

Penelitian ini membahas strategi gerakan Orang Tua Bergerak dalam mengadvokasi dugaan salah tangkap pelaku klitih Gedongkuning pada 2022 melalui metode gerakan digital (online) dan langsung (offline). Penelitian menggunakan metode kualitatif dan konten analisis untuk mengidentifikasi bentuk strategi dan komunikasi gerakan Orang Tua Bergerak bersama lintas gerakan. Penelitian ini menemukan bahwa pertama, Orang Tua Bergerak menggunakan platform Instagram, X, dan Facebook untuk publikasi poster digital, tulisan digital, petisi online, dan video dokumenter yang mengandung framing ketidakadilan untuk menarik dukungan isu lintas gerakan. Kedua, partisipasi lintas gerakan mendorong simpati masyarakat untuk turut menyebar narasi ketidakadilan yang memicu peningkatan atensi peristiwa klitih Gedongkuning. Ketiga momentum peningkatan atensi peristiwa klitih Gedongkuning dijadikan Orang Tua Bergerak untuk melakukan advokasi secara langsung pada level lokal dan nasional seperti audiensi, diskusi, dan aksi kamisan sehingga memiliki kaitan antara partisipasi gerakan digital dan langsung.

**Kata Kunci:** *Gerakan digital (online), Gerakan langsung (offline), framing ketidakadilan*

## **Abstract**

This study analyses the strategies of the Orang Tua Bergerak movement in advocating against the alleged wrongful arrest in the Gedongkuning klitih case of 2022 by employing both digital (online) and direct (offline) methods. Using a qualitative approach and content analysis, the research identifies the strategic and communicative practices developed by the movement in collaboration with cross-movement actors. The findings reveal three key points. First, Orang Tua Bergerak utilised social media platforms, including Instagram, X, and Facebook, to disseminate digital posters, online writings, petitions, and documentary videos. These outputs incorporated injustice framing, aimed at mobilising broader solidarity and drawing attention from diverse movements. Second, the participation of cross-movement networks amplified public sympathy and encouraged the circulation of injustice narratives, which increased societal awareness of the Gedongkuning incident. Third, the heightened public attention was strategically leveraged by Orang Tua Bergerak to conduct direct advocacy at local and national levels, including hearings, discussions, and the Kamisan protest. These findings illustrate the interconnection between digital mobilisation and direct collective action, demonstrating how online and offline strategies complement one another in sustaining advocacy and expanding the resonance of social justice campaigns.

**Keywords:** *Digital movements (online); direct movements (offline); injustice framing*