



# The utilization of Instagram social media on @kalis.mardiasih accounts as a means of campaign regarding gender equality in Women

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## ABSTRACT

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The research entitled The Utilization of Instagram Social Media on @kalis.mardiasih accounts as a Means of Campaign Regarding Gender Equality in Women uses campaign theory using the Campaign Component Model. This study aims to find out the use of Instagram @kalismardiasih with several parts, namely campaign actors, campaign messages, campaign media channels, campaign effects, campaign feedback, and campaign disruptions that occur on Instagram accounts @kalismardiasih related to campaigns carried out regarding Gender Equality. Research on gender equality in the modern era is essential because it helps to understand the problems of gender inequality that continue to arise in society and drives social change towards justice and equality for all genders in various aspects of life. The research uses a descriptive qualitative method with data collection techniques using unstructured interviews, observations, and documentation. The results of this study found that in the Instagram account, @kalismardiasih, used as a campaign media related to the issue of feminism, one of which is gender equality, the campaign message on Instagram is packaged attractively and diversely so that it is easier to digest. In contrast, the campaign channel utilizes various Instagram features. The campaign's success raised awareness about the importance of gender equality in women, with feedback that many women said and felt represented by the campaign on the @kalismardiasih account; there was rejection and criticism from those who disagreed with the campaign she was doing.

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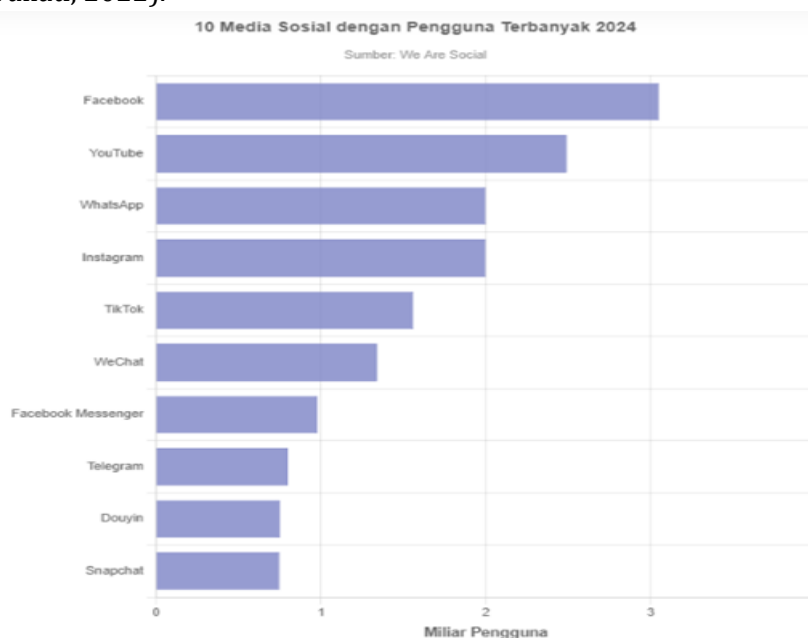
## 1. Introduction

New media is a communication medium that uses the internet, digital technology, or computers. Rapid technological advances can lead to an era of new media, gradually taking over conventional communication media (Fadli & Sazali, 2023). Social media is one of them that makes it easier for humans to communicate with various advantages to build interaction between individuals. One of the advantages of social media itself is its broad reach. Social media has become necessary for some people (Siregar, 2022).



Social media is also one way to get information quickly. Given that people often pour out all opinions and events around them using social media, all people who own or use social media can easily access news that has been spread through social media. Van Dijk in Nasrullah (2017) stated that social media is a platform that focuses on users' existence and facilitates activities and collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users and a social bond (Hasan et al., 2023). Social media can also make a person significantly influence communication on social media (Payuyasa, 2017). It has evolved into a tool to convince people of important issues that need to be discussed and straightened out. As a result, campaigns are now often carried out by various groups with specific interests and objectives by utilizing social media (Nurfudiniyah & Hakim, 2022). According to Richard M. Perloff, a campaign is a communication effort intended to inform, persuade, and encourage the audience to change its behavior (Izzah nur, 2023). Campaigns are a way to communicate to achieve a specific goal. Changes in how audiences read campaign messages show the result of campaign communications (Dinda Utami et al., 2022).

One of the most widely used social media is Instagram. Instagram is a social media that makes sharing information in writing, photos, and videos effortless. In addition, it allows users to build interactive relationships by liking or commenting on content uploaded by other users (Rohmawati et al., 2022). Instagram has many advantages and has entered all aspects of society without exception (Utami & Yuliati, 2022).



**Fig. 1. Social Media with the Most Users 2024**

Source: data.goodstats.id

According to we are social, in the world itself, as of January 2024, there are already 5.04 billion social media users globally. This value is equivalent to 62.3% of the world's population. WhatsApp and Instagram fill the third place with 2 billion active users (Yonatan, 2024).



**Fig. 2. Social Media with the Most Users 2024**

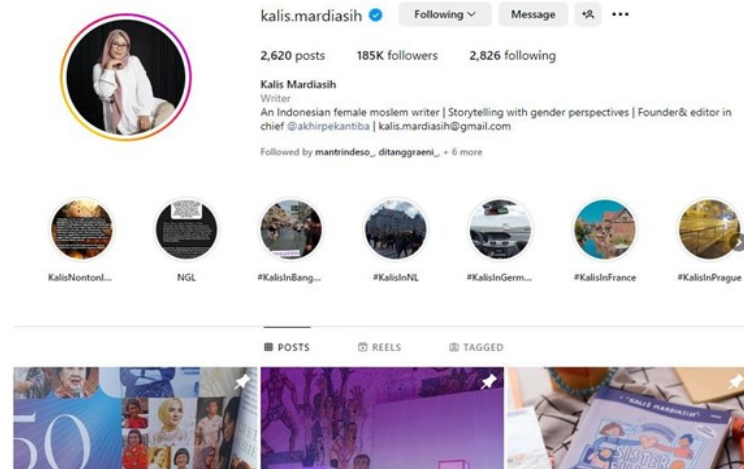
Source: finance.detik.com

The news above is one of the proofs that women are still considered unequal to men. Minister of Finance Sri Mulyani Indrawati highlighted the underappreciated profession of homemakers in Indonesia. In fact, according to her, housewives (IRT) have a significant burden of responsibility. Sri Mulyani said that being a homemaker is a tiring and heavy task. However, it is the public's perception that domestic work, such as caring for the house, is not a job to form the norm (Arini, 2024).

Indonesia has implemented several laws, regulations, and programs that support women (Ramadhani et al., 2023). However, in reality, legal barriers in several key areas, coupled with patriarchal culture and religious conservatism, currently hinder the development of women in Indonesia to fulfill their rights to life. The existence of much news in the media that is very existing and the public's perception of women makes some female figures want to voice that women and men have the same rights. Minister of Finance Sri Mulyani also said, "Men and women in a society are exactly like two shoes left and right, why do they need to be equal? Because Society need to be supported by justice. Do men become women? Not really. A woman becomes a man? Not because the left and right are different, but are they equal? Equivalent. Because the community needs to work and progress together,".

In this study, the gender equality campaign is considered important to advance social media-based campaign strategies for social issues because social media is considered to be a space for empowering activism, allowing discussion of gender issues that were previously considered taboo and also helping to create a community that is more aware of social issues in society. This research can also show that social media can be used to reconstruct gender stereotypes through narratives from gender equality campaigns on @kalismardiasih accounts that are touching and educational. Campaigns on social media have an excellent opportunity to expand public outreach about gender equality or other social issues. Kalis Mardiasih is one of the female figures, activists, and writers who dare to speak out on the issue of gender equality. Unlike other activists, Kalis Mardiasih provides a touch of religious teachings in voicing women's issues (Nayiroh & Ema, 2024) . The

content of Kalis Mardiasih makes many women judge it fair from the women's side. Inviting women to be fair in responding to feminine phenomena (Nur Kasanah, 2022).



**Fig. 3. Instagram Social Media @kalis.mardiasih**

Source: Instagram

When the image above was taken on May 25, 2024, at 14.25 WIB, the @kalis.mardiasih Instagram account had 185 thousand Followers. The @kalis.mardiasih account is one of the Instagram accounts used to campaign on issues regarding women, one of which is gender equality. Gender equality (gender equality) is the idea that men and women have equal access and opportunities in all fields. Because women are biologically different from men, gender equality means that the state takes action to provide equal rights and opportunities for men and women (Bendels, 2018). Gender can be defined as the biological differences between men and women, and it is not of divine origin or nature. Meanwhile, gender is the difference between men and women based on the construction of the local community (Trisnawati & Widiansyah, 2022).

The issue of gender equality is a topic that is often discussed, especially by women who fight for their rights, because there are often many assumptions that men have the physical strength that tends to be greater than women (Eagly, 2020). The nature of women must be protected, but that does not mean they are weak and always subordinate to men. Gender equality between men and women shows that women have equal opportunities in various ways, but it does not mean they can replace men's roles (Aulia & Yayuk Basuki, 2023). Efforts to fight for women's rights and gender equality are not new. Previously, many women activists fought for the rights of their people, such as equal treatment and the same rights. However, Kalis's persistence and consistency at least opened many eyes to the that liberating women in line with their existence is no longer a relentless struggle by women themselves but a common concern that brings justice afterward (Young & Winduwati, 2022).

@kalismardiasih's Instagram account has a positive impact from its campaign on the need for information and increasing awareness about gender and public understanding of gender equality

issues. One of the hashtags Kalis uses is #mencatatpengalamanperempuan, which makes many women learn from other women's stories about the inequality they experience. Previous research referred to (Larasati et al., 2023), examines the role of a generation sensitive to gender equality in realizing so-called equality. Actively carry out social activities and share them on Instagram as a form of active participation in the gender equality movement (Syifa Syauqiyah et al., 2023). The difference between previous research and current research is in the object being researched and how media use becomes more optimal by paying attention to the elements in the campaign carried out by @kalismardiasih as an account that campaigns on gender equality issues. Include previous data or research that shows research gaps, such as understanding the impact of Instagram campaigns on gender equality.

Joining Instagram in 2015, @kalis.mardiasih still exists today, raising issues related to women. He is also the author of 3 books: "Muslimah Yang Debate," "Sister Fillah, You Will Never Be Alone," and "Hijrah Do Not Go Far-Far, Later Stray!". In her books, Kalis discusses the themes of gender equality or responds to issues related to women's issues. Optimizing the use of Instagram to campaign for gender equality for women is becoming increasingly important in today's digital era. This effort aims to ensure that messages about rights, opportunities, and gender justice can be accepted and understood by a broad audience. Instagram has an important role in social issue campaigns because of its ability to reach a broad audience and spread messages quickly and effectively.

### Kaum Perempuan Masih Mengalami Diskriminasi dan Kesenjangan Karir di Lingkungan Kerja

Seminar/Workshop 27 September 2024, 11.03 Oleh : gusti.grehenson



Fig. 4. News of Discrimination in the Work Environment

Source: ugm.ac.id

According to the news above, women's empowerment must start from the market sector and move to the community. This can start with giving women the opportunity to lead, ensuring the health and well-being of all employees, and including women in the decision-making process. Maintaining gender equality does not mean discrimination against a person. Meanwhile, the reality that is happening in Indonesia is that women still face discrimination in the workplace, salary gaps, and career challenges, as well as the risk of sexual harassment and sexual violence. As a result,

efforts are needed to encourage women, include women in decision-making processes, and strengthen gender equality (Tiefany, 2024). More efforts need to be made to promote gender equality in the workplace. These include institutional and socio-cultural barriers, such as a lack of agreement between women workers and employers, a lack of gender equality regulations, a lack of awareness of women workers' rights, and a lack of career opportunities. Therefore, cooperation between the central and local governments is needed to strengthen gender equality regulations (Nuraeni & Lilin Suryono, 2021).

The use of Instagram for social issue campaigns is also supported by the trend of using social media as an advocacy and mobilization tool. Instagram users, especially millennials and Gen Z, tend to be more sensitive to social issues and active in seeking information and participating in social movements. Kalis Mardiasih, who uses Instagram to campaign and care about women's issues, is brave enough to start writing and creating content on her Instagram (Eugenia et al., 2022).

The issue of gender equality is one of the topics that continues to be of concern in various academic studies, especially because of the inequality of roles between men and women in various sectors of life. Previous research has discussed gender equality issues in the context of the work environment (Coron, 2020; Frank, 2020; Lenka, 2023; Profeta, 2020; Wu et al., 2023), education (Tuzara & Khairat, 2023), and the tourism sector (Alarcón & Cole, 2019). However, research on how social media, particularly Instagram, is used as a campaign tool to raise awareness about gender equality is still very limited. The Instagram account @kalis.mardiasih, which has consistently voiced gender equality issues through an approach that integrates religious values and local culture, offers a unique perspective that has not been widely explored. Therefore, the problem formulations raised in this study are: How is the utilization of @kalis.mardiasih Instagram account as a campaign media to raise awareness of gender equality among Indonesian people?.

The aims to of this research is to analyze in depth the use of the @kalis.mardiasih Instagram account as campaign media in raising public awareness about gender equality. This research seeks to identify the types of content uploaded, the communication strategies applied, and the impact of the campaign on the audience. By mapping the elements that influence the success of this campaign, the research is expected to provide strategic recommendations for individuals or organizations that want to utilize social media as a means of social campaigns. In addition, the results of this study can also make a practical contribution in expanding the scope and effectiveness of gender equality campaigns in Indonesia, especially through digital media, which is becoming increasingly important as a communication and advocacy tool. Thus, this research is expected to make a significant contribution to the academic literature as well as the practice of digital media-based social campaigns in the modern era.

## **2. Method**

The method used in this study is qualitative descriptive. Quoted from the book (Sugiyono, 2023), According to Dukeshire & Thurlow (2005), qualitative deals with that is not numerical collecting and it collects data tanalyzesrrative. Qualitative research methods using Focus Groups, in-depth interviews, and observations participate in collecting data. In qualitative research, data is obtained from various sources using various data collection techniques (triangulation) and carried out continuously until the data is saturated.

The data sources used in the study were primary sources and secondary sources. In the Primary source, namely an interview with Kalis Mardiasih, the owner of the Instagram account, and three followers of the @kalis.mardiasih Instagram account based on a purposive sampling technique conducted based on gender and age, the first follower is a 21-year-old unmarried woman, the second follower is a 30-year-old career woman who doubles as a housewife, and the third follower is a 34-year-old head of household. The secondary data obtained is from online data, such as screenshots from social media and websites related to Kalis Mardiasih. The research period lasted four months, from April 15 to August 5, 2024.

The data analysis technique in this study uses the Miles and Huberman model, often called the analysis and interactive method. According to Miles and Huberman in Sugiyono (2023), three types describe activities in qualitative data analysis that are carried out interactively and occur continuously until complete, so the data is saturated. These activities include data reduction, data presentation, and conclusion. To check the validity of the data, the researcher used the Triangulation of Sources technique. Source triangulation is a technique used to test data validity by comparing and checking information from various sources. This method aims to ensure the validity and reliability of the data by assessing the consistency of information even though it comes from diverse sources. For example, interview data are examined through observation, documentation, or questionnaires. Suppose the three credibility testing techniques produce different data. In that case, the researcher will discuss further with related data sources or other sources to determine which data is the most accurate. It could also be that all data is considered correct due to differences in viewpoints (Sugiyono, 2023).

## **3. Result and Discussion**

Social media is now a way to interact, communicate, and disseminate information. Social media, according to Carr & Hayes (2015), is a type of internet media that provides opportunities for users to interact and present themselves directly and openly, thereby encouraging the value of User Generated Content (UGC) (Hakim et al., 2022). One popular media is Instagram, which is widely liked by all circles. Instagram can spread information to many people by simply sending photos or

videos. Kalis Mardiasih uses her personal Instagram not only to post her uploads or activities but Kalis Mardiasih uses her Instagram account to share posts in the form of photos or videos about feminism issues, one of which is about gender equality. According to Kalis on social media and her Instagram, Kalis also conveys many messages about women's rights, issues, and breaking patriarchal stereotypes by lifting from the stories of existing women's stories.

Media and Campaigns are essential in influencing the audience's mindset to achieve specific goals. The researcher used the Campaign Component Model to determine the optimization of the Kalis Mardiasih Instagram account in campaigning on gender equality issues. Several different campaign experts developed this campaign component model concerning the Lasswell framework. This component model comprises seven components: campaign actors, messages, channels, effects, audiences, feedback, and distractions (Putri & Christin, 2022). This campaign aims to invite all genders to understand better women's rights that should be obtained and fought.

### **Campaigners**

Kalis Mardiasih is a Muslim feminist who started wanting to campaign about feminism on social media since she became the committee of the Indonesian Women's Ulema Congress (KUPI) 5 years ago in 2017. Kalis Mardiasih is a gender equality fighter who consistently preaches justice and protection for women. The writing of Kalis is quite widespread in various media, one of which is Instagram, using several hashtags such as #mencatatpengalamanperempuan and #bersamaberperan that provide inspiration and education about the importance of women's rights, gender equality, and empowerment in the social and religious realms. Based on the interview results, Kalis not only campaigned on this issue through his social media but also joined an organization called GUSDURian, which works in the humanitarian field. Kalis also plays a role in inviting the use of critical reasoning to see the context in which women are involved and listened to, and their experiences are used as a source of knowledge and faith. She is also active in advocating against discrimination based on gender and religion and fighting for protection for vulnerable groups in society.

### **@kalismardiasih Campaign Message**

On the Instagram account@KalisMardiasih, several content uploads convey messages to the audience. The campaign carried out by Kalis on her social media is packaged attractively and easier to digest so that the message conveyed can be accepted and understood by her followers. Through her Instagram account, Kalis has succeeded in creating an innovative learning platform. The relaxed but informative delivery style, colloquial language, and engaging visual media have made the learning process more enjoyable. Complex concepts are conveyed with simple analogies, making them easy for readers to digest. Kalis herself creates several content on her Instagram that has various ways of conveying; some are conveying messages by telling the experiences of women



outside about the inequality they get by using #mencatatpengalamanperempuan, discussing cases related to women's issues, providing a critical, frontal and courageous perspective with a foundation of knowledge and arousing public awareness about the importance of gender equality and understanding of women's rights. Sometimes, Kalis also responds to comments with videos about women's experiences. Using her Instagram account, Kalis has campaigned that women and men should have equal rights. Instagram @kalismardiasih itself uploads content consistently, has a clear goal to share experiences, and provides opportunities for the audience to exchange information so that the audience is more aware and understands more about this issue. The message conveyed by the @kalismardiasih account has been maximized in conveying the message and can be well received by its Instagram followers.

### Campaign Channels @kalismardiasih

According to Kalis the owner of the Instagram account, in an interview, it was revealed that the use of Instagram accounts @kalismardiasih not only as a medium to share information but also as a discussion space for audiences, readers, and followers. Kalis Mardiasih explained that the current use of the Instagram account @kalismardiasih is aimed at several functions and purposes, including (1) creating engagement with audiences and readers, (2) building a discussion space on women's issues, (3) sharing experiences or stories about women's issues, (4) drawing attention to current topics about women, and (5) generating discussion and interaction with the audience.



Fig. 5. Campaign channel on the Kalis account

Source: Instagram

One is by opening a discussion room to discuss women through seminars. Kalis also often conducts a review of her books, one of which is "Wounds of the Timeline," by collaborating with other women's rights activists. In addition, he also opened several classes to write about women and others. The campaign channel on the Kalis account, providing information about gender

equality has well-optimized the use of every feature on Instagram. Starting from Hashtag, Caption, Instagram Story, Reels, IG Live, and others. Kalis uses all Instagram channels to create diverse and engaging content. The channel used in the gender equality campaign by @kalismardiasih account has been maximized by utilizing the features on its Instagram.

### @kalismardiasih Campaign Effects

Kalis uses her personal Instagram platform to tell women's stories more fairly through the stories she uploads. Kalis tries to help women get a better quality of life. Kalis Mardiasih said that social media has been proven to be able to campaign for social issues such as gender-based violence and gender inequality that afflicts women. The campaign carried out by Kalis on her Instagram creates a space for women to share stories from their respective perspectives. In an interview with three followers of the @kalismardiasih account, the effect of the campaign has been maximized because it makes its followers more aware of this gender equality issue as an essential issue to campaign in the audience so that more and more people are more aware of this gender equality issue.

### Feedback and @kalismardiasih Campaign Audience

The feedback generated from her Instagram social media research, this frequently discussed post is about things happening lately and sharing stories or perspectives from her point of view. Kalis' uploads are also always packaged in contemporary language so all circles can easily understand them. @kalismardiasih's Instagram account also often shares information about book discussions in which he will collaborate with authors or other inspirational figures to attract audiences and create a forum as a discussion room. The following is some feedback from Kalis Mardiasih's followers in posts about Gender Equality.



Fig. 6. Comments given on social media instagram

Source: Instagram@kalis.mardiasih

The feedback received also shows that the followers of the @kalismardiasih account provide positive feedback on the delivery of their campaign on gender equality issues. However, the reach

of a broad audience is not optimal because only people who are interested or concerned about the issue of gender equality follow this issue.

### Campaign Disruption @kalismardiasih

Although it has many *plus points* from this Kalis campaign, some shortcomings can be seen in the content he posts. Audience segmentation is limited in the Kalis Mardiasih campaign, which tends to be more effective in reaching audiences who support this gender equality issue. In contrast, groups with different views on this issue are less involved in the discussion on this gender equality issue campaign, so its impact on new or conservative audiences is still limited.



Fig. 7. Forms of interference on @kalismardiasih's Instagram account

Source: Instagram@kalis.mardiasih

Accusations of lack of knowledge often accompany criticism of Kalis Mardiasih's views as a secular feminist. However, he carefully replies to every negative comment with a relaxed and humorous language style moreover, when facing personal attacks that target the physical appearance of himself and his partner.

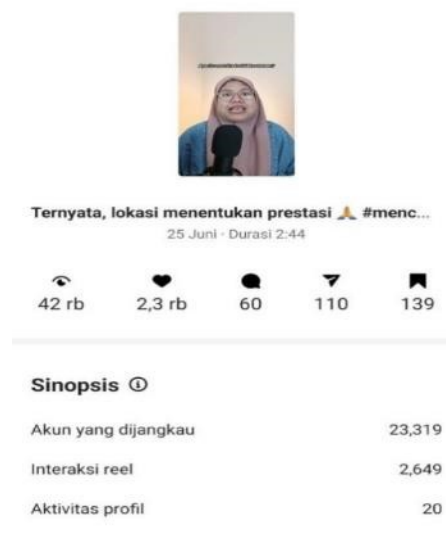


Fig. 8. Forms of interference on @kalismardiasih's Instagram account

Source: Instagram@kalis.mardiasih

One of Kalis's posts about gender equality attracted a lot of attention from the audience, because the topic and delivery from Kalis himself were easy to understand and accept. It is evident from the insight of Kalis' post, which discusses the factors that make it difficult for a person to achieve equality in today's era, inseparable from technological advances, mainly social media. Campaigns about women or feminism, one of which is gender equality, still often receive a reasonably negative stigma in the eyes of the audience. In running her campaign, Kalis said she usually faces challenges, including rejection or backlash from parties who disagree with the feminist ideas campaigned. Especially when he talks about sensitive matters such as domestic injustice, patriarchal habits, and women's rights from the perspective of Islam, Kalis shows maturity by giving witty responses, thus easing tensions in the discussion. Some conservative groups have also criticized her campaign for addressing women's rights to their bodies and gender equality in the public sphere.

Despite pressure from groups that oppose it, Kalis continues to champion these issues through educational content, such as informative videos and captions. In addition, she encouraged women to understand better and appreciate their bodies and support women's right to feel safe and comfortable with themselves. This study uses the Lasswell framework, which applies a campaign component model with seven components. In this case, Kalis can include the seven components that exist, and the Lasswell Model helps understand how the elements of a gender equality campaign on Instagram @kalismardiasih work synergistically and optimally. The success of a campaign depends on the ability to integrate campaign actors, messages, channels, audiences, effects, and feedback. With this approach, Instagram can be a very effective tool in changing people's awareness and behavior regarding gender equality issues and campaigns on Instagram run in a targeted manner and touch the audience more effectively.

In the context of this research, the campaign actor @Kalismardiasih, plays a central role in voicing gender equality issues through Instagram @kalismardiasih. The research findings show that Kalis utilizes personal narratives and stories from her followers to create critical yet inclusive messages, in accordance with the campaign message element. The messages are packaged with attractive visuals, simple language, and relevance to current issues so that they are more easily accepted by the audience. In addition, the campaign channel was maximized by using various Instagram features, such as Stories, Reels, Live, and Hashtags, which built an interactive discussion space and expanded the campaign's reach.

This discussion was able to show an increase in public awareness of gender equality, which illustrates how the campaign effect element of the theory works. The feedback received from the followers of the accounts was mostly positive, reflecting the success of the campaign in touching the audience and making them feel represented. However, the research also noted some disruption in the form of criticism from conservative groups that were less aligned with the issues being

campaigned on. In this case, Kalis was able to respond to the criticism in a smart and relaxed manner, which is evidence of the campaign's ability to adapt to challenges. Based on this analysis, the Campaign Component Model theory proved relevant in explaining how the campaign elements worked synergistically to deliver the message and achieve the campaign objectives, although there is still room for improvement, especially in reaching a wider audience.

From this study, researchers provide information related to suggestions that can be developed for further research, this is because this study only discusses the utilization of Instagram social media on the @kalis.mardiasih account as a means of campaigning regarding gender equality in women against accounts and comments given. Suggestions that can be developed in the following research are to be able to examine other things, such as how the kalis campaign approach can be applied to other issues such as mental health issues, it can also investigate value-based communication strategies such as linking this issue of gender equality to cultural or religious values. With this suggestion or direction, the research can enrich social media-based campaign strategies for various social issues, especially gender equality issues, making them more effective and having a long-term impact.

#### **4. Conclusion**

Based on the discussion in this journal, the researcher concluded that some of the results of the research are as follows: Kalis Mardiasih creates content on his Instagram with various ways of delivery, such as using personal and reflective narratives, delivery through simple but meaningful visuals, empathetic and inclusive language, campaign hashtags and calls to action, and connecting issues with current events, not forgetting also by utilizing Instagram features that exist. The use of hashtags to convey messages by telling women's experiences outside of inequality that they get by using hashtags #mencatatpengalamanperempuan and #bersamaberperan, discussing the latest cases related to women's issues, providing a critical, frontal, and courageous perspective with a foundation of knowledge and arousing public awareness about the importance of gender equality and understanding women's rights. The channel that Kalis Mardiasih uses as a campaign medium, namely Instagram @kalismardiasih, the use of Instagram itself is not only used to convey campaigns but also for various purposes, such as increasing interaction with audiences and readers, creating a space for discussion about women's issues, drawing attention to the latest women's topics, and creating discussions and interactions with the audience.

The effect felt on Instagram @kalismardiasih is increasing public awareness of gender equality issues and creating public spaces that add understanding, experience, and new perspectives related to women, especially gender equality issues. The feedback felt for Instagram @kalismardiasih awakened public awareness about women's issues, especially gender equality, from the perspective

of Kalis and several women who shared their experiences. The disruption of the campaign on @kalismardiasih's Instagram account is a somewhat negative stigma from conservative groups who also criticized his campaign, which discusses women's rights to their bodies and gender equality in the public sphere. Of the seven indicators that have been explained, it can be concluded that the Instagram account @kalismardiasih has used seven, with six maximized indicators and one less-than-optimal indicator because it is not wide enough to reach the audience. This shows that using the Instagram account @kalismardiasih as a campaign medium using the Laswell component model is quite well implemented. However, it needs to be improved in less than optimal aspects to reach a wider audience.

### **Acknowledgment**

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