Perempuan Aman Internetan*. This event consists of online seminars and classes that aim to educate female class participants to maintain privacy and behave more safely on the internet, as well as to understand the conceptual principles and their application in the digital world.

The materials presented included privacy, consent, basic digital security, and introduction to gender-based violence.

"Privacy" topics consists of three main topics namely privacy, personal data, and the level of comfort and safety on the internet. Furthermore, *"Consent"* topics consists of a detailed discussion of the agreement to the validity conditions of the agreement without coercion. Then *"Basics of Digital Security"* consists of nine topics, namely creating strong and safe passwords, using a password manager, activating 2FA (*Two-Factor Authentication*), securing email and protecting data, phishing, maintaining Google account security, maintaining Google account privacy, know social media regulations, and get to know the chat apps security features. Next, *"Introduction to Gender-Based Violence"* topics which consists of situations of sexual violence in Indonesia, definitions of sexual violence, situations of sexual violence against young people, understanding online gender-based violence, characteristics and myths of sexual violence, witness intervention methods, and things that can be done if it becomes victims of sexual violence.

The Digital At-Risks Sub Division as the organizer of the *"Awas KBGO!"* Campaign building two-way communication with the public as an effort to raise awareness about Online Gender-Based Violence. The Campaign Team take advantage of social media to reach a wider audience. The Digital At-Risks Sub Division admitted that social media is very helpful in the sustainability of the this campaign. Social media is used as much as possible to increase participation. Besides, social media is also used as an entry point for victims who wish to make complaints. On their social media, there is information about the hotline and email of the *"Awas KBGO!"* Campaign Team to accommodate reports from victims of Online Gender-Based Violence.

In spreading campaign messages through social media, the Digital At-Risks Sub Division as the *"Awas KBGO!"* Campaign Team decided to use two accounts, SAFEnet's main account *(@safenetvoice)* and the spesific account for *"Awas KBGO!"* Campaign *(@awaskbgo)*. The creation of a special account of this campaign was intended to facilitate visibility of the content that related to the campaign message. The Digital At-Risks Sub Division realizes and regrets the content related to the this campaign buried with other content on the main SAFEnet's account (Interview with Ellen Kusuma, 2 June 2020).

The distribution of messages through Instagram social media is recognized as effective by the Digital At-Risks Sub Division of SAFEnet. The campaigners interpreting social media Instagram has three advantages, namely spreading campaign messages more widely, more economically, and not limited by time (Interview with Ellen Kusuma, 2 June 2020). It's consistent with Curran, Fenton, & Freedman (2012) who stated that digital media is a very

effective type of communication for activism because it can be used for connection, interaction, and mobilization. Social media play a significant role in organizing social movements and mobilizing actions at a global level (Cammaerts, 2015). With using social media, activists may spread their message broadly and has potential to sending out a call to action, could quickly spread to reach milions, and effortless (Elliott & Earl, 2018). Social media provide a low-cost, fast, and easy-to-use tool that disseminates information effectively and helps advocates garner support for their cause (Steinberg, 2016).

Another form of engagement that the Campaign Team paid attention to is share. Besides, there is also engagement in the form of reactions such as likes and comments or replies. Reaction can be a strong indicator for the campaign team regarding content that is of interest to the target audience. Thus, the campaign team must create content related to Online Gender-Based Violence that encourages reactions from the target audience.

"Awas KBGO!" (Beware of OGBV!) Campaign as Digital Activism for Movement Mobilization and Self-Mediation

Online Gender-Based Violence is something new, including organizations that voice women's issues and service provider institutions. The mobilization of the movement to end gender-based violence online is not only targeting the target audience of the campaign, but it is necessary to mobilize various related parties and activists who are fighting for the issue of anti-violence. After the various related parties and activists understood, then participant mobilization was carried out. This is done as an effort to influence policy makers who generally depend on the power to be displayed by the movement, one of which is by showing the large number of participants in it (Della Porta, 2013a, 2013b).

Mobilization efforts were carried out by the Digital At-Risks Sub Division by involving various related stakeholders to participate in forming a strong network. With the hope that soon there will be a policy to deal with online gender-based violence in Indonesia. As revealed by Vegh, mobilization is a category of activism that can be carried out online by spreading invitations to other people to take action both offline, online and online, which are generally carried out offline (Vegh, 2013).

SAFEnet held a focus group discussion with the Ministry of Women Empowerment and Child Protection (KemenPPPA) in 2019 and was quite influential in the running of this campaign (Interview with Ellen Kusuma, 2 June 2020). In the closed focus group discussion, SAFEnet and various stakeholders discussed the mechanism for handling cases of online gender-based violence in Indonesia. These stakeholders include the Ministry of Communication and

Informatics, the Ministry of Women's Empowerment and Child Protection, *Facebook*, *Twitter*, *Google*, *Grab*, *Gojek*, Cyber Crime Division of Indonesian Police, *Pulih Foundation*, Service Provider Forum (*Lembaga Pengada Layanan*), Legal Aid Institutions (*Lembaga Bantuan Hukum*), and other related agencies. Unfortunately, it has been more than a year, the results of the focus group discussion are still in the form of minutes that have not been followed up. As a result, the focus group discussion participants took their own steps to coordinate among civil society organizations, companies providing social media platforms, and National Commission on Violence Against Women. They work together to make strategic steps in dealing with Online Gender-Based Violence in Indonesia.

The results of the researchers' observations show that digital activism is like *"Awas KBGO!"* Campaign can not be done alone. SAFEnet's Digital At-Risks Sub Division is fully aware of this. Various stakeholders have participated in support this campaign. They were consist of Government Institutions (National Commission on Violence Against Women *(Komnas Perempuan)*, Ministry of Women's Empowerment and Child Protection), Civil Society Organizations (*Never Okay Project, Pulih Foundation, Jakarta Feminist, Hope Helps University of Indonesia, Samahita Bandung,* and other women's movement networks), Legal Aid Institutions (LBH APIK Jakarta), Media (Magdalene, Konde), Digital Platform (Google, Facebook, Twitter), and Digital Influencer (Kalis Mardasih).

"Awas KBGO!" Campaign Team also disseminates a statement of attitude and press release on an issue that has captured public attention. Like the case of Dedi Santoso (who uploaded social media content to intimidate suspected victims of sexual violence with the rubber articles of the *ITE* Law), *"Gilang Bungkus"* (Online Gender-Based Violence under the guise of research), and Tara Basro (who upload Body Positivity images which was deemed to contain pornographic elements by the Ministry of Communication and Informatics). Besides, the Campaign Team always remind their followers not to spread it again if they find sexual violence content that does not keep the identity of the victim a secret. These attitudes included in self-mediation, namely distributing framing and interpretation of movements on an issue through an independent communication channel, in this case the digital platform they have (Cammaerts, 2015). Referring to Cammaerts' opinion, the production of artifacts that SAFEnet does to criticize what is happening online is the production of action artifacts. This step is an important process in self-mediation because activists document the actions they take and then disseminate it through their digital platforms, thereby expanding the publication and self-representation of the actions they take (Cammaerts, 2015).

Self-mediation needs to be done considering the issues campaigned in *"Awas KBGO!"* is a sensitive issue. There is still not much coverage by the mass media because the community has not considered the issue of violence including OGBV has an important issue (Interview with N, 17 July 2020). Even though visibility in digital activism is important because it can introduce the movement to the public so that it can achieve the desired changes. Information related to the actions carried out in the *"Awas KBGO!"* can also mobilize potential participants.

"Awas KBGO!" (Beware of OGBV!) Campaign as Online Gender-Based Violence Advocacy

SAFEnet also conducts advocacy efforts for victims of online gender-based violence. Handling is carried out under the principles held by SAFEnet, namely by the perspective of the victim. In other words, SAFEnet will not do victim blamming (blame the victim) and prioritize the rights of OGBV victims.

SAFEnet, through the *"Awas KBGO!"* Campaign Team, makes maximum efforts to advocate for victims of Online Gender-Based Violence in litigation and non-litigation terms. Advocacy at the victim (client) level, the *"Awas KBGO!"* Campaign Team takes the role of a companion to advocate for victims. Before the *"Awas KBGO!"* Campaign Team provides consultation, the first thing to do is to map the case (case mapping) so that it can provide the most appropriate advice to clients.

The Campaign Team tends to apply more non-litigation advocacy. This is because the legal umbrella in Indonesia has not been on the side of the victim. OGBV victims can only use the Electronic Transaction Information Law (UU ITE). Unfortunately, the *ITE* Law can backfire for victims because of the problematic articles that can revitalize victims (Interview with Ellen Kusuma, 2 June 2020).

The non-litigation advocacy carried out by the *"Awas KBGO!"* Campaign Team emphasized the mediation, counseling process, and did not go to court. The role of the *"Awas KBGO!"* Campaign Team here is to provide views and knowledge of cases faced by clients. The "*Awas KBGO!"* Campaign Team does not lead to certain choices regarding solutions to problems that will be taken by the client. The "*Awas KBGO!"* Campaign Team conducts advocacy by leaving all choices to the client by providing knowledge regarding the risks of each choice to be made.

The *"Awas KBGO!"* Campaign Team carries out several programs to improve service quality in carrying out non-litigation advocacy. These programs include counseling and mentoring which can be done face-to-face or online and depends on the needs and comfort of victims

of online gender-based violence. *First,* Individual Counseling. The service strategy implemented by the *"Awas KBGO!"* Campaign Team is in the form of guidance and counseling for victims of online gender-based violence. It should be noted that everyone has a different mechanism for accepting violence they experience. Therefore, SAFFEnet, which assists to victims of gender-based violence online, at least has specific knowledge and skills to be able to handle cases appropriately. In practice, when SAFEnet receives a OGBV case report via email, they will immediately respond to the case, especially when the client is threatened with the spread of content or the client does things that can endanger lives. In such condition, the assessment will be carried out later after handling the case. After the client is deemed to be in a stable position, then the assessment will be carried out. The next stage is the *"Awas KBGO!"* Campaign Team then provides counseling to overcome problems experienced by clients.

Second, Accompaniment. In assisting victims of OGBV, the team prioritizes paying attention to and prioritizing the needs of victims. All actions to be taken during assistance must be consulted with the victim. In this assistance, several paths must be carried out first. They would assist if a case report has been received. All flows are done online via email.

The target of the mentoring program also emphasizes more on clients and vulnerable groups. Therefore, the implementation of assistance is not only carried out when cases are truly urgent and require direct handling but are focused on other vulnerable groups.

In conducting advocacy, the *"Awas KBGO!"* Campaign Team always has a victim perspective. The victim's state is of the utmost importance. When advocacy is carried out, victims of online gender-based violence become the main indicator that determines whether advocacy is running as expected or not. In advocacy that involves victims, they should have sensitivity and understanding of the mechanism for the possibility of "the victim being a victim twice" or the process of repeating violence against the victim which is also called victim revocation.
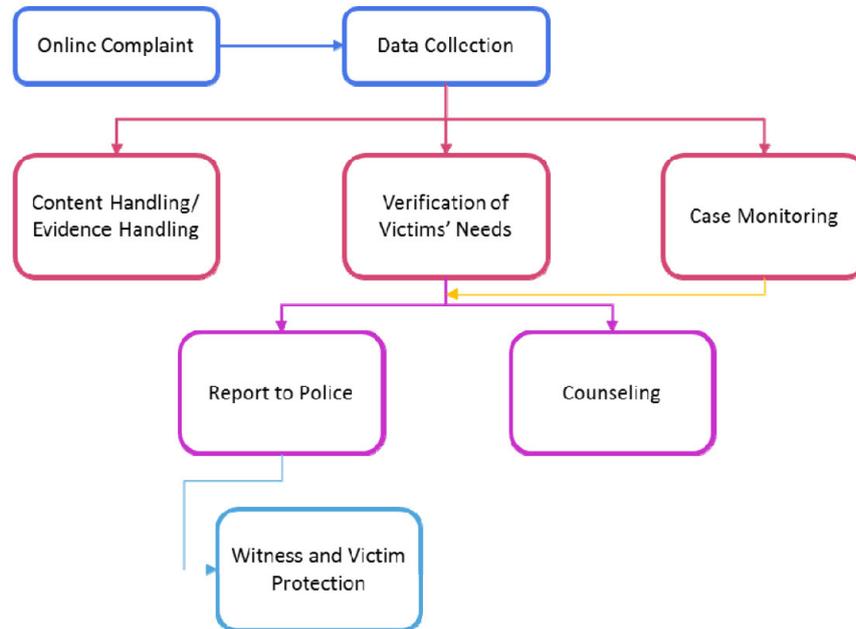
Figure 1. OGBV Cases Handling Flow by *"Awas KBGO!"* Campaign Team
Source: Research Results, 2020

Throughout 2019, the Campaign Team conducted case assistance with face-to-face consultations with victims trying to understand the various situations faced by victims and their needs. 23%. Meanwhile, the remaining 77% was done online because the victim's domicile was in various places (SAFEnet, 2020).

The solutions offered by the Campaign Team are based on risk mapping and not a single solution. During the process of mentoring and consultation with victims and survivors of Online Gender-Based Violence, these following actions were taken: (1) One or a combination of providing advice related to digital security (58%); (2) Only recorded cases because communication did not continue (35%); (3) Helping to improve the digital security of victims (30%); (4) Assisting the reporting process to digital platforms (17%); (5) Contacting the perpetrator to seek mediation (5%); (6) Assisting the reporting process to the police (3%); (7) Providing legal advice (3%) (SAFEnet, 2020). Not all of the victims of online gender-based violence handled by the Campaign Team did not end up in a legal process. The victim chooses not to bring the case to the realm of law for various reasons, including: (1) not wanting to be caught by parents; (2) a long process; (3) fear of victim blaming or being criminalized by the Law on Information and Electronic Transactions; (4) Fees (SAFEnet, 2020).

Some challenges must be faced by the Campaign Team when assisting to the OGBV victims, one of which is helping the reporting process on a digital platform. In some situations, it was found that victims or survivors had minimal understanding of the procedures for reporting to the digital platform provided by the digital platform so they needed reporting assistance. When the report was made, some reports were rejected because the reporting feature on the digital platform was not responsive to the events experienced by the victim. The reports that have been made have never received a response and do not lead to the removal of the content (take down content) uploaded by the perpetrator. "Instead of being deleted, the reason that is often conveyed when reports are rejected is that the digital platform finds that the content does not violate the standard community guidelines or provisions for using digital platforms" (SAFEnet, 2020).

The *"Awas KBGO!"* Campaign Team assesses that the process and law enforcement are the main keys that must be reformed in dealing with Online Gender-Based Violence. Concerning law enforcement officers, the *"Awas KBGO!"* Campaign Team believes that the attitude of law enforcement officers often does not have a victim perspective, tends to do victim blamming, and lack of gender perspective (Interview with Ellen Kusuma, 2 June 2020). In other words, there are still law enforcement officers who are confused about digital technology and other modes of cyber violence. Laville (2016) said that police also have not adapted to deal with the complexity and volume of interpersonal cybercrime such as online abuse, revenge pornography and domestic incidents (Lumsden & Harmer, 2019). The legal process is long and does not address the characteristics of online violence or violence facilitated by digital technology. Therefore, a law is needed that has a good victim perspective and is firmly implemented so that it can advocate for victims of online gender-based violence.

Movement Mobilization Challenges from Online to Offline

"Awas KBGO!" still centralized in the digital realm. Especially when the COVID-19 pandemic hit Indonesia, the limited resources of SAFEnet to carry out this campaign offline, finally made the campaign team decided to focus on online campaigns. The limitations of SAFEnet as non-profit organizations, civil society organizations, and voluntary-based organizations have made the Digital At-Risks Sub Division prioritize spreading its campaign messages through online media (Interview with Ellen Kusuma, 2 June 2020). The biggest challenge of digital activism is mobilizing the movement from online to offline. The campaign team needs to be aware of the slacktivism phenomenon, the campaign seems to work on social media but not in the real world. It needs to be realized that there is still a gap between online and offline engagement (Xenos & Moy, 2007). Social media cannot facilitate the high risk or

direct-action activism of the civil rights movement, lack of personal connection is one of the weakness (Gladwell, 2010).

Participation of the target audience in social media campaigns is different from participation in the real world. Participants who appear to be more active in online activism have a lower desire to participate in conventional activism in the real world (offline) which are considered high risk (Yankah, Adams, Grimes, & Price, 2017).

Lim (2017) states that social media activism is more likely to succeed if the narrative, icons, and symbolic representations in it resemble the elements that dominate contemporary popular culture. Activism must have the principles of a contemporary consumption culture: light packaging, a taste for news headlines, and preview displays.

Referring to Lim's (2017) statement, the researcher views the *"Awas KBGO!"* Campaign does not fulfill the principles of contemporary culture. The issue of online gender-based violence is not a light issue for the public. The mass media in Indonesia are also few who are willing to raise issues like this. This issue is considered a sensitive issue and this was realized by campaigners. However, SAFEnet always tries to make this issue a hot topic because OGBV is a violation of the right to feel safe in the digital world. In other words, OGBV is a violation of human rights in the digital world.

In spreading messages of this campaign through social media, the Campaign Team has to face some challenges. Considering that the campaigned issue is about online gender-based violence. These challenges include accessibility, visibility and popularity. Accessibility is seen in terms of the complexity of the availability of internet access infrastructure and community literacy related to digital activism. Visibility and popularity can be seen from the strategies employed by digital activism to keep the target audience because of this activism. Visibility and popularity are related to social media algorithms (Rahmawan et al., 2020).

Ellen as the organizer of the "*Awas KBGO!*" realize that it is not easy to raise public awareness regarding this violence. This issue is related to sensitive matters so that it is difficult to become a public conversation. Therefore, the indicators of success of an online gender-based anti-violence campaign that are carried out digitally are impressions and reach to the target audience.

As for overcoming slacktivism, the "*Awas KBGO!*" Team should combine digital activism and conventional activism. In that sense, the target audience for the this campaign is human, it means that the campaign organizer must be able to build a relationship and closeness with the target audience. For example, by holding intensive workshops both online and offline and creating networks in every city that can advocate for online gender-based violence.

Accessibility of the "*Awas KBGO!*" Campaign which is centralized in the digital realm is a challenge for campaign organizers. Accessibility is related to internet infrastructure in Indonesia. This campaign also unable to reach a target audience who is not connected to the internet. Besides, accessibility is also related to the readiness of people's literacy to accept digital activism in the this campaign.

This accessibility challenge was confirmed by Christina Yulita, Coordinator of Community Participation Division at National Commission on Violence Against Women. She explained that conducting campaigns in eastern Indonesia such as Papua, Sulawesi and Nusa Tenggara had weaknesses in internet infrastructure. It's better to do offline campaign in these area (Interview with Christina Yulita, 10 June 2020). Based on her statement, it can be concluded that the "*Awas KBGO!*" Campaign cannot reach all regions of Indonesia if it is centralized on social media. This is because adequate infrastructure and community literacy by with digital activism are only effective in Java, Bali, parts of Kalimantan, and parts of Sumatra.

Visibility challenges on "*Awas KBGO!*" Campaign can be defined as the level of visibility, the level of clarity, and about how an activism can have added value, uniqueness, and other things that make it different from others (Hutchinson, 2021). Challenges in campaigning "*Awas KBGO!*" through social media Instagram is increasing the visibility of the @awaskbgo account. The Digital At-Risks Sub Division stated they are more concerned with engagement through the impressions and reach of content related to Online Gender-Based Violence (Interview with Ellen Kusuma, 2 June 2020).

The researcher then concluded that Campaign Team acknowledged their weaknesses in planning content on social media, especially Instagram. This is seen in the @awaskbgo account. Likewise, the management of content on the @safenetvoice account is not well structured. The content in the main account @safenetvoice is still dominated by uploads of event posters and a statement from SAFEnet.

Back to the campaign objective, the messages conveyed in this campaign played a very important role. It is because these messages are related to information and knowledge. Thus, carefulness in constructing the message to be conveyed to the target audience of the campaign is a must for the Campaign Team. Meanwhile, visibility has to do with popularity. The results of the researchers' observations found that Digital At-Risks Sub Division did not make visibility the main goal, they still have indicators of success in the real world.

Regarding visibility and popularity, another thing that becomes a challenge for the Digital At-Risks Sub Division is a social media algorithm system that provides recommendations to its users. Like it or not, they still have to adjust to the social media algorithm so that they

need to optimize the hashtag, the preferred form of upload, the length of the caption, and the upload time. With the existence of a social media algorithm system that allows giving recommendations, content on popular social media has higher visibility compared to various public problems, one of which is the issue raised by SAFEnet. The way the algorithm works in assessing content on social media can be said to be unfavorable to SAFEnet because its popularity may be shifted by content that is lighter and preferred by the Indonesian people. This also occurs because no content moderation mechanism is 100% effective in assessing the likelihood that content will have a good or bad impact (M. K. Lee, 2018)

Digital activism carried out by SAFEnet through the *"Awas KBGO!"* Campaign still raises pros and cons from the public as part of the campaign against violence against women and the big campaign for the Bill on the Elimination of Sexual Violence *(RUU PKS).* However, digital activism still has to be strategically designed to emerge, grow and develop in the right ecosystem. With hope, the message that is campaigned can reach the target audience according to campaign planning. In each of these stages, the goals and objectives are specific and can be measured concretely. Success indicators of digital activism should not make visibility, popularity, and virality the main success indicators.

Opportunities of *"Awas KBGO!"* (Beware of OGBV!) Campaign

Opportunities from the *"Awas KBGO!"* Campaign is the Online Gender-Based Violence issue. Their campaign message as credible information source that become main reference for other organizations which fighting for women and gender issues. This campaign also has online classes with comprehensive materials on digital security literacy and Online Gender-Based Violence.

Meanwhile, the strength of Instagram as a visual-based social media can be maximized by further neutralizing the visuals (colors and images) used so as not to impress the *"Awas KBGO!"* Campaign it is only intended for women. There are quite a lot of issues about Online Gender-Based Violence that need to be conveyed on Instagram. Starting from the form of violence, basic knowledge about privacy and consent, to tips on not becoming a victim. Unfortunately, the impressions arising from the delivery of messages on Instagram accounts @safenetvoice and @awaskbgo have been informative only. The messages conveyed were also terrifying appeals. Also, there is a tendency for one-way communication and less building interaction.
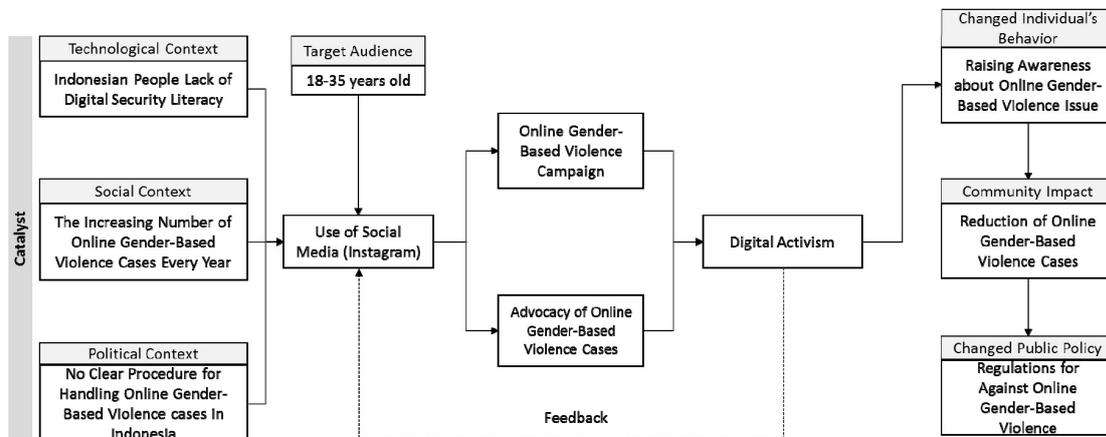
Figure 2. Model of Digital Activism Through Social Media for Social Change on *"Awas KBGO!"* Campaign
Source: Research Results, 2020

Researcher concluded *"Awas KBGO!"* Campaign as digital activism through the model that showed on Image 2. This model was adopted from: (1) The Integrated Model of Communication for Social Change (Figueroa, Kincaid, Rani, & Lewis, 2002); (2) Social Marketing, a model for interventions that facilitate change (Kirby, 1995); (3) Exploratory Conceptual Model of The Influence of Social Media Use in Social Movements (Soares & Joia, 2015).

SAFEnet's Digital At-Risks Sub Division do digital activism because of some catalyst such as technological context (Indonesian people lack of digital security literacy), social context (the increasing number of online gender-based violence cases every year), and political context (no clear procedure for handling online gender-based violence cases in Indonesia). Then, SAFEnet's Digital At-Risks Sub Division analyze these catalyst and decide the target audiences (18-35 years old). The target audiences was actively using social media, therefore the campaign team use social media (Instagram) to spread the campaign messages. The role of social media (Instagram) in digital activism is divided into two, Online Gender-Based Violence campaign and advocacy of Online Gender-Based Violence cases.

"Awas KBGO!" as digital activism has some objectives, spesifically changed individual's behavior (raising awareness about online gender-based violence issue), community impact (reduction of online gender-based violence cases), and changed public policy (regulations for online gender-based violence).

CONCLUSION

The result of this study indicate that *"Awas KBGO!"* as digital activism through Instagram social media content. Three major themes in the digital activism that conducted in this campaign, *first* as credible information sources through Instagram social media content. *Second,* as movement, mobilization, and self-mediation. *Third,* Online Gender-Based Violence Advocacy. The biggest challenge of digital activism is mobilizing the movement from online to offline.

The campaign team needs to be aware of the slacktivism phenomenon, the campaign seems to work on social media but not in the real world. Opportunities from the *"Awas KBGO!"* Campaign is the Online Gender-Based Violence issue. Their campaign message as credible information source that become main reference for other organizations which fighting for women and gender issues. This campaign also has online classes with comprehensive materials on digital security literacy and online gender-based violence. In particular, this study suggests further research with quantitative approach to find out the effectivity of social media in digital activism and online movement especially on gender issue.

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