

Salasika

**INDONESIAN JOURNAL OF GENDER, WOMEN,
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Facing Indonesia-Thai Gen Y Students' Future by 2030**
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“Aliansi Laki-Laki Baru”: The Role of Social Media in Promoting Gender Equality in Indonesia

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ABSTRACT

A report from the United Nations Development Program (UNDP) in 2016 says that Indonesia is still struggling to close its gender equality gap. However, looking at the development of internet usage and the penetration of social media in Indonesia, it can be said that Indonesia has the opportunity to utilize social media to address various gender issues. This article uses a case study to explore and analyze the way “Aliansi Laki-Laki Baru” (ALLB) or “New Men’s Alliance”, a form of activism which emphasizes the importance of men’s involvement in fighting for gender equality, utilizes social media to promote their ideas. As a social movement, ALLB consistently use social media to reach their audiences, engage their partners, and creating a sense of community. They focus in promoting mutual relationships between men and women and the importance of men’s involvement to support gender equality. The study on men’s involvement in promoting the agenda of feminism and gender issues is critical, yet there are still few studies in the context of Indonesia. This study shows that through ALLB, advocacy on gender issues has undergone a fundamental change that does not make women as the main focus but rather on men, and their role to fight for gender equality and justice for women.

KEYWORDS: *gender equality, social media activism, men’s involvement*

INTRODUCTION

In 2010, almost half (49.7%) of Indonesia’s population was comprised of women. However, despite there being almost equal numbers of men and women in Indonesia, the Gender Disparity Index series shows that women are not offered equal opportunities in Indonesia (UNFPA, 2015). In terms of gross national income per capita and participation in the labor force,

data from UNDP shows a gap between Indonesian women and men (Sapiie, 2017a). Furthermore, greater participation of women in Indonesian politics is needed to make sure the implementation of existing public policies advocating gender inequality goes well. Ansyie Sopacua, the adviser of UNDP Indonesia Sustainable Development Goals (SDGs) also added that more public policies that could improve women’s chances to participate in

business and empower marginal people should be created by the government (Sapiie, 2017b).

The government of Indonesia's programs in recent decades have begun to incorporate gender mainstreaming programs, and one of them is supported by Canada International Development Agency (CIDA). However, efforts for mainstreaming gender in development programs are not an easy task. For example, one of the issues related to Gender Budgeting has not been fully understood by development planners. Moreover, it can be said that the issues of gender biases and injustice to women has not yet been fully understood among society (Aristi, 2014; Maryani, 2011; Maryani & Adiprasetio, 2017). Hence, the gender mainstreaming initiatives that have become part of the government program still have to be continuously supported.

There are several facts that show the popularity of Social Media in Indonesia. Reports suggest that over the years, expansion of people who use social media in Indonesia is considerably high (APJII, 2016; We Are Social, 2017). Indonesia has long been viewed as one of the biggest market for Facebook (Grazella, 2014), furthermore, Jakarta has acquired the nickname the "Capital of Twitter" (SemioCast, 2012; Saleh, 2013) and the numbers of YouTube's content creators or "YouTubers" in Indonesia in recent years has been grown tremendously (Rahmawan & Narotama, 2016).

"Aliansi Laki-Laki Baru" or "New Men's Alliance" (which will be referred to as "ALLB" in this article) is a movement which uses digital and social media to promote new

perspective on men's involvement in supporting gender equality. On its website, ALLB have three core principles, that is; committed to equality and justice, anti-discrimination, and anti-violence against women. ALLB state that they are "A movement born from the womb of the women's movement and aims to invite men to engage in efforts to stop violence against women by dismantling patriarchal paradigms and dismantling power relations in the society's order". Moreover, they also said that the decision to use the term "Laki-Laki Baru" (New Men) is to "refer to an attempt to abandon the old paradigm of men and transform into conscious and participating individuals in the struggle for gender equality; Both in behavior and social life" (Aliansi Laki-Laki Baru, n.d.).

GENDER, SEX, PATRIARCHY AND GENDER MAINSTREAMING

Gender construction has set that you are valued not only as a human, but based on whether you are a man or a woman. The valuation of bad or good, allowed or not, that is related to people attitude, behavior and the way they think in their life depends on their sex, man or woman. Gender is the culturally variable elaboration of sex, as a hierarchical pair where male is coded superior and female inferior (Cranny-Francis, Waring, Stavropoulos, & Kirkby, 2003, p. 4). The concept of gender shows that there are unequal relationships between men and women, especially in patriarchal culture. It is a social system in which structural differences in privilege power, and authority are invested in masculinity

and the cultural, economic, and/or social position on men (Cranny-Francis, Waring, Stavropoulos, & Kirkby, 2003, p. 15). According to Sylvia Walby, patriarchy can be defined as “a system of social structures and practices in which men dominate, oppress and exploit women” (Walby, 1991). In other words, patriarchy creates a condition where women will be deemed as second class citizen compare to men. This inequality tends to be detrimental to women. As Walby stated, in this system women are dominated, oppressed and exploited by men.

Despite the fact that patriarchy is still considered as a challenge for women activism, it does not mean that there is no change and improvement in promoting gender equality and contesting patriarchy. One of the efforts to encourage gender equality is by developing gender mainstreaming programs (Bauer & Shah, 2006). There are multilateral and bilateral agencies which encourage gender mainstreaming process in developing countries, including World Bank, Asian Development Bank (ADB), United Nations Development Program (UNDP), European Union (EU), Department for International Development (DFID), Swedish International Development Agency (SIDA) and Canadian International Development Agency (CIDA).

MEN'S INVOLVEMENT IN PROMOTING GENDER EQUALITY

The idea of “gender equality” that is “people should be treated the same whether they are male or

female” is still rarely practiced in everyday life (Fulu, et al., 2013). However, while various forms of violence against women are still prevalent across the world, it can be said that various efforts involving men in its prevention and supporting gender equality are increasing (Flood, 2004, 2011).

Men can work with women in promoting the agenda of feminism and gender issues in many ways, ranging from; participation in grassroots movements and education programs, supporting government initiatives in making policies in favor of gender equality (Flood, 2011) to involvement in better parenthood, since men's participation as fathers would significantly affects women's lives (Thamar van Bemmelen, 2015). It is also worth to note that violence prevention practices among boys and young men as well as early recognition to the concept of gender are important (Barker, Ricardo, & Nascimento, 2007).

There are three key arguments in feminist rationale regarding men's involvement in ending violence against women. The first and arguably the most important argument is because essentially it is men who commit this violence. Hence, the efforts to change men's attitudes, behaviors, identities, and relations against women are needed. Secondly, men's involvement is relevant because there is a construction of masculinity which is widely believed by men. This concept on masculinity is often associated with patriarchal and sexist attitudes. The third argument addresses the fact that violence is an issue, a problem, that affects both women and men. Men have great

importance in ending violence against women since “Violence against women fuels women’s distrust and fear of men, and hurts the women whom many men love” (Flood, 2011, p. 360). However, careful attention to the complexities of men’s involvement is needed since there is a concern on the occurrence of patriarchal values and the notions of women’s need for protection (Flood, 2002; Katz, 2006; Bridges, 2010).

Men’s involvement in the deconstruction of sexism without re-creating patriarchal values and oppression is prove to be difficult since “patriarchy even influences the interactions of people striving to dismantle sexist oppression” (Linder & Johnson, 2015). Another noteworthy issue is that men’s involvement could invoke “enlightened sexism” which refers to the notion that “men with a feminist academic background...may be perpetuating sexism through their own behaviors and failing to interrupt sexist behavior perpetuated by other men” (Armato, 2013 in Linder & Johnson, 2015). Hence, it is utterly critical to consider that men’s involvement in promoting gender equality must always be “guided by a feminist agenda and done in partnership with, and even be accountable to, women and women’s groups” (Flood, 2011, p. 360).

SOCIAL MEDIA AS MEDIA FOR ACTIVISM

Today, digital revolution has entered various parts of life. In addition to being an important factor that encourages major changes in business landscapes, the

development of digital technology also encourages changes in social and political life, which can be seen in many countries around the world, including in Asia. It can be said that digital media and especially social media, can serve as a medium for public participation in a range of ways (Nishant, Puthiya, & Sumandro, 2015).

Digital activism can be referred to the use of digital technologies in various ways of activism campaign, or “the expanding use of digital technologies—mobile phones and Internet-enabled devices, for example—in campaigns for social and political change” (Joyce, 2010, p. v). In studying digital activism, one must also emphasize the importance of the technological infrastructures, or, the hardware and software that are used in the activism campaign. While it can be said that the “software” or the application used in digital activism varies, it is notable that in the past few years, social media such as Facebook, Twitter, YouTube, and many others are considered as important in various movements (see Joyce, 2010; Lim, 2013; APC & HIVOS, 2013; Gurumurthy, 2013; Nishant, Puthiya, & Sumandro, 2015).

In line with Lim (2013) it is important to note that there is ongoing debate about whether social media is helping democracy. On one hand, discourse on social media as tools of activism are viewed in pessimism and skeptical views, since it is seen as subordinate to any “real” or physical activism (Morozov, 2009; Gladwell, 2010). On the other hand, more optimistic positive views noted that these new tools can bring forth new ways of public participation and citizen

engagement, which enable massive societal or political changes (Shirky, 2011; Brown, Guskin, & Mitchell, 2012). These binary, dichotomous views, however “simplify the complexity and dynamics of the relationship between social media and its users” (Lim M. , 2013, p. 2). Hence, it is important to realize that every case of activism which utilized social media (or any other digital media) is highly contextual (Joyce, 2010).

What makes social media useful as tools for activism? Lim uses the word “conviviality” and explains that social media inherit the characteristics of Internet, which provides “a greater scope for freedom, autonomy, creativity, and collaboration than previous media” (Lim & Kann, 2008, p. 82) and it can also encourage further collaboration and social interactivity. On March 04th 2017, many activists, together with people who supported gender equality from various background organized a ‘Women’s March Jakarta 2017’ to commemorate International Women’s Day. What started out as an idea among several feminists’ activists on social media turned into successful offline movement (Asmarani, 2017). This shows that social media play an important role in spreading the issues of gender equality, and further serve as a medium to create offline protests in a massive scale. Furthermore, several initiatives related to the issues of gender equality today have been utilizing social media for various purposes, ranging from disseminating articles and various content through social media, calling for participation on specific event, networking, to fund raising (Asmarani, 2016). Hence, it can be

said that Indonesia has the opportunity to utilize social media for social and political issues, including gender equality.

ALIANSI-LAKI-LAKI BARU (NEW MEN’S ALLIANCE)

ALLB uses their official website (<http://lakilakibaru.or.id>) as the main source of their information, agenda, and campaign. It can be said that the website already provides basic information and Frequently Asked Question (FAQ) that are usually asked by the readers related to various issues on gender equality and also the objectives of ALLB. They also provide clear contact information so the reader of this website can easily contact them directly and engage with the community.



Figure 1. Aliansi Laki-laki Baru Official Website (<http://lakilakibaru.or.id/>)

The ALLB’s website’s contents are categorized into different section such as *Discourse*, *Reference*, and *Feature* which contain essays that related to gender issues especially from men’s perspective. Furthermore, there are short articles that can be accessed on *Tips and Tricks* and *Info* section. Meanwhile, in *Gallery* section, visitors can access several photos and videos from

ALLB's activities and also many other videos related to the issue of men's involvement in promoting gender equality. To keep people informed about the events that held by ALLB, they can access *Event* section. The last one is *Social Media* section which contains links to ALLB's articles which have been shared in their social media. Moreover, they also encourage people to submit articles both in Indonesian language and English which related to the topics of men's involvement in gender equality. It can be said that ALLB's official website is quite up to date. Their latest article in the category of "discourse" is written in of May, 17, 2017 entitle "The Fight Against Victim Blaming" by Aquarini Priyatna (read: <http://lakilakibaru.or.id/en/the-fight-against-victim-blaming/>). The website can be accessed in Indonesian or English. However, not all of the Indonesian-language articles have been translated into English. Furthermore, some content, such as the photo documentation of ALLB's events and activities only available in Indonesian Language.

On the top left of ALLB's website, there are links to "About Us", which contains their "principles", their organization structure, and the list of organizations that supports their movements. ALLB have three core principles; Committed to equality and justice, Anti-Discrimination, and anti-violence against women. Furthermore, they also declare their primary concern on the issues of gender equality, that is related to: Violence against women, Sexual and Reproductive Health and rights, Religious Interpretations that harm

women, Fatherhood and sexuality. ALLB's strategy is to "Creating new image of men" and "Make efforts that orientated on men's behavior change". They also explain that there are several groups as their target; Youth, Men, Male Activist, Academics, Religious Leader, Media, Public Figure, and Male Perpetrator.

ALLB's organization structure contains of three men as collective coordinators, and five men as region coordinators. They also make a list of their supporting organizations, such as: Men's Forum Aceh, Rifka Annisa, Yogyakarta, Rumah Perempuan, Kupang, Yayasan Jurnal Perempuan, Jakarta, Yayasan Kalyanamitra, Jakarta, Yayasan Pulih, Jakarta, and WCC Cahaya Perempuan, Bengkulu. As a movement, they also frequently invite people to volunteer and get involved in their activities. Currently they are seeking for the position of writer, Indonesian-English translator, Social Media Team, and Web Administrators. Moreover, they also list several contacts for male counseling service related to behavior change, and information on both psychology and reproductive health. To amplify and spread their content, ALLB provide various links to their social media account, such as: Facebook, Twitter, Instagram, YouTube, Google +, Pinterest and LinkedIn. However, based on our analysis, there are only three of their social media accounts (Facebook, Twitter, & Instagram) that have been actively managed.

We use case study to explore how ALLB utilize social media in promoting the issue of gender equality in Indonesia. Case study is a research method that explores a unique, specific case by analyzing

data obtained from various sources in detail (Cresswell, 1994, p. 61). Data will be collected from literature reviews, interview with ALLB’s social media administrators, as well as screen capture documentation and analysis from ALLB’s website (<http://lakilakibaru.or.id>), their Facebook, Twitter, Youtube, and Instagram account.

As one of the most popular social media, Facebook has been utilized by ALLB to promote awareness about gender equality and to invite people to join their community. ALLB uses a Facebook fan page and label their page as community. Through the analysis on their fan page, it can be seen that they use the platform to engage their partners or other movements that focus on same issue.

How ALLB Utilize Social Media to Promote the Issues of Gender Equality

Facebook: Engaging Partners and Reach Larger Communities



Figure 2. Aliansi Laki-laki Baru Facebook Page
(https://web.facebook.com/LakiLakiBaru?_rdc=1&_rdr)

Created in 9 September 2009, ALLB’s Facebook Page is currently followed by 6,668 people and liked by 6,713 people. The fan page contains messages from ALLB website and other websites that contain relevant issues, such as an article from Huffington Post about what a feminist dad looks like, an article from Beritagar.id about sharing household chores, a video from prominent Indonesian actor Nicholas Saputra on gender equality, and there is even a critique toward government using news from Merdeka.com as a reference. There

is also a photos section which contains various photos not only from their events and activities, but also some quotes, memes, tips and tricks and also infographics. From the analysis of their photo streams, it can be said that in addition to spreading information through articles and news links, they also try to pack information, in a visual form that is easy to be saved or downloaded and to be shared to other social media platforms. This way, the readers who are interested in the content can spread it easily.

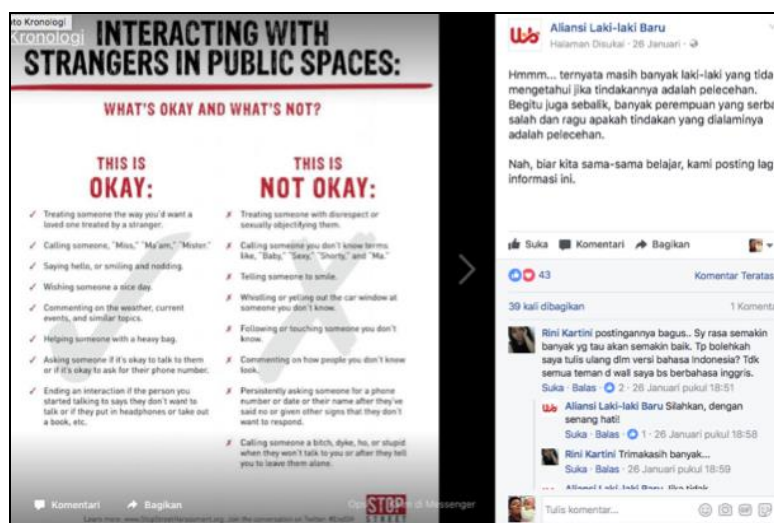


Figure 3. Examples of post in Laki-Laki Baru's FB page
(<https://web.facebook.com/LakiLakiBaru/photos/a.156195657888105.1073741831.142166089291062/728109707363361/?type=3&theater>)

In the post above, it can be seen that ALLB posted a tip for interacting with strangers in public spaces. This post was originally created by www.StopStreetHarassment.org, a nonprofit organization which focuses on documenting and ending gender-based street harassment worldwide. ALLB post the tips with caption "There are still many men who do not know if his actions can be categorized as harassment. Likewise, many women are awry and doubt whether those men's actions are harassment...Well, let us both learn, we post again this information". 43 readers "Like" this post, and it has been shared 39 times. Furthermore, one of the readers volunteered to help translate the tips in Indonesian, since, according to her, the tip is very useful, but not everyone can understand English. This type of

engagement between ALLB and its communities is very useful to make the issue of gender equality becomes more widespread and do not get stuck in a narrow environment.

TWITTER: MICROBLOGGING AND GENDER MOVEMENT

On their Twitter account, ALLB have 3,980 followers and 8,520 tweets since they joined Twitter on October 2010. Most of their posts contain link of newest content on their official website. Besides those tweets, ALLB also retweets some tweets that posted by accounts that have similar concern, such as @sgrcui, @feministculture, @youthproactive, @JurnalPerempuan and other accounts that also promoted gender issues.



Figure 4. ALLB’s Twitter timeline

It can be seen from ALLB’s Twitter timeline that there is not much conversation happen. On one hand, this can happen because it can be said that today it is relatively difficult to use Twitter as a medium to carry on a conversation, especially on a fairly “heavy” topics such men’s involvement in gender equality. Most of the Twitter users are now use the platform predominantly to search and share information. On the other hand, however, Indonesia is still seen as the fifth-largest country in terms of Twitter users, as confirmed by Twitter’s head of business development for South East Asia and Australia, Dwi Ardiansyah (Jakarta Post, 2017).

Furthermore, in Indonesia, Twitter remains popular as a platform for political discussion, especially in times of particular political situation, such as during the Jakarta Governor Election (Pilkada DKI) 2017 (Ramadhani, 2017). Hence,

it is necessary for ALLB’s social media administrator to increase the efforts to improve both the quality and quantity of their content and also apply various new strategies for their Twitter account.

INSTAGRAM: REACHING AUDIENCES USING CREATIVE DESIGN AND PHOTOGRAPHS

ALLB has 1,707 followers on Instagram. Compared to other official account, this number actually cannot be categorized as a large one. Regarding its contents, there are 190 posts in ALLB’s Instagram account. Those posts are dominated by photographs and creative design such as digital poster, comic strip, quote, etc. The digital posters mainly contain information about events held by ALLB or related to ALLB.

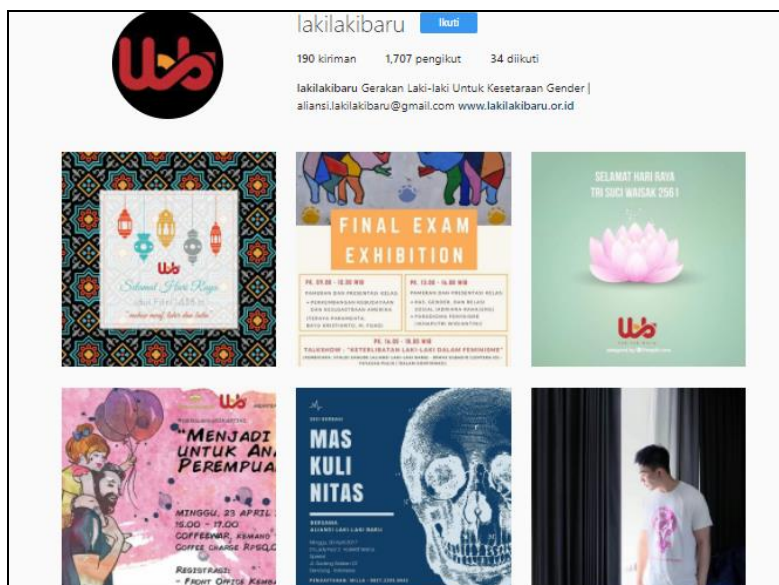


Figure 5. Aliansi Laki-Laki Baru Instagram Feeds
(<https://www.instagram.com/lakilakibaru/?hl=id> accessed on June 2017)

Meanwhile, other posts contain quotes about gender equality and harmony, such as a quote from the former president of South Africa, Nelson Mandela on woman emancipation and freedom. ALLB's Instagram account also provide some infographics regarding sexual violence against women according to The National Commission on Violence against Women (Komisi Nasional Anti Kekerasan terhadap Perempuan).

From ALLB's Instagram account it can be said that their account has not been optimized properly. There have been no replies or conversation from their readers. Furthermore, the number of "likes" they get is considerably low, about 70-100 likes, which can be interpreted as only 7-10% of their followers like the content. Therefore, it is still necessary to use various strategies to increase the number of posts of their regular content, and it is also important to improve the quality of their content. The utilization of

Instagram is important since it can be said that while Facebook and Twitter are still quite widely used in many countries, Instagram is considerably popular for youth, and many politicians have been trying to utilized it to help them connect with the young voters (Carvalho, 2016; Sanders, 2015).

POTENTIAL TO BE UTILIZED MORE EFFECTIVELY: YOUTUBE

Our analysis shows that only three of ALLB's social media accounts (Facebook, Twitter, & Instagram) that have been actively managed. As the most recognized social media for audio visual content, ALLB's YouTube account has various contents such as an introduction to ALLB, seminar about gender equality, short movie about gender, sex education video, public service announcement (PSA), and so on.

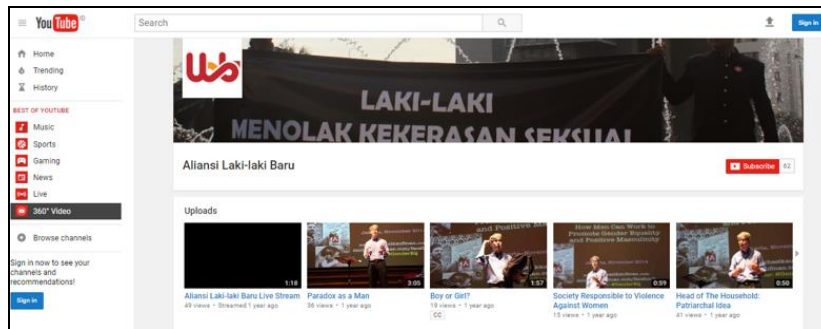


Figure 6. Aliansi Laki-laki Baru YouTube Channel
(<https://www.youtube.com/user/lakilakibaru>)

On their YouTube channel, ALLB only have 62 subscribers and there are 32 videos that have been uploaded until now. These videos are not only produced by ALLB, but also taken from other sources with credit. Regarding the number of viewers, most viewed video which got 5,782 views is a video entitled [*anti rape campaign*] *If You Could See Yourself*. This video shows a man who see himself raping a woman. The second most viewed post is a video entitled *Understanding Gender Inequality* which already got 5,451 viewers so far. This video contains a simple explanation about gender inequality.

However, unlike the other platforms, ALLB's YouTube channel is not up to date and seems has not been maintained lately. It can be seen from the videos that have been uploaded. The latest video was uploaded a year ago. Hence, it can be said that ALLB's should manage their account better since in Indonesia, YouTube can be considered as very popular among the youth.

While ALLB's consistently tries to utilize their social media account to reach and manage their

audiences, there are some notes that have to be considered to make sure their “digital activism” is sustainable.

THE CONSISTENCY OF CONTENTS ON GENDER EQUALITY IN ALIANSI LAKI-LAKI BARU'S VARIOUS SOCIAL MEDIA

In order to make a successful campaign, whether for business or social purpose, consistency and repetition play an important role (Berman & Blakeman, 2009). Throughout the analysis, we can identify that ALLB uses various platforms with many forms of contents. There are several topics that can be categorized through ALLB website and social media contents:

1. The Identity of ALLB as a Gender Movement

Gender movement or feminism is usually associated with women since its main objective is to counter oppression against women and to create gender equality which makes women no longer in subordinate position. Therefore, as a women

and or feminism movement that was initiated by men, ALLB have to inform their audiences on internet and people in general about their identity and position. ALLB's attempts on branding their identity shown by profile or *about me* section in every social media accounts. Furthermore, the idea that men also can contributed and involved in women movement have been constructed all this time through their posts on platforms that they owned.

2. Fighting Violence Against Women

One of the main issues that become ALLB's concerns is violence against women. This community clearly stated through their digital campaign that violence against women in any forms cannot be legitimized or justified, even the softest one such as sexist jokes. ALLB's consistency in contesting violence against women can be seen through many of their website and social media contents. One of them, and probably the clearest ones are cover photo that they chose for their YouTube and Twitter page. Furthermore, through online interview with ALLB's National Collective Coordinator it has been found that one of ALLB's targets when it was established is to provide information regarding involvement of men in fighting violence against women. They realized that references on that issue were still limited. Therefore, they disseminate some readings via social media which is considered as cheaper

yet effective way to reach many people.

3. Men's Involvement in Gender Equality

Many of ALLB's posts on the internet contain messages that aim to raise awareness about gender issues. They also invite men to join the movement by promoting the idea that men should be involved in gender equality movement. Through several posts on every platform, ALLB inform the position of men in the struggle of creating gender equality, especially in Indonesia. They also show how men should act to support women movement.

4. Promoting Events Related to Gender Issues

The role of ALLB's social media account in supporting and promoting event regarding gender issues can be analyzed through their posts, especially on March 2017. Right on that month, there was an event held in Jakarta to commemorate International Woman Day called Women's March. This event can be categorized as one of the biggest and important event for woman movement or gender issues in general. ALLB utilized their social media to promote this event by posting digital posters related to Women's March and some footages from the event.

MEN AND GENDER MOVEMENT: SHIFTING MEN PARADIGM THROUGH DIGITAL ACTIVISM

ALLB's digital activities show that they have successfully utilized the internet, especially social media to spread their ideas. Even though a gender movement that promotes gender equality has become more popular nowadays, it does not mean that there is no challenge in promoting this issue, especially for men who are concerned about gender equality.

Promoting ideas about gender equality aligns with countering patriarchal ideology that has been living within our society since long time ago. In patriarchal culture, men usually get more benefits since they are considered to be more superior to woman. Patriarchy places men on such powerful position. Thus, there is no reason for men to counter the ideology. In other words, there is a belief that men seem to have no interests to be involved in movements that fight for women rights.

Moreover, men are still considered as the perpetrator of violence against women. This kind of stigma or negative stereotype of men is a challenge that ALLB have to deal with. By analyzing their digital activism, it can be concluded that ALLB try to shift the paradigm about men and women, that the gender equality is not only women's issue. Men also have to show their support and take part in an act to create gender equality.

THE CHALLENGE OF PROMOTING GENDER EQUALITY THROUGH SOCIAL MEDIA

Reports on the advancement of internet and many other information and communication technology around the world show that digital media have entered various parts of people's life. Digital media and social media incite major changes in how people communicate with each other. Massive smartphone user growth has also supported this major change in our life. The development of digital technology also encourages changes in terms of how people act regarding various social and political issues. It can be seen from the analysis that social media play important roles in promoting gender equality, especially for youth or the millennial as the primary social media users. However, there are various challenges in using social media as a media to promote gender equality.

The results of this study show that it is difficult to consistently make a content and a message that are interesting, light-package and also spreadable without reducing the quality of the content, since it can be said that today's content have to be converged across multiple platforms. Furthermore, it is also important to notice that a good social media content should also spark ongoing conversations and feedbacks which ultimately can make greater public talk about important issues.

ALLB's activists also need to be studied in detail about how social media are used in the context of marketing. The concepts and data

that are often used in the context of marketing could provide a better way to utilize social media, especially in terms of management of social media accounts. Various communication strategies such as how to create viral content, how to do networking and utilize influencers, etc. should also be studied carefully. However, this is of course also related to the availability of the existing resources. Hence the active participation of ALLB's readers as well as others who are concerned with gender issues must also be further enhanced.

CONCLUSION

ALLB is a form of activism which emphasizes the importance of men's involvement in fighting for gender equality. Through ALLB, gender issues have undergone a fundamental change that does not make women as the main focus but rather on men and their involvement in promoting gender equality and ending the patriarchy.

This research shows that there are opportunities to improve men's involvement in promoting the issues of gender equality in Indonesia, especially via social media. The ease of access to social media allows the emergence of a variety of creativity or breakthroughs related to media's production consumption systems. Social media allows a variety of new thoughts and issues related to gender to be developed and not easily stopped by the dominance of patriarchal values. Social media becomes a space that gives the freedom to think and opportunities to act and make changes related to gender equality.

It can also be seen that there is a consistency of contents on Gender Equality in ALLB's various social media. However, it is still necessary to use various strategies to increase the number of posts on their social media accounts. Moreover, it is also important to improve the variety of their content, and to make a content that is interesting, light-package, and also spreadable without reducing its quality. It is also important to create a content that also sparks ongoing conversations and feedbacks among the readers.

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ABOUT

SALASIKA etymologically derived from Javanese language meaning 'brave woman'. SALASIKA JOURNAL (SJ) is founded in July 2019 as an international open access, scholarly, peer-reviewed, interdisciplinary journal publishing theoretically innovative and methodologically diverse research in the fields of gender studies, sexualities and feminism. Our conception of both theory and method is broad and encompassing, and we welcome contributions from scholars around the world.

SJ is inspired by the need to put into visibility the Indonesian and South East Asian women to ensure a dissemination of knowledge to a wider general audience.

SJ selects at least several outstanding articles by scholars in the early stages of a career in academic research for each issue, thereby providing support for new voices and emerging scholarship.

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There are other journals which address those topics, but SJ approaches the broad areas of gender, sexuality and feminism in an integrated fashion. It further addresses the issue of international collaboration and inclusion as existing gaps in the area of academic publishing by (a) crossing language boundaries and creating a space for publishing and (b) providing an opportunity for innovative emerging scholars to engage in the academic dialogue with established researchers.

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All articles will be preceded by an abstract (150-200 words), keywords, main text introduction, materials and methods, results, discussion; acknowledgments; declaration of interest statement; references; appendices (as appropriate); table(s) with caption(s) (on individual pages); figures; figure captions (as a list); and a contributor biography (150 words). Word length is 4,000-10,000 words, including all previous elements.

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