

Research Article

## **The Role of Social-Media as a Disseminator of Gender Equality Values for Women**

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### **Abstract**

The purpose of this study is to determine the role of social media as a disseminator of gender equality values for women. The research method used in this research is mixed method with netnography method. Data collection techniques using questionnaires distributed online and structured interviews. The data analysis technique used was multiple linear regression test. The results showed that the role of social media is influential as a disseminator of gender equality values. In data analysis, it is shown that 0.5% of the role of social media has an effect as a disseminator of gender equality values.

**Keywords:** Gender equality; sosial media; women

### **INTRODUCTION**

The social life of the global community is greatly influenced by the progress of the times. Social media is one of the many modern trends that are rapidly evolving, including the all-important internet connectivity. Social media platforms like Facebook, YouTube, Twitter, and Instagram are tools for sharing information and providing insight into everyday life. Instagram is a social media platform that features live formatted images and videos with rapid dissemination of information. The main question of this research is how Instagram helps Indonesian women understand the importance of gender equality. The United Nations (UN) is starting to discuss gender



equality, and since this is the fifth Sustainable Development Goal (SDGs), it is very important to talk about this topic. The presence of many existing social media, especially Instagram media, can cause self-presentation to grow rapidly. In showing themselves in front of the general public, Instagram as one of the influential social media also provides means, therefore, this can affect self-presentation behavior (Rasita, 2017)

The use of social media covers various aspects of life. Almost all fields, such as politics, economics, law, and others have been affected by the use of social media. In its report, *We Are Social* describes the number of active social media users in Indonesia as many as 167 million people in January 2023. This number is equivalent to 60.4% of the population in Indonesia (DataIndonesia.id., 2023).

According to one expert, Denis McQuail (1987) proposed several roles of the media, namely, (1) industries that create jobs, goods and services and revive other industries, especially in advertising / promotion, (2) sources of power, control tools, management, and community innovation, (3) locations (forums) to display community events, (4) vehicles for the development of culture-procedures, fashions, lifestyles, and social norms, (5) dominant sources of individual image creators, groups, and communities (Putra, 2016).

One of the social media, Instagram, has succeeded in making people compete to show a better life, prestigious jobs, branded goods, and luxury vehicles. In addition to these material things, the appearance is also highlighted into uploads on Instagram that make people's perspectives and stigmas about beauty high so that if they do not reach the standard of catness, they will get judgment from the Instagram user community. In Indonesia is very diverse in tribes and cultures, so the appearance of individuals is very different from 1 region to another, so it is difficult to have to follow the beauty standards of Instagram society because each individual is born in different places and with different physical forms. As the times develop, the language of the people also develops. One of the languages of Gen Z is insecure, the term is more often said and heard it is intended for humans who feel less or feel insecure because

of the standards that are perspected by Indonesian society, especially in social media (Rasita, 2017).

In the United States, the behavior of the community both young and mature, both men and women are different in terms of spreading content or information on social media, women tend to be careful and regular in spreading content, the content disseminated also contains friendship, makeup, photography and is more selective when compared to men who only spread their daily activities into content on social media (Herring & Kapidzic, 2015). Unlike the case in the Middle East, women in the Middle East and Lebanon are more active in using social media than men. Women there use social media to voice their opinions on social and political economic issues, which are felt by the general public or women themselves. Internet use by women in the Middle East has also begun to increase compared to men (Daher, 2012).

Gender equality is a right for each individual from various levels and groups, be it the upper class, middle class or lower class regardless of gender, whether it is male or female. Every individual is entitled to gender equality in every life he lives, for example in the fields of education and work. In the social culture of society, there is still a lot of stigma that many place women as second class (Trisnawati & Widiensyah, 2022). In addition, gender itself can be interpreted as the roles, functions, and responsibilities carried by men and women based on the construction and stigma of society that does not come from God or that is natural. While sex is the difference between men and women biologically which means it is natural or comes from god.

Gender equality and the nature of justice cannot be separated from the context that has been understood about the roles and functions between men and women in their social reality. Some people have not been able to understand that gender is a cultural building or construction of roles, functions and social responsibilities between men and women. Such conditions can cause gaps in social roles and responsibilities so that discrimination can occur against men and women themselves (Satriani, 2017).

The role and function of women in the perspective of Islam has always been interesting to discuss and study. If we understand the language of religion, women are always second class after men which means women are inferior to men. However, the paradigms used to understand justice are not the same so that the conceptualizations and conclusions offered are also different. For rationalists, justice is equality, while religious people see justice in difference (Manullang, 2023). In understanding texts that are considered discriminatory, rationalists are more oriented towards *illat hukum* or *tasyri'* by using a *ta'aqquli* (rational) approach. On the other hand, religious people adhere to *zahir nash* by relying on a *ta'abbudi* (emotional) approach (Bahri S, 2015).

## **METHOD**

The research method in this study uses a mix method with the netnographic method. In early studies, Kozinets (1998, 2010, 2015) revealed netnography, which is a modification of ethnographic terms, namely online ethnography, digital ethnography or virtual ethnography, which refers to an online research environment that follows the concept of ethnographic conception as an adapted method (Tadulako & Km, 2020). The netnographic method in this study is that researchers do not have to meet directly with participants to obtain data. Netnography can help understand about new social forms that replace old social contexts, describing virtual experiences and learning through repetitive experiences that occur in online communities.

## **RESULT AND DISCUSSION**

### **Research Results**

Data collection through questionnaires with the number of respondents is 41. The respondents of this study were members of the Kamajaya community. The qualitative data is in the form of interviews. Based on the results of the questionnaire, data can be obtained:

Respondents with gender characteristics, as follows:

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Table 1. Characteristics of respondents

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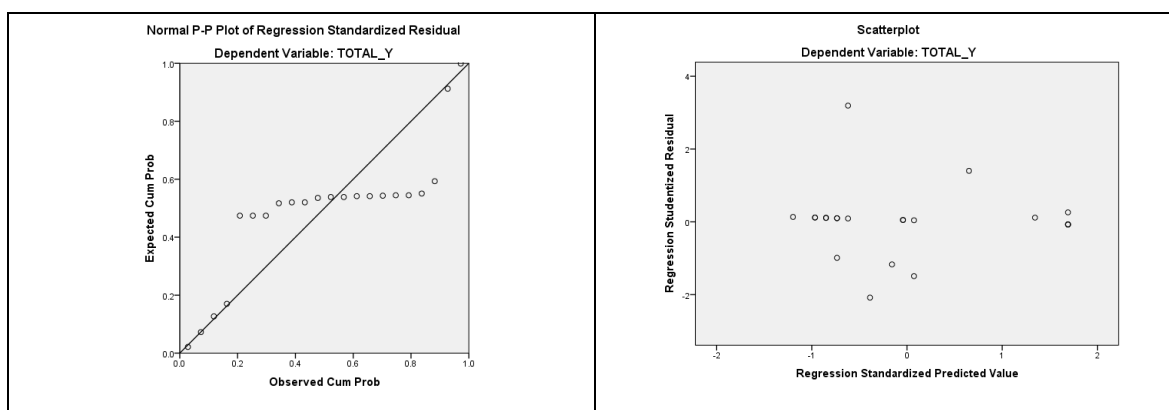
Gender	Sum	Presentase (%)
Man	18	43,9
Woman	23	56,1
TOTAL	41	100.0

And also the characteristics of respondents based on the use of social media, as follows:

Table 2. Characteristics of social media use

Class	Sum	Presentase (%)
Instagram	19	46,5
X	2	4,9
TikTok	20	48,8
TOTAL	41	100.0

Questionnaire data that has been spread to respondents will be carried out several prerequisite tests, such as validity tests, reliability tests, and classical assumption tests using the SPSS application. Based on the validity test conducted, there were 6 questions that were declared invalid and 34 questions that were declared valid in the questionnaire while the reliability test showed that the questionnaire items were reliable (with an alpha cronbach value of > 0.6)



Gambar 1. Normal P-Plot	Gambar 2. Scatterplot
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The next step is to perform a classical assumption test. Based on normality test results using *probability plot* Figure 1 shows that the points in the figure follow and are not far from the diagonal line. So it can be said that the data used is normal. Based on the multicollinearity test, it can be seen that the tolerance value of  $1.00 > 0.1$  and the VIF value of  $1.00 > 10.0$  indicate that multicollinearity does not occur. The results showed that no multicollinearity occurred. Based on the heteroscedasticity test in figure 2 shows the distribution of random points both above and below the number 0 of the Y axis, it can be concluded that heterokedasticity does not occur.

Table 3. Regression test results

Model	Unstandardized Coefficients (B)	t	Sig	Tolerance	BRIGHT
<b>Constant</b>	11,077	5,086	,000		
<b>Social Media</b>	0,168	0,305	,764	1,000	1,000
<b>F = 0.093 (sig. 0.764)</b>					
<b>R<sup>2</sup> = 0.005</b>					

By t test results using SPSS show that significant values of Media variables Social 0.764 is at 1% and the positive regression coefficient is 0.168. Thus, the first hypothesis is accepted, meaning that there is a positive influence on the role of social media as a disseminator of gender equality values.

By The results of the f test using SPSS obtained a GIS value of 0.002 at the level of 1%. It is show that the role of social media as a disseminator of gender equality values. Based on the test results using SPSS, an R value is obtained<sup>2</sup> 0.005 indicates 0.5% of the ability of the independent variable (Social Media Role) to explain the dependent variable (Gender Equality Value), while the rest ( $100 - 0.5\% = 99.5\%$ ) is explained by other variables that are not studied.

## The Role of Social Media As a Spreader of Gender Equality Values

Based on the results of interviews that have been conducted an interview with the source. The resource person has provided information related to Instagram @magdaleneid. Researchers can Outlines How is the role of social media as a disseminator of gender equality values for women. In this study, researchers obtained results that the role of social media as a disseminator of gender equality values.

Based on the results of interviews with 5 speakers, researchers concluded that students who follow Instagram @magdaleneid have an understanding and meaning of Equality gender and then conclude that the account acts as a disseminator of gender equality values. This is in accordance with what was conveyed by GF, here is the narrative:

*"The account promotes the importance of education, employment, welfare and justice for women. Inviting others to be more open-minded towards women and the humanity possessed by women. And believe that women and men are the same creation of God and nothing is different. Believing that women also deserve the same rights as men in social life (work, education, and economy) without being discriminated against because of gender".*

In the results of the interview above, researchers argue that social media in particular Instagram has a function and role as a visual disseminator and can help spread the value of gender equality for women. Several Kamajaya members who have been following @magdaleneid account for a long time said that The account is very influential in opening minds *netizens* will be gender equality. Among them, AJ states that:

*"Magdalene gave me knowledge about gender equality because the account has quality content and gives implicit meaning to feminism and gender equality, in terms of feminism the account gives an idea that women can be strong in their fields. Upholding hard work and perseverance is a good example as one of the values of Liberal Feminism, which is to uphold justice in hard work. Then in terms of gender equality Showing that all human beings are equal, it is necessary to work hard to get the desired position and*

*dream. The picture she gives of herself in the existing account is that women not only show beauty, but hard work and resilience in work are important things to achieve the desired target".*

This is reinforced by JA, here is his narrative:

*"I think I believe that women and men are equal to each other. Women need to get the same rights as men in existing social fields. Women are equal in ability to men and there is no significant difference and believe that there is basically no difference between women and men. Women are able to do the same work and activities as men in the political as well as economic and social fields. Giving an image that women are not only beauty but also intelligence, dedication and resilience in work and social life".*

The above statement has confirmed the answer from AJ, as well as other sources that has a similar answer. Researchers saw that Kamajaya members who had been following Instagram for a long time @magdaleneid benefited from the meaning of knowing more deeply about gender equality.

The amount of content related to feminism and gender equality provides understanding That woman and man are essentially the same and without distinction. As described by TG:

*"It's very clear that this account is pro-women. Fight for women's rights to get a decent, prosperous and fair life. Women are equal to men, therefore they deserve the same privileges as men in fields owned by women without any value and discrimination".*

This is reinforced by MR:

*"I think women have the same rights as men. Many contents from the account provide women's perspectives to fight for women's welfare in the world. This is to achieve the fifth SDGs goal, namely gender equality in the world is increasing".*

Based on the statement above, researchers concluded that there is an understanding of feminism and gender equality for Instagram followers @magdaleneid. In addition, Instagram is also part of national or international



communication and a medium for liberal feminism to spread gender equality for women.

### **Discussion**

The results of the study have proven Hypothesis 1, namely social media is influential as a disseminator of gender equality values for women. This shows that the role of social media has an influence of 0.5% in spreading gender equality values. This research provides concrete evidence that supports the theory of Liberal Feminism, which states that women have the right to freedom in work, economy, law, health, education, and other aspects. Then, fighting for women to be more courageous in responding to the problems experienced by them in the social environment is an issue that is often discussed in the theory.

The findings in this study are in accordance with the research (Rasita, 2017). The results of the study show that Instagram is a medium that works well in spreading gender equality values for Indonesian women. Through existing theory, Instagram is the right tool to accommodate the freedom of women and institutions in spreading the value of gender equality.

Indicators of the role of social media used in this study include: frequency, duration, activity, participation, community, and interconnected. For interview results that support the results of questionnaires on general role and functioning indicators, because these indicators need to be reviewed in more depth. So, the results of the interview can be concluded that there are many social media, especially Instagram, as a disseminator of gender equality values for women.

Gender equality value indicators used in this study include: leadership, politics, national development, socio-economy, education, profession, and homework. Interview results that support the results of questionnaires on this indicator. Because these indicators still need to be reviewed more in-depth as well. Thus, the results of the interview can be concluded that there are still some people who do not understand the meaning of these indicators.

## **CONCLUSION**

Based on the results of data analysis tests and interview results, it can be concluded that the role of social media is influential as a disseminator of gender equality values. In the data analysis, it was shown that 0.5% of the role of social media was influential as a disseminator of gender equality values and the rest was influenced by other variables that were not tested. In addition, interviews are conducted so that the data analysis test is accurate with the phenomena that occur in the community.

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