

ABSTRACT

The development of information technology in the current digital era has led to an increase in cases of Online Gender-Based Violence (OGBV) in Indonesia every year. SAFEnet, through the @awaskbgo account, conducts digital campaigns aimed at providing information and education to the public regarding OGBV. This research aims to analyze the digital activities of SAFEnet through the @awaskbgo account in campaigning against OGBV issues, viewed from the media level, document level, media object level, and experience level on the Instagram account @awaskbgo. This research uses a qualitative method with a digital ethnography approach and applies the digital activism theory by Cammaerts through interviews with the Awas KBGO management team and active followers of the @awaskbgo account, as well as observations on the Instagram account @awaskbgo. The results at the media space level show that the @awaskbgo account coordinator explained the choice of Instagram as a digital campaign medium because it is considered to reach a wider audience. At the media document level, all content uploaded by the @awaskbgo account contains information and education about OGBV issues. At the media object level, interactions conducted by the @awaskbgo account and its followers are often found directly through interviews, while other interactions can be seen through the comment sections of the posts, which are frequently used as discussion platforms by followers regarding the uploaded content. Finally, at the experience level, in reality, the account coordinator explained that the @awaskbgo account focuses on campaigning through messages conveyed about OGBV issues. From the followers' perspective, they explained that the information received from the @awaskbgo account is very useful and educational.

Keywords: Digital activism; Digital campaigns; Instagram; OGBV