

ABSTRACT

Collective, simultaneous, and massive movements on social media or now referred to as cyber-collective action are being carried out by Indonesian netizens nowadays, cyber-collective action is a new movement for Indonesian netizens to voice their opinions on social media regarding a viral issues. This collective movement also occurred in the case of sexual harassment experienced by Novia Widyasari, which later produce to cyber-collective action from Indonesian netizens in the #savenoviawidyasari movement on Instagram social media. The purpose of this study is to explore the motives behind Indonesian netizens in carrying out cyber-collective action in the #savenoviawidyasari movement on Instagram social media. This research is in the form of a qualitative research, using a virtual ethnographic method with an interpretive paradigm. The data collection technique was carried out by interviewing and observing moderate participation. The basic concept in this study uses the concept of motives from Alfred Schutz who divides motives into 'because of motive' and 'in order to motive'. The results of this study indicate that in cyber-collective action in the #savenoviawidyasari movement, Indonesian netizens have 'because of motives': empathy, protest motives, ideology, and distribute the interests. Empathy motives emerges as the dominant because motive. And 'in order to motive': legal justice and sharing. Legal justice emerges as the dominant 'in order to motive'.

Keywords : Motives, Cyber-Collective Action, Indonesians Netizen, Viral Issues, Virtual Ethnography