

## ABSTRACT

### **DIGITAL SOCIAL SOLIDARITY IN A VIRTUAL COMMUNITY ON INSTAGRAM (A Netnographic Study of the @joli\_jolan Community)**

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Joli Jolan is a citizen-based social movement founded in Solo that focuses on building a space of solidarity by emphasizing the principle of sharing in resistance to consumerist culture. This study aims to explore the practice of digital social solidarity within the virtual community @joli\_jolan through Instagram. Blumer's theory of symbolic interactionism serves as the theoretical framework. The research uses a qualitative approach with a netnographic method. Data were collected through in-depth interviews and documentation. Informants include the community founders, volunteers, Instagram account managers, donors, and members. The findings reveal that Joli Jolan has grown through Instagram and collective offline actions. The community promotes a lifestyle of sharing and mindful consumption through second-hand donation activities without formal rules or fixed membership. Various self-concepts of the members merge into the collective identity of "joliers," forming new meanings through their interpretation of solidarity spaces and consumerism issues. Social interaction reinforces a sense of togetherness and encourages acts of solidarity online. Messages of social solidarity are consistently conveyed through taglines such as "Take according to your needs, give according to your ability," "Citizens helping citizens," and #JolierBercerita, which features personal sharing experiences. Collaboration with individuals or communities who share similar commitments, both online and offline, has been key to their success and has resulted in a surplus of donations. Interviews also revealed offline actions within the community, such as weekly bazaars, bartering events, and volunteer gatherings.

**Keywords:** Social solidarity, Virtual community, Instagram, Symbolic interactionism, Blumer

Libraries : 51

Publication Years : 2015-2025