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CRITICAL DISCOURSE ANALYSIS INTERPRETING THE FEMINISM MOVEMENT IN INSTAGRAM SOCIAL MEDIA

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Abstract

Feminism is often used as an understanding that leads to women who want equality against male domination. This research explains the problem of equality that occurs in social life by focusing on social media instagram as the object of research, the data used in this research is descriptive analytical which includes qualitative research with interview techniques and in-depth observation which is then analyzed using Michel Foucault's Critical Discourse Analysis on informants who are still related to three accounts on instagram. The findings reached that from several feminist accounts on Instagram with twelve correspondents interviewed regarding their understanding of feminist discourse on several accounts, the feminism movement wants to fight social construction in the community by inviting women who are in a position that is always disadvantaged and always discriminated against by men so as to create several discourses on gender equality that continue to be produced by following actual cases on social media by presenting interesting and varied content.

Keywords: *Feminism movement, Feminism in the media, Critical discourse analysis*

Abstrak

Feminisme sering dipakai sebagai suatu pemahaman yang mengarah pada perempuan yang menginginkan kesetaraan terhadap dominasi laki-laki. Penelitian ini menjelaskan mengenai problem kesetaraan yang terjadi di kehidupan sosial dengan memfokuskan pada media sosial instagram sebagai objek penelitian, data yang digunakan pada riset ini yakni deskriptif analitis yang termasuk penelitian kualitatif dengan teknik wawancara serta observasi yang mendalam yang kemudian dianalisis menggunakan Analisis Wacana Kritis Michel Foucault pada informan yang masih ada kaitan dengan tiga akun di instagram. Temuan yang dicapai bahwa dari beberapa akun feminisme di instagram dengan dua belas koresponden yang diwawancarai mengenai pemahaman mereka terhadap wacana feminis pada beberapa akun yakni gerakan feminisme berkeinginan untuk melawan konstruksi sosial yang ada di lingkungan masyarakat dengan mengajak para kaum perempuan yang berada di posisi yang selalu dirugikan dan selalu mengalami diskriminasi oleh kaum laki-

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laki sehingga tercipta beberapa wacana mengenai kesetaraan gender yang terus diproduksi dengan mengikuti kasus-kasus aktual di media sosial dengan cara penyajian konten yang menarik dan bervariasi.

Kata kunci: *Gerakan feminisme, Feminisme pada media, Analisis wacana kritis*

A. Introduction

The feminist movement is a social movement initiated by women with the aim of achieving gender balance and equality, such movements seek to enforce rights for women such as the right to vote, the right to participate in politics, the right to work, the right to represent biological children and the right to equality in marriage, and the protection of women from sexual harassment and violence. Changes such as acceptable dress and physical activity are often part of the feminist movement.¹ If a man has the right to work and reach his potential then a woman has the same right.

In today's modern era, the feminism movement has received quite a large response, especially on social media,

the response is not only from women but also men who respond to each post. Social media is an ideal place to voice feminist campaigns and ideologies due to the open access and ease of obtaining information. The response is in the form of comments that support the feminism movement, and not infrequently also comments in the form of rejection and criticism of the movement.

The feminist movement on social media today is not only a place to find information and communication but also a new public space, meaning that to interact and communicate with others does not have to be face-to-face, just by using a digital connection.² This fact is a social symptom that explains the current condition of society.

¹ Robert Jacob, Women's work. *Distillations*, Vol. 3, No. 1, 2017. 6.

² Puspitorukmi. N, *Konstruksi Feminisme Dalam Media Sosial*. Skripsi, Fakultas Ilmu Sosial Ilmu Politik Universitas Sebelas Maret, 2019.

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People in the Industrial Revolution era also use Instagram social media as a place to seek information and public opinion in the form of new discourses. Instagram was chosen for this research because it is a tool that guarantees freedom for women and institutions to spread the value of gender equality, and a relevant tool to spread the value of gender equality for women in Indonesia. In addition, Instagram as a new public space that turns the world into a new life and social networks occupy a very important place in the current information age, often referred to social network users as *cyber communities* in general. Or virtual community society.

Previous studies have shown that social media headlines, especially for news enhancement, tend to position women as objects and ornaments.

The spread of feminism on Instagram has become a field of feminist

education for people, especially Instagram social network users. For example, on the topic of social norms built by society for women, all informants viewed the message according to the code created by the message maker, or in the dominant sense.

In this case, informants have different recipients and meanings, different recipient points and meanings are caused because one informant with another informant has a different social background, culture, religion, education, experience and other factors.³ This research includes descriptive qualitative, which qualitative research is a method to be used to analyze natural objects.⁴

This research will revolve around several Instagram accounts, of which only three accounts are taken, namely @perempuanberkisah, @_perempuan_, and @konde.co. Some of these accounts

³ Dian Pawaka dan Wahyuni Choiriyati, Analisis Resepsi Followers Milinial @Indonesifeminis Dalam Memaknai Konten Literasi Feminisme. *Jurnal Ilmu Komunikasi*, Vol, I, No.1, 2020. 86.

⁴ Lexy. M. J, *Metodologi Penelitian Kualitatif*, (Bandung: PT Remaja Rosdakarya, 2016). 14.

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are accounts that post content in the form of understanding feminism.

Recruiting informants from among the followers of the feminism movement account, the researcher started by writing questions on the Instagram *direct message* feature in order to get information from the informants. To conduct the interview, the researcher first explained the purpose and objectives of the researcher. If the informant agrees, the interview can be conducted by the researcher. In order to maintain the privacy of the subject's/informant's identity, the researcher disguised the user of Instagram accounts.

The sampling technique often used in qualitative research is purposive sampling.

B. Michel Foucault's Critical Discourse Analysis Theory

To analyze the meaning of the feminism movement for Instagram social

media users In this study, Michel Faoucault with critical discourse analysis theory that flows from the tradition of social theory and critical linguistic analysis becomes the cornerstone of critical discourse analysis. So that this method becomes a study on the social dimension.⁵

The emphasis on critical discourse analysis lies in the formation of meaning. Michel Foucault's critical discourse analysis is a way of thinking to examine a sentence in the news presented by the media and to uncover how the media forms or constructs news. Language is analyzed not only by describing linguistic aspects, but also by relating it to context. The context in question here is language used for specific purposes and practices, which include implementation and power.⁶

In Michel Foucault's critical discourse analysis, it is a way of thinking to examine a sentence in the news

⁵ Rohana dan Syamsudin, *Buku Analisis Wacana*, (Makassar: CV Samudra Alif Mim, 2015), 19.

⁶Konrad Kebung, Membaca Kuasa Michel Foucault Dalam Konteks Kekuasaan di Indonesia, *Jurnal Melintas*, Vol. 33, No 1, 2017, 41.

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presented by the media and to uncover how the media forms or constructs a news story. Power is an important element to be studied in critical discourse analysis theory. Power is an important element to be studied in critical discourse analysis theory. In every formation of a discourse in a conversational text, it is not merely seen as a natural thing but there is a form of power struggle because this is an important element that occurs in society.⁷

According to Foucault, discourse is not understood as a set of words or statements in a text, but a discourse is something that produces others such as ideas, concepts, or effects.⁸ Discourse can be observed because thoughts, opinions, concepts, and worldviews are systematically formed in a certain context in such a way as to influence certain ways of thinking and acting.⁹

Discourse analysis draws on the thought of Michel Foucault, including the methods of analyzing the genealogy of power and analyzing the archaeology of knowledge. In Valla's genealogy, the genealogist's task is to examine the sequence of discourses that are formed; analyze the historical relationship between power and discourse.¹⁰

According to Foucault, the organizers of power always produce knowledge as the basis of their power. This means that using Foucault's critical discourse analysis is used by the author to analyze the meaning of the feminism movement as it is in several Instagram accounts that produce digital literacy content about women.

C. Feminism Movement

Feminist movements, including social movements, political movements,

⁷ Dina Mardiana, Analisis Wacana Model Michel Foucault dalam cerpen Cinta laki-laki biasa karya asma nadia, *Lingua: Jurnal Bahasa sastra dan Pengajaran*, Vol. 17, No. 1, 2021. 54.

⁸ Ibid.,

⁹ Septi Anggraini dan Panca Setyo, Analisis Wacana Kebijakan Kewarganegaraana Republik

Indonesia (Studi pengembalian kewarganegaraan korban orde baru melalui kewarganegaraan ganda), *Jurnal Wedana*, Vol. 8, No. 1, 2022, 51.

¹⁰ Umi Halwati, Analisis Foucoult dalam membedah wacana teks di media massa, *Jurnal Komunikasi Penyiaran Islam*, Vol. 1, No. 1, 2013. 56.

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and ideologies, share the common goal of defining, establishing, and achieving gender equality in the political, economic, personal, and social spheres,¹¹

Gender equality is expected through the feminsime movement in social media can be realized, especially in the social sphere because basically this movement is to change the social construction that exists in society so that, feminism collaborates the function of the community if women are treated unfairly in the community environment.¹² This movement has developed in several Muslim-majority countries such as Morocco, Egypt, Malaysia to the Middle East.¹³

The idea of liberal feminism speaks to the struggle of women for equal rights in the social and political spheres. The

18th century assertion of intelligence is a distinction used to distinguish humans from animals. In Indonesia itself, women's organizations have been formed for a long time, which used to be limited to the women's emancipation movement within the scope of education without looking at the issue of gender inequality.¹⁴ Over time, feminist activists at that time voiced and expanded the scope by assembling the previous women's emancipation movement, which then resulted in a broad view of feminism.¹⁵

Feminism as a movement focuses on women in their desire for equality and equal rights with men.¹⁶ Therefore, every individual has the freedom and capability of moral values that they have, with this day the individual becomes a complete human being. This means that every

¹¹ Mendus Susan, *Feminism Dalam Honderich, Ted The Oxford Companion to Philosophy*, edisi ke-2, (Oxford University Press, 2005), 291.

¹² Sarah. G, "Introduction". *Dalam Gamble, The Routledge Companion to Feminism and Postfeminism*. (London and New York: Routledge, 2006), 7.

¹³ Syafiq Hasyim, *Gerakan Perempuan dalam Islam: Perspektif kesejarahan kontempore*, *Majalah Tashwirul Afkar*, No. 5, 1999. 2.

¹⁴ Amin Bendar, *Feminisme dan Gerakan Sosial*, Al Wardah: Jurnal Kajian Perempuan, Gender dan Agama, Vol. 13, No. 1, 2019. 26.

¹⁵ FK Daud, *Feminisme Islam di Indonesia: Antara Gerakan Modernisme Pemikiran Islam dan Gerakan Perjuangan Isu Gender*. *Jurnal Harkat: Media Komunikasi Gender*, Vol. 16 No. 2. 2020, 103.

¹⁶ Dian Pawaka dan Wahyuni Choiriyati, *Analisis Resepsi Followers Milinial @Indonesifeminis Dalam Memaknai Konten Literasi*, 72.

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human being has the opportunity and freedom to choose anything that distinguishes them only intelligence not gender. This also means that we can see that the differences between men and women are actually just natures given by God.

According to Jane Roland Martin in her thoughts on women's rights, she formed an idea about education for women that women have equality with men who also get education with this idea ignoring other values such as historical history that women do not need to get.¹⁷ Radical feminism views that gender differences are explained through biological inequality between men and women. Therefore, the view of radical feminism is that male domination over women is based on male ownership of control, so that this ownership of control then shapes the oppression of women.

Radical feminism is based on the view that the oppression of women is a

consequence of the patriarchal system. The female body is considered the main object of vulnerability to oppression by male power. The foundation of radical feminism is that women's oppression is due to the patriarchal system. Male dominance only sees women as objects. That is why radical feminism opposes, among other things, the female body and reproductive rights, sexuality, sexism, power relations between women and men and the dichotomy of private public life.¹⁸

Marxist feminism adheres to Karl Marx's conflict theory, which assumes that marriage between men and women is similar to the relationship between the owners of capital and the proletariat that occurs in the capitalist system. So there is a relationship of subordination between men and women so that if you look at Marxist feminism thinking, women become dependent beings rather than men who have a position as dominating or above women.

¹⁷ Rosemarie Putnam Tong, *Feminist Thought: Pengantar paling komprehensif kepada arus utama pemikiran Feminis*, (Yogyakarta: Jalasutra, 2004), 20.

¹⁸ Ibid, 68.

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In addition, the view of Marxist feminism is that women workers get lower salaries when compared to men so that the existence of women workers in this capitalist system forms a reserve force that has no limits for the capitalist system. So that for Marxist feminism adherents, the oppression of women is the accumulation of an exploitative system that is structural in nature so that it is interpreted that the source of this exploitation is the capitalist system, for capitalists that women workers often get salaries with a size that is not balanced as men's salaries or wages, for those who follow this flow consider that the oppression carried out by the capitalist system has an impact on women who are considered part of a structural exploitative system.¹⁹

Socialist feminism, a collaboration of the historical materialist method of

Marx and Engels. In this view, it is argued that the injustice and labeling of women are caused by social construction in society. This school tries to collaborate patriarchy studies with class studies. This means that these two studies must be carried out together because the domination and subordination of women is the source of gender injustice.

Therefore, the oppression often associated with men against women occurs in all classes, even the socialist revolution did not necessarily improve the position of women.²⁰ In this case, socialist feminism is often known for its use of the capitalist patriarchy theory in which women are positioned as a class. This theory argues that the occurrence of gender injustice discrimination against women is not only formed from biological differences but also caused by the social construction of this matter.²¹

¹⁹ Suryani Hi Umar dan Arni Husnul Khatimah, Persepsi Masyarakat Terhadap Gender (Suatu Peneknan Konseling Lintas Budaya), *Formadiahi: Jurnal Kajian Pendidikan Keislaman*, Vol. 11, No. 1, 2019, 149.

²⁰ Zun Afifah Nurrahman dan Sri Wahyuningtyas, Ketidakadilan gender terhadap Perempuan dalam

novel Tempurung karya oka rusmini: Pendekatan feminisme sastra, *Caraka*, Vol. 5, No. 2, 2019, 122.

²¹ Dhiva Widowati dkk, Persepsi Mahasiswa Mengenai Feminisme (Studi kasus pada Mahasiswa Fisipol Universitas Sam Ratulangi Manado), *Jurnal Ilmiah Society*, Vol. 2, No. 3, 2022, 3.

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Psychoanalytic feminism is based on the way women act, especially in their way of thinking. Based on Freud's concept that the existence of gender inequality stems from the social construction brought from birth, as well as the social construction in society that assumes men are better than women.²²

Existentialist feminist, the pioneer of this school Simone de Beauvoir, who used the theory of existentialism to interpret the relationship between men and women. In this language, men are referred to as "themselves" while women are referred to as "others". Beauvoir's critical thinking paved the way for postmodern feminism.²³

Postmodern feminism, seeks to avoid any activity that would return to phallogocentric thinking, any idea associated with the word (logos) in the style of "man". As such, postmodern feminists are wary of any feminist thought that attempts to provide specific

explanations of the reasons for women's oppression or specific steps women should take to gain freedom.

Some postmodern feminists are so suspicious of traditional feminist thought that they reject it altogether. Helene Cixous "under no circumstances wanted to use the terms feminist and lesbian. According to her, these words are parasitic and embrace phallogocentric thinking, as they imply a deviation from the norm and no free sexual choice or space for women's collective responsibility".²⁴

Multicultural and global feminists share a common self-image, that of the divided self. However, for multicultural and global feminists, this division is cultural, racial and ethnic, rather than sexual, psychological and literary. There are many similarities between multicultural and global feminism. Both oppose "feminine essentialism", the view that the idea of "woman" exists as a

²² Rosemarie Putnam Tong, *Feminist Thought: Pengantar paling komprehensif kepada arus utama pemikiran Feminis*, 190.

²³ Ibid, 262.

²⁴ Ibid, 283

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Platonic form, as if any woman could fit into that category. Both views of feminism also challenge "female chauvinism", the tendency of some women to use race or class, for example, to defend other women.²⁵

Ecofeminism is concerned with and seeks to show the connections between all forms of human oppression, but also focuses on human attempts to dominate the world. Because women are culturally connected to nature, ecofeminists argue that there are conceptual, symbolic and linguistic links between feminism and ecological issues. According to Karen J. Warren,

"a belief, value, even basic attitudes and assumptions that exist in the Western world about itself in which Westerners are shaped by an oppressive patriarchal conceptual frame of

*mind with the aim of explaining, justifying and even maintaining a connection between domination and subordination in general and male domination of women in particular."*²⁶

Until its development, the feminism movement became a new alternative as a discourse on the relationship between women and men.²⁷

D. An Analysis of the Feminism Movement on Instagram

Feminism for social media users is familiar because the feminism movement on social media is to realize the equality of women.²⁸ A lot of social media users, especially women, have joined the campaign to support this movement.

Efforts to raise awareness of gender equality are a form of feminism's resistance to the patriarchal system, a

²⁵ Ibid, 309.

²⁶ Ibid, 359.

²⁷ Siti Dana Panti Retnani, *Feminisme dalam Perkembangan Aliran Pemikiran dan Hukum di*

Indonesia, Jurnal Ilmu Hukum Principium, Vol. 1, No. 1, 2017, 105.

²⁸ Henderson. U. K dan Barbara. F, McManus, *Half Humankind*, (Chicago: University of Illionois Press, 1985), 3.

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patriarchal system is a social system where men control almost all aspects. So that it forms a thought that if you oppose a patriarchal system, it is considered as fighting against the culture and ideology of a society that marginalizes women.

"I interpret the feminism movement in social media as a form of education to the community that is carried out massively with social media because in this mass increase in the time of social media users. Therefore, an innovative and creative social media movement is very important to do".

Picture 1.0



Sumber Ig: perempuanberkisah

Picture 1 is about Feminism is a movement that focuses on the advancement of women's rights and functions as an effort to reconstruct the social life of the community that has a relationship with women, this situation then encourages the desire of feminists to open ideas about equality so that women have the same role as men, therefore in this case the feminism movement has entered social media as a spread of the importance of understanding feminism.²⁹

Social media is one of the conditions for the success of the feminism movement. With the freedom and openness to access information digitally, it becomes a means to provide knowledge to other users that feminism is not only a matter of equality movement but there is

²⁹ Al Fachrin. A.P, Syafrin. N, Rahman. I.K, Penyebaran Paham Feminisme di Media Sosial Instagram: Studi kasus Instagram

@indonesiafeminis. *Dakwatuna: Jurnal of Communication and Islamic Broadcasting*, Vol.3, No. 1. 2023, 100.

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educational value in it.³⁰ So that at this time the feminist movement on social media is often used as a forum to speak out with the aim of advocating in other words, the feminist movement on social media has now adjusted to modern times, and the feminist movement has begun to cover all aspects such as race gender and religion. Social media users are more exposed to everyday reality, making it easier for social media users to interpret the feminism movement.

"Therefore, equality is now more and more able and willing to speak up on social media about this and that's good. Although there are many pros and cons (as always), but at least there are already quite a lot of voices that hopefully can further sensitize people who are not yet aware that there is inequality between men and women."

Picture 2.0



Sumber Ig: _women_

Picture 2 are The meaning of the feminism movement on social media today provides a platform for women who experience inequality. The feminist movement gives courage to women to argue and view their rights. The feminist movement provides a view of the importance of equality between men and women. Equality means that men and women are given the same space and there is no discrimination.

So the feminism movement on social media has become a friend to women who feel powerless and are stigmatized by society. In everyday life, we

³⁰ Fakira Shabira. Representasi Gerakan Feminisme pada Akun Instagram

@perempuanfeminis, *Jurnal Ilmiah LSKI*, Vol. 8, No. 2. 2022, 72.

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often find that women cannot be equated with men, such as when women become leaders and are not given the flexibility to hold public positions. In fact, the only difference between men and women is the ability of women to give birth and breastfeed, but not men. The rest is the same, the rights of women and men are the same.

The following informant interpreted the feminism movement as a movement to make men aware that the position and role of men has always marginalized women.

"Feminism is now trying to give the view that what men do to women is wrong, therefore feminism is trying to change the mindset of men who do not know about it".

Similarly, the following informant said that the dominance of men over women resulted in women's resistance to men.

"Yes, there is a feminism movement on social media, I understand it as a form of

resistance by women against male domination. More modern domination is not only a matter of washing dishes but more towards the rights of power in a wider sector, for example, the right to serve as regent or speaker. Now there are many who are already like that. I think it's good that this feminism movement is being echoed on social media. It is very appropriate now that the industrial revolution 4.0 has occurred, especially now that social media has become a public space.

The feminism movement is a form of resistance to the patriarchal system, which is a social system where men have more power over women. The patriarchal system has an impact on the role of women who are very limited by men who have full power over their rights (men) so that women cannot grow better. of course, in understanding the paradigm of feminism, it is one of the alternatives offered to open perspectives on other

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information supported by digital reading that is in line with the issue of feminism.³¹

In fact, if you look closely, women are also human beings who have rights, skills, desires, talents, and others that need to be developed to achieve what they want. This very strict restriction makes it impossible for women to develop and is limited to the same job. Cooking, washing, childcare, mopping, etc. that must be done together with the husband to build a harmonious family relationship.

The emergence of male dominance is due to the male consciousness of ownership. Biological differences are the basis for domination between men and women, namely between masculine and feminism. The domination that occurs makes the dominated party, in this case women, unconsciously equalized with the assumption of domination relations so that women are forced to have the knowledge to justify the dominating party, in this case men. So feminism has the view

that this is an act of discrimination and gender inequality and there must be equality as a change. Changes can be implemented through social media such as the gender equality campaign.

"The feminism movement on social media is not only limited to the gender equality campaign but there are efforts to educate the public by utilizing social media in a more innovative way so that other social media users can understand it".

This is similar to what was said below:

"The feminist movement can be a reminder, as well as a means of information. Feminism exists to demand justice for all human beings, so feminism can remind me to humanize people properly. To allow them to do what they want to do, if it doesn't harm others. Feminism provides a lot of new

³¹ Inda Marlina. Paham Gender Melalui Media Sosial, *Jurnal Pendidikan, Sosiologi dan Antropologi*, Vol. 2, No.2. 2018, 241.

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knowledge or information, a small example that is often forgotten by many people, for example, sometimes we rarely pay attention to words or questions that may not be okay for us but matters in the person concerned. And I also agree that all people have rights and freedoms or themselves and their choices. As well as protecting sexual harassment survivors and providing space for sexual harassment survivors to speak up".

When social media users interpret the feminism movement as an education movement to convey gender equality to humanize humans, it is different with Susilo who interprets the feminism movement that does not fully agree with feminism.

"As long as I can consider feminism in accordance with my religion, there is no problem".

Religion is one of the references to interpret the feminist movement, because not all feminist movements are

appropriate, not discriminating does not mean justifying.

"Feminism has values that conflict with my religion, Islam. Especially about LGBTQIA, feminists are promoting it. I don't really agree. They are trying to normalize it. Yes, I agree, we shouldn't discriminate against them, in the sense that they shouldn't be ostracized or hated, harassed, or have their rights taken away. But that doesn't mean justifying their sexual orientation. Because in reality it is not in accordance with nature".

It is different with the following informant who sees the feminism movement as unstable.

"Feminism is an unstable movement, sometimes they demand what women should be like without ever looking at the conditions of the other side if their demands are realized."

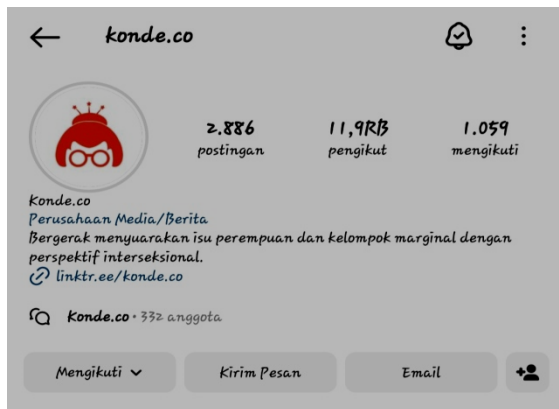
This means that the feminist movement does not see other parties, in

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this case men, if the goals of the movement are realized.

Picture 3.0



Sumber Ig: konde.co

"One of the assumptions of feminism is that there is no ideal size but all are equal. That is a dishonest assumption in my opinion, because however people perceive what they see, it causes judgment, including for example a breast size. This is evident when some women jump at the sight of a breast size larger than their own."

In contrast to this informant, the feminist movement is a movement that aims in the social, political and ideological spheres.

"Feminism is a series of social movements, political movements, and ideologies that share the common goal of establishing and achieving gender equality in the political, economic, personal, and social spheres".

The context of building is the role in the surrounding environment, for example in the household. Women in this case have the capacity as a wife. However, do not think that the role of women in the household, only serves as a helper, or satisfying men or women are only limited to objects. Therefore, equality is formed to achieve the rights of women. Every woman has the capacity to think and act rationally. oppression and marginalization in women is because it is caused by women's mistakes in acting. In addition, there is a relationship of subordination. Between men and women, making women's position lower than men.

In contrast to this informant, the feminist movement is liberating.

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"The meaning of the feminism movement in social media is to eliminate the position of women who are oppressed by men, eliminating means giving freedom to themselves".

Subordination between men and women is interpreted as a form of discrimination on the issue of gender, it can be interpreted that the role, function and position of women over men are still below. Women are required to obey their fellow human beings, namely men. Male power results in women only being able to lead their fellow women. Women are more likely to be marginalized in their functions and roles. This description makes the formation of gender injustice.

Another case with the following informants who contradict the general opinion.

"The meaning of the feminism movement in the feminist women's social media accounts, in my opinion, is too open in the

movement and it is as if they are opening men's disgrace. And insulting men who in fact women are the most important creatures. Yes, in my personal opinion, the movement has its negatives and positives. In the negative case they "women" want to dominate without any encouragement from men and consider men to be just a nuisance. In positive terms, I think it is good if the woman is a substitute for men in terms of work so that the scope of women's employment is wider."

In contrast to mbak saffa, the feminsime movement on social media is a form of digital literacy because it utilizes technological advances which in general social media is often consumed by the public to find information.

"The feminist movement on social media is a form of digital literacy where at this time, there is a lot of information related to feminism that is not good, which can cause a

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negative perspective for the reader. Well, seen from the feminist women's account, we can find out about cases that have been experienced by someone related to feminism, such as sexual harassment experienced by teenagers to married people. I, as a reader, am more interested in feminist women's content because it directly presents the case."

The feminism movement on social media is a form of digital literacy and straightens out information related to feminism. Social media becomes a forum for the feminism movement through the dissemination of information related to case studies of sexual harassment against women so that readers or other users understand that women always experience harm.

In addition, the feminist movement on social media also provides information in the form of feminist theory which is the basis for the mindset of feminists and forms a forum for complaints for women who experience acts of sexual harassment.

Sexual violence is a form of gender-based violence. Sexual violence is an attack on a person's sexuality without consent. Sexual violence creates discomfort by positioning victims as objects rather than those who have will over their bodies, thoughts and actions.

The feminism movement has become a forum for women's complaints if they experience acts of sexual violence or sexual harassment. Because of the existence of social media, such things are more quickly known by the public so that it becomes its own strength. The use of social media as a forum for the feminism movement is certainly not separated from the increasing number of cases that make women in a marginalized position from a social perspective, for example. Women are always number two, women often experience things that harm them.

"With the feminism movement, at least the general public can understand that women and men only differ in nature, but the difference in nature is not a way to discriminate against women".

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The difference in nature is indeed a necessity given by God. As women have the nature of conceiving, breastfeeding and giving birth that cannot be transferred to men. but that does not mean women are not worthy as leaders.

"The feminism movement so far is indeed to provide a view that nature is indeed a necessity but it is also not a barrier that women also have the same rights as men, the existence of this feminism movement is indeed to provide an understanding that the roles and functions of women are not that narrow".

The role of women and the function of women is not only limited to being seen through nature but must be seen from the rights that women must get so that the desired equality can be achieved, equality is seen from getting the same rights and obligations in principle.

"Feminism has a role as the elimination of gender startification, so far there is indeed a lot of gender

startification in the current era, yes, for example, there are many that appear on social media now, the feminism movement also takes its role to advocate".

What often happens now is that there is gender startification, therefore feminism also provides a view of the choice of each individual to choose between roles and functions. It cannot be denied that many women have now taken on roles that should be filled by men.

"I think the meaning of the feminism movement so far is also about individual choice, so it means like this, people are not only limited by nature. As long as women have the capacity and are worthy, it is not a problem".

"Actually, in my opinion, I interpret the feminism movement as trying to change the existing social construction. If women have the capacity, why is it a problem".

In modern times like today, when someone identifies women only in the

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kitchen, well, and bed, it is wrong. Especially now that we recognize the term women's liberation. How unfair this is for women in the family. men prioritize higher education and women only receive secondary education. This is because in the future it is expected that women will only be wives who are not supposed to work outside the home. Many women finish college just to make it easier to find a partner. After graduating from college, these women do not use degrees. But what's wrong if women are educated the same as men and work like men in addition to their housewife duties.

"The feminism movement gives meaning to change the social construction where previously there was male dominance over women who should be equal, we can see in many digital literacy campaigns that change my mindset so that I dare to fight social construction, especially in my own family".

A different thing was conveyed by luvita that besides that, the feminism

movement also exists to advocate or accommodate victims of sexual harassment, gender discrimination and sexual violence, the majority of which are women.

"The meaning is as an advocacy movement, because I see that the feminism movement on social media also encourages victims who feel marginalized, discriminated against and harassed to speak up in public."

When the victims of discrimination and sexual violence are mostly women, most of them are not brave enough to report or even talk about it in the public sphere. Due to the position of women being in a secondary position, this results in women's lack of courage to talk about it in the public sphere.

"that the existence of this feminism movement gives women the courage to argue or speak up in the public sphere that she actually does not have to be an oppressed being who is oppressed and discriminated against".

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The existence of the feminism movement aims to provide freedom of individual choice both in the selection of functional roles and sexual orientation, especially for women that women have freedom of opinion, and have choices. There are only a handful of women who dare to express their thoughts, ideas, and decisions in every situation. where these experiences determine women's social relationships with men.³²

The new public space called social media is indeed a place to exchange information on opinions and knowledge about feminism so that the general public or social media users consume more information through social media. Therefore, feminists through their feminist movement use social media as a tool for spreading gender equality, therefore new media can easily convey understanding and discussion about feminism, including discussions about gender-based culture. The cultural values upheld here are not patriarchal values, but

women's liberation values. Therefore, anything that can violate the value of women's liberation can be sanctioned or punished.

So that the development of the times and globalization is a phenomenon that continues to occur, giving birth to social media as a concept of interaction between communities, institutions or groups. Social media is basically not only limited to that concept but also the social and cultural life of society. For example, people's thoughts on the feminism movement on social media, which is one of the thoughts that has begun to be accepted by the world community, is gender equality. Therefore, the feminism movement on social media according to social media users is a struggle for gender equality. Because women have the same role in various fields such as economy, education, social and culture. This means that women also have the same functions and roles as men, the only difference is nature. The feminism movement on social

³² Juanda dan Aziz, *Penyikapan Citra Perempuan Cerpren Media Indonesia: Kajian Feminisme*,

Lingua: Kajian of language and Culture studies, Vol. 15, No. 2. 2018, 72.

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media gives meaning to gender equality as a state of equality between men and women. Gender itself is a distinction of roles in society.

The feminist movement gives women the freedom to have more roles in the public sphere, such as becoming career women. Of course, this is against the social construction that exists in society, namely women to be housewives. Inequality between women and men is essentially due to social construction.

In addition, the feminism movement on social media is a forum for legal assistance to women who experience sexual harassment. Due to the fact that women in society do not have a place and are often ignored if they experience this.³³ So that the feminism movement on social media utilizes social media as a new public space for, this if applicable is actively involved in the production and maintenance of values with gender issues

can guide participants in achieving unity.³⁴

E. The Feminism Movement Reviewed in the Perspective of Critical Discourse Analysis

Social media is a means to exchange information for social media users, including to find and produce new information that is desired. This includes what the feminism movement does on social media as a fight for gender equality, expanding individual choices and as a forum for legal assistance for women through the production of digital literacy content that has the value of fighting for women's rights that women have the same role and function as men.

Through new knowledge and continuously reproduced in order to change the social construction that exists in society. The feminist movement on social media forms a separate force with the open access on social media trying to

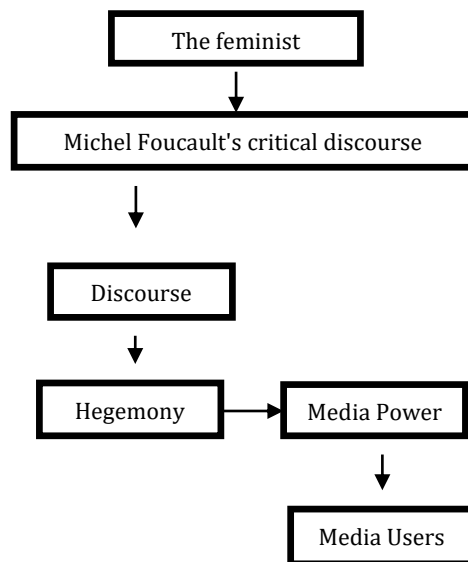
³³ Pius Pandor dkk, Kekerasan Seksual di lingkungan kampus (Relasi Aku dan Liyan), *Jurnal Filsafat Indonesia*, Vol. 6, No. 1, 2023, 119.

³⁴ Fakira Shabira. Representasi Gerakan Feminisme pada Akun Instagram @perempuanfeminis, 74

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gather groups of women who experience oppression and experience gender discrimination or in general women are on the losing side and are victimized by men. Foucault's critical discourse schema chart



The feminist movement on social media in order to achieve its goals always produces knowledge in the form of digital literacy content, not least by re-uploading each other with the same concern in the field of feminism. Peniliti sees in the production of digital literacy content carried out by the feminism movement on social media that through the feminism movement women can obtain their rights and the realization of gender equality.

Through the content that is always produced, it is in the interests of power and science in order to realize gender equality for women. This indicates that women have the same rights and obligations as men, have the same freedom as men. Knowledge that is produced repeatedly will form power. Because based on the discourse of both texts and videos presented by the feminist movement on social media, the feminist movement provides a platform for women.

Because social media is a new form of media that is currently used mainly by all groups. Various types of social media such as Instagram allow individuals to create and maintain shared social relationships through the creation and distribution of information, and for feminists in particular, the diverse social networks formed through social media are a tool for the spread of ideology.

The most dominant users of social media today are young people. Feminists use social media in a different way, namely as a means to educate and promote the

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topic of feminist ideological discourse that occurs specifically in our environment. Because social media is seen as an alternative media for women to fulfill their media needs as a form of empowerment. By utilizing new media, including Instagram, to share a variety of content and information that is packaged to help users understand the messages uploaded.

F. CONCLUSION

The feminist movement for social media users is a platform to fight for equality between men and women. Through digital literacy content produced by the feminist movement, they try to fight against social constructions in society by inviting women who are in a position that is always disadvantaged and always discriminated against by men. The feminism movement on social media invites women who are in the same position to dare to argue to have the courage to have life choices and freedom of their own choices.

With the struggle for gender equality, women are expected to have the

same rights, roles and functions as men so that in fighting for their rights feminists try to produce a new knowledge where feminist ideology must exist in every woman so that with the cultivation of this feminist ideology things that are always detrimental to women will gradually decrease such as sexual harassment, gender discrimination, online harassment, and so on. The discourse of fighting for gender equality continues to be produced by following actual cases that go viral on social media. The way content is presented varies greatly, uploading each other between feminism movements, interacting with social media users who are followers of feminism movement accounts.

This is what encourages the formation of the feminism movement as a progressive movement so that it forms legal assistance to women who experience these actions so that the feminism movement is interpreted as a progressive movement. Because feminism does not only talk about equality and rights, it does not only talk about discrimination

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between men and women, but the feminism movement on social media forms concrete steps with legal assistance and also a space to speak up for women who experience actions or become victims of sexual harassment and gender discrimination because women need recognition, especially recognition among the community that women have the same capacity and role and function as men. On the other hand, feminism also presents content in the form of education and digital literacy to gather women to become strong and independent women. Become women who are not subject to the patriarchal system. This is done through seminars held by the feminist movement.

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