

## ABSTRACT

Digital activism has changed how political messages and issues are spread and how young people get involved in civic issues. While current research frequently highlights visibility, virality, and extensive mobilization, there is a scarcity of studies that investigate how audiences comprehend political content and navigate their engagement beyond instances of online exposure. This study examines how Generation Z viewers comprehend and engage with the "Peringatan Darurat" post established by Narasi Newsroom via Instagram, emphasizing participation as a process of meaning-making rather than merely a behavioral consequence. This research employs a qualitative methodology, utilizing thematic analysis on comprehensive interviews with Generation Z participants who engaged with the "Peringatan Darurat" post. Using Sonia Livingstone's audience participation framework as a guide, the investigation looks at how different types of engagement were impacted by interpretation, moral reasoning, emotional responses, social mediation, and perceived political efficacy. The results show that exposure or virality did not automatically lead to involvement. Instead, participation came about through the interplay of personal beliefs, peer pressure, emotional resonance, and how people thought about their ability to make a difference. The research illustrates that internet activism can yield enduring effects that extend beyond early online enthusiasm. Although participation levels differed, numerous individuals indicated heightened political awareness, reflective engagement, and continuous attention to civic matters. This research conceptualizes digital activism as an interpretative and socially mediated process, contributing to broader questions on audience agency, sustainable engagement, and the role of Generation Z in modern digital political movements.

**Keywords:** *Digital Activism, Generation Z, Audience Participation, Social Media, Peringatan Darurat, Narasi Newsroom, Thematic Analysis*