

ABSTRACT

PUBLIC PARTICIPATION IN THE EMPOWERMENT ADVOCACY FOR WOMEN WORKERS BY THE VIRTUAL COMMUNITY @WEWAW.ID

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This study aims to explain public participation in the empowerment advocacy of female workers carried out by the virtual community @wewaw.id on the social media platform Instagram. This research is significant and compelling due to the limited number of virtual communities in Indonesia that specifically focus on the issue of women workers' empowerment. The data sources for this study were obtained through documentation of Instagram content posted by the @wewaw.id community from May 2024 to May 2025, as well as in-depth interviews with both administrators and non-administrators of the community's Instagram account. To ensure the validity of the data, this study employed confirmability methods and source triangulation techniques. There are three main findings in this study. First, the advocacy issues raised by the community encompass four major themes: employment opportunities, discrimination, double burden, and workplace violence. Second, the forms of advocacy implemented are direct in nature, namely through mentorship programs and digital campaigns, which are reflected in members participation in the programs and the dissemination of campaign messages across broader social media platforms. Third, the community needs to improve its media management performance, particularly on Instagram, due to the low level of interaction and audience (non-member) engagement with the issues being addressed. The novelty of this research lies in its effort to formulate and propose a model for virtual community advocacy strategy flow, in this case @wewaw.id, as a theoretical contribution to the study of digital advocacy. This study is expected to serve as a foundation for further research related to digital advocacy practices in the context of empowering marginalized groups, particularly women workers.

Keywords: Virtual Community, Digital Advocacy, Women Empower Women At Work, Women Workers, Instagram

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