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GENDER CONTENT ANALYSIS IN INSTAGRAM SOCIAL MEDIA DISCOURSE @INDONESIAFEMINIS

Hadisaputra^{1*}, Rahma Dani², Muhammad Sarfito Patto³, Iskar Zulkarnain Amin⁴, Siti Nurharisha⁵, Nayla Ainun Rezkiya Patty⁶, Andi Asywid Nur⁷

¹⁻⁶ Muhammadiyah University of Makassar, Indonesia

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ABSTRAK

Social media has become an integral part of everyday life, allowing users to share information, shape public opinion, and build social narratives. Instagram, as one of the popular platforms in Indonesia, plays a significant role in gender discourse. This study analyzes how the Instagram account @indonesiafeminis constructs gender narratives and audience responses to the issues raised, such as women's empowerment, gender equality. Using a qualitative approach and content analysis, this study explores the account's communication strategies, including the use of infographics, personal narratives, and interactive dialogues. The results show that @indonesiafeminis has succeeded in building inclusive opinions by utilizing Instagram's features to convey strong and inclusive messages. The account also functions as a gender education space, although its success is highly dependent on the delivery of culturally relevant messages. Thus, this study highlights the potential of social media as an inclusive dialogue space that drives social change. However, a more adaptive approach is needed to bridge differences in views and improve gender literacy in society. This study makes an important contribution to understanding the dynamics of gender conversations on Indonesian social media and suggests more effective advocacy strategies.



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¹ Corresponding author.

E-mail addresses: Hadisaputra@gmail.com

INTRODUCTION

Social media has become an integral part of everyday life, especially with the advancement of technology. Platforms like Instagram, Facebook, and Twitter allow users to share information, communicate, and shape public opinion in unprecedented ways. Instagram, in particular, has gained significant popularity in Indonesia and plays a major role in shaping social discourse, including discussions on gender issues. According to Wahyudin and Adiputra (2019), social media has become a popular communication tool due to its ease of information dissemination and quick access, which allow people to be swept up in the flow of developing opinions.

The *We Are Social* report for January 2024 shows that out of a total population of 276.4 million Indonesians, there are 167 million active social media users (60.4% of the population), with 85.3% of them being Instagram users, amounting to approximately 235 million accounts (Riyanto, 2024). This figure confirms that Instagram is one of the most influential digital spaces in spreading ideas, including issues related to gender equality. Gender, as defined by Puspitawati (2013) and Hariati (2017), is not merely a biological difference between men and women but a social construct shaped by norms, culture, and values prevalent in society. As such, the understanding of gender is dynamic and can change in response to social, economic, and technological developments.

One account that actively raises gender issues in Indonesia is @indonesiafeminis. This account serves as both an educational space and an advocacy platform, addressing topics such as sexual violence, gender inequality, and the role of women in public spaces. However, the discourse generated by this account often leads to sharp polarization among audiences, as seen in a post about the Bill on the Elimination of Sexual Violence (RUU PKS) in January 2024, which sparked divided opinions between supporters and opponents, each presenting arguments based on personal experience, morals, or religion. This phenomenon illustrates that social media is not only a space for sharing information but also an arena for ideological battles between progressive and conservative groups. Such polarization is reinforced by the characteristics of social media, which allow users to choose and reinforce narratives that align with their beliefs (confirmation bias), and by the potential for misinformation that can confuse public understanding (Adnyani, 2021).

Previous studies (Rahmawati & Arifin, 2021) have highlighted the role of social media in gender education and discourse formation. However, there remains a gap in research specifically focusing on how audiences respond to gender-themed content on Instagram, as well as how discussion dynamics unfold in the comment sections of gender-related posts by

accounts like @indonesiafeminis. Understanding this response is crucial for comprehending how feminist messages are received, interpreted, or even rejected by people with diverse ideological and cultural backgrounds. The urgency of this research lies in the need to understand how gender discourse is constructed, debated, and negotiated in the digital space, and how accounts like @indonesiafeminis act as agents of gender message delivery and education. The novelty of this study is its focus on audience interaction with gender-related content within Indonesia's complex digital culture, not only in terms of message content but also in terms of how audiences respond and interpret these messages through features such as comments, Direct Messages, Reels, and Stories on Instagram.

RESEARCH METHODS

This study uses a qualitative research method with a content analysis approach. The aim is to see how the content presented on the Instagram account @indonesiafeminis is understood and interpreted by social media users. As stated by ([Abdussamad Zuchri, 2015](#)), qualitative research aims to describe the meaning of data or phenomena captured by researchers, by presenting relevant evidence. The process of meaning is highly dependent on the ability and sharpness of researchers in analyzing the phenomena being studied.

The content analysis approach in this study was used to identify, classify, and interpret gender-themed content contained in the @indonesiafeminis account. Content analysis is understood as an in-depth discussion of the content of information published in the mass media, in this case the Instagram social media. The data collection process was carried out using documentation techniques, namely by observing and recording the content published on the @indonesiafeminis account. The data collected included images, videos, comments, and the use of hashtags related to gender and feminism issues. The focus of data collection was limited to content posted between 2019 and 2024, especially during moments of commemoration of women's major holidays such as Kartini Day, International Women's Day, and Mother's Day.

Unit of analysis in this study consists of four main elements, namely (1) uploaded images and videos, (2) user comment content, (3) number of interactions (likes, comments, and shares), and (4) use of hashtags relevant to feminism and gender issues. The data analysis process is carried out by categorizing each content based on theme, message form, and involvement with feminism issues. Each unit is analyzed qualitatively by interpreting the meaning contained therein. The researcher then links the findings to theories related to gender and feminism in order to understand how the messages in the content are formed, perceived, and interpreted by the audience.

RESEARCH RESULTS AND DISCUSSION

This study identifies two main narratives in the analysis of gender content constructed through the Instagram account @indonesiafeminis, namely: (1) social media as a space for gender education, and (2) the dynamics of public response to gender issues. These two narratives illustrate how digital platforms can function as a medium for the dissemination of progressive gender discourse as well as an arena for dynamic social debate.

Instagram Social Media as a Gender Education Space

The Instagram account @indonesiafeminis has emerged as one of the leading platforms for promoting gender equality discourse on Indonesian social media. By leveraging Instagram's dynamic features, such as infographics, personal narratives, and interactive discussions, this account has become a powerful tool in addressing issues of gender equality, women's empowerment, and the elimination of gender-based violence. These diverse content formats do not merely serve an informational purpose but are crafted to engage the audience on both emotional and intellectual levels, fostering empathy and promoting a deeper understanding of these crucial societal issues. One of the key strategies employed by @indonesiafeminis is its use of empathy-driven storytelling combined with visually appealing content.

These elements are particularly effective in creating an emotional connection with followers, enhancing the likelihood of content being shared and discussed within the larger community. The account's focus on women's empowerment is central to its mission, with a consistent emphasis on uplifting women's voices through success stories across various sectors, such as education, economics, and politics. This is a deliberate effort to counteract stereotypical portrayals of women and build a more positive, diverse representation of women in society. The strategy of promoting women's achievements, paired with educational posts on gender-related issues, works in tandem to challenge the patriarchal narratives that are often perpetuated in mainstream media. As @indonesiafeminis continues to engage its growing audience, it becomes an important space for dialogue and the construction of an inclusive public discourse on gender equality in Indonesia.

In a similar vein, research has highlighted how social media platforms, particularly Instagram, serve as an effective space for feminist activism and social change. According to Van Zoonen (2016), Instagram's visual nature allows for creative and emotionally resonant messages, which are crucial in engaging a broader and more diverse audience (Van Zoonen, L. 2016. "Feminist Media Studies"). This aligns with the approach of @indonesiafeminis, which uses visuals to amplify voices that are often marginalized in traditional media. Moreover, recent studies have examined the impact of social media activism on the public perception of gender

equality. In their research, Jenkins et al. (2018) argue that social media activism can challenge the mainstream media's portrayal of gender roles and create new narratives around women's rights (Jenkins, H., Ford, S., & Green, J. 2018. "Spreadable Media: Creating Value and Meaning in a Networked Culture"). This supports the idea that @indonesiafeminis is not just a platform for disseminating information but is also actively reshaping public understanding of gender equality. Additionally, the role of social media in the fight against gender-based violence has been widely discussed in feminist scholarship. A study by Powell and Henry (2017) outlines how online platforms can serve as crucial spaces for raising awareness and providing support for victims of gender-based violence (Powell, A., & Henry, N. 2017. "The Role of Social Media in Feminist Activism"). This further emphasizes the importance of platforms like @indonesiafeminis, which not only educate but also empower individuals to take action against gender-based violence. Through these combined strategies—empathy-driven content, education on gender equality, and amplification of women's voices—@indonesiafeminis plays an instrumental role in shaping a more inclusive and egalitarian public discourse in Indonesia. As social media continues to evolve, the influence of accounts like @indonesiafeminis will undoubtedly grow, providing a space for marginalized voices and contributing to the broader global movement for gender equality.

This reflects the strategy of conveying the message that gender equality is not only a social demand, but also an important foundation in encouraging sustainable development. This narrative shows that with equal access to resources and opportunities, women are able to play an active role in social transformation, both at the individual and structural levels (Adnyani, 2021). In addition, educational content that highlights the concept of feminism, gender literacy, and forms of gender-based violence is also an integral part of the public awareness strategy carried out by this account. The approach taken aligns with efforts to strengthen gender awareness through social media, which has proven to be an effective space for building feminist discourse and amplifying marginalized voices (Rahmawati & Arifin, 2021; Rosyidah & Nurwati, 2019).

The material presented is sourced from credible data and studies, showing efforts to educate the public in an evidence-based manner. This aligns with findings by Hariati (2017), who emphasizes the importance of embedding gender perspectives in public education to deconstruct patriarchal norms and promote equality. Furthermore, Puspitawati (2013) underlines the significant role of media as a space where gender constructions are reproduced or challenged—making platforms like @indonesiafeminis crucial in shifting narratives. Thus,

the @indonesiafeminis account is not only a means of sharing experiences but also functions as an agent for disseminating critical knowledge about the structure of gender injustice.

The content produced by this account can be seen as a form of resistance to the hegemonic construction of gender identity. By presenting women in non-stereotypical roles and challenging established patriarchal norms, this account creates a new discursive space where gender identity is understood as a fluid and negotiable social construction. Content such as infographics on gender wage gaps and narratives of survivors of sexual violence demonstrate performative practices that challenge dominant representations and open up possibilities for reconceptualizing gender identity in digital society. Furthermore, this account also facilitates the creation of a safe and inclusive dialogue space between users from various social, cultural, and ideological backgrounds. This practice reflects the deliberative characteristics of social media as a virtual public sphere that allows for the exchange of ideas horizontally and democratically. Thus, social media, especially Instagram in this context, not only functions as a tool for disseminating information, but also as an arena for symbolic and political struggle in reshaping gender discourse in contemporary Indonesia ([Rianto 2023](#)).

Dynamics of Audience Response to Gender Content

The @indonesiafeminis account communicates with people from various backgrounds using various effective communication strategies. The use of interesting infographics and visuals can achieve the delivery of complex issues in a way that is easier to understand and attracts attention. It can be seen through the following table:

Table 1. Content of Holidays on Various Themes

Holidays and content examples	Number of Comments	Number of likes	Comment Sentiment	Content narrative	Content themes
 Mother's Day 2019	30	3.187	Positive: 21 people Neutral: 9 people	Appreciation, criticism, questions	Mother's Day Is Not Mother's Day
 Kartini Day 2019	-	77	-	Inspiration, Appreciation	Celebration of the figure of Raden Ajeng Kartini

Holidays and content examples	Number of Comments	Number of likes	Comment Sentiment	Content narrative	Content themes
 International Women's Day 2019	6	394	Positive 6 people	Invitation to celebrate	International Women's Day 2019
 Kartini Day 2020	1	184	Positive 1 person	Invitation to online public discussion, covid-19 news	Celebrating Kartini Day
 Mother's Day 2020	4	2,337	Positive 1 person	History of Mother's Day	Happy Women's Day
 International Women's Day 2020	4	559	Positive 2 people Neutral 20 people	Call to action	International Women's Day
 Mother's Day 2021	3	950	Positive: 2 people Neutral: 1 person	Congress achievements, Inspiration	Women's Congress
 International Women's Day 2021	31	5,056	Positive: 30 people Neutral :1 person	Action Documentation, Equality	International Women's Day
 Mother's Day 2022	9	3,038	Positive 5 people Negative 1 person Neutral 3 people	Question, History	Changes in the meaning of Mother's Day, December 22
	-	750	-	History, Appreciation	History of International Women's Day

Holidays and content examples	Number of Comments	Number of likes	Comment Sentiment	Content narrative	Content themes
 International Women's Day 2022					
 Kartini Day 2022	2	359	Positive 2 people.	Diplomacy carried out by Kartini, Struggle	Kartini's Peaceful Diplomacy
 Mother's Day 2023	9	1,613	Positive 5 people Negative 3 people Neutral 1 person	History, Change	The shifting meaning of the December 22nd commemoration
 Kartini Day 2023	4	713	Positive 4 people	Appreciation, Invitation	Kartini Day Reflection
 International Women's Day 2023	-	415	-	Invitation, Equality	International Women's Day
 Mother's Day 2024	-	853	-	Women have a very important role in creating a better world	the role of women in advocacy for social and environmental change
	2	1,072	Positive 1 person Neutral 1 person	The Importance of Understanding the Figure of Kartini, Commemorating Kartini Day,	RA Kartini, and her struggle for gender equality.

Holidays and content examples	Number of Comments	Number of likes	Comment Sentiment	Content narrative	Content themes
Kartini Day 2024				Promoting Gender Equality.	
International women's day 2024	2	1.102	Positive 2 people	Demands for Change, Gender Equality	Women's participation in politics

The table shows an increase in digital audience participation from year to year, as seen from the increasing number of comments and likes. For example, Mother's Day 2019 recorded 3,187 likes, while in 2021 the figure increased to 5,056 likes, indicating higher engagement. In terms of sentiment, the majority of commemorations were dominated by positive sentiment, although there were variations in neutral and negative sentiment. For example, International Women's Day 2020 only recorded 50% positive sentiment, in contrast to Mother's Day 2020 which was entirely positive. This shows that the theme and context of the commemoration can influence public perception. In addition, the narratives raised in each commemoration tend to be adjusted to the situation at that time, such as the narrative of "Online Public Discussion" on Kartini Day 2020 which was relevant to the COVID-19 pandemic. The commemoration of Mother's Day and Kartini Day seems to receive more attention than other commemorations, possibly due to the strong cultural and historical values attached to both. Most of the content also focuses on historical and inspirational themes, such as "History of Mother's Day" or "Kartini's Peaceful Diplomacy," reflecting efforts to educate the public about the significance of these commemorations. Through the table above, it can be seen that the content created by the @indonesiafeminis account is able to create inclusive opinions on social media, which can be seen through the patterns in the post table that show the success of the @indonesiafeminis account.

In Judith Butler's view, this dynamic is part of a social construction process in which gender is formed, maintained, and transformed through public discourse, including social media. This account not only gives birth to new discourse, but also opens up space for the audience to participate in creating social meaning about gender ([Rianto 2023](#)). First, this

account not only reproduces narratives that support gender equality but also challenges existing patriarchal norms, such as the narrative of “Cardinian peace diplomacy.” Second, the changing mood of the audience shows that gender as a social discourse is still being debated, reflecting that gender identity is dynamic and emerges through social interaction. Third, each post is a performative act that creates new meanings about gender, identifying women as leaders or activists who challenge traditional norms. Finally, Instagram functions as an arena where gender norms are contested and reconstructed, allowing for the production of inclusive gender identities through visuals, narratives, and interactions with the audience. Overall, the @Indonesiafeminis account plays an important role in shaping a more progressive and inclusive gender discourse in society.

Utilizing social media provides an excellent opportunity to improve gender literacy in society. Instagram, as a visual platform, can attract users with interesting content such as infographics, Reels, and Stories. As a result of using this feature, the @IndonesiaFeminis account has spread information about women's rights, gender equality, and empowerment of marginalized communities. Social media, according to [Wahyudin and Adiputra \(2019\)](#), is an effective tool for spreading advocacy messages and encouraging social change. Socially, the @IndonesiaFeminis account helps change the gender debate in Indonesia.

This account not only fights for women's rights but also increases understanding of the importance of gender equality in every aspect of human life by utilizing social media as an inclusive discussion space. These accounts raise discourses such as equal pay, gender education, and the elimination of sexual violence, which shows that gender advocacy can influence public perception and influence policy change (Nasriyah, 2024; Rasita, 2017). This account produces a compelling and empathy-based narrative using a data-driven approach such as gender-based violence statistics and first-hand victim stories. This method has proven effective in reaching diverse audiences, including those who are just learning about gender issues (Arianto, 2021; Widodo, Nurudin, & Yutanti, 2021). The @indonesiafeminis account hosts feminist discussions with the aim of promoting gender equality. These discussions are considered to be trying to replace or challenge dominant discussions in society, especially those related to traditional and patriarchal values (Triswanti, Sunarto, & Hasfi, 2023).

CONCLUSION

The communication strategy implemented by the @indonesiafeminis account can be said to be successful in creating inclusive public opinion on social media. This account is able to utilize the power of visuals and narratives to build awareness and educate the wider community about the importance of gender equality. This study is limited to the analysis of the content of the

@indonesiafeminis Instagram account over a certain period of time and does not include an in-depth analysis of audience perceptions quantitatively or through direct interviews. In addition, the focus of the study is limited to one social media platform, namely Instagram, so it does not represent communication strategies on other platforms such as Twitter or TikTok. The results of this analysis show the importance of social media as a strategic space in voicing social and gender issues. This research can be a reference for activists, communication practitioners, and policy makers to design more effective and inclusive digital communication strategies. In addition, this research opens up opportunities for further studies on the long-term impact of digital content on changes in people's attitudes towards gender equality.

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