

USE OF THE @MAGDALENEID INSTAGRAM ACCOUNT AS A CENTER FOR FEMINISM EDUCATION IN MAKASSAR CITY

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Abstrak

Media Sosial adalah salah satu interaksi sosial antara individu dalam berbagi dan bertukar informasi. Media sosial mampu menghadirkan cara berkomunikasi baru. Magdalene memanfaatkan instagram sebagai salah satu platform untuk menyampaikan dan mengedukasi isu isu feminisme. Penelitian ini bertujuan untuk mengetahui bagaimana pemanfaatan media sosial serta bentuk edukasi feminisme yang diberikan oleh akun Instagram @Magdaleneid. Penelitian ini menggunakan metode penelitian kualitatif deskriptif dengan pendekatan teori difusi inovasi dan teori feminisme. Menggunakan Teknik pengumpulan data observasi, wawancara dan dokumentasi. Model analisis data yang dilakukan yaitu dengan cara pengumpulan data, reduksi kata, penyajian data dan penarikan kesimpulan. Hasil penelitian yaitu Magdalene memanfaatkan Instagram untuk menarik lebih banyak audiens dan mengoptimalkan tools komunikasi di media sosial, karena itu pengikut akun Instagram @Magdaleneid saat ini sudah mencapai 107 ribu followers. Adapun bentuk edukasi yang diberikan oleh Magdalene adalah menyediakan tempat yang aman untuk bertukar pendapat tanpa takut dihakimi dan juga membuat konten edukasi menggunakan fitur feeds dan reels di akun Instagramnya.

Kata Kunci: Edukasi, Feminisme, Instagram, Media Sosial

Abstract

Social media is one of individual interactions between individuals in sharing and information exchanges. Social media can present the new communication. Magdalene uses Instagram as one of the platforms to tell and educate feminist issues. This research aims to acknowledge how is the utilization of social media as well as the type of feminist education which is given by Instagram account @Magdaleneid. This research uses qualitative description research method also using diffusion of innovation and feminist theory approach. Using collecting techniques data observation, interviews, and documentation. Data analysis model which is conducted is data collecting, data reduction, data presentation and drawing conclusion. The result of this research is Magdalene took Instagram to get more audience and optimize communication tools in social media, based on that, now followers of Instagram account @Magdaleneid gaining 107k followers.

As a form of education given by Magdalene is to provide safe space for opinion exchanges with fearless judgment and also create educational content using feeds and reels feature on their Instagram account.

Keywords: *Education, Feminism, Instagram, Social Media*

INTRODUCTION

Social media has become an inseparable part of the lives of today's modern society. Social media, such as Instagram, has changed the way individuals communicate and interact. The ease of access and features provided by Instagram make it a popular social media, especially among generation Z. Social media, such as Instagram, has changed the way of communication and provided the opportunity for individuals to freely express their opinions. However, self-control and awareness of social impacts need to be maintained so as not to violate boundaries and not offend other parties (Watie, 2016). The use of social media, including Instagram, is considered to have both positive and negative impacts. Social media can expand your network of meetings and get useful information. However, not all social media users are always polite in speaking or sharing content, which can disrupt life and communication with family. The use of social media can also be contagious without users realizing it when viewing content from other users. Emotional transmission can occur indirectly through social media without direct interaction (Kramer et al., 2014). Communication via social media, including Instagram, has changed the way of communicating and seeking information.

Apart from being a communication tool, Instagram is also used as a source of information and educational media. In the context of feminism, social media, including Instagram, has become a platform for the feminist movement. Feminism is a movement and thought that fights for gender equality in various aspects of life (Hidayati, 2018). The feminist movement has had a positive impact on women and has changed perceptions regarding the role and rights of women in society. The feminist movement also occurs in a religious context, such as in Islam. Islam gives women a noble status and recognizes cooperation between men and women in public life (Kurniawan, 2019; Mansyur, Umar., Rahmawati, Sitti., Muhajir, 2023). In the past, women often experienced injustice and unequal rights, but the feminist movement aims to create gender equality in society. In Indonesia, the feminist movement has also developed and is considered important in the education and learning of generation Z. One Instagram account that tries to educate the public about feminism is @Magdaleneid. This account is part of the online media Magdalene.co which focuses on issues of feminism and gender equality. Even though the issue of feminism has become a topic discussed in various media, the use of Instagram as social media to spread information and education about feminism still attracts attention. The Instagram account @Magdaleneid contributes to discussing feminist issues through the content they share.

This research wants to analyze the role of the Instagram account @Magdaleneid in discussing feminist issues as well as Instagram users' responses to the feminist content presented by this account. This research will focus on analyzing content and responses to the @Magdaleneid Instagram account in the context of discussing feminism using publicly available data on the @Magdaleneid Instagram account. In this research, qualitative research methods were used to examine more deeply the use of Instagram social media, especially the @Magdaleneid account, in discussing feminist issues. The Diffusion of Innovation theory approach is also used to understand

how new ideas and technologies, such as the feminist movement, spread in society. It is hoped that this research can provide a deeper understanding of the role of the @Magdaleneid Instagram account in discussing feminist issues as well as the impact and response of Instagram users to the feminist content presented. It is hoped that the results of this research will provide new insight into the influence of social media, especially Instagram, in disseminating information and education about feminism in society.

METHOD

This research uses descriptive research with a qualitative approach. Qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior of the phenomena that occur. All the data collected is likely to be the key to what has been researched. Data or samples are collected by in-depth analysis of the research subjects so as to provide a clear picture of the understanding that will be studied by the researcher. This research was carried out over a period of approximately 1 to 2 months, starting from February - March 2023. The research location was carried out in Jakarta City as the location for the @magdaleneid Instagram account team, while the subjects studied were followers of the @magdaleneid Instagram account in Makassar City. This research involved informants consisting of the Instagram admin @magdaleneid or the Magdalene team who manages the Instagram account, as well as several active followers of the @magdaleneid account. The criteria for followers who become informants in this research are as follows: first, consisting of 5 followers of the Instagram account @magdaleneid. Second, have seen content uploaded by the @magdaleneid account. Third, female. Fourth, they live in Makassar. And fifth, they have an age range of 18 to 45 years and above.

FINDINGS AND DISCUSSION

The research was conducted in February – March 2023 by interviewing six informants from Generation Z in Makassar City and the Magdalene Team online. Apart from interviews, the results of this research were also taken through direct observation. The following are the research results that have been obtained:

Utilization of the @Magdaleneid Instagram Account as a Feminism Education Center for Generation Z in Makassar City

Based on the results of interviews with Magdaleneid's Instagram account manager and several of his followers, it can be concluded that Magdaleneid uses his Instagram account as a medium to attract more audiences, optimize communication tools, and reach a wider audience, including generation Z in Makassar City. They try to be an account that is not limited to activists and journalists, but can be accessed by all groups. Magdaleneid uses easy-to-understand language and popular communication styles in presenting its content. They present content in the form of videos and posts with words packaged with interesting edits. The content presented is diverse, not only about feminism, but also humanitarian issues that are relevant to everyday life. Magdaleneid also builds relationships with other accounts that have a similar focus, such as the @Indonesiafeminis account. They support each other and share each other's content, which helps in expanding Magdaleneid's audience reach. Followers of this account also contribute to expanding its reach by sharing Magdaleneid content on their personal social media, thereby attracting other

people's interest in following the Magdaleneid account. The content presented by Magdaleneid on Instagram is considered interesting, easy to understand, and provides important education and information. This makes the audience feel the need to share the content and follow the Magdaleneid account. The audience that follows Magdaleneid includes various groups, not only generation Z, but also those seeking an understanding of feminism and gender equality.

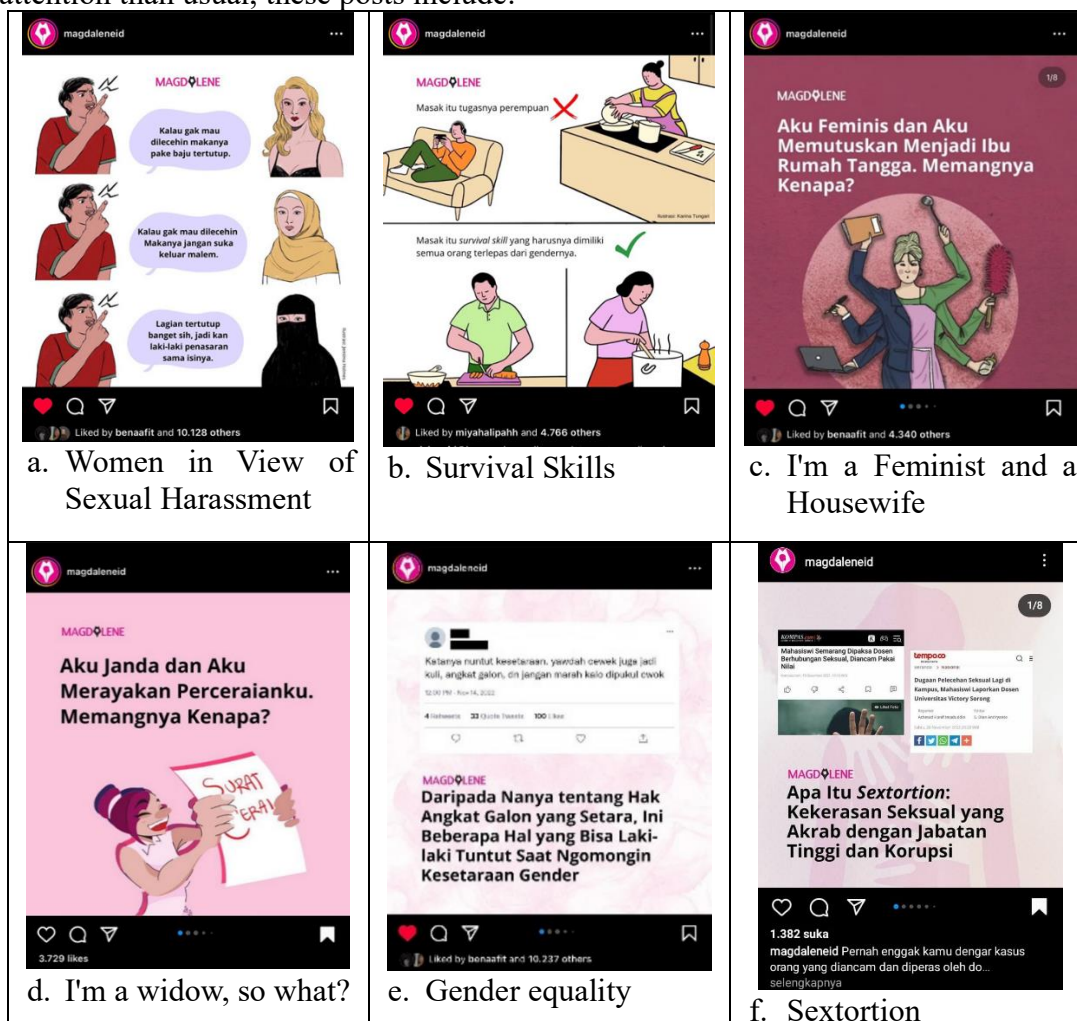
However, Magdaleneid also experienced problems, such as a hacker attack on their Instagram account. Nevertheless, they reported the problem and tried to resolve the situation with the help of the authorities. Overall, Magdaleneid has succeeded in using their Instagram account as a means to educate and spread information about feminism and gender equality. The content they present attracts audience interest and helps expand their reach among Indonesian people, including generation Z in Makassar City. Magdaleneid has succeeded in using their Instagram account as a means to educate and spread information about feminism and gender equality. The content they present attracts audience interest and helps expand their reach among Indonesian people, including generation Z in Makassar City. Magdaleneid has succeeded in using their Instagram account as a means to educate and spread information about feminism and gender equality. The content they present attracts audience interest and helps expand their reach among Indonesian people, including generation Z in Makassar City.

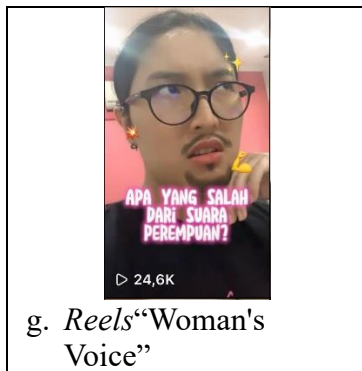
Based on the results of this interview, the use of the Instagram account @Magdaleneid as a center for feminist education for generation Z in Makassar City can be linked to the diffusion of innovation theory. Diffusion theory according to Rogers and Shoemaker (1971) states that communicators who receive messages from mass media influence individuals in society (Astuti et al., 2023). Magdaleneid can be considered an opinion leader in this context, spreading information and new ideas about feminism through their Instagram account. In the process of diffusion of innovation, Magdaleneid uses social media Instagram as a channel to spread messages and influence their audience. Magdaleneid has succeeded in utilizing various Instagram features, such as instastories, feed posts, and reels, to convey educational content about feminism. They package this content in language that is light, easy to understand, and interesting to their audience. Magdaleneid also builds relationships with other accounts that have a similar focus, such as @Indonesiafeminis, by following each other and sharing content posts. This can expand Magdaleneid's audience reach and influence more people to follow their account. Magdaleneid acts as an innovator who spreads ideas and information about feminism. They seek innovation by observing social trends, involving their followers in the creative process, and exploring personal stories for educational content. This diffusion process influenced the attitudes and behavior of the Magdaleneid audience, as well as fueling discussion and interaction between followers. Overall, Magdaleneid has succeeded in making good use of their Instagram account in the context of innovation diffusion. They use social media as a channel to spread the message of feminism to generation Z in Makassar City, by packaging interesting content, building relationships with other accounts,

Form of Feminism Education by Instagram Account @Magdaleneid

As a media that focuses on women's and human rights issues, Magdalene provides a variety of content and perspectives that are inclusive, critical, empowering and entertaining. Magdalene tries to be a safe space or in other words a safe place for its audience to be able to voice their opinions freely without criticism and without fear of being judged by any party. To support this,

Magdalene Magdalene also uses the social media Instagram to attract more audiences and optimizes communication tools on social media by utilizing the comments feature on Instagram to communicate with each other by voicing their opinions freely. Not only does it provide safe space, Magdalene also creates educational content facilitated by the reels (video) feature on Instagram and also occasionally broadcasts live to interact directly with her audience. Apart from that, Magdalene's audience is not limited to activity bubbles and journalists, but almost all groups. Magdalene's audience on Instagram is also more open in discussing every content created by Magdalene. This can also be seen from the form of educational posts that receive more attention, where researchers see that there are several posts that receive more attention than usual, these posts include: Magdalene's audience on Instagram is also more open in discussing every content created by Magdalene. This can also be seen from the form of educational posts that receive more attention, where researchers see that there are several posts that receive significantly more attention than usual, these posts include: Magdalene's audience on Instagram is also more open in discussing every content created by Magdalene. This can also be seen from the form of educational posts that receive more attention, where researchers see that there are several posts that receive significantly more attention than usual, these posts include:





- a. This content discusses the culture of victim blaming which continues to be normalized and will bury the real problem. The perpetrator's evil brain and the victim's vulnerable position. Regardless of clothing, all women can be victims of sexual harassment. This is not about the way women dress but the perpetrator's evil brain and the intention to carry out sexual harassment anywhere and anytime. Then this content was liked by 10,122 accounts and received 226 comments.
- b. This post contains survival skills. In the domestic space, cooking is still often identified with women's duties. In fact, cooking is a survival skill that all genders should have. But in professional spaces, male chefs are actually more accepted. This is purely tied to the social construction that is perpetuated, namely that cooking is a woman's obligatory duty. This upload was then liked by 4,770 accounts and received 47 comments
- c. Raising about housewives who are also feminists. Some of the things that feminism is fighting for are not only that women are allowed to work, but also that women have the right to have choices without coercion from a patriarchal culture that tries to limit women's rights. This post was liked by 4,340 accounts and received 37 comments.
- d. This post contains a widow celebrating her divorce. For a number of women, divorce is not always about sadness due to separation, but some consider it a way to start a better life in the future, even though they are a single mother/single parent. Being a widow is not as bad as most people think. This post was liked by 3,729 and received 44 comments.
- e. This post contains gender equality. When talking about gender equality, what is actually being fought against is not men, but patriarchal culture. A culture that demands that one gender must always be dominant, which is not only detrimental to women but also men. Gender equality is not just about whether women can become men by doing heavy work but also about the right to make their own choices. This post has 10,237 likes and 229 comments.
- f. This post contains education about what is meant by Sextortion: sexual violence associated with high positions and corruption. and in it the educational content posts also provide solutions to prevent acts of sextortion. This post has 1,382 likes.
- g. This reels video upload discusses what is wrong with women's voices, which in the video shows several women who dare to speak up and struggle to voice things related to feminism and humanity, which proves that women's voices are not wrong and also that women are worthy human beings. have feelings that need to be voiced and get their rights as they should be. This educational content received quite a lot of attention, with 24.6 thousand viewers, 1,604 likes and 24 comments.

In the content uploaded by Magdaleneid, the issue of gender equality and human rights attracts attention and gets a large number of likes. Magdaleneid uses the Instagram platform to spread feminist education by packaging informative content and providing solutions to related cases. Magdaleneid succeeded in creating interesting content by using Instagram features such as feeds and reels. They are also active in deleting unnecessary comments and ensuring that the comments section is a safe place for followers to discuss and provide opinions. In the content creation process, Magdaleneid goes through several stages such as editorial meetings, content writing by copy writers, language editing by Social Media Coordinators, EYD checks by editors, and design by a graphic designer. This content discusses feminist issues by raising concerns about the injustices experienced by women and providing understanding and solutions.

In a post from the Instagram account @Magdaleneid entitled "I'm a feminist, and I chose to be a housewife, so what?" discusses women's right to have choices without coercion from anywhere, including patriarchal culture. This can be said to be in line with the research results of George Peter Mudrock. In traditional societies, men are consistent with masculine jobs, such as carpenters, ship builders, masons, metal workers and tanning leather. Meanwhile, women are more consistent in feminine work, namely looking for firewood, providing drinks and food, washing, fetching water and cooking. However, as a result of population growth and mobilization giving rise to various social changes, the roles and positions of men and women also change. In other words, there is a shift in roles between men and women. Gender issues and problems related to them cannot be separated from ideology, structure and culture. This creates an unfavorable situation for women, who are affected by social, political, economic, cultural, legal and religious discrimination. However, with easier access to understanding feminism and gender equality through books, scientific journals and social media, these issues are increasingly being discussed in society.

Magdaleneid succeeded in achieving its goal of providing feminist education to its followers, although not yet comprehensively. In connection with Cheris Kramarae's thinking, Magdaleneid helps change the understanding of gender roles in language. They provide space for discussion and provide different perspectives on the patriarchal culture that limits women. Magdaleneid strives to create a safe space for its audience on Instagram, by providing content that is based on true stories and is relevant to everyone. They analyze the stories, draw conclusions, and provide solutions and suggestions. This helps women understand feminist issues and provides an opportunity for them to share the concerns they feel in the social system in Indonesia. Through the educational content presented by Magdaleneid, many women are starting to realize the rights they have. The content helps overcome cultural thinking that limits women to domestic roles, without education, work, or a vision and mission that matches their own desires. Magdaleneid has succeeded in achieving its goal of providing feminist education to Indonesian women, although further efforts are still needed to reach its entire target audience.

CONCLUSION

Based on the results of the research that has been carried out, it can be concluded that the Instagram account @Magdaleneid has succeeded in becoming a center for feminist education for generation Z in Makassar City. This is proven by the increase in the number of followers of Magdalene's Instagram account, which has reached 107 thousand people and the number of posts which currently amounts to more than 2 thousand. Apart from that, the content shared by

Magdalene's Instagram account has also succeeded in raising Generation Z's awareness about feminism and human rights issues. The form of feminism education carried out by the Magdalene Instagram account is trying to be a safe space for the audience to educate about feminism or women's and human rights issues. Magdalene provides informative, inspiring and entertaining content. Apart from that, Magdalene also accommodates the voices of feminist groups, pluralists, and progressive. Magdalene also presents a form of education packaged based on cases that occurred in Indonesia.

Not only that, Magdalene provides a safe space to be yourself without fear of being judged so that the audience has more freedom to exchange or comment with each other. Magdalene's Instagram account has had a positive impact on Generation Z in Makassar City. The content shared by Magdalene's Instagram account has succeeded in raising Generation Z's awareness about feminism and human rights issues. Apart from that, Magdalene's Instagram account has also succeeded in becoming a forum for Generation Z to exchange ideas and share experiences on feminism and human rights issues. Magdalene provides a safe space to be yourself without fear of being judged so that the audience has more freedom to exchange or comment with each other. Magdalene's Instagram account has had a positive impact on Generation Z in Makassar City. The content shared by Magdalene's Instagram account has succeeded in raising Generation Z's awareness about feminism and human rights issues. Apart from that, Magdalene's Instagram account has also succeeded in becoming a forum for Generation Z to exchange ideas and share experiences on feminism and human rights issues. Magdalene provides a safe space to be yourself without fear of being judged so that the audience has more freedom to exchange or comment with each other.

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