

Abstract

Online communities have expanded its reach for women in Indonesia, opening opportunities for them to explore the areas of political discourse. Ubah Bareng Buibu (UBB) started as a volunteering community supporting candidate pair Anies Baswedan and Muhaimin Iskandar for the 2024 presidential election, and evolved as an independent women-led epistemic community focusing on political literacy awareness through digital platforms, particularly Instagram and WhatsApp. UBB initiated both online and offline initiatives that engaged not only the internal members but also the wider public, mostly to their Instagram followers. Drawing from the theory of epistemic communities and group communication framework, this research applies a qualitative case study approach, where the data were gathered through in-depth interviews with three informants representing different roles in the community: the community leader, a core team member, and a regular member. The findings show that UBB meets the characteristics of an epistemic community through shared normative beliefs, internal standards of validity, and a collective policy agenda, reflected in their social and political activities. These results illustrate that value-based and inclusive communication not only sustains the longevity of the community but also creates an adaptive political learning space for Indonesian women, mainly stay-at-home mothers with similar visions. UBB demonstrates how a digital volunteer community can establish strong and collaborative structures even beyond the formal election campaign period.

Key words: epistemic community, group communication, communication dynamics, political volunteer, women, online community