

## Click to Protect: Digital Activism Journey of Handling and Prevention of Sexual Violence Task Force in Indonesia

Putri Uzdah Wulandari<sup>1</sup>, Etsa Juwita Sari<sup>2</sup>, Esti Rahayu<sup>3</sup>

<sup>1</sup>Department of Public Policy and Management, Faculty of Social and Political Sciences, Gadjah Mada University, Indonesia. (email: putriuzdahwulandari@mail.ugm.ac.id)

<sup>2</sup>Departement of Public Policy and Management, Faculty of Social and Political Sciences, Gadjah Mada University, Indonesia. (email: etsajuwitasari@mail.ugm.ac.id)

<sup>3</sup>Departement of Public Policy and Management, Faculty of Social and Political Sciences, Gadjah Mada University, Indonesia. (email: esti.rahayu@mail.ugm.ac.id)

### Abstract

This research aims to analyze the digital activism carried out by the Task Force for the Prevention and Handling of Sexual Violence (PPKS Task Force) in addressing the issue of sexual violence in higher education institutions in Indonesia. This study focuses on the preventive and promotive actions implemented through the social media platform *Instagram* by the PPKS Task Force. This research utilizes a quantitative-based comparative content analysis, and it examines 2,795 posts from 46 universities in Indonesia. The findings highlight several categories of published content, such as information, outreach, collaboration, celebrations, events, and others aimed at raising awareness and public participation in the issue of sexual violence. Furthermore, the study identifies variations in digital interaction patterns between PPKS Task Force and its audience. It indicates significant differences in how messages are conveyed and their impact on *Instagram* users, particularly the academic community at these universities. This study provides valuable insights into how PPKS Task Force's digital activism can influence the public in efforts to prevent sexual violence in higher education institutions. Additionally, it contributes to the literature on digital activism in Indonesia, particularly concerning sensitive issues like sexual violence.

### Keywords:

digital activism; ppk task force; sexual violence; content analysis; instagram

### Introduction

Since the implementation of the regulation Permendikbud No. 30/2020, numerous universities in Indonesia have established specialized institutions to address issues of sexual violence, known as the Task Force for the Prevention and Handling of Sexual Violence (PPKS Task Force) (Wulandari et al., 2024). PPKS Task Force is aimed at protecting the academic community, students, lecturers, staff, etc, from sexual violence (Kemendikbud, 2023). Additionally, with the presence of PPKS Task Force, a safe space is expected to be created within the campus environment.

Table 2 shows that PPKS Task Force activities have already utilized social media, specifically *Instagram*, to publish various activities. This makes the action creative and takes advantage of modern developments, as in recent decades, social media activity has experienced

a significant surge (Kurmanov & Knox, 2024). Several online-based activities on social media, summarized in Table 1, can be referred to as digital activism (Dencik & Wilkin, 2020). The spark of digital activism has become a hope for users to share information that is democratic, accessible, affordable, and widely distributed (Hale, 2016; Sorce & Dumitrica, 2022)

Sexual violence has had widespread impacts, both physically, psychologically, and socially (Carvalho, 2011; Murn & Schultz, 2022; Ulloa et al., 2016). Sexual violence is an act of sexual nature by someone without consent, which threatens mental well-being (Bepler, 2022; Paquette et al., 2024; Sinko et al., 2021). In the campus context, the normalization of sexual violence can lead to feelings of insecurity and restrict freedom, as has occurred in India (Hoxmeier et al., 2022; Murn & Schultz, 2022; Sen et al., 2020). The response to sexual violence is also crucial, considering this issue is related to a humanitarian crisis that threatens individual well-being (Sarwari, 2020). Therefore, it is a positive step for the PPKS Task Force in Indonesia to utilize digital platforms to prevent and educate about sexual violence cases, particularly within the campus environment.

Social media platforms like *Instagram* significantly enhance users' visibility, mobility, and activity (Boulianne, 2015; Shirky, 2015). Critical practices in communication mark a new beginning for social resistance based on delivering educational processes or narratives in the modern era (Hutchinson, 2021). This is similar to activism seen in Turkey, Bangladesh, and Iran, which voices issues of sexual violence through digital platforms (Kotaman & Şener, n.d.; Rahman & Hasan, 2022; Rezai, 2024). In Indonesia, the digital activism carried out by the PPKS Task Force is relatively new since the implementation of regulations that require various actions for handling and preventing sexual violence. Therefore, it is essential to understand and analyze the digital activism conducted by the PPKS Task Force.

This research is conducted because *Instagram* is the most popular social media platform globally, with over a billion active users (Aramendia-Muneta & Olarte-Pascual, 2022; Tripathy, 2022). As a visual-based platform for images and videos, *Instagram* enables highly effective visualization in various contexts, such as branding, advertising, and education (Acuti et al., 2018; Mahaputri et al., 2024; Taher et al., 2021). Filters, ease of sharing, and other interactive features make *Instagram* highly appealing for creating visual narratives and fostering engagement (Borges-Rey, 2015; Y. J. Lee, 2023). *Instagram* is often chosen for its ability to build communities through content, allowing for in-depth research on visual representation and user interaction in various fields, such as gender (Bonilla et al., 2019; Ye et al., 2018).

## Methods

This study employs a comparative quantitative content analysis method to examine the realities based on empirical data gathered from *Instagram* posts by PPKS Task Force. *Comparative quantitative content analysis* is a technique used to categorize specific content by comparing it to similar activities (Jiang, 2023). To explore the distinct characteristics and patterns of the cases, this research applies the theory of digital activism and compares findings across various PPKS Task Force units at higher education institutions in Indonesia

Data for this study was collected automatically using an *Instagram* scraping tool, which allows researchers to extract information from *Instagram*, such as photos, videos, captions, comments, and the number of likes within a defined period from specific accounts and hashtags (Andarini et al., 2023; Apuke & Tunca, 2019; Riffe et al., 2023). The *Instagram* accounts of PPKS Task Force were inputted into the search function to collect data, including photos, captions, comments, and likes for each post. The data collection period has spanned from the data each somebody created until the latest post, dated September 25, 2024.

Once the data was retrieved using the application, it underwent a data cleaning process where posts and their descriptions were labeled. Content analysis was then applied, with images categorized based on predefined content types, as outlined in Table 1. The coding process occurred in three stages: In the first two rounds, the first and second researchers coded the data independently using a spreadsheet. The third researcher reviewed the results in the third round, identifying discrepancies. The three researchers discussed any differences in content categorization to reach a consensus on the final category.

**Table 1.**  
**Content Categories**

No	Category	Description
1	Information	A collection of processed data or facts presented as a form of communication for the public. Examples: information on sexual violence, infographics, reporting mechanisms, etc.
2	Socialization	Activities to disseminate materials and information to the civitas academic universities (student, lecturer, etc.) Examples: webinars, seminars, and socialization events.
3	Collaboration	Establishing collaboration with other parties to achieve goals Examples: benchmarking visits by another university, partnerships with ambassadors/influencers, etc.
4	Celebration	Moments or specific days that are commemorated or celebrated. Examples: Independence day, gender day, etc.
5	Recruitment	The process of searching for candidates to fill available positions. Examples: the recruitment process for PPKS Task Force.
6	Internal Activities	Internal activities aimed at specific purposes. Examples: focus group discussions (FGD), training sessions for other Task Force members, etc.

No	Category	Description
7	Event	Creative activities that are organized. Examples: competitions, exhibitions, calls for papers, etc.
8	Others	In addition to the categories above

*Source: By the author, 2024*

## Results and Discussion

### Profile of the PPKS Task Force on Social Media (*Instagram*)

Based on data from the list of higher education institutions under the Ministry of Education and Culture of Indonesia, there are 76 campuses; however, only about 46 have specific social media accounts for the PPKS Task Force. The universities with dedicated *Instagram* accounts for the task force will be detailed in Table 2. Meanwhile, there are 30 campuses without specific task force *Instagram* accounts, which include the following: Sam Ratulangi University, Pattimura University, Udayana University, Musamus University, Mataram University, Cenderawasih University, Manado State University, Makassar State University, Ganesha University, Gorontalo State University, West Sulawesi University, Nineteenth of November University Kolaka, Veterans National Development University of East Java, Indonesian University of Education, Jambi University, Bengkulu University, Medan State University, Samudra University, Siliwangi University, Teuku Umar University, Indonesian Institute of Arts and Culture of Tanah Papua, and Bachruddin Jusuf Habibie Institute of Technology.

**Table 2.**

**Profile of the research subject**

No	Higher Education	Username	Followers	Following	Post
1	Indonesia University	@satgasppksui	2840	186	17
2	Open University	@ppks_ut	10900	3	3
3	Gadjah Mada University	@ppksugm	1159	188	46
4	Diponegoro University	@satgasppksundip	611	111	16
5	Hasanuddin University	@ppksunhas	2276	84	188
6	Sebelas Maret University	@satgasppks.uns	1449	111	116
7	Brawijaya University	@satgasppks.ub	391	46	26
8	Tanjungpura University	@satgasppks.untan	990	38	10
9	Jenderal Soedirman University	@satgasppks.unsoed	5000	12	124
10	Tadulako University	@satgasppksuntad	657	55	39
11	Malang State University	@satgasppks_um	896	41	95
12	Airlangga University	@satgasppksunair	2528	154	147
13	Yogyakarta State University	@satgasppks_uny	331	38	31
14	Semarang State University	@satgasppks_unnes	904	50	22
15	Universitas Negeri Surabaya	@satgasppks_unesa	2416	16	170
16	Jakarta State University	@ppksunj	1127	93	175
17	Khairun State University	@satgasppksunkhair	132	69	30
18	Trunojoyo University of Madura	@sahabat.trunojoyo	457	54	77
19	UPNV Jakarta	@satgasppksupnvj	332	85	10
20	UPNV Yogyakarta	@satgasppksupny	970	56	7
21	Timor University	@ppks_unimor	67	75	14

No	Higher Education	Username	Followers	Following	Post
22	Nusa Cendana University	@satgasppks_undana	120	28	26
23	Halu Oleo University	@satgasppks.uho	225	89	13
24	Padjajaran University	@ppksunpad	1939	94	102
25	Universitas Sumatra Utara	@satgasppks_usu	725	76	78
26	Andalas University	@satgasppksunand	2505	71	109
27	Sriwijaya University	@satgasppks_unsri	617	37	26
28	Syiah Kuala University	@ppks.usk	648	159	35
29	Riau University	@satgasppks_unri	2176	160	161
30	Palangkaraya University	@satgasppks_upt	392	44	46
31	Jember University	@satgasppks_unej	1067	104	152
32	Lampung University	@satgasppksunila	668	60	17
33	Padang State University	@satgasppks_unp	2804	107	22
34	Sultan Ageng Tirtayasa University	@satgasppksuntirta	2041	13	115
35	Malikussaleh University	@satgasppks.unimal	672	80	28
36	Bangka Belitung University	@satgasppks.ubb	354	191	27
37	Raja Ali Haji Maritime University	@ppks.umrah	855	117	75
38	Tidar University	@satgasppksuntidar	406	51	14
39	Universitas Singperbangsa Karawang	@satgasppks_unsika	351	28	44
40	Lambung Mangkurat University	@merdekabekisah	1690	46	76
41	Mulawarman University	@satgasppks.unmul	3662	12	114
42	Bandung Institute of Technology	@hopehelps.itb	1771	23	100
43	Bogor Agricultural Institute	@satgasppksipb	492	127	13
44	Sepuluh November Institute of Technology	@satgasppks.its	1453	140	13
45	Indonesian Institute of Arts and Culture of Bandung	@satgasppks.isbibdg	211	39	5
46	Indonesian Institute of the Arts of Surakarta	@satgasppks.isiska	155	27	21
<b>Total Data</b>				<b>2795</b>	

*Source: by the author, 2024*

The data in Table 2 shows that among the 46 PPKS Task Force *Instagram* accounts in Indonesia, there were 2.796 posts as of September 2024. These accounts' profiles include the number of followers, the number of accounts they follow, and the total number of posts. First, regarding the number of followers, the university with the highest number of followers is Open University (@ppks\_ut), which has 10.900 followers. This indicates that the campaigns conducted by the PPKS Task Force at Open University have an extensive reach and potentially significant influence. In contrast, the university with the smallest number of followers is Timor University (@ppks\_unimor), with only 67 followers, although it has 14 posts. This suggests that even with a small follower count, its total number of posts is higher than Open University.

Jenderal Soedirman University (@satgasppks.unsoed) also has 5.000 followers, while Indonesia University (@satgasppksui) has 2.840 followers. Other universities, such as Hasanuddin University (@ppksunhas) with 2.276 followers and Airlangga University (@satgasppksunair) with 2.528 followers, also show significant reach, albeit lower than that of

Open University. On the other hand, many universities have followers below 1.000, such as Nusa Cendana University (@satgasppks\_undana) with 120 followers, Khairun University (@satgasppksunkhair) with 132 followers, and others, indicating that their campaigns may not yet have reached a broad audience.

Second, the number of followers indicates engagement and interaction with other accounts, including individuals or organizations relevant to *Instagram*. Bangka Belitung University (@satgasppks.ubb) has the highest number of followers, 191 accounts, indicating an active effort to connect with more parties. Conversely, Open University (@ppks\_ut), despite having the most followers, follows only three accounts, demonstrating a more passive approach to building digital interactions.

From the findings, there are other universities with many followings, such as Gadjah Mada University (@ppksugm), which follows 188 accounts, and Hasanuddin University (@ppksunhas), which follows 84 accounts. These universities are seen as trying to build a broader network with other accounts on *Instagram*, which may include official university accounts, individuals, or organizations related to the issue of preventing sexual violence. On the other hand, there are several universities with very low followings, for example, Sultan Ageng Tirtayasa University (@satgasppksuntirta), which follows only 12 accounts, and Mulawarman University (@satgasppks.unmul), which follows just 12 accounts. These universities are more focused on conveying their messages rather than actively engaging with other accounts on *Instagram*.

Next, the indicator of the number of posts will be examined and analyzed to provide insights into the frequency and consistency of PPKS Task Force's digital activity. Some universities, such as Airlangga University (@satgasppksunair), with 147 posts, and Sebelas Maret University (@satgasppks.uns), with 116 posts, demonstrate a high level of activity, where PPKS Task Force is actively sharing content related-to sexual violence prevention.

On the other hand, some universities, like Diponegoro University (@satgasppksundip), with only 16 posts, and Tanjungpura University (@satgasppks.untan), with ten posts, show a lower frequency of uploads. In these cases, the universities have not yet fully maximized the potential of social media to support their campaigns. Other universities, such as Padjajaran University (@ppksunpad) with 102 posts and Jember University (@satgasppks\_unej) with 152 posts, are considered relatively active in producing digital content. Additionally, some universities are highly passive in their use of *Instagram*, with very few posts, such as the Institute Seni Budaya Indonesia Bandung (@satgasppks.isbibdg) with only five posts and Khairun University (@satgasppksunkhair) with 30 posts. This may indicate a need for more consistency in their digital campaigns, which could ultimately affect their reach and impact.

From these indicators, it is interesting to observe the correlation between the number of followers, following, and posts. For instance, Open University (@ppks\_ut) has many followers, but very few accounts are followed, and posts are shared. This suggests that their broad reach is primarily driven by the overall branding and reputation of the institution rather than the intensity of their social media activity.

In contrast situation, Airlangga University (@satgappksunair) and Sebelas Maret University (@satgasppks.uns) have a high number of posts and a considerable number of followers, although not as large as Open University. This indicates that intensive content creation efforts can increase followers, although it is not the only determining factor. On the other hand, universities like Indonesia University (@satgasppksui), which have a significant number of followers but fewer posts, indicate less general digital activity. Some universities also exhibit significant differences between the number of accounts they follow and the number of posts. For example, Bangka Belitung University (@satgasppks.ubb) follows the most accounts but only has 27 posts, indicating a stronger focus on building interactions with other accounts rather than generating their content.

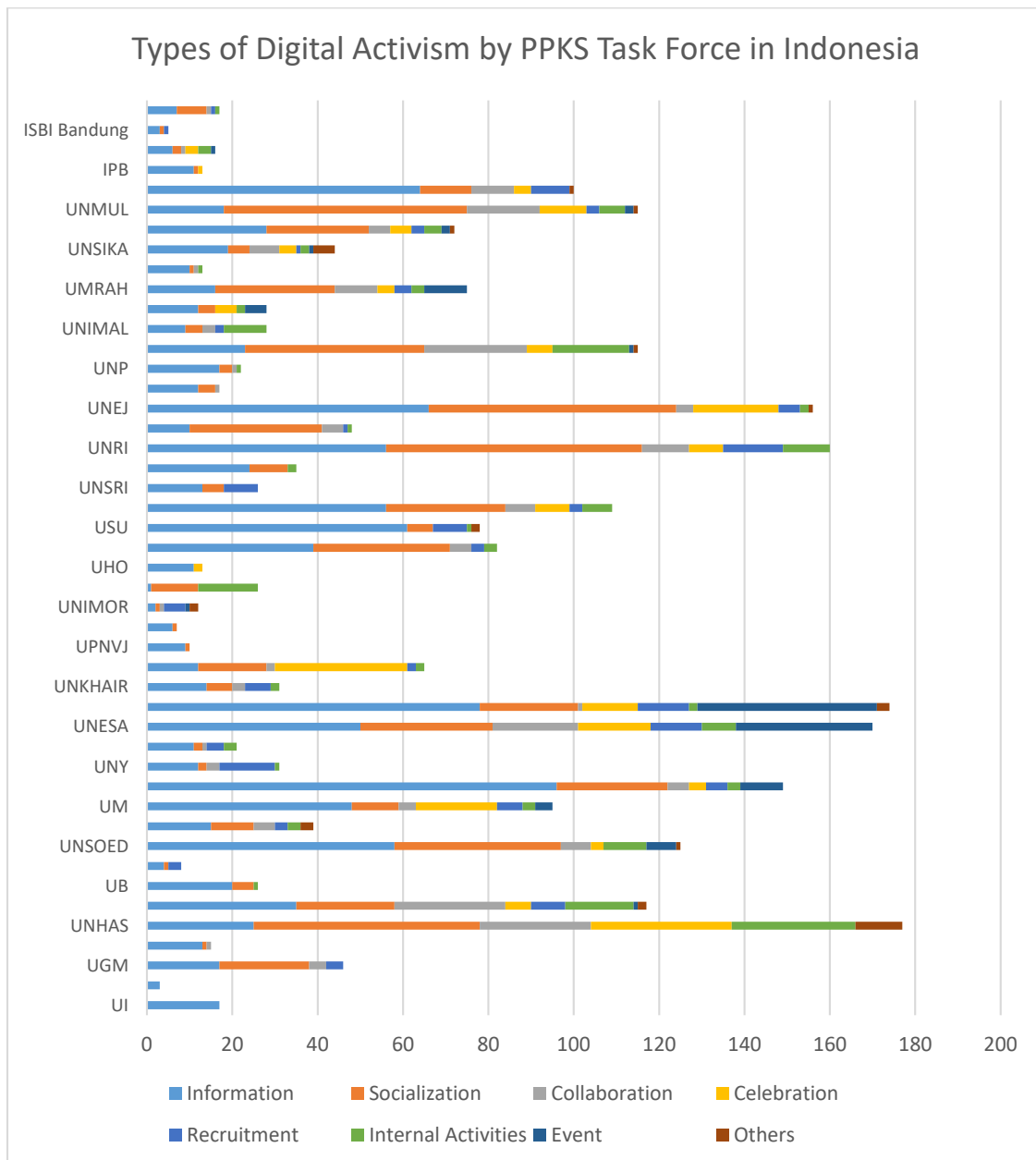
## **Digital Activism of PPKS Task Force on Instagram**

### **Content Category**

In this section, the author analyzes all campuses listed in Table 2 based on the following categories in Table 1: information, socialization, collaboration, recruitment, internal activities, events, and others. This activity aims to identify the different patterns of each university in conducting digital activism for PPKS Task Force.

Picture 1.

Types of Digital Activism by PPKS Task Force in Indonesia



Source: Obtained from Instagram, 2024

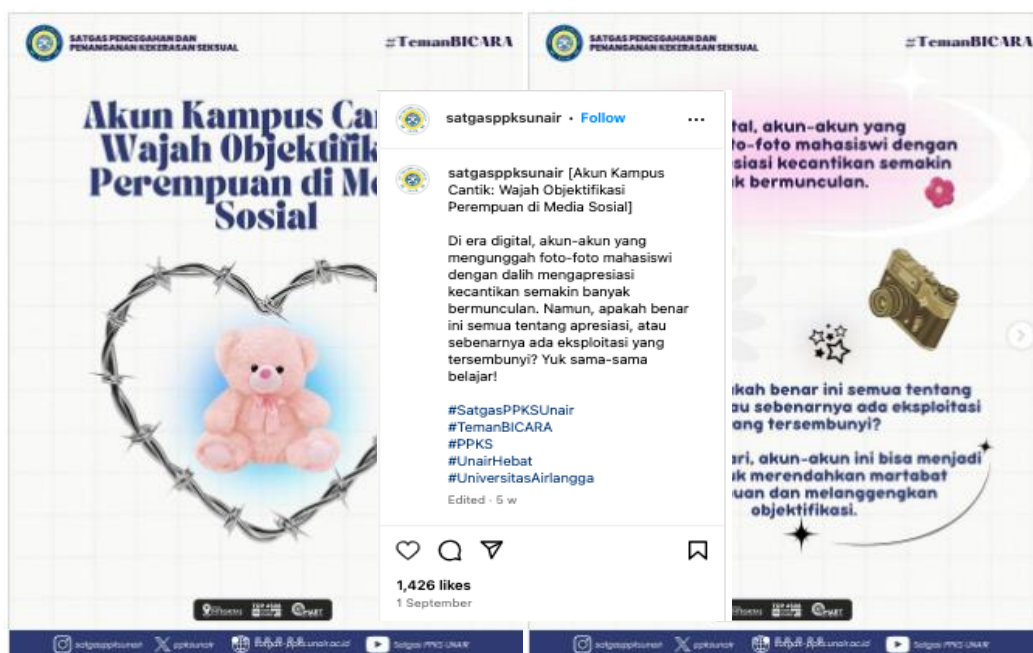
The "Information" category, as shown in Picture 1, represents universities' most frequent digital activity, accounting for 1.137 out of 2.795 total posts. This is because providing foundational knowledge is crucial for digital campaigns to convey critical information related to preventing and handling sexual violence, as illustrated in Picture 2. All universities have posts in category; however, the top 10 universities with the highest number of information-related content are as follows: Airlangga University (96 posts), Jakarta State University (78 posts), University of Jember (66 posts), Bandung Institute of Technology (64 posts), University of North

Sumatra (61 posts), Jenderal Soedirman University (58 posts), Andalas University (56 posts), Riau University (56 posts), State University of Surabaya (50 posts), and State University of Malang (48 posts). High activity in this category indicates that these universities are committed to ensuring that their campus communities are adequately informed about the roles and services provided by the PPKS Task Force.

In contrast, universities such as Nusa Cendana University, Universitas Timur, Indonesian Institute of Arts and Culture of Bandung, Tanjungpura University, Open University, Universitas Pembangunan Nasional Veteran Jakarta, Universitas Pembangunan Nasional Veteran Yogyakarta, Malikussaleh University, Sepuluh November Institute of Technology, and Indonesian Institute of the Arts of Surakarta have fewer than ten posts each in this category. The low activity in the information category could limit students' and staff's understanding of sexual violence issues and the role of PPKS Task Force.

Picture 2.

An information category post by PPKS Task Force UNAIR



Source: Obtained from Instagram, 2024

The "Socialization" category relates to activism on social media to introduce PPKS Task Force and raise public awareness of sexual violence issues. The author obtained 708 posts included in this category, with the top 10 universities: Riau University (60 posts), Jember University (58 posts), Mulawarman University (57 posts), Hasanuddin University (53 posts), Sultan Ageng Tirtayasa University (42 posts), Jenderal Soedirman University (39 posts), Universitas Padjadjaran (32 posts), Universitas Negeri Surabaya (31 posts), Universitas Palangka

Raya (31 posts), and Raja Ali Haji Maritime University (28 posts). This shows maximal efforts in digital socialization, not only in delivering information but also in actively reaching various faculty members on campus to enhance their understanding of the importance of preventing sexual violence, as illustrated in picture 3.

On the other hand, universities like Universitas Diponegoro, Universitas Pembangunan Nasional Veteran Jakarta, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia University, Open University, Timor University, Halu Oleo University, Tidar University, Bogor Agricultural Institute, and Indonesian Institute of Arts and Culture of Bandung recorded minimal socialization activities with a range of 0-1 posts. This indicates room for improvement in socialization efforts, as minimal interaction and communication could make the PPKS Task Force programs less known to the civitas academic of these campuses.

**Picture 3.**

**A Socialization post by PPKS Task Force UNS**



*Source: Obtained by Instagram, 2024*

The "collaboration" category reflects PPKS Task Force's efforts to work with various external parties, such as student organizations, non-governmental organizations, government institutions, other universities, and so on, to expand their campaigns' impact. In this regard, there are 222 posts, with the highest total number of posts being Hasanuddin University (26 posts), Sebelas Maret University (26 posts), Sultan Ageng Tirtayasa University (24 posts), and Universitas Negeri Surabaya (20 posts), demonstrating that they are actively collaborating with

various parties to strengthen their digital campaigns. This collaborative activity is crucial in enhancing advocacy power and creating a broader support network, as illustrated in Picture 4.

On the other hand, universities such as Indonesia University, Open University, Brawijaya University, Tanjungpura University, Universitas Pembangunan Nasional Veteran Jakarta, Universitas Pembangunan Nasional Veteran Yogyakarta, Nusa Cendana University, Halu Oleo University, University of North Sumatra, Sriwijaya University, Syiah Kuala University, Bangka Belitung University, Bogor Agricultural Institute, dan Indonesian Institute of Arts and Culture of Bandung did not show activity in this collaboration category. This lack of external engagement may limit the impact of the campaigns at these universities. Strong collaboration with external organizations can help PPKS Task Force improve the credibility and reach of the necessary campaigns.

**Picture 4.**

**A collaboration post by PPKS Task Force UNHAS**



*Source: Obtained by Instagram, 2024*

The “celebration” category, as illustrated in Picture 5, relates to commemorating important days, national events, and other occasions conducted by PPKS Task Force through *Instagram*. Regarding this, there are a total of 207 posts, with the most significant contributors being Hasanuddin University (33 posts), Trunojoyo University of Madura (31 posts), and Jember University (20 posts), reflecting their efforts to commemorate and honor national and international vital days, among others. On the other hand, many universities such as Indonesia University, Open University, Gadjah Mada University, Universitas Diponegoro, Brawijaya University, Tanjungpura University, Yogyakarta State University, Semarang State University, Universitas Khairun, Universitas Pembangunan Nasional Veteran Jakarta, Universitas

Pembangunan Nasional Veteran Yogyakarta, Timor University, Nusa Cendana University, Universitas Padjadjaran, University of North Sumatra, Sriwijaya University, Syiah Kuala University, Universitas Palangka Raya, Lampung University, Padang State University, Malikussaleh University, Tidar University, Indonesian Institute of Arts and Culture of Bandung, dan Indonesian Institute of the Arts of Surakarta, do not have any posts in this category. This can be an opportunity for these universities to strengthen emotional ties with the campus community and encourage more public participation through celebrations related to the prevention of sexual violence.

Picture 5.

A celebration post by PPKS Task Force UTM



Source: Obtained by Instagram, 2024

The “recruitment” category is a crucial aspect as it involves the participation of the academic community in universities. Based on the collected data, there are 149 posts, with the highest activity from Riau University (14 posts), Yogyakarta State University (13 posts), State University of Surabaya (12 posts), and Jakarta State University (12 posts), demonstrating significant engagement. These universities actively use *Instagram* to invite more members to join the PPKS Task Force, aiming to strengthen their internal capacity, as illustrated in picture 6. Conversely, universities such as Indonesia University, Open University, Universitas Diponegoro, Hasanuddin University, Brawijaya University, Jenderal Soedirman University, Universitas Pembangunan Nasional Veteran Jakarta, Universitas Pembangunan Nasional Veteran Yogyakarta, Nusa Cendana University, Halu Oleo University, Syiah Kuala University, Lampung University, Padang State University, Sultan Ageng Tirtayasa University, Tidar University, Bogor Agricultural

Institute, and Institut Teknologi Sepuluh Nopember, show no activity in this category. This indicates they have yet to effectively utilize social media to attract new students and expand their participation reach.

Picture 6.

An open recruitment post by PPKS Task Force UGM

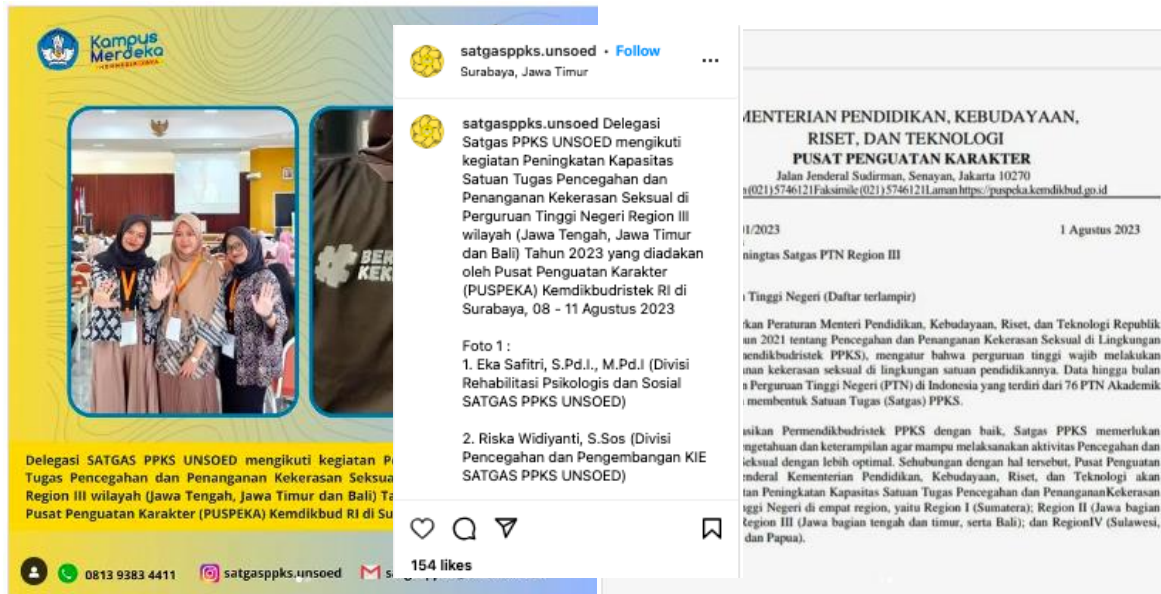


Source: Obtained by Instagram, 2024

The “internal activities” category highlights the operational tasks carried out by PPKS Task Force, such as meetings, internal capacity development, focus group discussions, etc. We identified 17 posts, with the highest activity recorded by Hasanuddin University (29 posts), Sultan Ageng Tirtayasa University (18 posts), Sebelas Maret University (16 posts), Nusa Cendana University (14 posts), and Jenderal Soedirman University (10 posts). These numbers indicate substantial internal activities within these universities. On the other hand, universities like Indonesia University, Open University, Diponegoro University, Tanjungpura University, UPN Veteran Jakarta, UPN Veteran Yogyakarta, University of Timor, Halu Oleo University, Sriwijaya University, Lampung University, Bandung Institute of Technology, Bogor Agricultural University, Sepuluh Nopember Institute of Technology, and Indonesian Art and Culture Institute of Bandung show minimal or no significant activity in this category. This suggests a possible lack of publication regarding the internal activities conducted by PPKS Task Force at these institutions.

Picture 7.

An internal activity by PPKS Task Force Unsoed

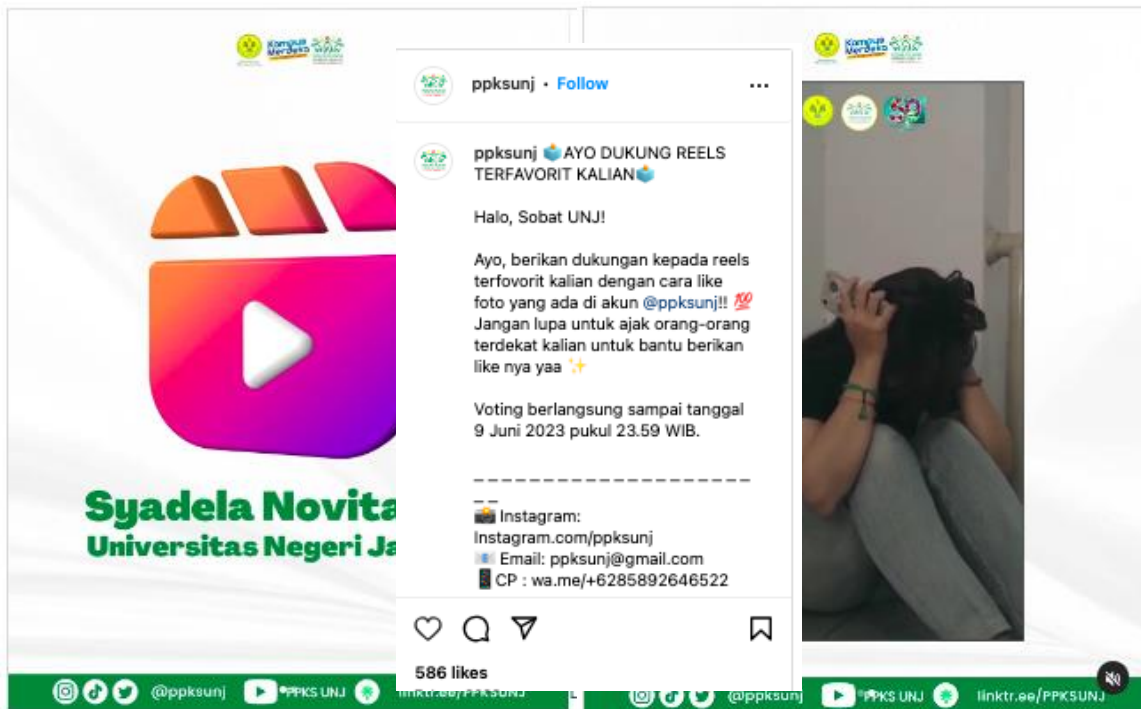


Source: Obtained by Instagram, 2024

The 'event' category is crucial in reaching audiences through creative activities organized by PPKS Task Force to introduce themselves. We found 119 posts, with the highest activity from UNJ (42 posts), UNESA (32 posts), and UMRAH (10 posts), demonstrating a solid presence in organizing events. PPKS Task Force can engage more students through these events, raise public awareness, and provide an open and constructive discussion space. Conversely, universities such as Indonesia University, Open University, Gajah Mada University, Universitas Diponegoro, Hasanuddin University, Brawijaya University, Tanjungpura University, Tadulako University, Yogyakarta State University, Semarang State University, Universitas Khairun, Trunojoyo University of Madura, Universitas Pembangunan Nasional Veteran Jakarta, Universitas Pembangunan Nasional Veteran Yogyakarta, Nusa Cendana University, Halu Oleo University, Universitas Padjadjaran, University of North Sumatra, Andalas University, Sriwijaya University, Syiah Kuala University, Riau University, Universitas Palangka Raya, Jember University, Lampung University, Padang State University, Malikussaleh University, Tidar University, Bandung Institute of Technology, Bogor Agricultural Institute, Indonesian Institute of Arts and Culture of Bandung, and Indonesian Institute of the Arts of Surakarta, had little to no activity in this category. The lack of documented public events reduces opportunities for these universities to enhance their visibility and participation in the campaign.

Picture 8.

## An event post by PPKS Task Force UNJ



Source: Obtained by Instagram, 2024

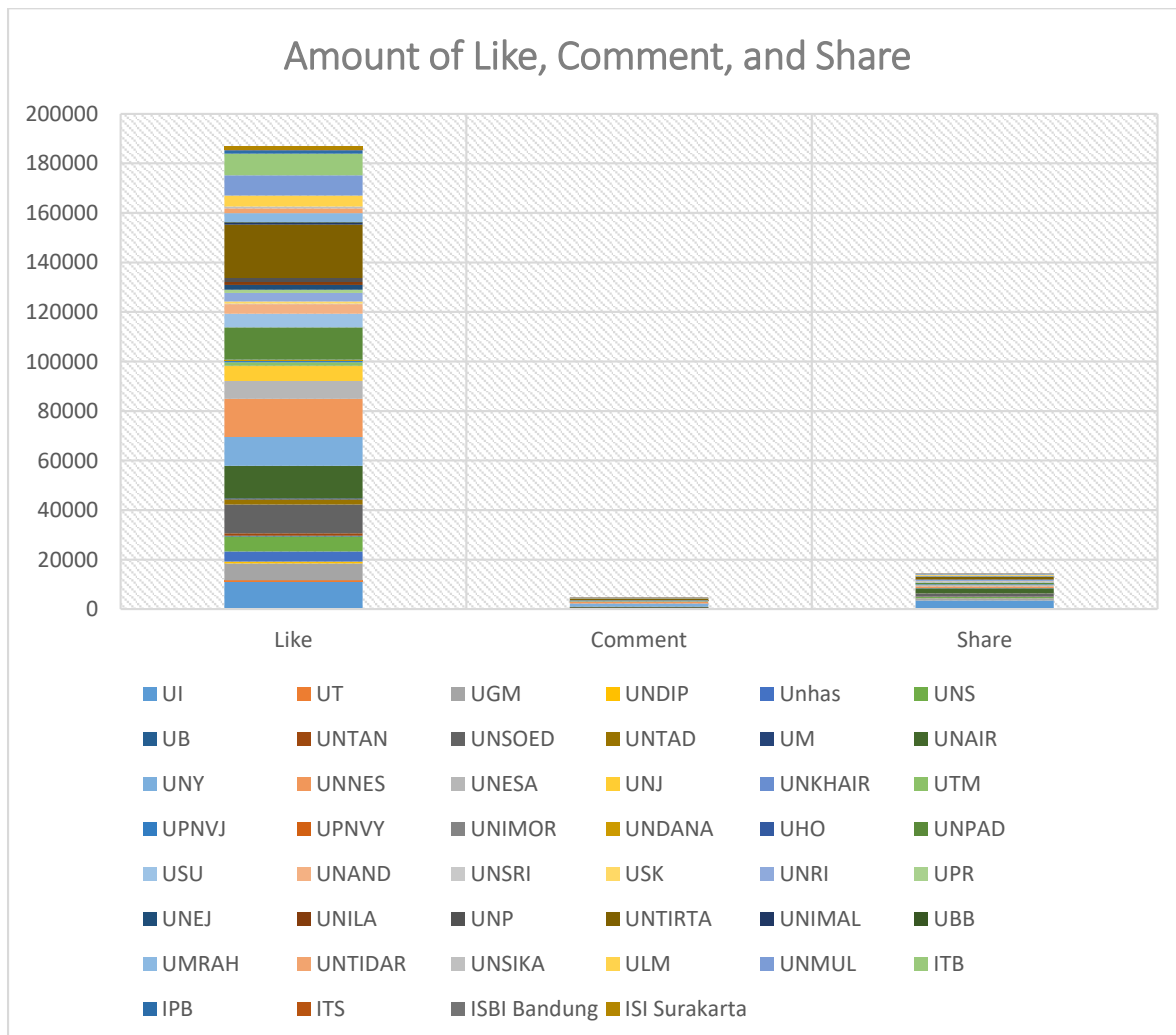
The “other” category includes content that does not fall into the main categories, such as entertainment or general motivational posts. We found approximately 34 posts, with UNHAS leading with 11 posts. The universities with a range of 1-4 posts in this category include Sebelas Maret University, Jenderal Soedirman University, Tadulako University, Jakarta State University, Timor University, University of North Sumatra, Jember University, Sultan Ageng Tirtayasa University, Singaperbangsa University of Karawang, Lambung Mangkurat University, Mulawarman University, and Bandung Institute of Technology. The remaining universities had no content in the other category. For those with posts in this category, it indicates their consistency in creating varied content to maintain audience engagement. Less severe or formal content can be essential for sustaining interaction and keeping the audience interested.

### Like, Comment, and Share

Likes, comments, and shares are important indicators for understanding audience interaction and response to PPKS Task Force's *Instagram* content. Therefore, Picture 9 presents the total number of likes, comments, and shares across all of the PPKS Task Force's *Instagram* content.

Picture 9.

Amount of Likes, Comments, and Share PPKS Task Force's Instagram



Source: Obtained by Instagram, 2024

In the context of the PPKS Task Force Instagram accounts across universities, the number of likes is 187.146, indicating that the uploaded content has captured the audience's attention. The top ten universities with the highest likes are Sultan Ageng Tirtayasa University (21,496 likes), State University of Semarang (15,450 likes), Airlangga University (13,137 likes), Padjadjaran University (12,999 likes), Jenderal Soedirman University (11,649 likes), Yogyakarta State University (11,581 likes), University of Indonesia (10,994 likes), Bandung Institute of Technology (8,759 likes), State University of Surabaya (7,194 likes), Gadjah Mada University (6,723 likes). Conversely, there are ten universities with significantly lower likes, including UPN Veteran Yogyakarta (0 likes), University of Timor (78 likes), Khairun University (157 likes), Halu Oleo University (148 likes), Nusa Cendana University (262 likes), Sepuluh Nopember Institute of Technology (258 likes), Brawijaya University (376 likes), Malikussaleh University (849 likes),

Open University (729 likes), Bangka Belitung University (309 likes). The low number of likes may be attributed to several factors, such as the account activating the feature to hide the total number of likes. In this context, likes can be interpreted as a form of support or approval for the digital activism carried out by the PPKS Task Force accounts. Although many likes are given, this does not rule out the possibility that the audience is not fully engaged or committed to the campaign. This is because likes represent the easiest and quickest form of interaction. However, universities that dominate in likes will likely have more engaging digital activism.

The comments category, which is significantly lower than likes, indicates that the audience tends to be less engaged in discussions or provide more profound opinions about the content uploaded on *Instagram* by PPKS Task Force. According to the data, the ten universities with the highest total comments are Yogyakarta State University (1,265 comments), Sultan Ageng Tirtayasa University (610 comments), State University of Semarang (704 comments), University of Indonesia (439 comments), Airlangga University (210 comments), Riau University (201 comments), Jakarta State University (182 comments), Padjadjaran University (99 comments), Jenderal Soedirman University (31 comments). Many comments suggest that his uploaded content has successfully sparked deeper discussions due to strong emotional responses. This shows that besides successfully capturing attention, the digital activism of PPKS Task Force can promote deeper interactions, which is a crucial measure of success in raising awareness about the handling and prevention of sexual violence. However, not all universities have succeeded in encouraging their audience to comment. Several universities, such as Open University, Nusa Cendana University, Indonesian Art and Culture Institute of Bandung, Indonesian Institute of the Arts Surakarta, Halu Oleo University, UPN Veteran Yogyakarta, University of Timor, and Sriwijaya University have a total comment range of 0-2, indicating that their digital activism is less effective in enhancing interaction and encouraging audience participation in discussions. The audience's inactivity in comments could signify that the content is less relevant and fails to resonate with the audience on an emotional level.

In the share category, it reflects the extent to which the audience feels the content is worthy of being shared with others. Airlangga University has a significant total of 2.117 shares, followed by Sultan Ageng Tirtayasa University (1,037 shares) and Jenderal Soedirman University (1,033 shares). This indicates that digital activism can motivate the audience to expand the campaign's reach by sharing the content with a broader audience. On the other hand, some universities recorded 0 shares, such as University of Timor, UPN Veteran Yogyakarta, and Indonesian Institute of the Arts Surakarta. Although some of these universities recorded a reasonable number of likes, the absence of shares suggests that the audience may like the content

but is not sufficiently motivated to share it. The low number of shares reflects that the uploaded content may lack the viral elements or strong appeal necessary to encourage the audience to take further action to share the content.

Overall, universities that achieved high figures in all three metrics, such as Sultan Ageng Tirtayasa University, Yogyakarta State University, and Airlangga University, demonstrate success in fostering further interaction. This indicates that their activism is well-organized, capturing fleeting attention and inspiring discussions and widespread information-sharing. The success of campaigns at these universities is attributed to a combination of topic relevance, content quality, and the effectiveness of promotional strategies employed.

Conversely, universities like Khairun University, University of Timor, and Indonesian Institute of the Arts Surakarta, have struggled to encourage active engagement in likes, comments, and shares. This suggests that their digital activism needs to be sufficiently effective in driving interaction. The significant differences in likes, comments, and shares across each university highlight the challenges many digital activism efforts face on social media, particularly in converting passive engagement into active participation. While likes are an essential form of interaction, comments and shares reflect a deeper level of engagement and significantly impact message dissemination. Universities that excel in all three categories indicate their ability to attract attention, inspire their audience to engage further and help spread their campaign messages to broader audiences.

## Discussion

This study explores the digital activism engaged by PPKS Task Force in carrying out its responsibilities to address and prevent incidents of sexual violence within the campus setting. The research provides an analysis of the disparities observed in the digital activism initiatives undertaken by various organizations and developed nationals, which implement a range of activities and strategies aimed at achieving sustainable objectives by PPKS Task Force (Akrianto et al., 2019; Dewi & Chandra, 2019; Himawan et al., 2020; Nguyen et al., 2021; Varela-Rodríguez & Vicente-Mariño, 2020). This research study offers a comprehensive overview of the digital activism carried out by PPKS Task Force through the *Instagram* platform, highlighting various activities such as information, socialization, collaboration, celebrations, recruitments, internal activities, events, and others.

The findings indicate that PPKS Task Force employs strategic communication to educate and inform the *civitas academica*, including students, staff, lecturers, and other personnel, and encourage their active participation in initiatives to prevent and address sexual violence. This

approach underscores the pivotal role of social media as a rapid means of dissemination of information, establishing it as an essential tool for effective activism (Chitanana, 2020; Dumitrica & Felt, 2020; Hutchinson, 2021; Idowu, 2022; Kurmanov & Knox, 2024)

This study also finds that socialization activities play a crucial role in the process of preventing sexual violence conducted by PPKS Task Force. In the current era of digitalization, digital spaces, such as socialization, have transformed into new public spheres where individuals, particularly the youth, engage in discussions about social justice, politics, and social issues (Kavada, 2015; Shah et al., 2013; Tufekci, 2019) The environment fosters socialization within activism, helping individuals connect through shared interests and values (Dewantara & Widhyharto, 2016). Movements like the socialization efforts of PPKS Task Force demonstrate how online platforms allow the *civitas akademika* in these universities to come together to learn about handling and preventing incidents from reducing the rate of sexual on their campuses.

This study also reveals that collaboration activities are another critical approach PPKS Task Force employs to broaden relationships and refine strategies for preventing and. They are addressing sexual violence in academic environments. Digital activism facilitates collaboration among diverse groups; for example, Satgas members welcome external visitors to discuss and share experiences on handling and preventing sexual violence (Dumitrica & Hockin-Boyers, 2023; Kavada, 2015). The movement takes full advantage of digital media to create a networked organization, enabling strong coordination without traditional leadership structures (Juris, 2005).

In celebrating essential days, we found significant activity related to commemorative messages for national and international occasions. Digital media can serve as a platform to raise awareness on symbolic days, such as International Women's Day (Bennett & Segerberg, 2012; Kavada, 2015). Such posts not only serve as reminders of essential days but can also act as tools to raise awareness and encourage more people to engage in digital activities, particularly in the efforts led by PPKS Task Force (Tufekci, 2019). Lastly, we identified digital activism through competitions, calls for papers, and similar activities. These events allow PPKS Task Force to overcome barriers with students, reach a wider audience, and build broader networks to address and raise awareness on specific issues, mainly related to sexual violence (Kavada, 2015)

Digital activism, as defined, serves as a crucial tool for informing, mobilizing, and engaging audiences to participate in various actions or activities (Idowu, 2022; Juris, 2005; Kavada, 2015). Digital movements and forums can convey messages often deemed difficult and marginalized (Baer, 2016; Hoeber et al., 2023). This highlights the added value of digital forums as accessible

platforms that offer flexibility to engage a diverse audience through various approaches, as demonstrated by PPKS Task Force across different campuses in Indonesia (Matich et al., 2019)

Concerning interaction, this study analyzed the likes, comments, and shares on each PPKS Task Force *Instagram* account. The like feature plays a significant role and is the most frequently utilized by the PPKS Task Force audience on *Instagram*. The like feature allows users to react quickly and easily (E. Smith et al., 2023; Haßler et al., 2024; Onanuga, 2024). Furthermore, likes also create social influence, as users tend to favor content with many likes, thereby generating a cycle of sustained engagement (Bilinski, 2024; Budge, 2020). Providing feedback in the form of likes can foster an emotional connection with users, thereby enhancing awareness and expanding outreach (Al-Rawi et al., 2022; Apaolaza et al., 2021; Budge, 2020; Y. J. Lee, 2023; Vermeer & van den Heijkant, 2024).

Meanwhile, the second dominant feature the author identifies is the share function. This feature enables users to share engaging content through feed posts, direct messages, or *Instagram* stories (Rodríguez-Vera et al., 2024). The ability to share is crucial for facilitating the rapid and widespread dissemination of information, particularly in the context of campaigns against sexual violence (Perreault & Hanusch, 2024). Moreover, the use of the share feature can effectively and freely expand the reach of content, thereby encouraging engagement on a larger scale (Al-Kandari et al., 2017; Bosello & van den Haak, 2022; O'Hagan, 2021; Trevisan & Farinosi, 2024). In addition, this feature also plays a crucial role in advocacy, making it particularly suitable for reinforcing messages related to the prevention of sexual violence in Indonesian universities (Smith, 2018; Trevisan & Farinosi, 2024)

The third feature the author examined is the comments section, which appears less active on the PPKS Task Force *Instagram* accounts. Despite this, the comments feature on *Instagram* facilitates direct interactions, fosters engaging discussions, and builds more connected communication (Jones & Lee, 2022; Smith, 2021). Interactions in the comments section can also stimulate critical reflection and create a space for discussion by providing feedback on the content. This, in turn, can help deepen the audience's understanding of the issues or topics being addressed (Davies et al., 2019; Hungerford et al., 2023; Le Busque et al., 2022; S. Lee & Kim, 2020). Therefore, it is essential to enhance audience engagement in the comments section, as this will improve audience involvement regarding issues of sexual violence.

Finally, following the implementation of the Kementerian Pendidikan dan Kebudayaan regulation, this study has identified that some PPKS Task Force are active while others remain inactive on social media. This situation warrants the attention of academic institutions to monitor the PPKS Task Force and inquire about the reasons behind their lack of engagement in digital

forums. By addressing this issue, it is hoped that inactive PPKS Task Force will participate more actively in utilizing digital platforms as a means to prevent sexual violence.

## Conclusion

Based on this research, we found that digital activism by the PPKS Task Force in Indonesia employs various strategies to promote awareness and prevention of sexual violence in higher education institutions. Of the eight main categories of content identified—information, socialization, collaboration, celebration, recruitment, internal activities, events, and others—the information and outreach strategies are the most frequently used and appear to be the most effective in reaching the audience. However, the effectiveness of these strategies varies depending on the form of digital interaction with the academic community, such as students, lecturers, staff, and so on. Additionally, there is a finding of dominant interactions using the likes feature compared to comments and shares. This makes the interaction more passive and less engaging, as users react quickly without further getting involved in conversations or discussions. As a result, the content uploaded may appear popular at first glance but does not generate meaningful engagement or substantive discussions among users. The practical implications of this research highlight the importance of PPKS Task Force and higher education institutions choosing the right strategies and executing them digitally. A deeper understanding of digital interaction patterns can help design more targeted campaigns, increase active participation, and enhance the message's impact.

The findings of this study will serve as a reference for developing more adaptive and contextual digital activism strategies for PPKS Task Force. This research emphasizes the importance of a measured approach to digital activism to achieve significant social change. One of the main limitations of this study is that it needs to directly measure the impact of various strategies on the perceptions and responses of the academic community. Further research could conduct quantitative analysis on digital interaction data to understand how each type of content contributes to changes in audience attitudes and awareness towards the issue of sexual violence. This in-depth analysis will provide concrete guidance in designing more effective and impactful digital campaigns.

## References

- Acuti, D., Mazzoli, V., Donvito, R., & Chan, P. (2018). An instagram content analysis for city branding in London and Florence. *Journal of Global Fashion Marketing*, 9(3), 185–204. <https://doi.org/10.1080/20932685.2018.1463859>

- Akrianto, M. I., Hartanto, A. D., & Priadana, A. (2019). The best parameters to select instagram account for endorsement using web scraping. *2019 4th International Conference on Information Technology, Information Systems and Electrical Engineering (ICITISEE)*, 40–45.
- Al-Kandari, A. A., Al-Sumait, F. Y., & Al-Hunaiyyan, A. (2017). Looking perfect: Instagram use in a Kuwaiti cultural context. *Journal of International and Intercultural Communication*, 10(4), 273–290. <https://doi.org/10.1080/17513057.2017.1281430>
- Al-Rawi, A., Al-Musalli, A., & Rigor, P. A. (2022). Networked Flak in CNN and Fox News Memes on Instagram. *Digital Journalism*, 10(9), 1464–1481. <https://doi.org/10.1080/21670811.2021.1916977>
- Andarini, R. S., Pratiwi, M., Setiyowati, R., & Santoso, A. D. (2023). Indonesian public officials after erroneous statements about COVID-19: An application of image restoration theory. *Frontiers in Political Science*, 4. <https://doi.org/10.3389/fpos.2022.1062237>
- Apaolaza, V., Paredes, M. R., Hartmann, P., & D’Souza, C. (2021). How does restaurant’s symbolic design affect photo-posting on instagram? The moderating role of community commitment and coolness. *Journal of Hospitality Marketing and Management*, 30(1), 21–37. <https://doi.org/10.1080/19368623.2020.1768195>
- Apuke, O. D., & Tunca, E. A. (2019). A comparative content analysis of television and blog coverage of internally displaced persons in Nigeria. *The Social Science Journal*, 56(2), 168–182.
- Aramendia-Muneta, M. E., & Olarte-Pascual, C. (2022). “The best” and “The least”: Cross-country cluster analysis of Instagram and tourism destinations. *Loisir et Societe*, 45(2), 429–444. <https://doi.org/10.1080/07053436.2022.2097383>
- Baer, H. (2016). Redoing feminism: digital activism, body politics, and neoliberalism. *Feminist Media Studies*, 16(1), 17–34. <https://doi.org/10.1080/14680777.2015.1093070>
- Bennett, W. L., & Segerberg, A. (2012). The logic of connective action: Digital media and the personalization of contentious politics. *Information Communication and Society*, 15(5), 739–768. <https://doi.org/10.1080/1369118X.2012.670661>
- Bepler, J. (2022). Dynasty, Politics, Piety and the Consort’s Library: Queen Charlotte Amalie of Denmark (1650–1714) and her Calvinist Inheritance. *Court Historian*, 27(1), 61–78. <https://doi.org/10.1080/14629712.2022.2047299>
- Bilinski, P. (2024). The Content of Tweets and the Usefulness of YouTube and Instagram in Corporate Communication. *European Accounting Review*, 33(1), 279–311. <https://doi.org/10.1080/09638180.2022.2084759>
- Bonilla, M. D. R., del Olmo Arriaga, J. L., & Andreu, D. (2019). The interaction of Instagram

- followers in the fast fashion sector: The case of Hennes and Mauritz (H&M). *Journal of Global Fashion Marketing*, 10(4), 342–357.  
<https://doi.org/10.1080/20932685.2019.1649168>
- Borges-Rey, E. (2015). News images on instagram: The paradox of authenticity in hyperreal photo reportage. *Digital Journalism*, 3(4), 571–593.  
<https://doi.org/10.1080/21670811.2015.1034526>
- Bosello, G., & van den Haak, M. (2022). #Artothepeople? An exploration of Instagram’s unfulfilled potential for democratising museums. *Museum Management and Curatorship*, 37(6), 565–582. <https://doi.org/10.1080/09647775.2021.2023905>
- Boulianne, S. (2015). Social media use and participation: a meta-analysis of current research. *Information Communication and Society*, 18(5), 524–538.  
<https://doi.org/10.1080/1369118X.2015.1008542>
- Budge, K. (2020). Visually Imagining Place: Museum Visitors, Instagram, and the City. *Journal of Urban Technology*, 27(2), 61–79. <https://doi.org/10.1080/10630732.2020.1731672>
- Carvalho, A. F. (2011). Internalized Sexual Minority Stressors and Same-Sex Intimate Partner Violence. *Journal of Family Violence*, 26(7), 501–509. <https://doi.org/10.1007/s10896-011-9384-2>
- Chitanana, T. (2020). From Kubatana to #ThisFlag: Trajectories of digital activism in Zimbabwe. *Journal of Information Technology and Politics*, 17(2), 130–145.  
<https://doi.org/10.1080/19331681.2019.1710644>
- Davies, T., Lorne, C., & Sealey-Huggins, L. (2019). Instagram photography and the geography field course: snapshots from Berlin. *Journal of Geography in Higher Education*, 43(3), 362–383.  
<https://doi.org/10.1080/03098265.2019.1608428>
- Dencik, L., & Wilkin, P. (2020). Digital activism and the political culture of trade unionism. *Information, Communication & Society*, 23(12), 1728–1737.  
<https://doi.org/10.1080/1369118X.2019.1631371>
- Dewantara, R. W., & Widhyharto, D. S. (2016). Aktivisme dan Kesukarelawanan dalam Media Sosial Komunitas Kaum Muda Yogyakarta. *Jurnal Ilmu Sosial Dan Ilmu Politik*, 19(1), 40.  
<https://doi.org/10.22146/jsp.10855>
- Dewi, L. C., & Chandra, A. (2019). Social media web scraping using social media developers API and regex. *Procedia Computer Science*, 157, 444–449.
- Dumitrica, D., & Felt, M. (2020). Mediated grassroots collective action: negotiating barriers of digital activism. *Information Communication and Society*, 23(13), 1821–1837.  
<https://doi.org/10.1080/1369118X.2019.1618891>

- Dumitrica, D., & Hockin-Boyers, H. (2023). Slideshow activism on Instagram: constructing the political activist subject. *Information Communication and Society*, 26(16), 3320–3338. <https://doi.org/10.1080/1369118X.2022.2155487>
- E. Smith, W., Kimbu, A. N., de Jong, A., & Cohen, S. (2023). Gendered Instagram representations in the aviation industry. *Journal of Sustainable Tourism*, 31(3), 639–663. <https://doi.org/10.1080/09669582.2021.1932933>
- Hale, H. E. (2016). 25 years after the USSR: What's gone wrong? *Journal of Democracy*, 27(3), 24–35. <https://doi.org/10.1353/jod.2016.0035>
- Haßler, J., Wurst, A. K., & Pohl, K. (2024). Politicians over issues? Visual personalization in three Instagram election campaigns. *Information Communication and Society*, 27(5), 815–835. <https://doi.org/10.1080/1369118X.2023.2227684>
- Himawan, A., Priadana, A., & Murdiyanto, A. (2020). Implementation of web scraping to build a web-based instagram account data downloader application. *IJID (International Journal on Informatics for Development)*, 9(2), 59–65.
- Hoeber, L., Shaw, S., & Rowe, K. (2023). Advancing women's cycling through digital activism: a feminist critical discourse analysis\*. *European Sport Management Quarterly*. <https://doi.org/10.1080/16184742.2023.2257727>
- Hoxmeier, J. C., O'Connor, J., & Forgetta, S. (2022). Sexual Violence Victimization and Perceptions of Campus Climate among Gender and Sexual Minoritized Men. *Journal of Evidence-Based Social Work (United States)*, 19(5), 574–591. <https://doi.org/10.1080/26408066.2022.2096422>
- Hungerford, H., Subulwa, A. G., & Chakravarty, D. (2023). The Insta-Gaze: investigating the endurance of stereotypes of Africa. *Social and Cultural Geography*, 24(10), 1883–1902. <https://doi.org/10.1080/14649365.2022.2113984>
- Hutchinson, J. (2021). Micro-platformization for digital activism on social media. *Information, Communication & Society*, 24(1), 35–51. <https://doi.org/10.1080/1369118X.2019.1629612>
- Idowu, D. L. (2022). Digital activism and social change in Africa: motivations, outcomes and constraints. *Journal of Contemporary African Studies*, 40(4), 526–543. <https://doi.org/10.1080/02589001.2023.2177627>
- Jiang, L. (2023). Multilingual youths' digital activism through multimodal composing in the post-pandemic era. *Journal of Multilingual and Multicultural Development*, 1–17. <https://doi.org/10.1080/01434632.2023.2181353>
- Jones, A. R., & Lee, S. E. (2022). Factors Influencing Engagement in Fashion Brands' Instagram

- Posts. *Fashion Practice*, 14(1), 99–123.  
<https://doi.org/10.1080/17569370.2021.1938820>
- Juris, J. S. (2005). The new digital media and activist networking within anti - Corporate globalization movements. *Annals of the American Academy of Political and Social Science*, 597(January), 189–208. <https://doi.org/10.1177/0002716204270338>
- Kavada, A. (2015). Creating the collective: social media, the Occupy Movement and its constitution as a collective actor. *Information Communication and Society*, 18(8), 872–886. <https://doi.org/10.1080/1369118X.2015.1043318>
- Kemendikbud. (2023). *Mendikbudristek: Satgas PPKS sebagai Garda Depan Perwujudan Kampus Merdeka dari Kekerasan*. Kemdikbud. <https://www.kemdikbud.go.id/main/blog/2023/08/mendikbudristek-satgas-ppks-sebagai-garda-depan-perwujudan-kampus-merdeka-dari-kekerasan>
- Kotaman, A., & Şener, G. (n.d.). Video activism in feminist movements in Turkey. *Feminist Media Studies*, 1–16. <https://doi.org/10.1080/14680777.2023.2258292>
- Kurmanov, B., & Knox, C. (2024). Digital activism and authoritarian legitimation in post-Soviet Central Asia. *Information Society*, 0(0), 1–18. <https://doi.org/10.1080/01972243.2024.2374714>
- Le Busque, B., Mingoia, J., & Litchfield, C. (2022). Slow tourism on Instagram: an image content and geotag analysis. *Tourism Recreation Research*, 47(5–6), 623–630. <https://doi.org/10.1080/02508281.2021.1927566>
- Lee, S., & Kim, E. (2020). Influencer marketing on Instagram: How sponsorship disclosure, influencer credibility, and brand credibility impact the effectiveness of Instagram promotional post. *Journal of Global Fashion Marketing*, 11(3), 232–249. <https://doi.org/10.1080/20932685.2020.1752766>
- Lee, Y. J. (2023). Language learning affordances of Instagram and TikTok. *Innovation in Language Learning and Teaching*, 17(2), 408–423. <https://doi.org/10.1080/17501229.2022.2051517>
- Mahaputri, R. A., Emilia, E., Kurniawan, E., & Suwarno. (2024). Instagram for learning interculturality: a blueprint in a global Englishes era. *Language and Intercultural Communication*, 0(0), 1–14. <https://doi.org/10.1080/14708477.2024.2307596>
- Matich, M., Ashman, R., & Parsons, E. (2019). #Freethenipple–Digital Activism and Embodiment in the Contemporary Feminist Movement. *Consumption Markets and Culture*, 22(4), 337–362. <https://doi.org/10.1080/10253866.2018.1512240>
- Murn, L. T., & Schultz, L. C. (2022). Healing the Ripple Effect of Sexual Violence. *Journal of College*

- Student Psychotherapy*, 36(3), 310–330.  
<https://doi.org/10.1080/87568225.2020.1819925>
- Nguyen, V.-H., Sukunesan, S., & Huynh, M. (2021). Analyzing Australian SME Instagram engagement via web scraping. *Pacific Asia Journal of the Association for Information Systems*, 13(2), 2.
- O'Hagan, L. (2021). Instagram as an exhibition space: reflections on digital remediation in the time of COVID-19. *Museum Management and Curatorship*, 36(6), 610–631.  
<https://doi.org/10.1080/09647775.2021.2001362>
- Onanuga, P. A. (2024). Asserting identity in stifling spaces: multisemioticity in Nigerian queer-positive Instagram. *Social Dynamics*, 00(00), 1–25.  
<https://doi.org/10.1080/02533952.2024.2320579>
- Paquette, S., Ha, O., Chopin, J., Beauregard, E., & McCuish, E. (2024). Offending Patterns in Cases of Sexual Violence Committed by Multiple Perpetrators. *Victims and Offenders*, 19(5), 778–798. <https://doi.org/10.1080/15564886.2023.2255590>
- Perreault, G. P., & Hanusch, F. (2024). Normalizing Instagram. *Digital Journalism*, 12(4), 413–430.  
<https://doi.org/10.1080/21670811.2022.2152069>
- Rahman, A., & Hasan, M. (2022). From local to global: networked activism against multinational extractivism. *Review of Communication*, 22(3), 231–255.  
<https://doi.org/10.1080/15358593.2022.2107876>
- Rezai, Y. (2024). Performing Iran online: digital poetics and feminist activism in the woman life freedom movement. *Journal of Gender Studies*, 00(00), 1–18.  
<https://doi.org/10.1080/09589236.2024.2386058>
- Riffe, D., Lacy, S., Watson, B. R., & Lovejoy, J. (2023). *Analyzing media messages: Using quantitative content analysis in research*. Routledge.
- Rodríguez-Vera, A. del P., de las Heras-Pedrosa, C., & Jambrino-Maldonado, C. (2024). Instagram communication strategies of European museums. *Cogent Arts and Humanities*, 11(1).  
<https://doi.org/10.1080/23311983.2024.2360793>
- Sarwari, M. (2020). Ideology and UN Responsiveness to Sexual Violence. *Journal of Intervention and Statebuilding*, 14(5), 671–690. <https://doi.org/10.1080/17502977.2019.1649010>
- Sen, A., Kaur, R., & Zabliūtė, E. (2020). (En)countering sexual violence in the Indian city. *Gender, Place and Culture*, 27(1), 1–12. <https://doi.org/10.1080/0966369X.2019.1612856>
- Shah, V., Sivitanides, M., & Mehta, M. (2013). The era of digital activism. *International Journal of Information Technology, Communications and Convergence*, 2(4), 295.  
<https://doi.org/10.1504/ijitcc.2013.059409>

- Shirky, C. (2015). *The political power of social media*. 6.
- Sinko, L., Munro-Kramer, M., Conley, T., & Saint Arnault, D. (2021). Internalized Messages: The Role of Sexual Violence Normalization on Meaning-making after Campus Sexual Violence. *Journal of Aggression, Maltreatment and Trauma*, 30(5), 565–585. <https://doi.org/10.1080/10926771.2020.1796872>
- Smith, S. P. (2018). Instagram abroad: Performance, consumption and colonial narrative in tourism. *Postcolonial Studies*, 21(2), 172–191. <https://doi.org/10.1080/13688790.2018.1461173>
- Smith, S. P. (2021). Landscapes for “likes”: capitalizing on travel with Instagram. *Social Semiotics*, 31(4), 604–624. <https://doi.org/10.1080/10350330.2019.1664579>
- Sorce, G., & Dumitrica, D. (2022). Transnational dimensions in digital activism and protest. *Review of Communication*, 22(3), 157–174. <https://doi.org/10.1080/15358593.2022.2107877>
- Taher, A., El-Banna, D. M., Alaa El Dine, N., & Hamdy, N. (2021). Veiled on Instagram? Representation of Veiled versus Nonveiled Women in Western and Egyptian Instagram Posts. *Journal of Interactive Advertising*, 21(3), 306–314. <https://doi.org/10.1080/15252019.2021.2002742>
- Trevisan, F., & Farinosi, M. (2024). Disabled influencers on Instagram: exploring digital celebrity and marginalised identities. *Celebrity Studies*, 15(2), 209–230. <https://doi.org/10.1080/19392397.2024.2341599>
- Tripathy, J. (2022). Picturing Development: Outdoor Campaign Materials during the 2019 General Election in India. *South Asia: Journal of South Asia Studies*, 45(4), 686–705. <https://doi.org/10.1080/00856401.2022.2074034>
- Tufekci, Z. (2019). A Response to Johanne Kübler’s A Review of Zeynep Tufekci – Twitter and Tear Gas: The Power and Fragility of Networked Protest (2017, New Haven: Yale University Press). *International Journal of Politics, Culture and Society*, 32(3), 365–369. <https://doi.org/10.1007/s10767-019-9317-2>
- Ulloa, E., Guzman, M. L., Salazar, M., & Cala, C. (2016). Posttraumatic growth and sexual violence: A literature review. *Journal of Aggression, Maltreatment and Trauma*, 25(3), 286–304. <https://doi.org/10.1080/10926771.2015.1079286>
- Varela-Rodríguez, M., & Vicente-Mariño, M. (2020). Automated image extraction from Instagram for social research: A technical and ethical exploration. *Eighth International Conference on Technological Ecosystems for Enhancing Multiculturality*, 588–592.
- Vermeer, S., & van den Heijkant, L. (2024). Break a Story: Examining the Effects of Instagram Stories from News Accounts on Adolescents’ Political Learning. *Journalism Studies*, 25(9),

1029-1052. <https://doi.org/10.1080/1461670X.2023.2246067>

- Wulandari, H. D., Handayani, A., & Jamal, A. (2024). Keputusan Pembentukan Satuan Tugas Pencegahan dan Penanganan Kekerasan Seksual (PPKS) untuk Menangani Kasus Kekerasan Seksual (Studi Kasus Universitas Negeri Surabaya). *Jurnal Psikologi*, 1(3), 14.
- Ye, Z., Hashim, N. H., Baghirov, F., & Murphy, J. (2018). Gender Differences in Instagram Hashtag Use. *Journal of Hospitality Marketing and Management*, 27(4), 386-404. <https://doi.org/10.1080/19368623.2018.1382415>