

## **ABSTRACT**

*Based on research by one of the United Nations world educational organizations (UNESCO) in 2016 published with the title "The World's Most Literate Nations" explains that Indonesia is ranked 60th out of 61 countries. This is one of the reasons for the formation of a community called Komunitas Pecandu Buku that aims to increase the interest of reading in Indonesia, especially young people in Indonesia by using social media as the main media for disseminating information to increase public interest in reading. The purpose of this research is to analyze the role of social media, especially Instagram for digital activism internal and external. To achieve the objective of this research, the author used a qualitative approach with a concept by Cammaerts (2015) regarding the role of social media in digital activism. The results using thematic analysis techniques show that there are three major themes in this study, which (1) Information Sources; (2) Movement and Mobilization; (3) Forum Discussion.*

**Key Word:** *digital activism, social media, literacy, information, community*