

APPLICATION OF HASHTAG AS A STRATEGY FOR SOCIAL MOVEMENT IN MILLENNIALS

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ABSTRACT

The word social movement is very familiar to be heard, these activities occur both in real life and online life, as in social media. Social movements have a close relationship with advertising strategies because the social movement aims to change the paradigm or mindset. This is very influential on the millennial generation, because they play a very large role in the development of advertising in the world. Creative mindset, dynamic behavior and proficiency in utilizing technology. One social movement that is often used is hashtag. With the hashtag, it makes it easier for the millennial generation to support social movements anywhere. They can search for information through hashtag, the more people use hashtag, the issues raised can be more attention by the wider community. Through this journal, advertising strategies will be discussed behind the strong influence of hashtag on social movements.

Keyword : Advertising strategy, social movement, hashtag, millennial

INTRODUCTION

Term of 'social movement' was first presented by the German Sociologist Lorenz Von Stein (1848) in his book entitled "Socialist & Communist Movement since the Third French Revolution." At that time, the social movement preferred political uprisings, where people at that time did the government system and referred to democracy. In the 21st century, technology increasingly developed and the internet began to be introduced, social movements also evolved into a focus on certain issues.

The definition of a social movement itself is a social activity in the form of a movement or action by a group of people who are informal or organizational. An ordinary social

movement focuses on a social or political issue by implementing, rejecting, or campaigning for a social change. The social movement itself must be able to package an issue well so that it can affect the community, especially the millennials.

The social movements that often occur are social movements that directly carry out social activation, but over the times, the media used to carry out social movements has changed which is to switch to the digital world or the internet. In the world of the internet, one form of social movement is hashtag (#), the hashtag starts from twitter, to group content. Although now hashtag is more widely used on Instagram and Facebook.

Social movements in the digital world are easier to be accepted by millennials because they tend to communicate more with their world, how often they check social media even though there is nothing to do with it. Social media for them is a source of information on various kinds of issues that occur. Likewise with information about a social movement, especially with the use of hashtags, hashtags in social movements can quickly raise or spread news that involves their activities. For millennials, technology is the closest thing to dealing with the people closest to them.

Millennial has a more advanced way of thinking and is able to process information well. If there is an issue with a problem, they immediately look for the sources that exist and connect - connect the problems. The world is now dominated by millennials, the statement is justified by Kertajaya in the book *Youth, Women, Netizens* (2017), that Youth in millennial terms play a role and influence on the world with technology. Millennials actually have begun to care about their surroundings, but to be actively involved in social movements, they need a person or friend to actively participate. Especially with the influence of influencers, they are increasingly obsessed with following what their idol leaders do. So that millennials play a big role in social movements both on the field and on social media. In this paper we will discuss the millennial role in the success of social movements, especially in the use of hashtags (S.DeVaney, 2015).

1.1 SOCIAL MOVEMENT

1.1.1 PROCESS OF SOCIAL MOVEMENT

The social movement is expected to emerge in the 18th century, when the French Revolution in 1789 occurred when people flocked against government policies and wanted to undermine authoritarian rule. Social movements do not look at the condition of the country or place, they can appear anywhere. As in the 19th century, in the United States there was a study of black civil rights movements. The social movement at that time was more

dominated by students in the 1960s and 1970s such as the environmental movement, the movement of peace, and the solidarity movement. Women's social movements also occurred in the 1970s and 1980s.

Social movements are formed through a series of processes. Martono (as cited in Horton & Hunt, 1992) outlined several stages of the formation of this social movement. The first stage is the stage of insecurity because of the increasing uncertainty and dissatisfaction. Second, the stage of stimulation, which is a stage that occurs when feelings of dissatisfaction have increased, the causes have been identified and suggestions for follow-up have been debated. Third, the stage of formalization is a stage when leaders have emerged, plans have been drawn up, supporters have been forged, and the organization and tactics have been matured. Fourth, the stage of institutionalization or the stage of institutionalization, namely the stage when the organization has been taken over from the previous leaders, the bureaucracy has been strengthened and the ideology and program has been realized. Fifth, the stage of dissolution (dissolution), which is the stage when the social movements turn into organizations continue to run or even experience setbacks, even dissolution.

1.1.2 CAUSES OF SOCIAL MOVEMENT

Denny JA in the work of Fauzi (2005) explains things that affect the birth of a social movement, social movements are born with conditions that provide opportunities for the movement. Just as moderate government tends to provide a greater opportunity for the birth of social movements than a very authoritarian government. Social movements arise because of widespread dissatisfaction with the situation. For example, urbanization. Changes from traditional societies to modern societies that are not balanced with careful preparation will have an impact on social change which has led to increasingly widespread economic inequalities between the rich and the poor, gaps and the blurring of exalted values, and social identity crises.

The development of social movements also occurred in Indonesia and became a part of Indonesian history. Often in Indonesian history it tells of the struggle against an endless ceasefire, but there is a fundamental thing that grows, namely the social movement. Social movements at that time were ambitions from the awareness of young people who wanted to bring change to Indonesia. Social movements in Indonesia can be said to be blood and water in Indonesian society because new phenomena always occur.

The fall of Soeharto's New Order regime cannot be separated from the role of social movements, especially the student movement. So many cases occur because of the social movements of students, because basically students have a fresh mindset in

uncovering a problem around. Social movements in Indonesia are the same as in other countries, which originated from resistance and protests and developed into social movements involving communities - care for the environment, children, gender, and other problems.

1.2 HASHTAG

Hashtag (#) is a digital communication innovation that originally appeared on Twitter, since Chris Messina's account sent the first tweet containing the hashtag in 2007 (Kirkpatrick, 2011), hashtags became popular and spread to other social media platforms. Hashtag is a sign to indicate a number (for example "# 1 ' ', which stands for " number one ") or is called a number sign (number sign). The popularity of hashtags or what is currently called the Hashtag has increased since it was used on Instagram social media.

Hashtags classify messages, improve search capabilities, and allow organizations to link messages to existing community knowledge and actions. It is this community element that underlies the power of the hashtag. Briefly, hashtags can lead to public formation (Bruns & Burgess, 2011). Use of hashtags by public first, this can be used to help determine what message points resonate among the targeted audience. These messages can then be used in other advocacy efforts to reaffirm the main messages to encourage interactivity and further involvement in this issue.

1.2.1 THE POWER OF HASHTAG

The power of hashtags is that they open conversations up to potentially the entire Twitter community. They invite participation around a given topic from anyone and everyone (Bonin Bough and Agresta, 2001).

In a separate paper, Bruns and Moe make a further distinction between “topical” and “nontopical” hashtags (Bruns and Moe, 2013). **Topical hashtags**, as the name suggests, are those used to contribute to a discussion on a particular topic. These could be also further divided into hashtags related to long-standing themes (#wikileaks as noted above), backchannels to TV events or reactions to particular issues or events (e.g., #royal-wedding which, interestingly enough, seems at the time was a “sponsored” hashtag). **Nontopical** hashtags such as #fail are basically “emotive markers” that are applied to any type of tweet. Although they have a communicative purpose, they are considered a deviation from the originally intended use of the hashtag. Although they have a communicative purpose, they are considered a deviation from the originally intended use of the hashtag.

They provide the glue that connects people around the most diverse subjects. Because hashtags enable a “specific syntax to indicate an intention to extend or narrow the range of addressees” (Bruns and Moe, 2013). In other words, hashtags greatly help to make topics, issues or events quickly discoverable by any user, beyond the follower-follower interactions that emerge and take shape in social networks.

1.3 AISAS

Sugiyama and Andree (2011) argue that AISAS is a model designed to approach effectively to the target audience by looking at the behavioral changes that occur specifically related to the background of the advancement of internet technology.



Picture 1.1 AISAS Process

Source: <http://gubuk-bisnis.blogspot.com/2012/07/aisas-konsep-marketing-baru.html>

AISAS stands for Attention, Interest, Search, Action and Share where a consumer pays attention to products, services, or advertisements (Attention) and creates interest (Interest) so that the desire arises to gather information (Search) about the item. Consumers then make an overall assessment based on the information gathered, then make a decision to make a purchase (Action). After the purchase, the consumer becomes the conveyor of information by talking to other people or by sending comments and impressions on the Internet (Sharing)

1.4 MILLENNIALS

1.4.1 MILLENNIALS CHARACTERISTIC

Millennial generation is widely classified from 1980 - 2000 and reaches maturity in the middle of the 21st century. According to KMPG (2017), the millennial generation ranges from 1980 - 1995 with another name, generation Y. In a study from Nathalia Nahai, millennial are people born in 1981-1996, but based on this topic, the most suitable understanding for millennial is the generation of 1980-2000. Millennials are more often remembered by

generations who are already fluent in technology, because they grow along with technological developments.

Technological development is the main trigger in the growth of the nature of the millennial generation itself. So, they have five characteristics, especially in uncovering advertising in the world; Intimacy is the power to build and maintain close relationships in the internet. Loyalty is the emergence of a sense of attachment to a brand/ item. Awareness is millennial is a clever creature, even though they are given a certain fact, they will seek the truth. Both social and outside, Balance is that they have a tendency to live in balance between work and personal life. They include creatures that live for 24 hours, Risk. Open mindedness with a variety of opinions makes them more flexible and easier to make new things.

1.4.2 MILLENNIAL RESPONSES TO SOCIAL MOVEMENT

Millennial is a generation that has high empathy with its environment, they are happy to share with others. Millennials are more pleased with the activities of non-profit social institutions, because according to them it makes them seen better than having to join the government group. As said about the previous millennial characteristics, they want to have a balanced life between work and personal life. So they like social movements that are online, usually known as "do good and share". As many as 50% of millennials say they choose to carry out social movements while they run their daily lives.

Millennials are very happy if they can be pioneers both intentionally and unintentionally, so that social movements will run effectively with millennial assistance. Nathalie Nahai explained in the article "Generation Y and their Charity Giving Habits" how to attract millennial attention to social movements. Among others; Run online campaigns through social networks, give an attractive appearance, bring a happy mood, efficiently compared to giving emotions of guilt and correction, Give the millennial approach that this campaign is from a non-profit organization.

Online-based social movements are very beneficial for millennials, because it is evident from the reports of The Next Generation of UK Giving that millennials can do social movements wherever they are. Because they are borderless beings, not constrained by time, place, perpetrator. Through millennial characteristics that are more aware of a variety of things, a detailed explanation of the social movements being carried out is needed. Even to the identity of the organization implementing the social movement. Millennials also like storytelling to convey the emotions of social movements.

METHODS

The analytical method used in this case study is a qualitative method, which examines the #JusticeforAudrey case intensively. Case study was used as qualitative approach that entails the detailed and intensive analysis of the phenomena. The researcher collects data and makes observations in the #JusticeforAudrey case.

RESULT AND DISCUSSION

Research explained about case studies of online social movements using the hashtag, #JusticeforAudrey. The #JusticeforAudrey hashtag appeared after the issue of bullying up middle school students by 12 friends, causing Audrey to be treated intensively in the hospital and experiencing serious trauma. At first, the news appeared like normal news, but after being explored more deeply about the chronology, there was a problem in law enforcement. Because the perpetrators and victims were underage, the authorities decided to settle the case peacefully. Many internet citizens disagree with the authorities' response, so one internet citizen who made #JusticeforAudrey petition to support Audrey get legal justice.



Picture 4.1 #JusticeForAudrey Petition

Source: https://www.change.org/p/poldakalbar-segera-berikan-keadilan-untuk-audrey-justiceforaudrey?recruiter=false&utm_source=share_petition&utm_medium=twitter&utm_campaign=psf_combo_share_initial&utm_term=psf_combo_share_initial&recruited_by_id=1ad9e420-6b6f-11e9-b2b8-7f40dc2f2caa



Picture 4.2 #JusticeforAudrey Poster by Anne Schwank
 Source : *twitter.com*

The appearance of #JusticeforAudrey along with posters that support increasing millennial awareness of Audrey rounding cases, the AISAS method can be applied to explain millennial behavior in uncovering this case. As explained in the theoretical foundation, AISAS has 5 stages, namely Attention, Interest, Search, Action, and Share. The frequency of occurrence of original news accompanied by the #JusticeforAudrey hashtag in social media favored by millennials (Instagram, Facebook, and Twitter), caused considerable awareness. Starting from awareness, millennials began to wonder about what really happened and wanted to find out about the truth. In the phase of wanting to find out, millennial has entered the Interest stage because they have read the news highlights and #JusticeforAudrey.

After having the desire to search for the news, millennials were immediately able to access the links related to #JusticeforAudrey news. One of the advantages of hashtag is that it has categorized an issue with another issue, this advantage makes millennial able to read the chronological news that occurs. The search for this news entered the stage of action and emotion arose during the development of the issue. Either emotions towards the victim, emotions towards the offender, or perhaps emotions on the third party. The emotion embedded in millennials is feeling sorry and wanting to spread the news to support #JusticeforAudrey gets the right justice.

Home > News

VIDEO: Baru Satu Hari, Petisi Tagar JusticeForAudrey Tembus 2 Juta Lebih!



Yoga Nugraha

10 Apr 2019, 09:55 WIB



Picture 4.3 Petition #JusticeforAudrey goes blast with many support

Source : <https://www.liputan6.com/news/read/3938077/video-ba-ru-satu-hari-petisi-tagar-justiceforaudrey-tembus-2-juta-lebih>

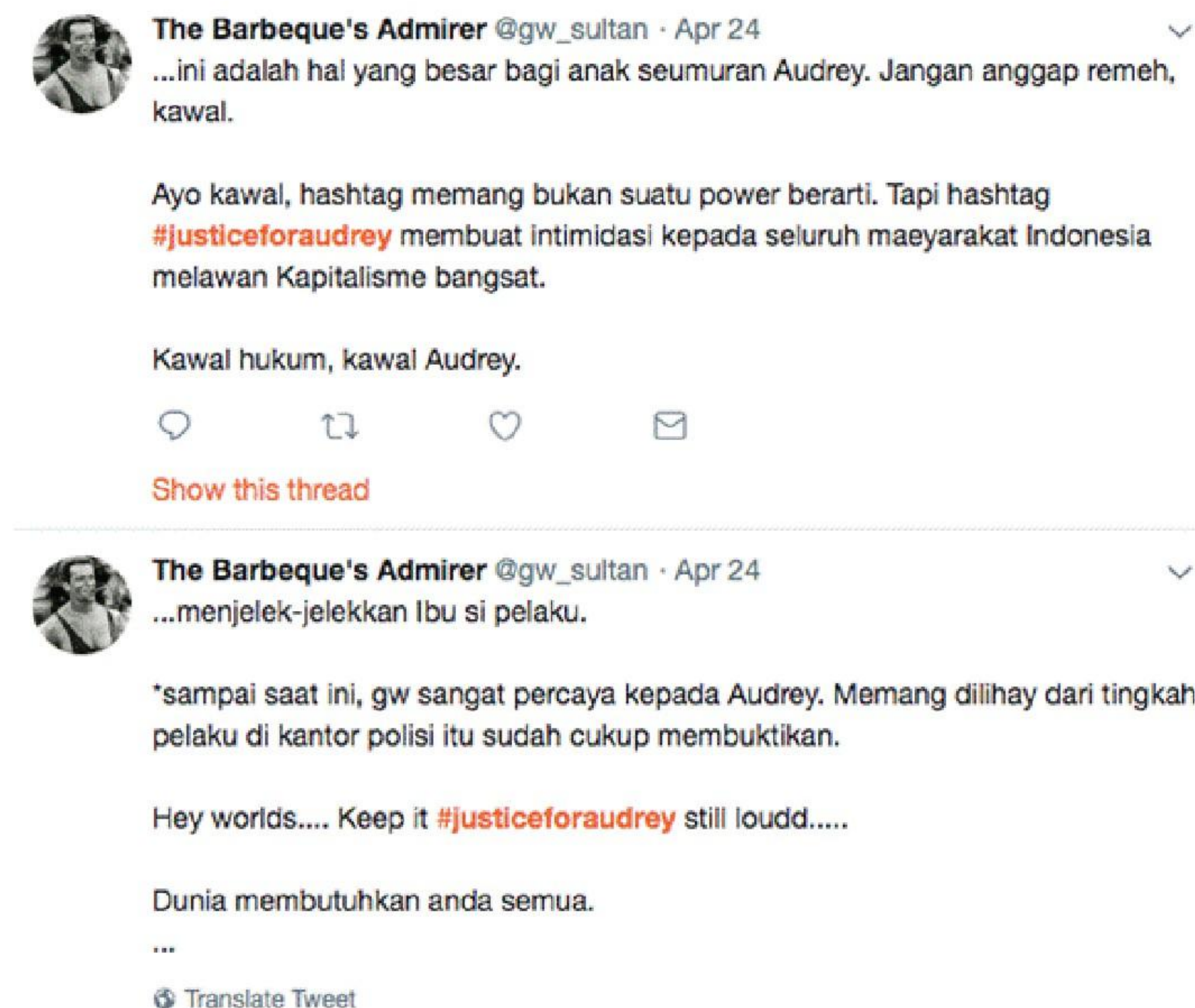
If the emotions possessed by millennials flare up, they will not be silent and will spread #JusticeforAudrey's support. In this situation millennial has entered the Share stage and they will not fend for themselves because of millennial characteristics that tend to move together. They are also not limited to expressing opinions on the issue, so that they quickly get the attention of the mass media to be widely disseminated.

#JusticeforAudrey's numerous responses and deployments made this case very urgent to deal with. So this case can be discussed by the right parties such as Hotman Paris, an Indonesian lawyer. Until now, Audrey's case has ended well.



Picture 4.4 Some of #JusticeforAudrey support on twitter

Source: <https://twitter.com/search?q=%23JusticeforAudrey&src=typd>



Picture 4.5 Some of #JusticeforAudrey support on twitter
Source : <https://twitter.com/search?q=%23JusticeforAudrey&src=typd>

The #JusticeforAudrey case is in the Topical Hashtag category, because this case is long term in its resolution and they tend to be open to anyone to contribute to the #JusticeforAudrey hashtag. Every group that contributes has their respective roles, if they take millennial examples, they will support and spread the #JusticeforAudrey hashtag to all of their social media accounts. Millennial felt that they had done a good thing when they were just spreading #JusticeforAudrey's support.

In this case the stages that occur in social campaigns in the field also occur in digital social campaigns. In the initial stage according to Horton and Hunt's theory, the initial stage arises because of increased insecurity and insecurity. This really happened in the trigger for the #JusticeforAudrey social campaign, after the trigger arose, the stimulation stage began where the emotions of the digital community could not be overcome because there was a lot of supporting evidence and comments that could not be debated. When the emotions of the digital community have been unable to be detained, a person who took the initiative to create the #JusticeforAudrey petition emerged, even though there were no plans and supporters planned as described by Horton and Hunt. However, this remained in the third stage of the social campaign. Likewise in the fourth stage, there are no experts in this organization, because even though it looks like an organization, it is only a transparent organization that is not bound by any institution. The fifth stage in this case

is when people's emotions have come down and the middle ground has been seen in this case so that there is nothing more to debate or fight for, it can be said that there is a transparent dissolution in the #JusticeforAudrey case.

After the news began to unfold and more information was obtained, the circulation of the #JusticeforAudrey case turned out to cause a new hashtag, #AudreyjugaBersalah, this hashtag was not spread as much as #JusticeforAudrey even though it had once tagged on Twitter. The beginning of unrest was due to the news of Audrey's post mortem report that he was fine and had no injuries.



Picture 4.6 Tweet about the news stating Audrey's post mortem results
Source: twitter.com

Irregularities are not only found by one person, but some also express this. Based on the sentence written by the @microsoftna account, he had concluded that there were irregularities but did not dare to reveal one himself but after #Audreyjugasalah, he dared to confirm his thoughts all along. There is also a picture containing writing about the explanation of the perpetrator's condition so that it is not too cornering and spreads the shame of the perpetrator if it has not been heard from both parties.

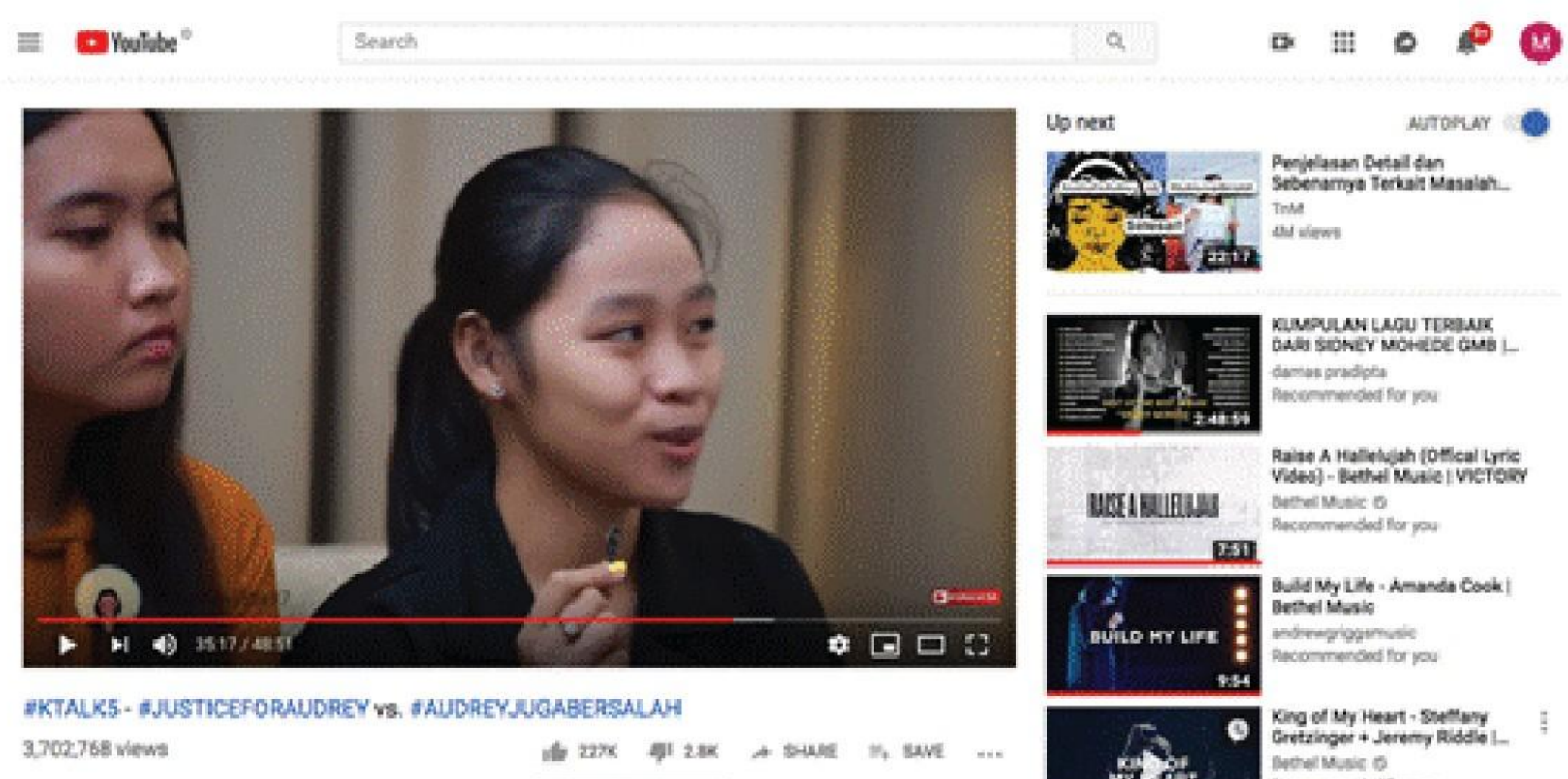


Picture 4.7 Tweet opinions regarding injustice are revealed
Source: twitter.com



Picture 4.8 Another Tweet opinions regarding injustice are revealed
 Source: *twitter.com*

The number of irregularities comments caused emotions that increased just like the stages of the social campaign in the #JusticeforAudrey case. The AISAS process also occurred in the case of #JusticeforAudrey, but it was wrong because the digital community was aware of the information reported by the hospital, as well as several statements from witnesses about the incidents of beatings committed to Audrey. From little movement, this case can be lifted up and getting more be inspected from some influencer such Karin in her KTALK Youtube Channel. She did an interview with witness to explain the truth behind #JusticeforAudrey, how it can be #AudreyjugaBersalah.



Picture 4.9 Interview with some witness to giving explanation
 Source: <https://www.youtube.com/watch?v=EuioZxO0wHc&feature=youtu.be>

The presence of the hashtag makes it very easy for people to know the issues that occur indefinitely. Unconsciously the hashtag has a very big role, because the media invites people from both small groups and large groups to enter into certain hashtag groups. In addition to the Word of Mouth method found in the AISAS process, hashtag is able to connect the community to discuss and uncover an urgent issue. So that they can move together in voicing opinions on an issue, both among the Social Institutions of the Community and internet users.

In the stages of search, action, and share, millennial uses word of mouth activities because it is effective enough to spread the #JusticeforAudrey hashtag. Because hashtag too, people can see in another side just like #JusticeforAudrey and #AudreyjugaBersalah. Without the hashtag media and support from millennials as 'holders' of the digital world, this case will not be revealed further even to influential figures who helped solve the case.

CONCLUSION

Based on the results of the author's research, it can be concluded that the hashtag media (#) is very helpful for raising small issues that are urgent to be appointed. The formation of this social movement is fairly new and in accordance with modern times, where people spend more time in the digital world. Social movements using hashtags (#) are easier to achieve by millennials, there will be an additional point if they can package good words. The results of this study also show that the AISAS method can be applied in this method theory more towards the commercial domain. Theory about stages of social movement in field can be use to stages of social movement in digital. Usability has a greater hashtag because they are able to group news and group people against related issues.

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