



SAFENet's Social Media Campaign Related to the Issue of Gender-Based Cyber Violence through the Instagram Account @Awaskbgo

Shafira Amalia Chandra^{1*}, Iva Fikrani Deslia²

^{1,2} Department of Communication Science, Universitas Ahmad Dahlan Yogyakarta, 55191, Indonesia

¹ shafira2100030104@webmail.uad.ac.id *; ² ivadeslia@comm.uad.ac.id

*Correspondent email author: shafira2100030104@webmail.uad.ac.id

ABSTRACT

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Technological developments have created an environment where interactions allow Gender-Based Cyber Violence (GVC). GVC refers to any form of behavior that attacks a person's gender or sexuality through the internet and technology. In the National Commission on Violence Against Women's Notes, GVC experienced a 300% spike in cases in 2020. In response, SAFENet launched the social media campaign "Beware of GVC!" to raise public awareness of GVC in cyberspace. This study aims to understand SAFENet's social media campaign on the AwaskBGO Instagram account related to the issue of GVC with the theory of social media campaigns (Kim, 2016). Using a descriptive qualitative method, this study analyzes the social media campaign "AwaskBGO!" by SAFENet on Instagram to raise awareness of GVC. This study found that the campaign was influential in the listening and strategic design stages, with interactive content and attractive visuals. At the implementation stage, SAFENet engaged users through educational posts. However, at the evaluation stage, although there was an increase in interaction, the campaign's impact on reducing GVC was still limited. This study concluded that the social media campaign "AwaskBGO!" by SAFENet on Instagram increased public awareness of GVC. However, the impact of reducing GVC cases was still limited, so it needs to be strengthened at the evaluation stage.

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1. Introduction

In the increasingly developing digital era and the emergence of many other technologies that use the internet as their basis and influence many aspects of life, one of them which is communication. The development of communication technology has a significant impact on the way individuals interact with other individuals. In a virtual environment, everyone can interact in various ways, from sending messages to playing together. The most popular communication media accessed today is social media, with the number of active users in Indonesia reaching 167.0 million in January 2023, or equivalent to 78 percent of the total number of internet users in Indonesia. From Musyaffa (2022) In Noventa (2023), Instagram is one of the most popular social media in Indonesia. The term "Insta" in the word Instagram means instant, which means instant photos like a Polaroid camera that can immediately display an image on social media, and the term "Gram" comes from the word telegram or can send information to others quickly. So Instagram is a social media that uses the internet network to upload photos that are comparable to the words "instant" and "telegram" Instagram According to Goodstats. id with the source We Are Social entitled Indonesian digital data 2024, Instagram is the second most frequently used social media in Indonesia, reaching 85.3 percent.

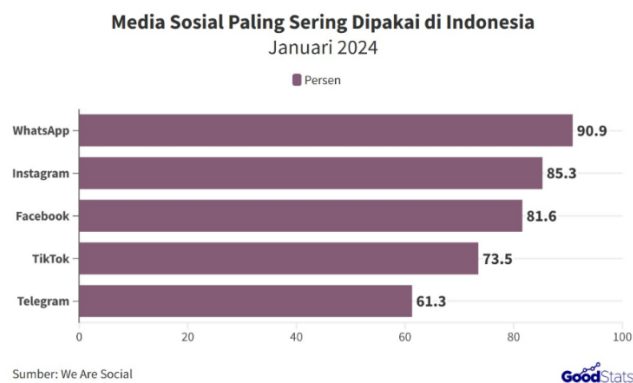


Figure 1. Data on the most frequently used social media in Indonesia.

Source: We Are Social dalam goodstats.id

With the rapid development of social media as a necessity in communication, education, and entertainment, interactions in it must still follow social norms. Every user must maintain their behavior so as not to violate the rules and receive sanctions. However, deviations such as fraud, bullying, and sexual harassment still often occur in interactions on social media. Freedom to access information on the internet also opens up opportunities to access unethical content, such as pornography, which can influence deviant behavior. Unlike the real world, identities in cyberspace are easy to hide, so perpetrators of deviant behavior are more daring to act without fear of their identities being revealed.

In the end-of-year notes of the National Commission on Violence Against Women, the term GVC or Online Gender-Based Violence became Gender-Based Cyber Violence (KSBG). The National Commission on Violence Against Women also defines KSBG as an act of gender-based violence that is carried out, supported, or exacerbated in part or in whole using information and communication technology that results in or may result in physical, sexual or psychological misery or suffering including threats of actions such as coercion or robbery both in public spaces and private life (Komnas Perempuan, 2023).

According to research by Plan International in the State of the World Girls 2020 report involving 14,000 respondents, more than 7,000 of them said they had experienced virtual violence and harassment. Respondents were mostly children and young women aged between 15 and 25 years from 31 countries around the world. The results of the study also revealed that one in four children who experienced sexual harassment felt physically threatened because of the threat of violence in the real world. The impact of this violence and harassment makes women reluctant to speak up, distance themselves from social life, and even experience isolation. Several respondents noted that 395 of them had experienced repeated Gender-Based Cyber Violence, including threats of sexual violence, bullying, stalking, and teasing about physical appearance (Arianto, 2021).



Figure 2. Data on Complaints of Gender-Based Cyber Violence Cases at the National Commission on Violence Against Women 2018-2022.

Source: <https://komnasperempuan.go.id>

The 2023 National Commission on Violence Against Women annual report data shows a rapid increase in cases of gender-based cyber violence in 2020 of 300% compared to 2019 and continues to increase until 2022. The increase in cases of gender-based cyber violence (GVC) occurred due to rapid technological developments.

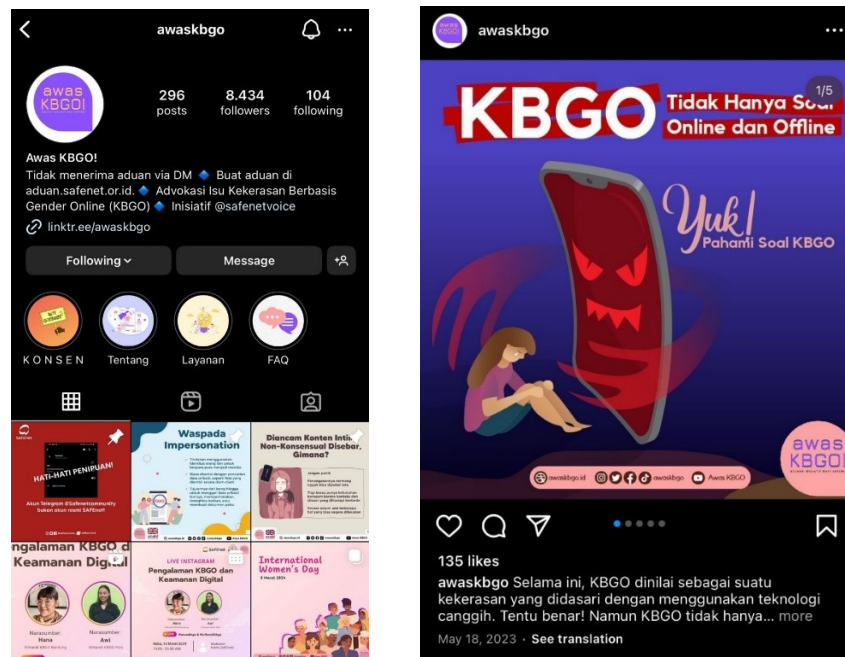


Figure 3. Screenshot of @AwaskBGO Instagram Account

Source: Instagram @awaskbgo.

With a significant increase in cases, Indonesian people do not yet understand the form of Gender-Based Cyber Violence which can specifically attack gender identity in the digital realm. SAFENet (Southeast Asia Freedom of Expression Network) which is aware of the increasing issue of online gender-based violence introduced a social media campaign called "Awask KBGO!" which started in 2019. This campaign was carried out to provide information on how to recognize, prevent, and respond to Gender-Based Cyber Violence. The campaign message "Awask KBGO!" is an important curative and preventive step for the Indonesian people which is conveyed through Instagram social media.

Social media is a variety of technologies that are used to take turns providing information, collaborating, and also interacting via the web or internet. According to another opinion, social media is an electronic platform that allows production, publication, ranking, and interaction online. (Farida, Rosemary 2021 in Salsabila & Muksin, 2024). According to Blackshaw (2006), social media is an internet-based application that contains content created by its users and then shared online so that it can be accessed more easily by other users. The output content produced is information created by consumers to educate other users about a product, service, or problem that arises. (Blackshaw & Nazzaro, 2006 in Claretta et al., 2022). Instagram is considered to be one of the social media because it allows its active users to upload images or videos online. The term "Insta" in the word Instagram means instant which means instant photos like a Polaroid camera that can immediately display an image on social media, and the term "Gram" comes from the word telegram or can send information to others quickly. So Instagram is a social media that uses the internet network to upload photos that are comparable to the words "instant" and "telegram" (Noventa et al., 2023)

It the book by (Kim, 2016) social media is defined as Web-Based services that allow individuals to, 1) construct a public or semi-public profile in a limited system, 2) be able to manage whom they want to contact, 3) view and interact with the list of connections of the user or those created by others in the system. In his book, the four steps in guiding a social media campaign as professionals design and interact with their surrounding audience are 1) Listening, 2) Strategic Design, 3) Implementation and Monitoring, and 4) Evaluation.

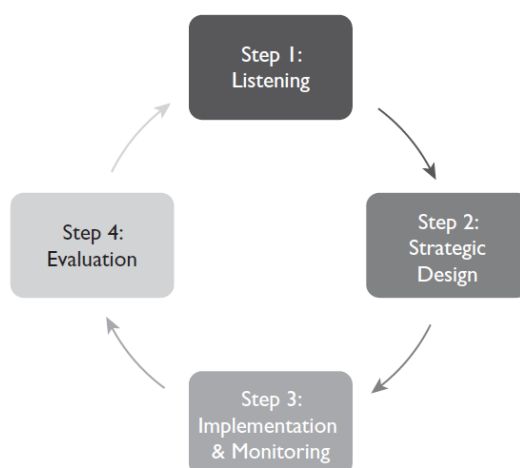


Figure 4. Four Step Social Media Campaign Strategy

Source: Kim (2016)

In the first stage of listening, namely listening as a research stage of the campaign process. This phase is important for how we listen in the social media environment. There are two main areas involved in the listening stage: 1) Foundational Background or basic background and, 2) Social Landscape or social approaches that occur on social media. The second stage of strategic design is designing the campaign to be carried out. Such as campaign goals, objectives, strategies, and all tactics that are directly related to the information that has been collected in the first stage. In the third stage, the campaign is implemented. This stage will explore the implementation of content through the use of a content calendar, and monitor the impact of the campaign by interacting continuously with the social community. The fourth stage, namely evaluation, includes calculations carried out on social media platforms and strategies that have been prepared for social media in the entire digital campaign.

Digital campaign is a digital-based marketing strategy to promote products or services online, with elements such as SEO, social media marketing, content marketing, and email marketing (Kritianingrum, 2019). Engaging content, use of relevant hashtags, and interaction with users are important to increase visibility and engagement (Reynolds 2021 in Meliala & Yafiz, 2023). According to Lindner & Riehm in Prihantoro (2021) digital campaigns are often led by social actors or organizations and aim to invite social media users to participate in social movements.

A previous study entitled Online Gender-based Violence in Interactions on social media by Musyaffa (2022) aimed to explain in detail the phenomenon of KBGO and identify the forms of KBGO that occur on social media. Previous research used a descriptive qualitative method, where researchers in-depth explored the conditions of social media users and the various events they experienced. The study provides a comprehensive picture of how interactions on social media become a space for gender-based sexual violence to occur.

Meanwhile, this study focuses on exploring issues using social media campaign theory from the campaign stage, namely listening, strategic design, implementation, and monitoring, as well as evaluation. This study explores the application of social media campaign theory (Kim, 2016) in gender and technology-based social campaigns in Indonesia. This study specifically concentrates on the use of Instagram as a social media in the SAFENet campaign "Beware of KBGO!" and how this visual platform can be used strategically to raise public awareness of KSBG. Not only continuing previous research with different theories but also adding references for future research. In addition, this study is expected to provide input and contribution to the development of the Instagram account @AwasKBGO in increasing awareness of KSBG and reducing the number of KSBG incidents for similar organizations or other similar movements.

In understanding and analyzing the social media campaign "Beware of KBGO!" on Instagram which raises the issue of gender-based cyber violence (KSBG), this study uses a descriptive qualitative method approach. This method was chosen to study the campaign strategy, the content presented, and the audience's reaction to the campaign. In addition, interviews were also conducted with SAFENet and Instagram followers @AwasKBGO in data collection. The analysis was carried out based on the

Social Media Campaign theory (Kim, 2016) which has four stages: Listening, Strategic Design, Implementation and Monitoring, as well as Evaluation.

2. Method

The research method used in this study is a descriptive qualitative method. Research using descriptive qualitative is a scientific study that aims to understand a phenomenon in a social context naturally and prioritizes the process of intense interaction between researchers and the research phenomena taken. The data used in this study consists of primary data through interviews with the SafeNet NGO, Wida Arioka as the coordinator of @AwasKBGO, and followers of the account. This study uses descriptive qualitative analysis which aims to define the 4 stages of the Social Media Campaign used by SAFENet in the @AwasKBGO account on Instagram, data related to the Social Media campaign such as listening, strategic design, implementation, monitoring, and evaluation. The data collected will be analyzed using the social media campaign theory by (Kim, 2016).

The data analysis technique used is according to (Miles, Huberman, & Saldana, 2014 in (Rijali, 2019). Through three stages of qualitative data analysis, namely, data condensation which is the process of selecting, focusing, simplifying, abstracting, and transforming data contained in data or documents that have been obtained in the data collection process. The condensation used makes the research data that has been collected stronger and more concise. Then the appearance of data, or the presentation of a set of information that has been organized and compressed so that it can take Conclusions and Actions better. And drawing and verifying data Conclusions or interpreting what is meant by recording a pattern, explanation, and proposition, the process of drawing Conclusions in qualitative analysis is also verified by testing the meaning that emerges from the known data.

In testing the validity of the data used is triangulation. Triangulation in data validation is interpreted as checking data from various sources in various ways and times. The purpose of data triangulation is to increase the validity and reliability of research findings by providing information or findings from various sources or perspectives. This study uses triangulation techniques, namely interviews and documentation in the data validation process (Yasri, 2023).

3. Result and Discussion

The results of the study were obtained after conducting in-depth interviews with informants from SAFENet and followers of the @AwasKBGO account who met the selected criteria, then data analysis was also carried out from the data that had been obtained to be included in the four stages of social media campaign theory by (Kim, 2016). This study focuses on exploring issues using social media campaign theory from the campaign stage, namely listening, strategic design, implementation, and monitoring, as well as evaluation. In addition, it also identifies the success and limitations of the campaign in reducing the KSBG issue.

3.1. Presenting the Results

Listening stage in Awas KBGO Campaign: There are two main areas involved in the listening stage: 1) Foundational Background and, 2) Social Landscape. The foundational background or basic background in preparing a social media campaign that supports the organization's goals is the importance of a deep understanding of the organization. Social media serves as an extension of the organization's communication with the public. An effective approach requires brands to connect the organization's vision with social media. Therefore, the social media strategy must come from the organization's mission and values. The purpose of the Listening stage is to identify conversations on social media that are relevant to the topic, who is involved, and how the organization can participate.

The foundational background includes the background of the SAFENet organization or Southeast Asia Freedom of Expression Network which is a civil society organization that fought for digital rights in 2013, which has a vision of creating a digital realm that upholds human rights values by running four main programs, namely advocacy for policies that support digital rights, increasing the capacity of civil society and raising solidarity for human rights defenders. SAFENet's social landscape began in 2018, focusing on the right to freedom of expression and defamation as a form of resistance to the ITE Law No. 27 paragraph 1 which regulates violations of electronic information on morality, but

over time SAFENet found more complex problems related to digital rights which are human rights including the right to internet access, the right to freedom of expression, and a sense of security on the internet which in itself has risks that tend to digital attacks and online gender-based violence.

In addition, according to SAFENet, the government's response in dealing with gender-based sexual violence (GSV) has been good, with the National Commission on Violence Against Women increasingly aware of this issue. The 2022 TPKS Law is considered a step forward because it includes electronic gender-based sexual violence (ESV), but not all forms of ESV are included in its protection. Despite government initiatives, the implementation of this policy faces obstacles, such as a lack of trained human resources, limited funds, and public stigma against victims. This hinders maximum protection for ESV victims, although government awareness has increased. After finding many complex things related to digital rights with the number of campaigns related to ESV which were still considered minimal at that time but ESV cases that were starting to become widespread, in addition to the many forms of ESV and having many terms, SAFENet was encouraged to create a social media campaign via Instagram with language that was easier to understand for followers and laypeople.

Strategic Design Stage: In the campaign design stage such as the objective campaign goals and strategies that are directly related to the information collected in the listening stage. This stage also includes social media goals, smart objectives, crisis plans, strategies, and tactics. As stated in the listening foundational background stage, SAFENet based the campaign that focuses more on sharing educational information related to KSBG on Instagram @Awa KBGO. Over time, the "Awas KBGO" campaign initiated by SAFENet continues to show a significant positive impact on the community, especially in raising awareness of Gender-Based Cyber Violence (KSBG). To expand the reach and effectiveness of this campaign, SAFENet first conducted in-depth research related to the material to be presented. This research involves examining critical aspects of KSBG, including patterns of violence, vulnerable groups, and effective prevention and handling methods.

Based on the results of this research, SAFENet then formulated educational and informative content that was specifically designed to be easily understood by various levels of society. Once the content is produced, SAFENet focuses on widespread distribution through various digital platforms, ensuring that messages related to the dangers and handling of KSBG can be accessed by as many individuals as possible. In addition, SAFENet continuously monitors the level of engagement from the community towards this campaign. SAFENet also does not have daily or weekly targets for the campaigns that have been carried out because it has not been too focused on targets and prioritizes information that is provided and can be accessed by the general public.

Implementation and Monitoring Stage: The listening and monitoring stage will explore the implementation of content and monitor the impact of the campaign. This process not only aims to assess the effectiveness of the message delivered but also to understand the challenges faced in its implementation. At this stage, active involvement in the campaign and monitoring becomes more important, including in the "Beware of KBGO" Campaign initiated by SAFENet, which faced several obstacles, one of which was related to the organization's priority scale. Although this campaign is important, SAFENet focuses more on its main service, namely case assistance for victims of digital rights violations, including victims of Gender-Based Cyber Violence (KSBG). Therefore, the "Beware of KBGO" campaign has not been a top priority but rather functions as part of an effort to simplify with easy-to-understand language about KSBG and disseminate information about SAFENet's capabilities in providing digital assistance to victims.

This campaign aims to educate the public that gender-based violence in the digital world, which is often normalized by some groups, is a serious issue that requires more attention. SAFENet, through this campaign, seeks to expand public awareness and emphasize the importance of preventing and handling digital violence, while informing that the organization is ready to provide support to victims who need help in dealing with digital violence.

Evaluation Stage: The evaluation stage has key components that play an important role in achieving effectiveness. At this stage, SAFENet conducted a thorough evaluation to identify the achievements and shortcomings of the "Beware of KBGO" campaign that had been implemented. SAFENet also sets expectations for the future, focusing on increasing attention to aspects that still need to be developed. Given the high level of trust and support from followers and the general public

for the content of “Awes KBGO,” SAFENet endeavors to continue to improve and expand the positive impact of the campaign to make it even more beneficial to the wider community.

After conducting interviews with informants, the author obtained several important findings that support the effectiveness of this campaign in raising awareness about Online Gender-Based Violence (OGBV). The content presented by the @AwesKBGO account is very helpful in understanding and responding to SLBG. Previously, respondents felt that they lacked comprehensive information related to Gender-Based Cyber Violence (GBV). Through the content campaign presented, the followers of the campaign account not only better understand the various forms of Gender-Based Cyber Violence (GBV), but are also more aware of the emotional, psychological, and social impacts experienced by victims. This awareness plays an important role in changing their behavior in interacting online. When audiences understand the consequences of GBV, they tend to be wiser and more responsible in using social media, which in turn creates a safer and more private online environment.

Account followers become more aware of actions that they may have previously considered trivial or harmless, but can contribute to the normalization of gender-based violence. For example, abusive comments, jokes, or messages may have been ignored in the past, but now they are more aware that such actions can reinforce bad habits that harm others.

In addition, @AwesKBGO's Instagram followers have also started to pay attention to signs of violence experienced by others by providing support to victims, reporting suspicious actions, or voicing concerns to pressure perpetrators. This active participation reflects that the campaign has built a community that is not only sensitive but also proactive in maintaining safety and well-being together in the digital space.

One informant revealed that the campaign was very relevant to her experience, especially after witnessing a friend being victimized by degrading sexual comments on social media. The “Beware of KBGO” campaign provided tools and strategies to support her friend, including how to report the act and provide moral support. This experience increased the informant's sense of connection to the community and encouraged her involvement in GBV prevention efforts in the neighborhood.

The effectiveness of the education delivered through the Awes KBGO account was recognized by its followers, who found the content easy to understand and covered various aspects of online gender-based violence. However, some respondents suggested improving the effectiveness of the campaign through the addition of interactive content, such as quizzes or discussion forums, to encourage greater participation from the community and facilitate more active sharing of experiences.

Campaign followers reported that after participating in this campaign, they felt more capable of protecting themselves from KSBG threats. They began implementing measures for their safety, such as strengthening privacy settings on social media and enhancing their understanding of signs of cyber violence. Additionally, they shared information obtained from the Awes KBGO account with people around them, ultimately creating a collective awareness to protect one another.

Although the Awes KBGO campaign has shown a tangible positive impact, some respondents provided feedback to improve the campaign's effectiveness. They suggest the inclusion of interactive content, such as quizzes or discussion forums, which are expected to encourage more active participation from the community and facilitate more open sharing of experiences. Interactive content can deepen followers' understanding of KBGO issues while also creating a space for them to learn from the real experiences faced by the community.

In addition to content innovation, some followers also suggest broader collaboration with organizations that care about women's rights and child protection. This collaboration will help expand the reach of the campaign, particularly to touch groups that are not yet aware of the urgency of the KSBG issue. Additionally, the organization of offline events, such as seminars or workshops, is also considered important to strengthen the dissemination of awareness and education regarding KSBG prevention. These offline events are expected to serve as a platform that brings together various elements of society to share knowledge, experiences, and strategies for preventing cyber violence, which in turn can build a safer and more caring community.

Overall, the “Awes KBGO” campaign has successfully raised public awareness about the threats of KSBG and changed the way people interact in the online world, especially in terms of protecting

themselves and others from cyber violence. This campaign also succeeded in building individuals' capacity to act more proactively in maintaining their digital security. However, the potential for further development remains open, especially through more interactive content innovation and collaboration with broader parties. This is important to ensure that the campaign message can reach more people so that KSBG prevention efforts can be more effective and sustainable across various layers of society.

3.2. Create a Discussion

At the listening stage of the "Awes KBGO" campaign by SAFENet, the focus is on gaining a deep understanding of the organization and how conversations about online gender-based violence are evolving on social media. Their strategy is closely aligned with SAFENet's vision of advocating for digital rights, making the campaign more relevant to the recipients. At the strategic design stage, SAFENet develops educational content that is easy to understand and disseminates it through various digital platforms, focusing on ease of access to information rather than achieving daily engagement targets, which is a good step toward raising public awareness. Then, at the implementation and monitoring stage, despite facing priority obstacles, SAFENet successfully increased community engagement, even though the campaign had not yet become the main focus. This campaign aims to simplify information about KSBG and provide assistance to the victims. Lastly, the evaluation phase highlights the campaign's success in building public trust, although its impact on reducing KSBG cases remains limited. SAFENet continues to strive to improve and expand the impact of its campaigns to be more effective and far-reaching.

In the previous research titled *Online Gender-Based Violence in Social Media Interactions*, the main focus was on exploring the phenomenon of online gender-based violence (OGBV) occurring on social media, to identify the forms of such violence and analyze how interactions on social media can facilitate the occurrence of OGBV. The primary focus was to provide an understanding of the conditions of gender-based violence on social media, without involving an analysis of prevention efforts or campaigns to raise public awareness regarding this issue.

Another study titled *"Analysis of the Awes KBGO Campaign by SAFENet from the Perspective of Development Communication"* (Kartika Wuri, 2023) places more emphasis on the social media campaign strategies carried out by SAFENet through the Instagram account @AwesKBGO. This research aims to explore how the "Awes KBGO" campaign is focused on Roger's (2003) information adoption process theory.

This research differs from the previously discussed study that also examines the "Awes KBGO" campaign by SAFENet; there are several important differences. This research delves deeper into analyzing campaign strategies and processes using the social media campaigns theory across four campaign stages: listening, strategic design, implementation and monitoring, and evaluation. This research also identifies the constraints faced by SAFENet in conducting campaigns, particularly related to the scale of priorities and the tangible impact of these campaigns in reducing cases of Gender-Based Online Violence (GBOV). The main difference lies in the more detailed analysis of social media campaigns from the perspective of campaign theory, which was not found in the two previous studies that focused more on the general description of the GBOV phenomenon.

Based on the analysis of SAFENet's social media, the content with the highest engagement related to Gender-Based Cyber Violence (GBCV) is educational content that guides how to address gender-based cyber violence. This shows that the audience is very interested in information that not only educates but also provides practical steps in dealing with increasingly prevalent phenomena. This content successfully attracted attention because the issue of KSBG is often considered "normal" by society, even though its impact on the victims is very serious. The education provided by SAFENet in that content serves as a bridge to raise awareness, empower individuals, and challenge social norms that are permissive towards cyber violence. In a fast and open digital ecosystem, such awareness is crucial to combat the tolerance of online violence.

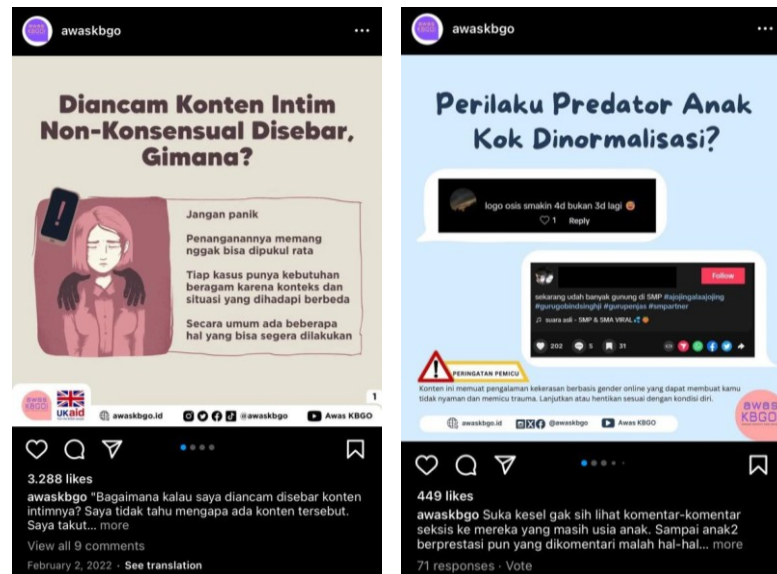


Figure 5&6. AwaskBGO content with high engagement
Source : Screenshot of AwaskBGO Instagram Account



Figure 7. Screenshot of a comment mentioning the link for SAFENet complaints
Source : Twitter Screenshot

The success of educational content about KSBG also shows that audiences on social media respond well to information that is solution-oriented and relevant to what they are facing. They feel heard and provided with concrete knowledge on how to behave and protect themselves. In this context, high engagement indicates an urgent need for the community to gain a deeper understanding of cyber violence, as well as how they can be part of the solution by remaining vigilant and responsive. This also indicates the importance of an educational approach in social media campaigns that aim to focus on social issues and human rights. Informative content that provides solutions and encourages the audience to think critically is more likely to generate high engagement. This is also a form of social responsibility for organizations like SAFENet, which must continue to strengthen educational narratives to drive long-term social change. Thus, campaigns that raise issues related to KSBG, especially through educational content, not only succeed in terms of engagement but also play an important role in creating greater social change. SAFENet, with its social media strategy, has proven that targeted and relevant education can spark broader discussions, help victims, and encourage the community to be more caring and take action in addressing gender-based violence in cyberspace.

4. Conclusion

The conclusion of the research on the SAFENet social media campaign through the Instagram account @AwaskBGO is that this campaign successfully raised public awareness about Gender-Based Cyber Violence. (KSBG). SAFENet uses the social media campaign theory that includes four

stages: listening, strategic design, implementation, and evaluation. The results show that although there has been an increase in interaction and public awareness, the real impact on reducing KSBG cases is still limited. This research suggests the need for strengthening the evaluation stage, particularly in measuring the effectiveness of the campaign in reducing KSBG cases. In addition, the addition of interactive content and broader collaboration with other organizations can increase participation and the impact of the Awas KBGO campaign in the future.

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