ABSTRACT

ANALYSIS OF QUALITATIVE CONTENT PACKAGING ANTIVIOLENCE MESSAGES ON WOMEN IN INFLUENCER CONTENT ON INSTAGRAM

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According to data from Komnas Perempuan, a total of 431,471 cases of violence against women occurred throughout 2019, where the number increased by 6 percent from the previous year. Hannah Al Rashid has become one of the influencers who has been known to be vocal about voicing women's rights, often talking about justice, especially for women, through the content she shares on social media Instagram. This research will analyze how the packaging of non-violence content against women is carried out by influencer Hannah Al Rashid on her Instagram. This study uses a qualitative content analysis method with the concept of message themes, message forms, and visual content forms. In this study, it was found that Hannah Al Rashid packed messages of non-violence against women in Instagram content with the theme "Movement to Remove Violence" with 20 posts or 33%, persuasive messages with 31 content posts or 51%, and visual content. documentation photos with a total of 20 posts or 33%. Hannah Al Rashid focuses more on the theme of the message holding real action in the form of non-violence and inviting the audience to participate in the movement. Hannah Al Rashid is known to more often package messages of non-violence against women on their Instagram social media by influencing society regarding issues of violence against women, such as inviting Hannah Al Rashid to take part in joint actions, making donations, providing support to sign petitions, and inviting Hannah Al Rashid asked the public to participate in reporting if they saw violent incidents around them. The photo documentation shared by Hannah Al Rashid is often in the form of a photo of herself with the caption her support for the ratification of the PKS Bill, her anxiety and worries about cases of violence that often occur around her, as well as about the activities she carries out as a form of concern for the issue of violence against women that occurs.

Keywords: Content Analysis, Message Packaging, Instagram Content, Influencers, Campaign Against Violence Against Women

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