

ABSTRACT

Social media plays a crucial role in disseminating information, mobilizing resources, and driving social change. Despite its many advantages for social marketing, there remains a gap between theory and practice. Many organizations face challenges in implementing effective social media strategies. This is one of the key challenges faced by Dilans Indonesia, an organization that empowers people with disabilities and the elderly in Bandung, West Java, Indonesia. This study aims to explore how digital media can be optimized for social marketing in similar organizations and to provide deeper insights into how social media can influence policy change and drive behavioral changes in society through a multi-level approach utilizing the Social Ecological Model. The research adopts a qualitative methodology with a case study approach, analyzed using NVivo software. The findings reveal that by leveraging social media as a tool for advocacy and social marketing, Dilans Indonesia demonstrates significant potential in influencing the multi-level framework of the Social Ecological Model to execute inclusive cultural message campaigns. Social media campaigns conducted by Dilans Indonesia have successfully created positive impacts, such as raising awareness and transforming societal perceptions of disability and aging issues. Through cross-level campaigns and the use of social media, Dilans Indonesia is expected to become a key driver in advocating for government policies to accelerate the development of an inclusive culture that is supportive and accessible for people with disabilities and the elderly.

Keywords: *Behavioral Change, Disability, Social Ecological Model, Social Media , Social Marketing.*