

Riding the Wave of Change: Unmasking Transformative Shifts in Digital Activism for Social Justice in Indonesia

Rizky Bangun Wibisono^{1*}, Sultoni Fikri²

¹University of Glasgow, United Kingdom

²Universitas 17 Agustus 1945 Surabaya, Indonesia

*Corresponding Author: 2903083B@student.gla.ac.uk

Article History:

Submitted:

03-02-2024

Received:

06-02-2024

Accepted:

26-02-2024

Keywords:

Civic Engagement;

Democracy; Digital

Activism; Social

Justice

Abstract

This research delves into the transformative shifts in social media use in Indonesia, exploring how it has become more than a personal necessity, evolving into a powerful tool for civic engagement and justice advocacy. Focusing on the "No Viral, No Justice" movement, we dissect its impact on the nation's digital landscape and law enforcement dynamics. This study employs qualitative methodologies, specifically employing a literature review approach. This method involves extracting pertinent research information from diverse scholarly sources, including books and journals germane to the research focus. The analysis reveals a complex interplay of positive change and potential pitfalls, including the risk of echo chambers. The study emphasizes the significance of digital activism, transcending its role as a mere trend, and underscores its importance in holding authorities accountable. The narrative navigates through real-life examples, such as the case of sexual harassment at the Indonesian Broadcasting Commission, illustrating how social media acts as a catalyst for justice. The reflection section addresses the looming threats associated with this evolving trend and proposes strategies for mitigation. This research contributes to understanding the nuanced role of social media in Indonesian society, shedding light on both its transformative potential and the imperative need for responsible digital activism.

1. Introduction

In the intricate tapestry of humanity and social justice concerns highlighted by the recently released Human Rights Index for Indonesia in 2023, one glaring thread demands my immediate attention – the discernible decline in the score associated with Freedom of Speech. The study, meticulously conducted by the Setara Institute and the Forum on Indonesian Development (Infid), reveals a concerning reduction in the index, where the cherished freedom of expression faces a notable setback¹. This regression in the score for Freedom of Speech is more than just a statistical dip; it represents a tangible threat to the very foundation of civic engagement. As a fundamental pillar of democratic societies, Freedom of Speech serves as the lifeblood of open discourse, diversity of opinion, and active citizen participation. The low score in this crucial aspect suggests a stifling of voices, an inhibition of dissent, and a potential erosion of the vibrant democratic fabric that underpins civic engagement².

The suppressed Freedom of Speech poses a direct threat to the robust civic engagement that is essential for a flourishing democracy. The misuse of Indonesia's Law Number 19 Of 2016 Concerning Amendments to Law Number 11 Of 2008 Concerning Information and Electronic Transactions (Law No. 19/2016) is a growing concern, as it has become a frequent

¹ Fathiyah Wardah, "SETARA Institute-INFID: Indeks HAM Indonesia Turun," www.voaindonesia.com, December 11, 2023, <https://www.voaindonesia.com/a/setara-institute-infid-indeks-ham-indonesia-turun-/7391999.html>.

² Deena Nirmala Putri Soedikto, "Active Citizenship and Subjective Well-Being among Indonesian Millennials," arno.uvt.nl, 2020, <https://arno.uvt.nl/show.cgi?fid=152527>.

tool for suppressing criticisms against the government or public figures.³ This raises significant apprehensions about the erosion of freedom of expression, a cornerstone of democratic discourse, and underscores the risk of stifling the essential right to criticise public figures. Moreover, Law No. 19/2016's application for censorship purposes adds another layer of complexity to the challenge.⁴ This not only poses a direct threat to freedom of speech but also raises questions about the potential suppression of diverse opinions, potentially undermining democracy and diminishing government transparency.

The criminalisation of criticism against the government or public figures, as facilitated by Law No. 19/2016, goes beyond legal concerns; it represents a clear violation of the fundamental right to freedom of expression, a right guaranteed by the constitution. The mere threat of criminalisation can create a chilling effect, dissuading individuals from expressing their critical opinions, thus hindering democracy and diminishing transparency in government actions. However, social media shows an interesting phenomenon even in the midst of increasingly worrying conditions for freedom of expression. "No Viral, No Justice": This catchy slogan is taking Indonesia's digital realm by storm, and it's all about making a difference. There are just too many cases of violence and crime in Indonesia that get ignored by the police until they eventually go viral on social media. It's almost like we're in a place where justice and fairness have become these rare and costly things. The emergence of the slogan "no viral no justice" reflects how, in cases reported to law enforcement, responsiveness may be lacking until an issue goes viral and becomes public consumption. This term highlights the critical role of social media and digital activism in advancing justice in Indonesia.

Social media isn't just about sharing memes and cat videos; it's also a powerful tool for activists to construct a digital activism on issues head-on. By creating viral content that gets everyone talking, they're turning up the heat on those in charge to make a change⁵. Digital Activism is when digital tools such as the internet, social media, email and mobile phones are used for mobilisation, political action and to incite change⁶. In this paper, we'll discuss these viral phenomena on social media and see how they're shaking up the game and changing the way justice and law enforcement work in the country amidst the poor condition of freedom of expression in Indonesia.

In the vast landscape of digital activism, the heartbeat lies in the creation of online campaigns and the mobilisation of collective energies through powerful hashtags. Hashtags like #NoViralNoJustice are not mere trends – they are rallying points for those whose voices have long been stifled. These campaigns serve as a virtual meeting ground where individuals, bound by shared experiences of injustice, unite to form a collective voice. It is within this digital chorus that marginalised communities find strength and solidarity. As narratives go viral, they transcend the boundaries of virtual spaces, making their way into the collective consciousness of society. Authorities can no longer dismiss these concerns as isolated incidents; the hashtag becomes a digital megaphone amplifying the cries for justice. This dynamic shift from individual grievances to a communal outcry not only holds those in power accountable but also empowers the marginalised by providing them with a platform to demand change and challenge systemic injustices from the very core. The hashtag is not just a

³ Helen Stella, Gunardi Lie, and Moody Rizqy Syailendra, "Tindak Pidana Penyebaran Berita Bohong Berdasarkan UU ITE Terhadap Dampak Dari Kebebasan Berpendapat Masyarakat Di Media Sosial (Kriminalisasi Kasus Jerinx)," *Multilingual: Journal of Universal Studies* 3, no. 4 (2023).

⁴ Stella, Lie, and Syailendra.

⁵ Elsa Grecya and Ilham Effendi Yahya, "Improving Civic Engagement through 'No Viral No Justice' Phenomenon," *Journal Civics and Social Studies* 6, no. 1 (June 22, 2022): 51–59, <https://doi.org/10.31980/civicos.v6i1.1629>.

⁶ Romey Watters, "Digital Activism: The Good, the Bad, the Future," had-int.org, 2022, <https://had-int.org/digital-activism-the-good-the-bad-the-future/>.

symbol – it is a revolutionary force, bringing forth the power of collective activism to demand justice and fairness long overdue to the marginalised.

2. Methods

This study employs qualitative methodologies, specifically employing a literature review approach.⁷ In this context, qualitative research emphasizes the exploration, discovery, interpretation, and articulation of explicit and authentic meanings or symbolic data derived from the gathered information. Given that qualitative inquiry aims to enhance sensitivity to encountered issues, data for this investigation were systematically acquired utilizing the literature review technique. This method involves extracting pertinent research information from diverse scholarly sources, including books and journals germane to the research focus.

3. Results and Discussion

3.1. Revolutionizing Social Media: Transformative Shifts in Usage Reshaping the Landscape in Indonesia

Over the past decade, Indonesia has witnessed a profound transformation in the use of social media. What once was primarily seen as a personal necessity for sharing daily moments has evolved into more than just a reflection of individual lives. This shift has become even more pronounced in recent years, particularly in the aftermath of the COVID-19 pandemic, which has fundamentally altered communication paradigms and social interactions. Initially, social media in Indonesia was predominantly utilised for personal needs, such as sharing day-to-day life moments and establishing informal social connections. However, in the last decade, a substantial shift has taken place. Social media has transcended its role as a mere personal mirror and has become a stage for various aspects of life, including politics, education, and social activism. This transformation has further accelerated in the wake of the COVID-19 pandemic that swept across the globe⁸. Physical restrictions and changes in interaction styles forced people to rely more heavily on social media as the primary channel for communication and information⁹. In this context, social media is not only an entertainment medium but also a window to the world, an educational space, and a platform for social change.

In recent times, the user objectives on social media have undergone a notable broadening, transcending the realms of personal existence and social connections to encompass engagement with matters of economy, politics, culture, and even law¹⁰. This shift is particularly evident in the discourse surrounding legal issues, as highlighted by the impactful hashtag "no viral, no justice." This unique phenomenon signifies a significant transformation in public sentiment regarding legal matters expressed through social media channels¹¹. The hashtag "no viral, no justice" serves as a powerful vehicle for expressing concerns about legal justice. Unlike traditional means of communication, social media platforms offer a dynamic space for individuals to engage with and scrutinise law enforcement performance¹². This is a distinctive and novel approach to civic participation, where the public actively monitors and holds authorities accountable through the digital realm.

⁷ Patrik Aspers and Ugo Corte, "What Is Qualitative in Qualitative Research," *Qualitative Sociology* 42, no. 2 (June 27, 2019): 139–60, <https://doi.org/10.1007/s11133-019-9413-7>.

⁸ Bambang Arianto, "Pandemi Covid-19 Dan Transformasi Budaya Digital Di Indonesia," *Titian: Jurnal Ilmu Humaniora* 5, no. 2 (December 10, 2021), <https://doi.org/10.22437/titian.v5i2.15309>.

⁹ Arianto.

¹⁰ Suwari Akhmaddhian, Ria Virigianti, and Erga Yuhandra, "The Law Enforcement Factors in Waste Management to Achieve Environmental Sustainability and Community Welfare," *Substantive Justice International Journal of Law* 4, no. 1 (May 23, 2021): 15, <https://doi.org/10.33096/substantivejustice.v4i1.109>.

¹¹ Akhmaddhian, Virigianti, and Yuhandra.

¹² Sarah Nuraini Siregar and Sutan Sorik, "The Shifting Patterns of Civil Society Participation in The Digital Space: Lesson Learned From The Hashtag 'No Viral No Justice,'" megashift.fisipol.ugm.ac.id.

The ongoing pandemic has played a pivotal role in amplifying the social impact of digital transformation, particularly in the expression of views on legal matters.¹³ (ugm viral) The hashtag, as a form of digital activism, has become a rallying point for individuals seeking justice and fairness in the face of legal challenges. The pandemic has not only heightened awareness of societal issues but has also acted as a catalyst for increased civic engagement through social media¹⁴. The significance of the hashtag "no viral, no justice" lies in its ability to mobilize and convey community participation in the form of a justice campaign. Beyond its utility in expressing individual grievances, it has become a collective voice demanding accountability and systemic changes. This represents a shift from passive observers to active participants in shaping the discourse on legal justice.

The justification for this stance stems from the understanding that social media, particularly during the pandemic, has become a strategic tool for societal pursuit of legal justice. The hashtag reflects a collective consciousness, indicating that legal issues are no longer confined to the courtroom but are actively discussed, scrutinised, and challenged in the public domain. The pandemic has accelerated the use of social media as a means to strategically influence, mobilise, and advocate for justice, creating a more dynamic and participatory approach to legal discourse within society.

Furthermore, the emergence of the hashtag "no viral, no justice" in 2021, following the Multatuli Project's publication of rape cases in North Luwu in 2019, marks a significant shift in public engagement with the justice system, specifically law enforcement, through social media.¹⁵ (ugm viral) This hashtag has evolved from expressing public dissatisfaction to becoming a potent force that exerts pressure on the police to re-examine legal cases more accountably¹⁶. Several incidents have contributed to its widespread adoption, including the emergence of hashtags like "#PercumaLaporPolisi" reflecting a deepening crisis of public trust due to perceived police opacity.

The case of sexual harassment involving an employee with the initials MS at the Indonesian Broadcasting Commission (KPI) in 2012¹⁷ serves as a compelling illustration of the critical role social media plays in exposing and addressing workplace harassment. This incident vividly highlights the challenges victims face within the legal system and how the dynamics of public response can influence the pursuit of justice. MS's experience, spanning years of enduring bullying, coercion, and sexual harassment, encapsulates the pervasive issue of workplace misconduct. Fear and job security concerns initially prevented MS from reporting the incidents to the authorities, reflecting the systemic barriers that often deter victims from seeking legal redress¹⁸. In 2019, when MS finally sought justice through the legal system, the response was disappointingly apathetic, with law enforcement officers suggesting an internal resolution¹⁹.

The turning point in this case occurred when MS, faced with an unresponsive legal system, turned to social media, specifically Twitter, to share their harrowing experience. The public response was overwhelming, indicating the power of social media as a tool for

2024, <https://megashift.fisipol.ugm.ac.id/2024/01/04/the-shifting-patterns-of-civil-society-participation-in-the-digital-space-lesson-learned-from-the-hashtag-no-viral-no-justice/>.

¹³ Siregar and Sorik.

¹⁴ Siregar and Sorik.

¹⁵ Siregar and Sorik.

¹⁶ Siregar and Sorik.

¹⁷ Asumsi.co, "Viral Dulu Baru Diproses, Perjuangan Pegawai KPI Pusat Cari Keadilan," [asumsi.co](https://asumsi.co/post/61454/viral-dulu-baru-diproses-perjuangan-pegawai-kpi-pusat-cari-keadilan/), 2021, <https://asumsi.co/post/61454/viral-dulu-baru-diproses-perjuangan-pegawai-kpi-pusat-cari-keadilan/>.

¹⁸ Asumsi.co.

¹⁹ Asumsi.co.

amplifying marginalized voices and mobilizing collective support. This viral circulation of MS's story prompted widespread public sympathy and demands for a thorough investigation, garnering attention from both mass media and relevant authorities. The delayed and apathetic response from law enforcement is a critical aspect to consider. It underscores the inherent flaws in the legal system, particularly the lack of proactivity in addressing cases of sexual harassment. MS's experience, spanning several years, emphasizes the urgency of treating every report of criminal activity seriously, irrespective of its visibility on social media. The phrase "No Viral No Justice" acquires resonance in this context, as it reflects the disturbing reality that justice might only be pursued when a case gains public attention.

Moreover, the use of the hashtag #PercumaLaporPolisi, further emphasizes the erosion of public trust in the legal system. The public's skepticism about the effectiveness of reporting incidents to the police is exacerbated by delayed responses and a lack of proactive measures by law enforcement. This case, therefore, reinforces the necessity for legal authorities to adopt a more proactive stance, responding promptly and earnestly to reports of criminal activity, irrespective of their visibility on social media. In conclusion, the MS case illustrates the dual role of social media as both a platform for victims to seek public support and a mirror reflecting the shortcomings in the legal system. It highlights the imperative for proactive law enforcement, acknowledging that justice should not depend on a case going viral before being taken seriously. The phrases "No Viral No Justice" and #PercumaLaporPolisi serve as poignant reminders of the challenges in the legal system and the collective demand for a more responsive and accountable approach.

The phenomenon of the "no viral, no justice" hashtag underscores the growing reliance of society on social media as a strategic instrument for pursuing justice. It reflects a perspective that sees social media as an effective platform for seeking and voicing concerns about justice, surpassing formal law enforcement and judicial systems²⁰. This reliance is fueled by public distrust towards the justice system, especially the police. The analysis aligns with Mahfud MD's observation that people increasingly turn to social media to advocate for justice, considering it a more efficacious method than formal channels often hindered by bureaucratic processes²¹. The hashtag represents a novel form of civil society engagement against state instruments, particularly the police. In the digital realm, it has become a tool for civil society to exert pressure and advocate for justice independently, without the need for a centralised organisation²². This shift in engagement—from sympathy to collective consciousness—is driven by disillusionment with protracted legal disputes and extends to advocacy in various legal cases²³. The hashtag's dissemination demonstrates the efficacy of civil society in urging police leaders to address abuses of authority.

In the context of this paper, this case highlights the power of the community on social media in pushing for change in Indonesia's law enforcement. When people come together on social media, it can speed up the resolution of cases and ensure that justice is served. Virality²⁴ is like a spark for change, it puts a lot of pressure on those in charge to do something. They can't ignore the public's demand for justice anymore. When something goes viral, it doesn't just raise awareness; it often leads to a more thorough investigation and a better chance of getting justice. People's collective action becomes too loud to ignore, and it's a way of making sure those responsible face the consequences and that things change for the better.

²⁰ Siregar and Sorik, "The Shifting Patterns of Civil Society Participation in The Digital Space: Lesson Learned From The Hashtag 'No Viral No Justice.'"

²¹ Siregar and Sorik.

²² Siregar and Sorik.

²³ Siregar and Sorik.

²⁴ later.com, "Viral," later.com, 2020, <https://later.com/social-media-glossary/viral/>.

Social media has evolved beyond a mere platform for personal sharing²⁵, transforming into a crucial space for expressing concerns about legal justice issues. The hashtag "no viral, no justice" has created an inclusive environment where individuals from diverse backgrounds can voice their opinions, highlighting the principle of social justice advocating for equal rights and treatment. Instances like the sexual harassment case at the Indonesian Broadcasting Commission showcase how marginalized voices can leverage social media to initiate dialogue and garner public support. This phenomenon underscores a shift towards increased public involvement in shaping justice. Social media serves as a catalyst for democratic participation²⁶, enabling people to express legal concerns and demand accountability from law enforcement agencies. This aligns with the principle of social justice, emphasizing active participation and democratization in policy formulation and law enforcement.

However, the hashtag "#PercumaLaporPolisi" reveals public skepticism about the effectiveness of the legal system and police institutions. This skepticism fuels a call for structural reforms aimed at creating a more responsive, transparent, and accountable legal system. Criticisms of the legal system reflect the aspiration for enhanced social justice, where legal protection is not a privilege but a universal right accessible to everyone. The success of the "no viral, no justice" hashtag in reshaping the dynamics between society and law enforcement indicates a push for structural changes favoring justice in the broader societal context.

3.2. Reflection: Addressing the Threats Posed by this Trend and Strategies for Mitigation

In Indonesia, we've got some rules like the "Information and Electronic Transactions Law (Law No. 19/2016)" and even a thing called "Virtual Police that keeps an eye on what happens online"²⁷. It makes some folks pretty careful about what they say or share, especially if it's critical of the government or other big players. The thing is, it's got some people worried about how this law might be misused and what it means for democracy, especially in cases like the Papuan conflict and human rights issues²⁸. This can make digital activists feel a bit less free to speak their minds, and they've got to be extra careful online. If they step out of line, there could be some legal trouble waiting. Some activists have even gotten creative, using words like "Wakanda" or "Negeri Konoha" to talk about Indonesia without getting into hot water with Law No. 19/2016.

Nevertheless, despite these hurdles, activists continue to endeavour to employ social media as a tool for addressing social and political issues. They strive to mobilise support and effect positive changes in society. Alterations in regulations and governmental actions remain a subject of debate, and the landscape of digital activism in Indonesia will undoubtedly evolve over time. Furthermore, an emerging trend in Indonesia is the increasing presence of Twitter influencers who actively engage in advocating cases of criminality or legal violations to aid the "common people" facing legal injustices. Here's the cool part: there's a new trend with Twitter "Social Justice Warriors" like @mazzini_gsp and @fullmoonfolks. They're like online heroes who come to the rescue when regular folks face legal troubles. They shine a spotlight

²⁵ Ratih Frayunita Sari, "Menyoal Keablasan Berpendapat: Malfungsi Media Sosial Sebagai Panggung Produsage Konten Negatif," *Jurnal Penelitian Pers Dan Komunikasi Pembangunan* 23, no. 1 (2019).

²⁶ Lee Edwards and Giles Moss, "Democratising Media Policymaking: A Stakeholder-Centric, Systemic Approach to Copyright Consultation," *Media, Culture & Society* 44, no. 3 (April 23, 2022): 514-31, <https://doi.org/10.1177/016344372111048376>.

²⁷ CNN Indonesia, "Virtual Police Resmi Beroperasi, Medsos Kini Dipantau Polisi," www.cnnindonesia.com, 2021, <https://www.cnnindonesia.com/nasional/20210225072507-12-610602/virtual-police-resmi-beroperasi-medsos-kini-dipantau-polisi>.

²⁸ TB M Ali Ridho Azhari and Soleh Rosyad, "The Viral Phenomenon on Social Media Is a New Legal Norm-No Viral, No Justice," *International Journal of Advanced Multidisciplinary Research and Studies* 3, no. 4 (2023).

on unfair situations and give a voice to those who often get left behind. They utilise their platforms to shed light on various issues related to legal disparities and contribute to the empowerment of marginalised communities. This engagement demonstrates the evolving role of social media influencers in the realm of digital activism in Indonesia.

This online digital activism is highly effective in addressing law enforcement issues in Indonesia.²⁹ These activists are more than mere talk; they're action-takers. They're shedding light on the problems, making them visible to everyone. What's even better is that they're bringing about tangible and effective change, especially for those who are usually overlooked. These digital champions are demonstrating that social media is a powerful and effective game-changer when it comes to law enforcement in Indonesia, effectively challenging the status quo.

To make a real impact, the idea of connective action will give the understanding how things connect and is the key to achieving the goals together. The key concept of connective action is that it is a digitally mediated form of organisation that relies on personalization and networking elements to distribute actions and content widely across social networks³⁰. Connective action embraces digital activism by utilising communication technologies to enable the growth and stabilisation of network structures across these networks³¹. This allows for the mobilisation and distribution of resources, sensible responses to short-term external events, and longer-term changes in internal coordination and adaptation³². Connective action has its own logic and dynamics, which require analysis on its own terms³³. It is a growing prominence in contentious politics, particularly among younger citizens who are moving away from traditional parties, broad reform movements, and ideologies³⁴.

While it brings about positive change, there are also concerns to address. In the context of "No Viral No Justice," there's a potential pitfall. While contributing to positive change by amplifying marginalised voices and holding authorities accountable, also raises concerns about the potential echo chamber effect on social media. An echo chamber refers to a situation where individuals are predominantly exposed to information and opinions that align with their existing beliefs, leading to a reinforcement of those views³⁵. In the context of this movement, this phenomenon can create a digital environment where users interact primarily with like-minded individuals who share similar perspectives on issues related to justice, law enforcement, and accountability.

The echo chamber effect is a result of various factors, one being the algorithms employed by social media platforms. These algorithms are designed to curate users' content feeds based on their past behaviour, preferences, and interactions³⁶. While intended to enhance user experience, these algorithms may inadvertently contribute to the formation of echo chambers. If a user engages with content related to the "No Viral No Justice" movement, the algorithm is likely to prioritise and display more of such content, creating a self-reinforcing cycle.

In the context of justice and accountability discussions, the echo chamber effect can limit exposure to diverse perspectives and alternative viewpoints. Users may find themselves in a

²⁹ Utin Indah Permata Sari, "Kebijakan Penegakan Hukum Dalam Upaya Penanganan Cyber Crime Yang Dilakukan Oleh Virtual Police Di Indonesia," *Mimbar Jurnal Hukum* 2, no. 1 (2021).

³⁰ Lance Bennett and Alexandra Segerberg, *'The Logic of Connective Action', in The Logic of Connective Action: Digital Media and the Personalization of Contentious Politics* (New York: Cambridge University Press, 2014).

³¹ Bennett and Segerberg.

³² Bennett and Segerberg.

³³ Bennett and Segerberg.

³⁴ Bennett and Segerberg.

³⁵ Elsa Grecya and Ilham Efendi Yahya, "Improving Civic Engagement through 'No Viral No Justice' Phenomenon," *Journal Civics and Social Studies* 6, no. 1 (2022).

³⁶ Grecya and Yahya.

digital space where their beliefs are consistently validated, and dissenting opinions or critical perspectives are marginalised or filtered out³⁷. This dynamic can hinder the nuanced understanding of complex issues, as exposure to diverse viewpoints is essential for a well-informed and balanced public discourse.

The concerns surrounding the echo chamber effect are justified for several reasons. Firstly, when individuals are primarily exposed to information that reinforces their existing beliefs, it can lead to a narrow and polarised worldview. In the case of justice-related discussions, this could mean that users within the "No Viral No Justice" movement may miss out on alternative perspectives, potential counterarguments, or contextual nuances that contribute to a more comprehensive understanding of the issues at hand.

Secondly, the echo chamber effect can contribute to the entrenchment of extreme views. When individuals are surrounded by like-minded individuals who share similar convictions, there is a risk of radicalization and a reduction in the willingness to consider alternative viewpoints. This polarization can hinder constructive dialogue and compromise, essential elements for societal progress and change. Thirdly, echo chambers may impede critical thinking. When users are consistently exposed to content that aligns with their beliefs, they may become less inclined to question or critically evaluate the information they encounter. This lack of critical engagement can hinder the development of informed opinions and potentially lead to the spread of misinformation within closed digital communities.

Social media also has a downside, as pointed out by Tufekci, in the criticism of slacktivism and clicktivism³⁸. The fight in the activism world is between digital activists who use market strategies and organisers who oppose turning social change into a business³⁹. The big question is whether we can have a revolutionary change in our lifetime. But there's a problem when digital activism unquestionably adopts marketing ideas, thinking that tactics used to sell things can also build social movements. This leads to an overemphasis on metrics, turning digital activism into what's known as clicktivism⁴⁰.

Belief in the power of ideas or meaningful actions to create social change fades away⁴¹. Instead, there's more focus on testing subject lines and making messages appeal to a lot of people. Unfortunately, to get more people involved, organisations start asking less of their members. This turns activism into simple actions like signing petitions based on current events⁴². Political involvement becomes as easy as clicking a few links. Clicktivism gives the impression that just surfing the web can change the world, but it's like comparing McDonald's to a slow-cooked meal – though it might look similar, the essential stuff is missing⁴³.

In conclusion, while the social media strategy exhibits several strengths, including strategic engagement, connections with significant discourse, unique identity creation, sustained advocacy, and public education efforts, it is crucial to address potential weaknesses related to originality, political sensitivity, hashtag adoption, resource intensity, and the effective translation of public pressure into tangible outcomes. By doing so, the campaign can refine its strategy, enhance its overall effectiveness, and better achieve its stated objectives. While movements like "No Viral No Justice" play a crucial role in advocating for positive

³⁷ Grecya and Yahya.

³⁸ Zeynep Tufekci, *Twitter and Tear Gas: The Power and Fragility of Networked Protest* (London: Yale University Press, 2017).

³⁹ Micah White, "Clicktivism Is Ruining Leftist Activism," [www.theguardian.com](https://www.theguardian.com/commentisfree/2010/aug/12/clicktivism-ruining-leftist-activism#:~:text=A%20battle%20is%20raging%20for,the%20marketisation%20of%20social%20change), 2010, <https://www.theguardian.com/commentisfree/2010/aug/12/clicktivism-ruining-leftist-activism#:~:text=A%20battle%20is%20raging%20for,the%20marketisation%20of%20social%20change>.

⁴⁰ White.

⁴¹ White.

⁴² White.

⁴³ White.

change, it's essential to be mindful of the potential pitfalls, particularly the echo chamber effect on social media. Addressing this concern requires a collective effort to encourage diverse perspectives, foster open dialogue, and promote critical thinking within the digital space. Balancing the benefits of amplifying marginalised voices with the need for a well-rounded and inclusive discourse is key to mitigating the negative impacts of echo chambers.

In the fast-paced world of online activism, there's a danger of misinformation spreading rapidly, potentially leading to vigilante justice. For "No Viral No Justice," there's a risk of misinformation being disseminated if users don't fact-check their sources or rely on unverified information. These online efforts are a lifeline for marginalised communities, helping them tell their stories, seeking justice outside traditional routes, and boosting civic engagement, all powered by social media. However, this is just the starting point for effective civic engagement in Indonesia. To truly make it work, the community needs the backing of rules and institutions which are also supported and ensured by the state.

From a social justice perspective, the phenomenon illustrates the intricate dynamics between seeking justice through social media and the associated risks, leading to inequalities in access and individuals devising creative strategies to navigate potential legal consequences. Digital activists, in their commitment to addressing legal injustices, utilize social media to voice social and political concerns.⁴⁴ Debates around regulatory changes and government measures provide opportunities for public participation in shaping more equitable policies and law enforcement, aligning with the aspirations of social justice where every individual has equal rights to express views without fear of legal repression. The use of social media as a "connective action" tool presents avenues for collective achievement of common goals. However, the "echo chamber" effect poses challenges for social justice by limiting exposure to diverse perspectives, hindering a nuanced understanding crucial for holistic justice. While social media can drive positive change, it is essential to acknowledge the risks associated with the "echo chamber" effect and emphasize that social justice involves not only expressing grievances but also fostering dialogue and inclusive understanding of multiple perspectives.

Digital activism, while contributing to positive change, requires a balance between freedom of expression and social responsibility⁴⁵. Critical thinking, open dialogue, and inclusive participation are pivotal for achieving genuine social justice. Ensuring the dissemination of accurate information and deepening understanding of complex issues are crucial to sustaining positive change momentum and ensuring social media remains an effective tool for social justice.

4. Conclusions

In summary, the evolution of digital activism, exemplified by movements like 'No Viral No Justice,' reflects the changing dynamics of public engagement in Indonesia. It is also shaking up the game and changing the way justice and law enforcement work in the country and it becomes clear that digital activism is not just 'a thing', but an important tool to hold authorities accountable. While these initiatives have the power to amplify marginalised voices and drive accountability, there are concerns such as the risk of echo chambers. Balancing the benefits of digital activism with the necessity for diverse perspectives is key to its lasting impact. Additionally, the call for activism guidelines underscores the importance of translating online movements into meaningful real-world actions for the advancement of democracy in Indonesia. Hopefully, this is not just a trend but a tangible action for the advancement of civic engagement in enhancing democracy in Indonesia. The campaign's

⁴⁴ Sofia Hasna, "Tindakan Kolektif Masyarakat Jaringan Di Indonesia: Aktivisme Sosial Media Pada Aksi #GEJAYANMEMANGGIL," *Interaksi: Jurnal Ilmu Komunikasi* 11, no. 1 (2022).

⁴⁵ Merlyna Lim, "Klik Yang Tak Memantik: Aktivisme Media Sosial Di Indonesia," *Jurnal Komunikasi Indonesia* 3, no. 1 (2014).

success becomes even more pronounced when we delve into the specific educational initiatives it has undertaken, each contributing significantly to the empowerment and safeguarding of individuals affected by Law No. 19/2016. One of the pivotal educational components is the 'Know Your Rights' sessions organised by the civil society. These sessions, designed to enlighten individuals on their legal rights, serve as a cornerstone in the campaign's commitment to legal literacy. By offering guidance on navigating the complexities of Law No. 19/2016, these sessions empower individuals with the knowledge they need to safeguard themselves against potential legal pitfalls.

In addition, it is important to create activism guidelines that further solidifies the educational impact of the campaign. These guides, curated to provide practical insights and strategies for effective activism, not only enhance the campaign's relevance but also equip the audience with the tools they need to become proactive advocates for change. This aspect of the campaign extends beyond the immediate concerns of Law No. 19/2016, fostering a culture of informed and strategic activism among the younger demographic. An Introduction to Law No. 19/2016 forms a crucial component of the educational arsenal, laying the foundation for understanding the intricacies of the law. This introductory material serves as an entry point for individuals unfamiliar with the legal landscape, offering a comprehensive overview and demystifying the complexities associated with Law No. 19/2016. Success, in this context, is measured by the campaign's ability to bridge the knowledge gap and make legal information accessible to a wider audience.

5. Acknowledgments

The author would like to thank the Universitas 17 Agustus 1945 Surabaya for helping with this research and the author's colleagues and relatives who have provided support and input.

6. Reference

- Akhmaddhian, Suwari, Ria Virigianti, and Erga Yuhandra. "The Law Enforcement Factors in Waste Management to Achieve Environmental Sustainability and Community Welfare." *Substantive Justice International Journal of Law* 4, no. 1 (May 23, 2021): 15. <https://doi.org/10.33096/substantivejustice.v4i1.109>.
- Arianto, Bambang. "Pandemi Covid-19 Dan Transformasi Budaya Digital Di Indonesia." *Titian: Jurnal Ilmu Humaniora* 5, no. 2 (December 10, 2021). <https://doi.org/10.22437/titian.v5i2.15309>.
- Aspers, Patrik, and Ugo Corte. "What Is Qualitative in Qualitative Research." *Qualitative Sociology* 42, no. 2 (June 27, 2019): 139–60. <https://doi.org/10.1007/s11133-019-9413-7>.
- Asumsi.co. "Viral Dulu Baru Diproses, Perjuangan Pegawai KPI Pusat Cari Keadilan." [asumsi.co](https://asumsi.co/post/61454/viral-dulu-baru-diproses-perjuangan-pegawai-kpi-pusat-cari-keadilan/), 2021. <https://asumsi.co/post/61454/viral-dulu-baru-diproses-perjuangan-pegawai-kpi-pusat-cari-keadilan/>.
- Azhari, TB M Ali Ridho, and Soleh Rosyad. "The Viral Phenomenon on Social Media Is a New Legal Norm-No Viral, No Justice." *International Journal of Advanced Multidisciplinary Research and Studies* 3, no. 4 (2023).
- Bennett, Lance, and Alexandra Segerberg. "The Logic of Connective Action", in *The Logic of Connective Action: Digital Media and the Personalization of Contentious Politics*. New York: Cambridge University Press, 2014.
- CNN Indonesia. "Virtual Police Resmi Beroperasi, Medsos Kini Dipantau Polisi." www.cnnindonesia.com, 2021. <https://www.cnnindonesia.com/nasional/20210225072507-12-610602/virtual-police-resmi-beroperasi-medsos-kini-dipantau-polisi>.
- Edwards, Lee, and Giles Moss. "Democratising Media Policymaking: A Stakeholder-Centric, Systemic Approach to Copyright Consultation." *Media, Culture & Society* 44, no. 3 (April 23, 2022): 514–31. <https://doi.org/10.1177/016344372111048376>.

- Greya, Elsa, and Ilham Efendi Yahya. "Improving Civic Engagement through 'No Viral No Justice' Phenomenon." *Journal Civics and Social Studies* 6, no. 1 (2022).
- Greya, Elsa, and Ilham Effendi Yahya. "Improving Civic Engagement through 'No Viral No Justice' Phenomenon." *Journal Civics and Social Studies* 6, no. 1 (June 22, 2022): 51–59. <https://doi.org/10.31980/civicos.v6i1.1629>.
- Hasna, Sofia. "Tindakan Kolektif Masyarakat Jaringan Di Indonesia: Aktivisme Sosial Media Pada Aksi #GEJAYANMEMANGGIL." *Interaksi: Jurnal Ilmu Komunikasi* 11, no. 1 (2022). later.com. "Viral." later.com, 2020. <https://later.com/social-media-glossary/viral/>.
- Lim, Merlyna. "Klik Yang Tak Memantik: Aktivisme Media Sosial Di Indonesia." *Jurnal Komunikasi Indonesia* 3, no. 1 (2014).
- Sari, Ratih Frayunita. "Menyoal Keablasan Berpendapat: Malfungsi Media Sosial Sebagai Panggung Produsage Konten Negatif." *Jurnal Penelitian Pers Dan Komunikasi Pembangunan* 23, no. 1 (2019).
- Sari, Utin Indah Permata. "Kebijakan Penegakan Hukum Dalam Upaya Penanganan Cyber Crime Yang Dilakukan Oleh Virtual Police Di Indonesia." *Mimbar Jurnal Hukum* 2, no. 1 (2021).
- Siregar, Sarah Nuraini, and Sutan Sorik. "The Shifting Patterns of Civil Society Participation in The Digital Space: Lesson Learned From The Hashtag 'No Viral No Justice.'" megashift.fisipol.ugm.ac.id, 2024. <https://megashift.fisipol.ugm.ac.id/2024/01/04/the-shifting-patterns-of-civil-society-participation-in-the-digital-space-lesson-learned-from-the-hashtag-no-viral-no-justice/>.
- Soedikto, Deena Nirmala Putri. "Active Citizenship and Subjective Well-Being among Indonesian Millennials." arno.uvt.nl, 2020. <https://arno.uvt.nl/show.cgi?fid=152527>.
- Stella, Helen, Gunardi Lie, and Moody Rizqy Syailendra. "Tindak Pidana Penyebaran Berita Bohong Berdasarkan UU ITE Terhadap Dampak Dari Kebebasan Berpendapat Masyarakat Di Media Sosial (Kriminalisasi Kasus Jerinx)." *Multilingual: Journal of Universal Studies* 3, no. 4 (2023).
- Tufekci, Zeynep. *Twitter and Tear Gas: The Power and Fragility of Networked Protest*. London: Yale University Press, 2017.
- Wardah, Fathiyah. "SETARA Institute-INFID: Indeks HAM Indonesia Turun." www.voaindonesia.com, December 11, 2023. <https://www.voaindonesia.com/a/setara-institute-infid-indeks-ham-indonesia-turun-/7391999.html>.
- Watters, Romey. "Digital Activism: The Good, the Bad, the Future." had-int.org, 2022. <https://had-int.org/digital-activism-the-good-the-bad-the-future/>.
- White, Micah. "Clicktivism Is Ruining Leftist Activism." www.theguardian.com, 2010. <https://www.theguardian.com/commentisfree/2010/aug/12/clicktivism-ruining-leftist-activism#:~:text=A%20battle%20is%20raging%20for,the%20marketisation%20of%20social%20change>.