

ABSTRAK

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STRATEGI JAKARTA FEMINIST DALAM MENSOSIALISASIKAN NILAI FEMINISME INTERSEKSIONALITAS MELALUI INSTAGRAM PADA MASA PANDEMI

(xiv + 110 halaman: 30 gambar; 8 tabel; 38 lampiran)

Kata kunci: Strategi Komunikasi, Jakarta Feminist, Sudut Pandang, Feminisme, Interseksionalitas, Opresi, Patriarki, Instagram

Jakarta Feminist Discussion Group atau Jakarta Feminist merupakan sebuah komunitas nirlaba yang menganut ideologi feminisme interseksional, sebuah gerakan yang mengakui bahwa hambatan kesetaraan gender bervariasi sesuai dengan aspek lain dari identitas perempuan termasuk usia, ras, etnis, kelas, dan agama dalam upaya untuk mengatasi berbagai spektrum diskriminasi terhadap perempuan. Komunitas biasa mensosialisasikan isu-isu ini melalui acara tahunan, diskusi, lokakarya, seminar dan pelatihan. Namun berkaitan dengan pandemi Covid-19 kegiatan komunitas beralih ke ranah *online*.

Penelitian ini bertujuan untuk menjawab pertanyaan penelitian yaitu bagaimana strategi Jakarta Feminist dalam mensosialisasikan nilai feminisme interseksionalitas melalui Instagram pada masa pandemi. Penelitian ini merupakan penelitian kualitatif yang menggunakan metode pendekatan studi fenomenologi. Pengumpulan data dilakukan melalui observasi dan wawancara kelompok dengan pengurus komunitas. Hasil penelitian menunjukkan bahwa dalam mensosialisasikan nilai feminisme interseksionalitas melalui Instagram komunitas melakukannya melalui dua cara, yaitu dengan mengunggah konten informasi dan melalui acara webinar #Jubaedah, *talk show*, dan diskusi online lainnya.

Referensi: 63 (1927-2020)

ABSTRACT

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JAKARTA FEMINIST STRATEGY IN SOCIALIZING INTERSECTIONAL FEMINISM VALUE THROUGH INSTAGRAM DURING THE PANDEMIC

(xiv + 110 pages: 30 figures; 8 tables; 38 attachments)

Keywords: Communication Strategy, Jakarta Feminist, Standpoint, Feminism, Intersectionality, Oppression, Patriarchy, Instagram

Jakarta Feminist Discussion Group or Jakarta Feminist is a non – profit community that embraces the ideology of intersectional feminism, which recognizes gender equality barriers vary according to other aspects of women’s identity that includes age, race, ethnicity, class and religion in an effort to address various spectrums of discrimination against women. The community usually socializes these issues through various ways such as annual events, discussions, workshops, seminars and trainings. However, due to the Covid-19 pandemic, the community shifted to online activity.

This study aims to answer the research question on Jakarta Feminist’s strategy in socializing the value of intersectional feminism through Instagram during the pandemic. This research is a qualitative study with phenomenological study approach. Data collecting process was carried through observation and group interview with the community’s organizer. The results show that community socializes intersectional feminism through Instagram in two ways, by uploading informational content and through programs such as #Jubaedah, talk shows, and other online discussions

References: 63 (1927-2020)