

ABSTRACT

With the amount of sexual assault case that is happening in Indonesia has make people in Indonesia to press the government to make a bill that can protect all the victim from sexual assault case, from that the government made RUU PKS. RUU PKS is a start for a #sahkanruupks hashtag that's been used by feminist acivtivist account on Instagram such as @indonesiabutuhfeminis, @feministevent, dan @indonesiafeminis, and the purpose of the hashtag is to force and press the government to enact the RUU PKS. The purpose of this research is to know and analyze about the digital activism that the feminist activism on Instagram been doing about the #sahkanruupks hashtag. This research was conducted using qualitative research and digital ethnography an data collection was carried out by observation and interviews with one support informant and five informants. The theoretical basis used in this research is Digital Feminist Activism by Cassie Clark with a main focus on information dissemination and community engagement. Based on the research results, the @indonesiabutuhfeminis, @feministevent, dan @indonesiafeminis has been doing the information dissemination about the #sahkanruupks hashtag and been following the stages of community engagement well.

Keywords: *Digital Activism, Feminism, RUU PKS, Instagram*