

Dalam beberapa tahun terakhir, penggunaan Instagram untuk aktivisme feminis meningkat di Indonesia. Melalui analisis konten visual pada unggahan akun @kalis.mardiasih dan @mubadalah.id, penelitian ini mengeksplorasi bagaimana strategi partisipasi online dan pembentukan agensi feminis muslim di media sosial Instagram. Hasil penelitian ini mengungkapkan strategi yang digunakan oleh aktivis feminis Muslim, yaitu unggahan reels dan Instagram carousel sebagai format dalam konten feminisme, narasi visual dan tagar dalam membangun kesadaran, serta penggunaan identitas muslim untuk meningkatkan visibilitas. Sebagai aktivis feminis muslim, Kalis dan Mubadalah membangun agensi dengan memperkuat identitas mereka serta mengartikulasikan Islam dan Feminisme. Temuan dari penelitian ini memberikan pengetahuan tentang peran Instagram dalam memfasilitasi aktivisme feminis Muslim dan kontribusi mereka terhadap aktivisme feminis digital melalui media sosial.

Kata kunci: Aktivis Feminis Muslim, Instagram, Strategi, Agensi, dan Aktivisme Feminis Digital

ABSTRACT

In recent years, the use of Instagram for feminist activism has increased in Indonesia. This study is aimed at investigating the popular Islamic feminists' Instagram account @kalis.mardiasih and @mubadalah.id as examples of Indonesian muslim feminist. By using qualitative methods of content analysis, this study demonstrates how they operate online engagement strategies and build their agency as Islamic feminist through social media, namely Instagram. This study shows that they have maximized the usage of some features in Instagram, such as using reels and carousel to produce feminist contents, campaign and raise awareness among other Muslim fellows. They have also utilized visual storytelling and hashtag method to enhance visibility of their social media posts. These strategies have built their agency by strengthening their identity through articulating Islam and feminism. This study concludes that Instagram has a role in facilitating Muslim feminist activism as well as its contribution to digital feminist activism through social media.

Keywords: Muslim Feminist Activist, Instagram, Strategy, Agency, and Digital Feminist Activism