

## ABSTRACT

### **HOMELESS MEDIA ADVOCACY IN THE MOVEMENT FOR PUBLIC EMPOWERMENT ON URBAN ISSUES (A Qualitative Study Of The Instagram Account @Merekamjakarta)**

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*The aim of this study is to explain the advocacy efforts carried out by homeless media through the Instagram account @merekamjakarta. This research is important and relevant as it demonstrates how homeless media functions as an empowerment tool to voice urban issues that are often overlooked by mainstream media. The study adopts a qualitative approach with a constructivist paradigm. Data were collected through documentation of @merekamjakarta's Instagram content from January 2024 to January 2025, as well as in-depth interviews with the account administrators, followers, and the general public. Source triangulation techniques were used to validate the data. This study presents three main findings. First, the advocacy is packaged through strong visual approaches, simple narratives, and direct field documentation. Second, the issues raised fall into five main categories: criminality, disasters, accidents, urban facts, and the unique behavior of citizens. Third, the form of advocacy employed is direct and has tangible impacts, such as donations, shown through public participation in the form of financial contributions, digital interactions including likes, comments, and reposts. The novelty of this research lies in the proposed advocacy flow model of homeless media, which is offered as an approach to understand @merekamjakarta's advocacy packaging, particularly in the urban context. This research is expected to contribute to the field of digital communication studies, especially regarding homeless media advocacy.*

**Keywords** : Homeless media, @merekamjakarta, urban issues, advocacy, Instagram  
**References** : 53  
**Year of Publication** : 2015 – 2025