

Instagram as an Information Media for Feminism Education in the Frame of Husserl's Phenomenology

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ABSTRACT

The phenomenon of using social media as a medium to meet the information and education needs of society is the result of the rapid development of the internet. Now people's needs are easily met, because various things are included in it. This can be analyzed based on the phenomenon of Instagram accounts as information on feminism education in the Instagram account @perempuanbercerita. The purpose of writing this research article is that the many cases against women make Instagram an information medium capable of providing feminist education to followers, using qualitative research methods with observation, note-taking and descriptive analysis techniques, with the phenomenological study approach of Edmund Husserl. The research subject is the flow of feminist educational information from the Instagram account @perempuanbercerita to followers of the Instagram account @perempuanbercerita. The use of social media Instagram as an educational medium, as well as empowering women, produces responses in the form of information, emotions and actions in accessing @perempuanbercerita posts as well as conscious experiences in cognitive and perceptual aspects in line with the development of the same meaning related to feminist values.

INTRODUCTION

Based on data from a survey by the Indonesian Internet Service Providers Association (APJII) regarding the penetration and behavior of Indonesian internet users in February 2022, as many as 191.4 million people with a total of 68.9% of the population in Indonesia use social media. The Covid-19 pandemic since March 2020 has had an impact on the transition to online socialization and communication. Use of the internet for WFH and online learning has increased by up to 40% (HOOTSUITE, 2020).

Use of various learning, communication, social media and gaming application services has also increased in use. The use of social media, especially Instagram, has a percentage of 86.6% and the habit of the Indonesian population is to spend time on social media with an average of 3 hours 14 minutes. (HOOTSUITE, 2020).

(Firamadhina & Krisnani, 2021) explained that the use of easy internet access via cell phones as Gen Z lives in the era of globalization has produced a generation that is dependent on the internet. The impact of the ease of accessing the internet makes the internet the main

reference source in searching for information. As global connectivity increases, generational shifts may play a more important role in determining behavior than socio-economic differences.

In the current era of globalization, mass media has an important role in shaping people's lifestyles, the media is a benchmark for people to get information, especially for information people, they can easily access all the information they need.

The role of the internet in everyday life cannot be denied, anyone armed only with an internet quota can find out the various information they need from the various platforms available. Not only in the field of education where various sources via the internet, various domestic and foreign news are presented neatly, various information about the world of entertainment can be accessed up to date, but also careful use of the internet (Rachmawaty & Siagawati, 2019).

The presence of mass media has transformed, so that now people can access information from mass media via smartphones which are supported by internet access. According to (Dian Nurvita Sari & Abdul Basit, 2020) this situation, it shows that society is very dependent on information, making society an information society or information society is a term used to describe a society and an economy that can make the best possible use of new information and communication technologies (New Information and Communication Technologies (ICT's)).

One of the information and communication technologies that is increasingly being used today is the social media Instagram. Instagram is a relatively new communication medium. Now the social media Instagram can meet information needs related to various things, especially feminism education.

Knowledge related to feminism is easily obtained from Instagram through accounts that focus on women's empowerment. Women should have this to increase their stock of knowledge regarding women's rights in society, as well as things to be aware of when living their lives.

Based on a survey from Lentera Sintas Indonesia and Magdalene.co via Change.org, it was stated that 93% of people who had experienced sexual violence did not report it to law enforcement.

The problem of sexual harassment is something that is not easy to reveal but is experienced by many women in particular. The lack of a platform and a comfortable place to tell stories about everything she experienced as a woman in her environment, made the group of feminists as well as writers in the women's storytelling community moved to create a platform for telling stories through the Instagram platform @perempuanbercerita.

According to @perempuanbercerita, it was stated that, the basis was in one corner and time, women did not stop telling stories. In this case, in relation to consciousness, consciousness which contains this intention is always directed towards the 'world of life' (life world), and this world is nothing but an intersubjective world (intersubjective). This means that humans in this world are interconnected, so that the consciousness that is formed between them is social or shared (Ahimsa-Putra, 2016).

The stories told relate to how women's work is never finished, how women are paid cheaply, and how women's appearance is more important than what women do. Women are also victims of sexual violence where they are blamed if they dare to speak out. If women stand up to defend their rights, they tend to be seen as aggressive and unfeminine.

Menurut (Verasatiwi & Wulan, 2018) The emancipation of women, which is increasingly being promoted, encourages women to equalize their existence with men. Women feel they have equal power to men, so they try to fight for their rights so that they are not differentiated from men.

This is a deep problem for the existence of women in society. Women told stories of trying to be present in the midst of these problems in various ways, in the form of free online counseling, a platform for storytelling, information through the media, writing competitions and donations to assist victims. For this reason, the phenomenon of using social media as a medium for feminist education is an important thing to provide information as well as moral and social support for women.

In this case, judging from the stories of their lives directly told by women which are conveyed at @perempuanbercerita, it will provide literacy regarding humanitarian-based thought patterns with elements of gender equality, and strengthen networks between feminist groups which can ultimately expand the reach of education related to discussing gender. (Adiyanto, 2020).

Based on the explanation above, the author wants to reveal the phenomenon of Instagram as a media for information on feminist education in the realm of Edmund Husserl's phenomenological studies in accordance with the posting of personal stories, responses and actions of followers of @perempuanbercerita.

METHOD

Edmund Husserl's Phenomenology

Munir is in (Kurniawati, 2021) Etymologically, phenomenology comes from the Greek "phainomai" which means "to appear". This means that the phenomenon of nonexistence is not a fact that is known, realized and entered into human understanding. So a phenomenological object has a relationship with consciousness. In other words, phenomenology elaborates direct human experience which has an intensive correlation with a particular object.

A phenomenologist looks at symptoms. This is different from a positive scientist who collects data, looks for correlations and functions, and creates laws and theories. Phenomenologists operate in a definite field. Phenomenology is a method of thinking "a way of looking at things" (Marthalena, 2017).

Phenomenological theory is a perspective developed by Edmund Husserl to emphasize the importance of conscious experience in cognitive aspects and human perception, which has been adopted by various scientific fields and Communication Science is no exception (Raimond, 2021). Based on this, it can be understood that phenomenology refers to the analysis of everyday life from the perspective of the people involved inside it. This tradition places great emphasis on people's perceptions and interpretations of their own experiences regarding phenomena in the surrounding environment.

For a phenomenologist, an individual's story is more important and meaningful than hypotheses or axioms. A phenomenologist tends to oppose everything that cannot be observed. A phenomenon is a series of events or occurrences that can be observed through a scientific lens or through certain scientific disciplines.

According to the Big Indonesian Dictionary, phenomena are things that can be witnessed by the five senses and can be explained and assessed scientifically. There are many kinds of phenomena, one of which is a phenomenon resulting from technological developments (Tuela & Susilo, 2017). Edmund Husserl said, phenomenology is the science of awareness of reality, which appears from experience. Phenomena are what are visible without any veil covering them, and to find the truth of these phenomena it is necessary to return to the visible reality.

Meaning is formed from reflection on questions about what we see, what we feel and think and what we want to do. In seeing and then interpreting something, Husserl put forward two indicators which he called sense and essence.

Everything can be interpreted from its form, entity and essence. The meaning of the self is according to its form and the essence of that form. Husserl further elaborates through an example: if you see a tree, then the content of the experience regarding the tree includes understanding, namely the concept or perception regarding the tree. Meanwhile, trees have essence or tree species, but that essence is not the same as the taste of trees (Tangirerung & Kristanto, 2021).

Husserl's phenomenology is a study of consciousness regarding "I" which starts from experiences that form perceptions. "I" in this case is the party who experiences or carries out the experience. This experience then shapes the perceptions, points of view, expectations and fantasies of every "I" (Wahyuni et al., 2021).

Husserl's phenomenology, according to Bertens, ultimately has a historical dimension. A phenomenon is not something static, but dynamic. Phenomena always have a history. History relates to the history of individual humans and humans as a whole. Our consciousness experiences development, our history is always present in the way we face reality (Hasbiansyah, 2008).

Edmund Husserl detected the existence of the essence of consciousness or intentionality through the process of transcendental reduction. The most essential thing in transcendental reduction lies not in the issue of filtering visible phenomena, the definition of consciousness is always linked to the object of consciousness itself, but in the method of giving the subject's interpretation of the object being studied. In short, phenomenology is actually a meeting between events and consciousness.

The main tools of phenomenological research are intuition and subjective reflection on the results of intentional analysis of the subject which is carried out using an epoche process that includes an extension or process of understanding, namely by paying attention to the subjective meaning of things behind what is seen.

There are several steps that need to be taken in the phenomenological method, namely as follows: intentional analysis, epoche, and eidetic reduction. (Tsabita et al., 2016). Furthermore, related to reduction, (Andriado et al., 2021) explaining that, in this reduction, the researcher's attitude is required to be objective in looking at a phenomenon or symptoms, including those related to theories, habits, or views that make researchers see something in their own consciousness, so that what arises in consciousness is the phenomenon itself.

Phenomenological reduction states that reality will emerge from within consciousness itself. This awareness is further expressed in the form of action. In essence, phenomenological research has an a priori principle, meaning that this theory is not based on other theories. This phenomenological theory was actually born from a philosophical perspective regarding what to study and how to study it.

The following are three basic conceptual assumptions of phenomenological research, namely: First, an event has its own meaning and significance for the people who experience it directly. Second, objective interpretation is processed to include subjective experience. Third, human experience is not constructed by researchers. (Kurniawati, 2021).

LITERATURE REVIEW

The research object is the followers of the Instagram account @perempuanbercerita who are women, while the subject of the research is the flow of information in the implementation of new media, namely posts on the Instagram account @perempuanbercerita. This research uses a qualitative research method with a phenomenological study approach. Phenomenological research begins by examining the focus of the phenomenon to be studied. Seeking deep understanding, and trying to understand the meaning of events and their relationships to people who are in certain situations.

Table 1
Follower Informant Profile

No	Name	Age	Work
1.	X	26 years	Employee
2.	Y	45 Years	Civil servants
3.	Z	35 years old	Counselor

Source: (Instagram @perempuanberkisah, 2022)

Research in the phenomenological tradition is an action to capture the meaning of something being researched, so that studies using a phenomenological approach attempt to explain the meaning of a number of people's lived experiences regarding a concept or symptom. The observations made by the author were in the form of participant observation.

The author carried out several observation processes by becoming part of the life of the research object to obtain accurate observation results. In this research, the author participated in following the Instagram account @perempuanbercerita to directly observe the posts they had and see followers' responses more closely.

The data that has been obtained will then be analyzed using phenomenological theory. The collected data will go through the stages of reduction, presentation and drawing conclusions (Tasfiq, 2021).

RESULTS AND DISCUSSION

The results or findings obtained by the author, in this case related to *the profiling* of the Instagram account @perempuanbercerita, are that there are 94.8 thousand *followers* that women tell, with a total of 1,880 *posts*, both photos and video reels in it. Several *highlights* also appear neatly arranged on the @perempuanbercerita *profile*.

In her statement, the woman wrote that her account was a medium with the aim of empowerment, a catalyst for change, a safe space based on feminist ethics and providing joint counseling services, which also collaborated and was connected to the Instagram accounts @konselorfeminis and @yayasanprikultur.

The @perempuanbercerita account always immortalizes moments and activities in *highlight stories which can be seen and read by its followers* at any time when they visit the female story's *profile*. Some of the things women tell stories do are free online counseling, donations to assist victims and especially the story-telling program. All of these things can be seen in Figure 1 below,

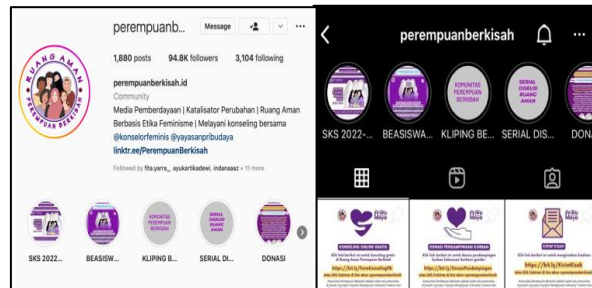


Figure 1. Instagram profile
Source:(Instagram @perempuanberkisah, 2022)

The focus of the author's observations is on posts related to sending stories from @perempuanbercerita *followers* which are posted directly and included in Instagram *feeds*. The stories told are based on personal experiences experienced by women who have personal problems in their lives related to their gender as women.

The following is the first page of the stories given by several individuals who provide their life stories to the public on Instagram @perempuanbercerita,

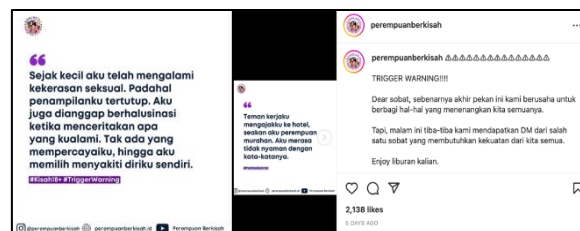


Figure 2. Send a Story
Source:(Instagram @perempuanberkisah, 2022)

Everything that is told and conveyed by followers *to* the Instagram account @perempuanbercerita is a natural, direct experience as an individual who is aware of his existence in his environment and the problems that exist within it and that he is facing. For every content or *post* in the woman's story account, on the second *slide* there will be a "*Content Warning*" explained (Z, 35) that,

"Please do not continue reading this content, for anyone who feels vulnerable reading tragic stories. This content has the potential to trigger feelings of discomfort, anxiety disorders, chest tightness, nausea in the stomach and many other triggers."

This statement is something that must be considered carefully because the stories told are stories told by the first party with various dynamics in their lives.

All individuals who choose @perempuanbercerita as a comfortable place for them to share and tell their life stories, are always made anonymous by the Instagram account, so that the sender's data is safe and kept confidential. One of the stories related to sexual harassment which is now widespread, was told by a woman (X,26) as follows,

"Since elementary school, I have been a victim of sexual harassment by relatives. The first time it happened was when I was in 4th grade in elementary school. The trauma of that incident will never stop haunting me, because the abuse was carried out by my distant relative. We are only one year apart in age, because of my brother, he could easily enter the house which was quiet at that time. After that, he immediately grabbed and pushed me against the wall..."

Apart from this, there is the following story sent by a follower @perempuanbercerita, regarding his life story (Y, 45) which can only be told by @perempuanbercerita, because he feels safe and comfortable,

"I am a widow and work as an ASN. I often become the object of sexist jokes from my male friends. Yes, just because I'm a widow. When there were activities outside the office, participants sexually harassed me several times. As if it were natural and legal to harass a widow, even in the open ..."

The author got the story above from one of *the posts* on Instagram @perempuanbercerita. The story told is a personal experience that happened to him. However, the *post* does not only contain a story that is packaged well and correctly, but there is a narrative or editorial written in the image caption. One of the responses conveyed by (Z,35) Instagram account @perempuanbercerita was,

"Dear beloved sender, thank you for sharing your story with us. Hopefully when you read this you are healthy, safe, comfortable and happy. Such is the heavy burden of trauma caused by sexual violence that you have experienced, it seems hard to believe that you are now such a strong woman. But here you are, an extraordinary figure who continues to struggle to recover. You are a woman who is meaningful, full of potential and deserves to be loved in the right ways."

The following is what @perempuanbercerita continues to do, namely providing social and moral support for women who experience this. Another story that is also included in women's Instagram *feeds* tells the story of providing feminist education by providing things that must be addressed wisely and building awareness of something, in this case it is explained (Z,35) that,

"So how do we deal with those who tell us sexist jokes? Understand first that sexist jokes are a form of sexual harassment. Utterances and jokes that implicitly contain sexist topics are also an act of harassment. You should know that you can sue the perpetrator of sexist jokes. Don't laugh too, fight back assertively (jut, firm and direct), give a pause before responding..."

This is one of the education provided by the Instagram account @perempuanbercerita to women, especially *followers*. What's interesting is the responses given by followers,

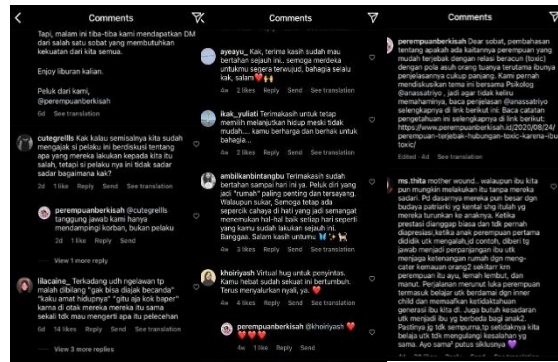


Figure 3. Comments from followers
 Source:(Instagram @perempuanberkisah, 2022)

Active interaction always occurs and information channels run correctly between communicator and communicant. The messages conveyed always become material for discussion and expressing views between one another and everyone has the right to respond, but still, in this case, the victim as the person who has the courage to tell his story, actually wants to understand his situation and not be pushed into a corner. According to the things he has received in his environment.

It can be seen that the comments given by the *followers* always side with the victim and this is also something that most women tend to experience so that the followers also feel the same fate as the *followers*. This was also conveyed (Z,35) on the Instagram account @perempuanbercerita, namely,

"Believe me, we don't have to be feminists just to empathize with victims. Even if in your heart you still have doubts, that's enough for it to be a debate between you and in your private space with anyone, because when your doubts are questioned by the victim and act as an enabler (not taking anyone's side) then it will only hurt the victim and the victim will be even more afraid to speak up because no one believes it. ."

According to (Oktaviani & Azeharie, 2020) the explanation, women who are victims of harassment are considered to be 'inviting' the action by wearing sexy clothes or walking alone at night. This thinking further worsens the current condition. Stigma given by other people causes victims to feel emotionally distressed.

The fear of being isolated from society makes women who are victims of harassment keep the bad events they have experienced under wraps. Many women who are victims experience threats and pressure so they do not dare to report the crimes they have experienced. This is one of the reasons victims ignore the problem of sexual harassment. The victim felt that his case did not need to be handled legally.

If the victim wants the problem they are experiencing to be addressed, it is considered sufficient to resolve it personally by the victim, however, there are some victims who are not influenced by the majority opinion which blames the victim of sexual harassment. The group is named hard core.

Survivors represent a group of individuals who dare to express their cases and are not afraid of the threat of isolation. The presence of the Instagram account @perempuanbercerita is really close to phenomena that occur in society and is an interesting research object to study in more depth using Edmund Husserl's phenomenological approach.

Departing from Husserl's understanding, Husserl said, phenomenology is the science of awareness of reality, which appears from experience. Phenomena are what are visible without any veil covering them, and to find the truth of these phenomena it is necessary to return to visible reality.

First, an event has its own meaning and meaning for the people who experience it directly. Second, objective interpretation is processed to include subjective experience. Third, human experience is not constructed by researchers.

a. Understanding events

The events experienced by the

Followers who chose to tell their life stories on the Instagram account @perempuanbercerita have understood that the events that happened to them were phenomena that really happened in their lives.

The self-reflection experienced due to the trauma that has been left behind, which has been stored for a long time, makes the owners of the story understand that they are placed as victims who need self-protection, a sense of security and comfort from an environment outside themselves.

Like the things that are conveyed continuously by the Instagram account @perempuanbercerita by providing lots of words of affirmation, animations, and providing free consultation services to become a forum for education as well as the information needed for women who are in bad situations or are wary of incidents. -unexpected events.

There are so many stories that are included in @perempuanbercerita with evidence that there are stories that continue to be added to *the feeds*, showing that the events or phenomena that exist are things that are mutually understood.

Women need a platform to tell their life stories while trying to understand that they are still valuable, still have the right to be loved and have the right to a decent life, like other individuals. In this case, the example that has been described in the findings where a widow is harassed, because she is a widow, is a real reality, one of which was expressed by informant Y (45),
“..Just *because I am a widow...*”

The widow stigma she received was deeply embedded in her understanding that widows had no right to be abused. This incident is a clear example that at this stage of understanding it is very necessary to have *a sense* of understanding that what an individual experiences is good or bad for him or the community around him, so that the action that will be taken at the stage of understanding this event is in accordance with the feminist view. Specifically.

b. Objective interpretation based on subjective experience

Sexual harassment against women often occurs in Indonesia and is disturbing to society. Based on the Annual Records of the National Commission on Violence against Women In 2016 there were 16,217 cases of sexual harassment that were documented.

As time goes by, sexual harassment has spread to the digital realm. One of the cases of sexual harassment in cyberspace (Neoh & Oktavianti, 2021).. Furthermore, the 2020 Annual Notes (CATAHU) of the National Commission on Violence against Women (Komnas Perempuan) stated that throughout 2019 there was an increase in cases of violence against women. The most prominent type of violence experienced by women is Domestic Violence (KDRT) or the personal realm.

In this domain, the type of sexual violence is ranked first with 2,807 cases which reaches 25%. In the public and community sphere, which is in second place, 58% of violence against women took the form of sexual abuse in 531 cases, rape in 714 cases, and sexual harassment in 520 cases.

Referring to data from the National Commission on Violence against Women, sexual harassment is a form of violence experienced by women. Women in this context can include anyone, although there are groups of women who are more vulnerable to experiencing this (Suprihatin & Azis, 2020).

Interpretation of phenomena that are not in line with feminist values is something that falls into the objective realm. Husserl's also emphasized the importance of conscious experience in the cognitive and perceptual aspects of humans.

In this case, the phenomena experienced by women, one of which is sexual harassment which is often described by followers of @perempuanbercerita, is a subjective experience which can always be drawn into an objective interpretation based on cognitive aspects and established perceptions of the reality that is formed and occurs. to himself or other people who have or experienced similar events.

For this reason, interpretations that initially originate from subjective experience can be developed objectively due to experiences and phenomena that occur in society, both directly and through communication media.

c. Understanding leads to meaning

In the research of Telljohann et al. (1995) in the United States and Lee et al in South Korea (2013) are described

in a journal (Rusyidi et al., 2019) this research found that women tend to have a better understanding of sexual harassment than men.

Most likely this is because women absorb and care more about information related to their interests as women considering the fact that women generally become victims of sexual harassment more often than men.

Thus, although this research shows that sexual harassment is experienced by both male and female respondents, women have a higher tendency compared to men, regarding the positive association between age and awareness or understanding of forms of sexual harassment where the higher the age, the better understanding of sexual harassment.

The association between age and understanding of sexual harassment may be facilitated by experience with greater age

a person is increasingly exposed to information and knowledge regarding violent behavior both in activities outside and in the classroom so that more

Broaden their understanding compared to younger individuals.

This understanding towards meaning is reflected in the efforts made by the Instagram account @perempuanbercerita by providing education regarding the nature of oneself as a human being, especially as a woman. Building a strong self-concept for its *followers*, although in the end the experience of awareness of the meaning of the essence of the realm of feminist thought will return to each individual, as has been explained in the findings presented by informant Z (35); "... *Understand first that sexist jokes are a form of sexual harassment...*"

The importance of having similarities in the realm of understanding must be emphasized, so that ultimately it refers to an established meaning regarding things that are in accordance with the values built and accepted in society.

This successfully happened in the education process carried out by @perempuanbercerita, marked by the active followers *who* dared to give *statements*, provide support to the victims, donate to companions, take part in the activities held and actively participate in public discussions related to the phenomena. Feminist phenomenon.

CONCLUSION

Based on these results and discussion, it can be concluded that Instagram as a media for information on feminist education, in this case the study focuses on the research object on the Instagram account @perempuanbercerita, involves comprehensive communication elements.

This is aimed at followers to be able to understand and interpret the realm of feminist thought in various ways, especially in relation to making the @perempuanbercerita Instagram account a safe and comfortable storytelling platform for survivors or people who have experience and experienced the same phenomenon. In his life. Derived from subjective experiences experienced by the many followers of @perempuanbercerita which are always represented by followers who have the courage to express.

His story makes Edmund Husserl's phenomenological approach very appropriate to be used as a tool for analysis, because the importance of conscious experience in cognitive aspects and human perception has an important position and aspects of communication in achieving understanding and shared meaning are very open.

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