

Tinjauan Literatur Penggunaan Media Sosial Feminis Perempuan Muda dalam Mempraktikkan Aktivisme Digital = A Systematic Review on the Use of Social Media Among Young Feminist Girls in Practicing Digital Activism

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Abstrak

Aktivisme feminisme telah menemukan dinamika baru seiring dengan kehadiran media sosial. Media tersebut digunakan para aktivis, tak terkecuali feminis perempuan muda, dalam mempraktikkan aktivisme digitalnya. Akan tetapi, feminis tersebut akan lebih memilih media sosial yang dapat memenuhi kebutuhan mereka. Studi ini merangkum beberapa penelitian terdahulu yang mengkaji bagaimana feminis perempuan menggunakan media digital tertentu yang dapat memenuhi kebutuhan mereka sebagai aktivis. Teori Uses and Gratification dipinjam untuk melihat karakteristik kebutuhan yang dijadikan pertimbangan mereka ketika menggunakan media sosial tertentu. Berdasarkan rangkuman literatur, terdapat lima kategori kebutuhan yang menggambarkan alasan feminis perempuan muda untuk menggunakan media sosial dalam aktivitasnya. Kebutuhan tersebut meliputi tension release needs, personal gain needs, cognitive needs, social interaction needs, serta affective emotional needs. Tulisan ini kemudian menawarkan informasi tambahan terhadap literatur terkait kebutuhan yang mungkin mendorong aktivitas feminis perempuan dalam media sosial.

.....Feminist activism has found a new dynamic along with the presence of social media. This media is used by activists, including young feminist girls, in their digital practice. However, these feminists only choose social media that are able to meet their needs. This review summarizes previous studies that examine how feminist girls choose digital media that can fulfil their needs as an activist. The Uses and Gratification theory is borrowed to analyse the characteristics of needs that were taken into consideration by these feminists when using social media. Based on the literature summary, there are five categories of needs that describe the reasons of young feminist girls' use of social media for activism. These needs include the need to release tension, personal gain needs, cognitive needs, social interaction needs, and affective emotional needs. This paper then offers additional information on needs that might encourage feminist activities in social media.