

Gerakan Sosial di Ruang Publik Virtual: Strategi Mobilisasi Sumber Daya dalam Kampanye Sosial #StopKekerasanSeksual

Social Movements in Virtual Public Spaces: Resource Mobilization Strategies in the #StopKekerasanSeksual Social Campaign

Shilva Nursafitri

Faculty of Social and Political Sciences, Brawijaya University

Email: shilvanurs@gmail.com

ABSTRACT

Kampanye #StopKekerasanSeksual merupakan contoh gerakan sosial baru berbasis digital yang memanfaatkan media sosial untuk menciptakan kesadaran, membangun solidaritas, dan mendorong perubahan sosial serta kebijakan. Penelitian ini bertujuan menganalisis strategi mobilisasi sumber daya dalam kampanye ini, meliputi pemanfaatan media sosial melalui hashtag, penggalangan dana digital, kolaborasi dengan LSM dan aktivis, mobilisasi aksi langsung, serta edukasi publik. Hasil penelitian menunjukkan bahwa penggunaan hashtag sebagai simbol digital efektif dalam memperluas jangkauan pesan dan membangun jaringan solidaritas. Dukungan lintas sektor dan edukasi berbasis cerita korban berhasil mengubah stigma sosial, menciptakan empati kolektif, dan meningkatkan partisipasi masyarakat. Kampanye ini juga berkontribusi signifikan terhadap percepatan perubahan kebijakan, seperti pengesahan UU TPKS di Indonesia. Penelitian ini merekomendasikan eksplorasi lebih lanjut terkait efektivitas strategi jangka panjang dan pengembangan model replikasi untuk kampanye serupa dalam isu-isu sosial lainnya.

Kata Kunci: Gerakan Sosial, Kekerasan Seksual, Media Sosial, Hashtag

ABSTRACT

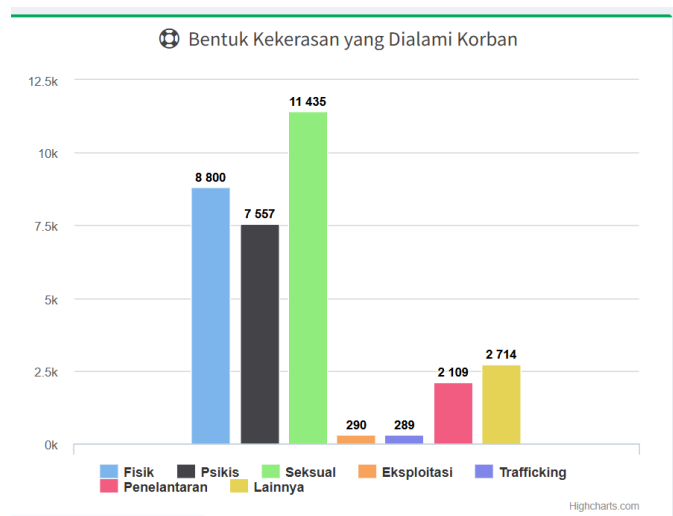
The #StopKekerasanSeksual campaign serves as an example of a new digital-based social movement that leverages social media to raise awareness, build solidarity, and drive social and policy changes. This study aims to analyze resource mobilization strategies in the campaign, including the use of social media hashtags, digital fundraising, collaborations with NGOs and activists, direct action mobilization, and public education. The findings reveal that hashtags, as digital symbols, are effective in broadening message reach and building solidarity networks. Cross-sector support and victim-centered storytelling have successfully challenged social stigma, fostered collective empathy, and increased public participation. Furthermore, the campaign has significantly contributed to accelerating policy changes, such as the enactment of the Sexual Violence Law (UU TPKS) in Indonesia. This study recommends further exploration of the effectiveness of long-term strategies and the development of replicable models for similar campaigns addressing other social issues.

Keywords: *social movement, sexual violence, social media, hashtag*

INTRODUCTION

Sexual violence is a complex and deeply ingrained issue that affects various layers of society, both locally and globally. Many cases remain unreported due to social stigma, the dominance of patriarchal cultural norms, and inadequate legal protections for victims. Victims are often reluctant to come forward out of fear of navigating complex legal processes, the risk of victim-blaming, and societal pressures. As of December 2024, data from the Ministry of Women’s Empowerment and Child Protection recorded 25,018 cases of violence, including 5,473 male victims and 21,685 female victims.

Figure 1. Image Shape Violence Experienced by Victims



Source: Kemenpppa website

From the graph above, sexual violence constitutes the majority of cases, totaling 11,435 incidents. This pressing issue demands collective attention. Amid the rapid development of digital technology, the virtual public space has emerged as a platform for individuals and communities to address sensitive issues such as sexual violence. According to the

Indonesian Internet Service Providers Association (APJII), as of 2024, Indonesia had 221,563,479 internet users out of a total population of 278,696,200 in 2023. The internet penetration rate reached 79.5%, marking a 1.4% increase from the previous period. Among these users, 139 million people—49.9% of the total population—are social media users. Social media has become a primary tool for fostering collective awareness through hashtag-based campaigns. When a hashtag trends, it reflects widespread public engagement. Hashtags have become integral elements of digital life, encompassing various societal aspects such as politics, branding, advertising, tourism, and other trending topics (Omena et al., 2020).

The hashtag feature enhances content visibility for both communities and individuals. One notable example is #StopKekerasanSeksual, which raises public awareness about sexual violence by sharing survivor stories and infographics, fostering empathy and challenging cultural norms that often blame victims. This new social movement goes beyond raising public awareness—it also aims to pressure policymakers to strengthen legal protections for victims. For instance, such campaigns have significantly contributed to the enactment of Indonesia's Sexual Violence Crimes Law (UU TPKS).

The campaign's success is partly attributed to the use of hashtags as digital symbols that connect individuals and communities. Hashtags like #StopKekerasanSeksual simplify campaign messages and enable broad, rapid mass mobilization. Social media algorithms that promote viral content have allowed the campaign to reach diverse audiences, including victims, activists, academics, and the general public.

Despite its success, the movement faces significant challenges. Patriarchal culture and entrenched social norms often normalize sexual

violence or blame victims. Additionally, threats such as cyberbullying and misinformation can undermine the morale of activists and survivors. Cross-sector collaboration is essential. Support from NGOs, academics, international communities, and the media is crucial for strengthening the movement.

This study aims to identify and analyze the strategies employed by new social movement actors to mobilize resources in the #StopKekerasanSeksual digital campaign. These strategies include leveraging digital technology, collaborating with influencers, and mobilizing public support.

RESEARCH METHODS

This study employs a qualitative approach, specifically a literature review, by collecting and analyzing various relevant sources, including scholarly journals, research reports, reference books, and other documents related to the research topic.

RESULTS AND DISCUSSION

The Concept of New Social Movements in the Virtual Public Sphere

New social movements (NSMs) refer to types of movements that emerged during the digitalization era, leveraging technological advancements and digital media to achieve more inclusive social goals. These movements differ from earlier social movements, which often focused on economic or structural political struggles. NSMs became prominent in the late 1960s and early 1970s and are often viewed as a "mirror reflection" of a new society. They represent the need for a new paradigm of collectivity, an alternative model for culture and society, and a renewed self-awareness among communities regarding their futures.

NSMs emphasize issues such as human rights, identity, environmental concerns, and broader social justice, often expressed through digital platforms and social media. According to Sari, D.K., and Siahainenia, R.R., membership in NSMs is inclusive, disregarding social class, political affiliations, or religious backgrounds. These movements typically lack formal organizational structures and instead consist of loosely organized informal social networks, resembling a collective of supporters rather than formal members of an organization.

The virtual public sphere—comprising digital platforms like social media (Twitter, Instagram, Facebook, TikTok)—serves as a space for individuals and groups to organize, voice social issues, connect communities with shared goals, and interact without geographical limitations. According to Lim (in Sari & Siahainenia, 2015), the virtual public sphere is increasingly popular due to certain appealing features: (1) concealed identities: actors' identities are often hidden behind symbols. (2) rapid information dissemination: information and political issues can spread quickly and widely without spatial or temporal constraints. (3) network society development: the platform encourages society to develop their lives within a networked environment.

In the context of the #StopKekerasanSeksual campaign, the virtual public sphere serves as a platform for discussing sexual violence, sharing personal stories, supporting survivors, and mobilizing for social change and policy reform. This movement allows survivors to speak out without fear and provides a means of connecting with others who have had similar experiences.

Resource Mobilization Strategies in the #StopKekerasanSeksual Campaign

Digital social campaigns like #StopKekerasanSeksual depend on effective resource mobilization strategies to achieve their objectives, which include raising public awareness about sexual violence and advocating for policy changes. These strategies encompass leveraging social media as a mobilization platform, utilizing crowdsourcing and digital fundraising, collaborating with organizations and activists, mobilizing direct actions, running influencer campaigns, and educating the public through information dissemination.

A primary strategy involves using social media to spread messages and mobilize resources. Social media enables campaigns to reach a wider audience rapidly. Hashtags like #StopKekerasanSeksual serve as symbols that connect individuals and groups with shared goals, allowing messages to go viral and significantly extending the campaign's reach. Tufekci (2017) highlights that social media facilitates connections among individuals with shared interests in social issues, creating "networked action frameworks" that bolster digital solidarity in social movements.

The campaign also employs crowdsourcing to gather resources such as funds, information, and support. Digital fundraising platforms like GoFundMe or Kitabisa.com enable communities to directly support survivors of sexual violence. Bennett and Segerberg (2013) emphasize that crowdsourcing provides a structured and efficient way for individuals to contribute to social movements, enhancing their capacity to implement impactful initiatives.

Another essential aspect of resource mobilization in this campaign is collaboration with NGOs, activists, and legal institutions that specialize in supporting survivors of sexual violence. These organizations provide

critical resources, such as legal advocacy, counseling services, and legal aid. Castells (2007) underscores the value of collaboration in digital social movements, where diverse actors with varying expertise and resources unite to amplify the effectiveness and inclusivity of social campaigns.

The Role of Social Media in Building Solidarity

Social media has become one of the most effective tools for fostering solidarity in modern social movements. Campaigns like #StopKekerasanSeksual demonstrate how digital platforms can rally support, raise awareness, and advocate for social change related to sexual violence. Social media enhances issue visibility, builds digital communities and solidarity, drives collective action, and offers emotional support.

A primary role of social media in the #StopKekerasanSeksual campaign is increasing the visibility of sexual violence issues. The consistent use of hashtags allows the campaign to aggregate related content, such as articles, educational videos, survivor testimonies, and legal information, making it accessible to a global audience. As Castells (2007) states, this strengthens an issue's presence in the virtual public sphere, making campaign messages more discoverable and shareable.

Social media also serves as a platform for creating communities that support social movements. The campaign provides a space for individuals, especially survivors, to share experiences, offer support, and engage in constructive discussions. This fosters strong digital solidarity, enabling people with shared experiences and goals to support one another despite geographical distances.

Impact of the Campaign on Public Awareness

The #StopKekerasanSeksual campaign has significantly impacted public awareness regarding sexual violence issues. By leveraging digital platforms with global reach, the campaign disseminates information widely and quickly, increases public empathy and understanding, changes perspectives and social stigmas, and drives collective action and policy changes. The campaign's success in spreading information rapidly across society demonstrates the power of social media to introduce issues previously considered taboo or overlooked. Tufekci (2017) emphasizes that social media accelerates information dissemination, enabling content to go viral and create broader awareness.

Through survivor testimonies shared on social media, the campaign generates empathy, leading to a deeper public understanding of the impact of sexual violence on victims. Bennett and Segerberg (2013) suggest that social media fosters "collective empathy," which strengthens social connections and builds shared societal awareness. The campaign has also been instrumental in dismantling the social stigmas often directed at sexual violence survivors. Castells (2007) argues that social media-based movements can accelerate social change by altering public perceptions, which is evident in the shift toward recognizing sexual violence as a serious societal issue.

CONSLUSION

This study highlights how the #StopKekerasanSeksual campaign, as a digitally-based new social movement, effectively utilizes social media to raise awareness, build solidarity, and advocate for social change, including influencing policies such as the enactment of the TPKS Law. Future research is recommended to explore the effectiveness of resource mobilization strategies, the campaign's long-term cultural impacts, and

the potential for model replication in addressing other social issues to expand the impact of digital social movements.

REFERENCES

- Bennett, W. L., & Segerberg, A. (2013). *The logic of connective action: Digital media and the personalization of contentious politics*. Cambridge University Press.
- Castells, M. (2007). Communication, power, and counter-power in the network society. *International Journal of Communication*, 1, 238–266.
- Juris, J.S. (2008). *Networking futures: The movements against corporate globalization*. Duke University Press.
- Ministry of Women's Empowerment and Child Protection of the Republic of Indonesia. (2024). *Summary of violence data*. Accessed from <https://kekerasan.kemenpppa.go.id/ringkasan>.
- Omena, J.J., Trancoso, L.M., & Rabello, E.T. (2020). Hashtags as hybrid forums: A methodological approach. *Social Media + Society*, 6(3), 1–12. <https://doi.org/10.1177/2056305120938507>.
- Sari, DK, & Siahainenia, RR (2015). Virtual public space in social media. *Journal Communication*, 7(1), 1–12.
- Tufekci, Z. (2017). *Twitter and tear gas: The power and fragility of networked protest*. Yale University Press.