

## **ABSTRACT**

This research aims to analyze the social media movement by exploring the cyberfeminism of Girl Up Indonesia (@girlupui.id, @girlup.ugm, and @girlup.unpad) in Instagram. Using grand theory by Cammaerts (2015) on social media role in digital activism, ethnography research method, thematic analysis, and collected data by interview and online observation, the result of this research shows that social media has an important role in digital activism: it successfully benefits the activists by carrying out their activism in the digital realm.

Keywords: cyberfeminism, digital activism, social media, feminism, gender.