

ABSTRAK

Kekuatan media dalam membentuk pola pikir masyarakat turut memengaruhi cara pandang mereka terhadap menstruasi, termasuk pada langgengnya kepercayaan atas mitos keperawanan dan minimnya representasi produk menstruasi di media massa, terutama televisi. Hadirnya media sosial membuat masyarakat dapat mengakses lebih banyak informasi tentang ragam produk menstruasi, seperti cawan menstruasi beserta aneka jenama dan komunitasnya. Penelitian ini membahas tentang bagaimana media sosial, spesifik pada aplikasi Tribelio, digunakan sebagai medium advokasi penggunaan cawan menstruasi oleh G Cup Official Community Indonesia. Data diambil melalui wawancara serta didukung dengan observasi dan dokumentasi pada laman komunitas. Peneliti menemukan bahwa para informan memiliki kemiripan dalam kebiasaan bermedia, pengalaman menstruasi, hingga perjalanan menggali informasi tentang cawan menstruasi, terkhusus pada jenama G Menstrual Cup. Ketiganya berkenan untuk gabung ke laman Tribelio karena dirasa mampu memenuhi kebutuhan dan keinginan (*uses and gratifications*) untuk berbagi informasi dan diskusi seputar cawan menstruasi. Untuk itu, peneliti juga melakukan analisis SWOT pada laman Tribelio, dari aspek teknis dan substantif, guna mengetahui sudah idealkah Tribelio sebagai medium advokasi penggunaan cawan menstruasi bagi komunitas.

Kata kunci: **medium advokasi, menstruasi, produk menstruasi, studi kasus, Tribelio**

ABSTRACT

The power that media holds to cultivate and shape people's mindset had also affected their views on menstruation, which include perpetuating the myth of virginity and lacking of menstrual products representation on the mass media, especially on television. The presence and the rise of social media got the people to be able to access more information about various menstrual products, such as menstrual cup and its brands and communities. This research discusses how social media, specifically on the Tribelio app, is being used as an advocacy medium upon menstrual cup usage by G Cup Official Community Indonesia. Data were taken through interviews and supported by observations and documentations toward the community's Feed (page) on Tribelio. It is found that the informants had similarities in their media habits, menstrual experiences, and journeys to explore information about menstrual cup, specific for the brand, G Menstrual Cup. Informants are willing to join the Tribelio page because the app enabled them meet the needs and desires to share information and discuss about menstrual cup. Thus, a SWOT analysis was also conducted toward the Tribelio app, both on the technical and substantive aspects, to find out if Tribelio was ideal enough to be an advocacy medium upon menstrual cup usage by the community.

Keywords: *advocacy medium, case study, menstrual products, menstruation, Tribelio*