

What If It Was You (#WIIWY) digital activism on TikTok to fight gender-based violence online and cyberbullying

Aktivisme digital What If It Was You (#WIIWY) di TikTok untuk melawan kekerasan berbasis gender online dan cyberbullying

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Abstract

FISIP 21 created #WIIWY activism in response to the increase in cases of online gender-based violence (KBGO) and cyberbullying during the COVID-19 pandemic. To be able to participate in activism, the public can upload content on the social media TikTok. The #WIIWY movement is gaining traction among the general public. This study explored the motivations of #WIIWY digital activism makers, obtained information about the dissemination of #WIIWY digital activism on TikTok, and the role of TikTok in the process of making digital activism media. This study uses a virtual ethnographic method to explain the cultural behavior of digital activism that is used by users on TikTok. The results of this study indicate that there are several individual motivations involved in #WIIWY activism, namely the suitability with feelings, want to spread awareness about cyberbullying and KBGO, voice the experiences as victims of crime on social media and create a safer and more positive social media environment. The spread of this activism is quite high but its virality is limited at the beginning and is not evenly distributed throughout Indonesia. This study concludes that TikTok plays a role in the media-making process of producing and disseminating #WIIWY activism.

Keywords: digital activism; #WIIWY activism; virtual ethnography

Abstrak

FISIP 21 membuat aktivisme #WIIWY sebagai respons atas peningkatan kasus kekerasan berbasis gender online (KBGO) dan cyberbullying selama pandemi COVID-19. Untuk dapat berpartisipasi dalam aktivisme tersebut, publik dapat mengunggah konten di media sosial TikTok. Aktivisme #WIIWY mengalami penyebaran yang melibatkan partisipasi publik. Studi ini menelusuri motivasi pembuat aktivisme digital #WIIWY, mendapatkan informasi mengenai penyebaran aktivisme digital #WIIWY di media sosial TikTok, dan peran media sosial TikTok dalam proses media making aktivisme digital. Penelitian ini menggunakan metode etnografi virtual untuk menjelaskan tentang perilaku budaya aktivisme digital yang dimanfaatkan pengguna di TikTok. Hasil penelitian ini menunjukkan bahwa terdapat sejumlah motivasi individu terlibat dalam aktivisme #WIIWY, yaitu kesesuaian dengan perasaan, penyebaran kesadaran tentang cyberbullying dan KBGO, menyuarakan pengalaman sebagai korban kejahatan di media sosial, dan penciptaan lingkungan media sosial yang lebih aman dan positif. Penyebaran aktivisme ini cukup tinggi tetapi viralitasnya terbatas pada awal kemunculannya saja dan tidak merata dilakukan di seluruh Indonesia. Studi ini menyimpulkan bahwa TikTok berperan dalam proses media making untuk produksi dan penyebaran aktivisme #WIIWY.

Kata kunci: aktivisme digital; aktivisme #WIIWY; etnografi virtual

Introduction

Digital activism employs a variety of methods for mass mobilization and political action, including online petitions; text-based email and activism; advocacy suites (online advocacy systems that connect communications between the public and government); mapping software; online fundraising; online marches and demonstrations; online civil disobedience; and activism on social media (McNutt 2018). Social media as a digital activism tool has been successful in strengthening social movements (Eren-Erdogmus & Ergun 2017). According to a Pew Research Center survey conducted in 2018, 53% of the US population has participated in digital activism on social media at least once (Anderson et al.

2018). The reason for this is that social media networks enable democratic, free, and expressive public political participation (Fuchs & Sandoval 2013). Digital activism on social media is growing as a result of two factors, including the unique characteristics of social media (Lim 2017) and the accessibility of information (Gilbert 2021).

Lim (2017) discusses several characteristics of social media that encourage digital activism, including wide networks, low cost, fast, anonymous, unlimited, low risk, and only requiring small actions that are relatively easy, accessible, and wrapped in a simple light narrative. Social media has bridged the information gap between rulers and activists, allowing both sides to receive equal support and commentary (Gilbert 2021). Lynch (2011) stated that social media benefits social movements in four ways, including organizing and coordinating dissatisfied citizens to act collectively; creating a flow of information to make protesters believe in the success of the action; fighting repression by the ruling regime; and achieving regional and global publicity.

Since before the reform era, Indonesia used social media as a tool for digital activism, and this practice continues to this day (Lim 2006). The rise in digital activism in Indonesia corresponds to the rise in the number of social media users, which rises year after year. According to a Statista survey, social media users in Indonesia will continue to grow until 2026 (Nurhayati-Wolff 2021). Meanwhile, TikTok is one of the social media platforms that is frequently used as a platform for digital activism (Borissova 2019). According to the Reach3 Insight survey, TikTok is extremely popular, with 77% of users stating that TikTok provides information about politics and social justice, and 94% believing that TikTok plays an important role in Black Lives Matter activism (Hosie 2020). TikTok began as a short video-sharing social media platform with videos of hand dances and voiceovers. TikTok, on the other hand, is being transformed by young people into a means of collective political expression through ideological formation, trolling, and political activism. TikTok's political expression is embodied by symbolic resources such as hashtags, physical characteristics, visuals, viral dances, and popular background music (Herrman 2020).

TikTok has appeal (Kaseljo 2020), legacy (Rogers 2020), and a new structure that has made it the primary digital activism medium (Schellewald 2021). TikTok's appeal stems from the authenticity of the content created (Oktaviana et al. 2021). Meanwhile, TikTok's legacy is rooted in its musical, artistic, and entertaining video effects (Rogers 2020). In terms of structure, TikTok has a more sophisticated structure than other social media platforms when it comes to exploring the diversity of content, namely the For Your Page (FYP) page. The FYP design employs an algorithm that is based on the variability, uniqueness, and recency of content to attract interest, add followers, and search (Schellewald 2021). As a result, TikTok users will gain access to content that is not limited to their personal preferences and will become the most effective medium for forming opinions and sparking a public debate on an issue (Jarvis 2021).

In recent months, TikTok has seen a surge in viral digital activism under the hashtag #WIIWY (<https://vt.tiktok.com/ZSeFXGXCE/>). #WIIWY, or "What If It Was You," is a campaign started by the Faculty of Social and Political Sciences at the University of Indonesia batch 2021 (FISIP UI 21) to raise public awareness about Online Gender-Based Violence (KBGO) and cyberbullying. Gender-based violence mediated by technology is referred to as KBGO. Invasion of privacy; supervision and monitoring; destruction of credibility; abuse; direct threats and violence; and violence against specific communities are examples of KBGO behavior (Kusuma & Arum 2020). Meanwhile, cyberbullying is defined as bullying that occurs intentionally and persistently through the use of computers, cell phones, and other electronic devices (Hinduja & Patchin 2020). Cyberbullying activities include posting, commenting on, and sharing negative, false, threatening, embarrassing, and upsetting content; forcing others to cyberbully; and stealing another person's identity online to embarrass or cause trouble (UNICEF Indonesia 2020).

#WIIWY activism began on August 11, 2021, with support from the Center for Character Strengthening of the Indonesian Ministry of Education, Culture, Research, and Technology (Puspeka Kemendikbud). FISIP UI also collaborates with Indosat Ooredoo to organize the Save Our Socmed (S.O.S) vertical short film competition, which will take place from October 5 to November 10, 2021. The short film in the SOS competition addresses three major themes of #WIIWY: cyberbullying, KBGO, and digital

literacy. The public can view the competition's short films on TikTok by searching #SOSSHORTS and #SOSTS. Based on virtual searches using these two hashtags up to April 9, 2022, 225,500 users have seen the films.

The emergence of #WIIWY is linked to an increase in KBGO (Komnas Perempuan 2021) and cyberbullying (UNICEF 2020) cases during the COVID-19 pandemic. As a result, the goal of this activism is to raise public awareness about the importance of creating a safe space on social media that is free of all forms of violence. #WIIWY encourages the public to empathize with the feelings of others by imagining themselves as victims of violence in cyberspace, "so it may be prudent to filter before sharing when commenting on social media" (Pusat Penguatan Karakter 2021).

FISIP UI began its activism on the social media platforms Instagram and TikTok under the username @wiiwy.21. However, the majority of public participation occurs through TikTok content uploads. As a result, #WIIWY activism is limited to TikTok and does not extend to other social media platforms. Personal experiences, event reviews on any social media platform, or reaction videos with duet and stitch features can all be uploaded as video content. 74,319,676 users have produced #WIIWY activism as of April 9, 2022 (<https://vt.tiktok.com/ZSeRqd22B/>).

As the originator of activism, FISIP UI 21 produced the soundtrack and logo for this digital activism marker. The soundtrack is from the sequel to *The Incredibles*, *Life's Incredibles Again*. Each person who participates in this activism will use hashtags, descriptions, and pinned comments related to #WIIWY activism. TikTok's #WIIWY digital activism phenomenon depicts the process of media creation. Dissemination of #WIIWY activism, which includes not only FISIP UI 21 and Puspeka Kemendikbud, but also broad public participation. TikTok users who create #WIIWY activism videos will receive likes, comments, and additional followers for their uploaded content.

The issue of KBGO and cyberbullying as digital activism on TikTok has not yet been researched in Indonesia. Other research topics of digital activism include feminism (Annisa et al. 2021, Maryani et al. 2021), rejection of reform (Suwana 2021), rejection of development (Alfirdaus & Sitowin 2021), violence against workers (Kholilurrohman et al. 2021), rejection of laws (Alifiary & Kusumasari 2021), animal conservation (Hersinta & Sofia 2020), sexual violence against women (Saputri 2020), environment (Sanjaya 2017, Ulfa & Fatchiya 2017), gender equality (Rahmawan et al. 2018), reducing food consumption (Swastika 2019), social discrimination (Ayu 2016), and mass action (Nofrima et al. 2020).

Previous research on cyberbullying was conducted by Haloho (2021) using a quantitative explanatory research methodology with field data collection via a questionnaire. Achmad (2016) studied Surabaya youth's perceptions of Ask.fm social media as a source of cyberbullying. Meanwhile, Ratnasari et al. (2021) researched digital activism on KBGO using a case study-based qualitative approach on the @awaskbgo Instagram account. TikTok, a social media platform, is rarely used to research digital activism (Hautea et al. 2021). In Indonesia, TikTok digital activism research focuses solely on COVID-19 prevention activism (Hasiholan et al. 2020, Suryani et al. 2021). TikTok social media is frequently used to investigate user motivations (Andrian et al. 2021), self-disclosure (Claresta & Tamburian 2021, Safitri et al. 2021), brand awareness (Fahira et al. 2021), personal branding (Ishihara & Oktavianti 2021), consumer engagement (Ningrum & Roostika 2021), and content marketing (Pinariya et al. 2020).

As a result, this study conducted digital activism research on TikTok using the hashtag #WIIWY to broaden the scope of digital activism research. Another hope is that this study will be the first in Indonesia to investigate the TikTok platform in social activism with issues other than COVID-19. This study employs a virtual ethnography method to investigate the motivations of #WIIWY digital activism makers, the dissemination of #WIIWY digital activism on TikTok, and the role of TikTok in the digital activism media-making process.

Research Method

This study employed a qualitative research method using a virtual ethnography approach adapting traditional ethnography research principles by studying the cultural manifestation of virtual community (Hine 2000). The virtual ethnography method was used by the researchers as an interrogating tool of knowledge and meaning of technology from cultural practices of individuals through a video posted on social media (Wijaya & Nurmalia 2018). In this study, virtual ethnography attempts to describe the motivation of digital activism maker of #WIIWY, dissemination of #WIIWY digital activism on TikTok, and the role of TikTok in the process of media-making digital activism.

There are five stages that researchers need to carry out in conducting virtual ethnographic research (Achmad & Ida 2018, Achmad et al. 2021), including (1) the researchers identify the community proactively by conducting searches through the researcher's TikTok account. To gain access to the virtual community, researchers used TikTok to conduct a #WIIWY search to determine which users were involved in the activism. (2) The researchers obtained permission to enter the virtual community, searched for informants based on the criteria, and invited the informants to participate in an interview. (3) The researchers join virtual communities through #WIIWY activism. (4) The researchers conducted in-depth interactions and interviews with informants. (5) The researchers collected and analyzed ethnographic data.

The data collection through in-depth interviews and virtual observations took place from August 2021 to March 2022. Meanwhile, in-depth interviews took place from February to March 2022. The informants of this study were eight TikTok users who carried out #WIIWY activism, including @anakmamahwiwin (<https://vt.tiktok.com/ZSd618Q2D/>), @aestheticcapri (<https://vt.tiktok.com/ZSetbCCQhy/>), @vedeimos (<https://vt.tiktok.com/ZSetbbUt6/>), @abigaipurba (<https://vt.tiktok.com/ZSetbQDRk/>), @hacuuuh (<https://vt.tiktok.com/ZSetbq7Ee/>), @norafilms_ (<https://vt.tiktok.com/ZSetb3AGr/>), @compscineas (<https://vt.tiktok.com/ZSetbq7Ee/>), and @selayaknyamanusia (<https://vt.tiktok.com/ZSetbKx7g/>).

The unit of analysis in this study is multimodal text on TikTok, in the form of (1) #WIIWY digital activism video on TikTok. (2) Activities generated in #WIIWY video uploads, in the form of views, likes, and comments. (3) Pictures in the form of screenshots of relevant parts contained in various social media accounts of the informants. (4) The text is the result of the researchers' interviews with the informants. The researchers prepared the data for analysis, which was then compared, categorized, and presented in the form of a narrative. In terms of motivation, the researchers chose the strongest reason for informants' involvement in digital activism #WIIWY.

Results and Discussion

The motivation of the makers of #WIIWY digital activism

Digital activism is the integrated use of the internet and digital technology networks to achieve specific social and political goals (Radsch 2016). The goal of #WIIWY activism is to raise social awareness about KBGO and cyberbullying through the motivation or encouragement of a group of people who are inspired to engage in digital activism. According to Vegh (2013), one of the goals of activism is to raise awareness by disseminating information about a topic that has received little attention from the general public or mainstream media.

FISIP UI considered #WIIWY as activism for several reasons, including: (1) the need to carry out more preventive and reflective activism. In general, digital activism responds to specific events or issues without addressing the root causes, causing the same events or issues to reoccur. (2) FISIP UI's desire to be able to provide a new environment for digital activism that is more creative and easier to remember rather than using a revolutionary tagline that only a few people understand. (3) The pronunciation is simple. In terms of marketing, it is quite appealing to young people. FISIP UI began disseminating #WIIWY activism on August 6, 2021, by publishing the logo and soundtrack on TikTok social media via the @wiiwy.21 account (Figure 1). However, according to FISIP 21's agreement as the initiator of activism, the massive dissemination process will take place only on August 11, 2021.

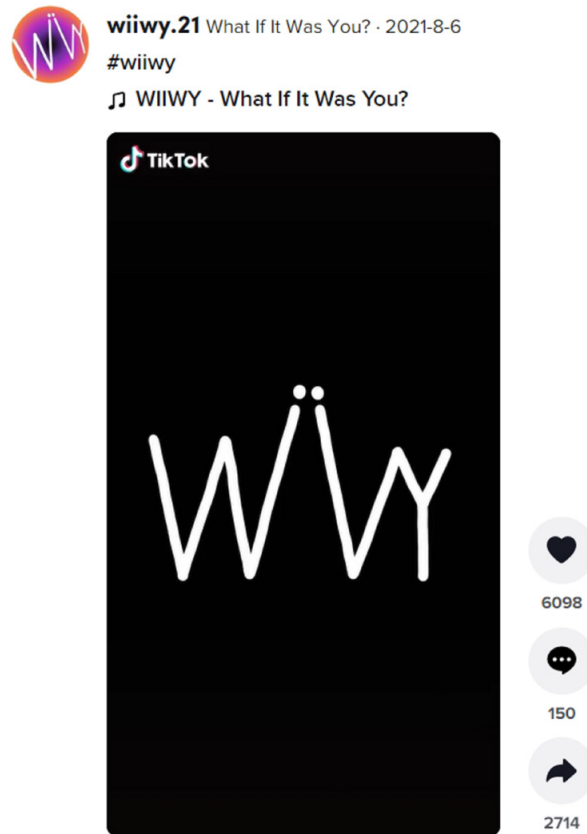


Figure 1.

Logo #WIIWY

Source: Tiktok @wiiwy.21 <https://www.tiktok.com/@wiiwy.21/video/6993220477858630938>

The @wiiwy.21 account's first video upload received 103,500 views, 5911 likes, 145 comments, and 2673 shares. Because of the high level of engagement, #WIIWY content has been added to For Your Page (FYP). FYP is the TikTok application's main page, with an algorithm design based on the variability, uniqueness, and novelty of the content. The goal of activism creators is to generate interest, increase the number of followers, and make search easier (Schellewald 2021). The popularity of #WIIWY has been boosted by content creators who have uploaded videos about education and social issues. Since then, the @wiiwy.21 account, which belongs to FISIP UI, has drawn the attention of netizens.

Consuming #WIIWY activism videos is one type of citizen involvement in activism. Responding to @wiiwy allows netizens to participate in social interactions. There are 21 personal uploads, likes, and comments on content uploaded with the hashtag #WIIWY, saving #WIIWY uploads as favorite content, and sharing them with others. Furthermore, netizens can become content creators by creating and sharing #WIIWY activism videos on their personal TikTok accounts (Lasut et al. 2021). This activity is a cultural production process in which #WIIWY activists act as prosumers (producers-consumers), consumers, determinants, input providers, and cultural developers (Fuchs 2018).

Public participation in #WIIWY activism involves a media-making process, namely the process of cultural production carried out by individuals as a result of the human meaning of reality (Grossberg et al. 2006). The creation of #WIIWY videos by content creators is the culture generated by #WIIWY activism. Individually, #WIIWY activism has a very positive meaning because it can raise public awareness about KBGO and cyberbullying from the perspectives of both victims and perpetrators. Criminals on social media will be aware that seemingly insignificant actions can have a negative impact or even cause harm to others. Victims will also be more willing to speak out about their struggles to survive as victims of cyberbullying or KBGO. Another definition of activism was provided by @norafilms_ in terms of the benefits of #WIIWY activism in terms of concept and target participants.

“In my perspective, #WIIWY activism is quite creative activism both in concept and presentation. We don’t have to struggle to understand the meaning of this campaign as all the things they have turned into short films are often happening all around us. Furthermore, the target audience for this activism is mostly youth and young people, who have a critical role in the future. So, I think #WIIWY can influence the mindset and encourage it to change for the better.” (Informant @norafilms_).

Creators of #WIIWY activism inspire netizens to participate in this activism by evoking netizens’ feelings and experiences so that they are willing to act as content creators voluntarily. Motivation is the drive that drives individual behavior (Griffin et al. 2019). Understanding creators’ motivations for engaging in digital activism can aid in the exploration of the use of digital media in the development of activism and encourage wider public participation to support democracy (Suwana 2020). FISIP UI 21’s motivation for #WIIWY activism is to raise public awareness and education about cyberbullying and KBGO.

For example, @anakmamahwiwin’s motivation to participate in #WIIWY activism was inspired by toxic masculinity treatment for posting TikTok dance videos. Toxic masculinity is a form of oppression directed at men who do not exhibit the ideal masculine behavior, norms, and practices (strong, violent, aggressive, logical, and non-affective) (Waling 2019). Many TikTok users see @anakmamahwiwin’s upload of dance content as an insult to masculinity values because it portrays a feminine impression that is gentle and expressive.

“My #WIIWY video uploaded relates to my experience. It was based on my true story. At that time, I once shared a video on TikTok. The contents of the video were I am dancing. One of my friends commented, why are you using TikTok, what are you doing on TikTok? TikTok is full of girls. You look like a female impersonator. His comments have entered the realm of toxic masculinity. In fact, if I dance as a boy, it doesn’t mean that I’m a female impersonator or a girl. Dance can be done by girls or boys. Everyone can dance. Just because I dance, I get the predicate female impersonator.” (Informant @anakmamahwiwin).

Two videos of #WIIWY contents by @anakmamahwiwin depict citizens’ blasphemy regarding their TikTok dance video activities. The two videos include comments from several people on @anakmamahwiwin’s WhatsApp story, which includes TikTok dance content uploads. These comments contain several jokes about @anakmamahwiwin being lazy and tired (looking for attention) and being a female impersonator (Figure 2).

@hacuuuh’s motivation for following #WIIWY is to remind TikTok users to think before posting something and consider the consequences of their actions. According to @hacuuuh, cyberbullies frequently fail to recognize that making inappropriate comments on other users’ social media accounts, such as personal attacks, blasphemy, and intimidation, is an act of cybercrime. An educational video about cyberbullying on an instant messaging app was created by @hacuuuh in the form of a 3D Lego animation (Figure 2).

“I believe that when my video is seen by many people, they will know that cybercrimes are real. After seeing the video, hopefully, people can realize that they have been criminals on social media. That awareness becomes introspection for themselves. Of course, many people still do not realize that our writing, speech, or content uploads have an impact on others. That’s why I made the video from the perspective of the perpetrator to emphasize that the viewer of my video could be one of the perpetrators of crime on social media.” (Informant @hacuuuh).

Another motivation for users to participate in #WIIWY activism is to raise awareness about cyberbullying and KBGO. As @abigaipurba’s motivation for raising awareness about the reality of violence in women’s lives. The experiences of her friends who have been victims of blackmail inspired the content of @abigaipurba’s work. The video tells the story of a woman who received a screenshot via Instagram Direct Message from someone (Figure 2). The image depicts a conversation with a Twitter user who shared her naked portrait. The woman became a victim of sextortion or the threat of non-consensual distribution of images containing sexual material.

"My reason for joining #WIIWY is because the message is that bad things can happen to anyone. I want to make many people think and be aware of the realities of the world. Some of my friends' intimate pictures have been spread, even though those are not their pictures. And some people call her number and offer some money. We must be wary of spreading personal information for negative purposes, whether photos of faces, body parts, or other personal information. So, there are instances when someone is obsessed with creator content, stalks their home, annoys their parents, and the like. How dangerous the behavior of people sharing personal formations without thinking about the consequences is. There is a need to educate people not to believe easily. The point is, we have to be more selective on people who can know our private life." (Informant @abigaipurba).

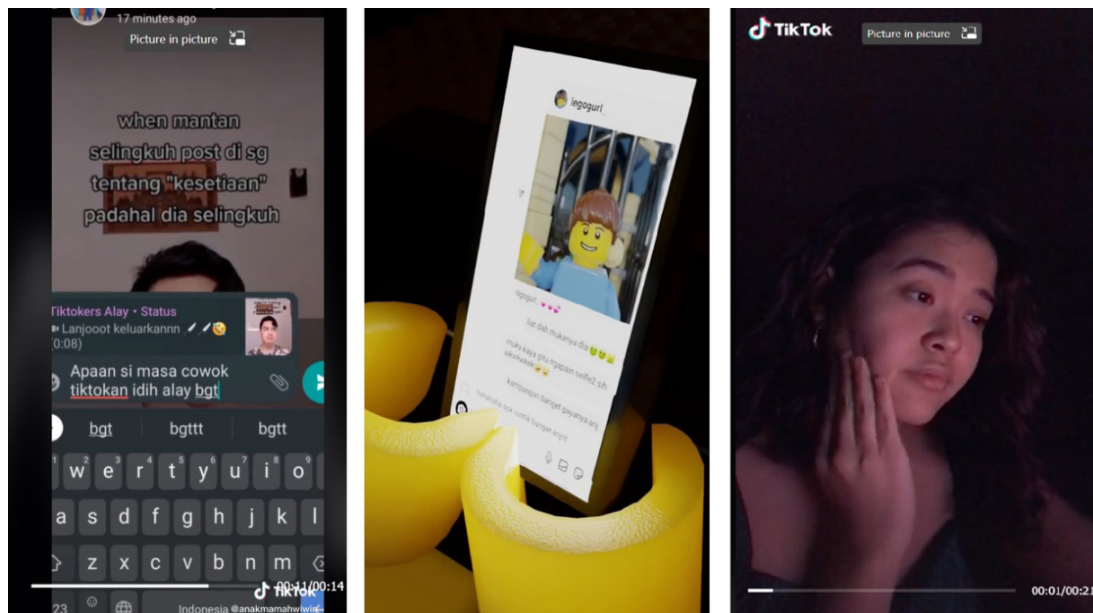


Figure 2.

#WIIWY activism video

Source: Tiktok by @anakmamahwiwin, @hacuuu, and @abigaipurba

@vedeimos's motivation for participating in #WIIWY activism is to raise awareness about the dangers of cyberbullying and KBGO. As in the case of @vedeimos, who was once a victim of cyberbullying, which has impacted his self-confidence to this day. The #WIIWY content created by @vedeimos does not share her personal experience but is inspired by the experience of a friend, a K-Pop fan who was cyberbullied because she posted too much about K-Pop on social media. Meanwhile, @norafilmsmotivation's for participating in #WIIWY activism is to raise awareness for TikTok users to be wiser on social media without harming others, as well as to understand the importance of self-control in order not to harass others, as a result of her experience as a KBGO victim.

"I experienced KBGO when I expressed my opinion about something. There was an exaggerated response of someone replying to my argument by taking my profile picture and being ridiculed on social media. Since then, I've avoided using my face as a profile photo on any social media platform. As a result, I received KBGO in the form of obscene jokes and threats to do despicable things like raping, asking for sex, and using foul language. I even received threats to harass my mother such as "I will rape your mother", or "Your mother is a prostitute who then gave birth to you." (Informant @norafilms).

Based on her experiences, @norafilms_ created the short film Devil in Disguise, which tells the story of a man who engages in KBGO by masturbating using videos of women he sees on social media, sharing pornographic content via chat, and harassing people via live Instagram column of a woman. The younger brother then discovers his brother on a voice call with his friends discussing pornographic videos. The younger brother immediately offered advice to his older brother, asking, "What if it was you?"

The @aestheticcapri account is participating in #WIIWY activism for a different reason: to share their experience as a victim of cyberbullying (speak up). @aestheticcapri is gender fluid or individual with a non-binary gender identity (Darwin 2017) who has been receiving hate blasphemy for five months after publishing a lipsync video and receiving a lot of hate blasphemy via direct messages, secreto, and comments. Because of their androgynous appearance, netizens called them a bitch, a sissy, and asked them to repent. Their mental health suffered as a result of the cyberbullying until their mother referred them to a psychologist. By displaying hate speech in cell phone screenshots, @aestheticcapri's parents encourage them to speak up.

“Cyberbullying took a toll on my mental health. My content is just ordinary, just expressing myself, and not harming anyone. Strangely, why are so many people bothered by my videos? My parents encouraged me to speak up on my social media. They say that I cannot continue to live in fear of hate speech. My parents urged me to collect screenshots of all the blasphemy. I put all the files together in the form of #selflove.” (Informant @aestheticcapri).

Meanwhile, @selayaknyahuman's motivation for participating in #WIIWY activism is critical because it evaluates the issue's content. Participants in activism are generally motivated to do so because the outcomes of their activism will have an impact on their lives (Madison & Klang 2020). According to him, many people still post too much personal information or pictures on social media with no boundaries. That's why @selayaknyahuman created the short film *Tak Lagi Sama* (No Longer the Same). The film depicts a mother's struggle to recover her child's psychological trauma as a result of the negative effects of cyberbullying. @selayaknyahuman chooses the victim as the main character of the story so that the public can understand the victim's psychological condition as a result of cyberbullying. The presence of a mother figure is intended to demonstrate how difficult it is for cyberbullying victims to recover from psychological trauma.

“It's important for me to speak through films because I have an interest in psychological theories. That's why the film I made illustrates the dangers if we don't have limits on social media. The bad consequences can damage our mental. I hope our society, particularly young people, will not only take advantage of the positive impact of social media but should also be aware of the negative impact. It will make them realize the importance of limiting themselves in social media.” (Informant @selayaknyamananusia).

Meanwhile, @compscineas's motivation for participating in #WIIWY is to make social media a safer and more positive place. Because of the disclosure of information, she believes that social media is not a safe place. If there is an omission, social media has the potential to cause harm or conflict. Furthermore, some people are not prepared to make effective use of information. A good social media environment can be realized if all users learn and understand communication ethics, ignore bad behavior, do not do negative things, and respect other people. That's what prompted @compscineas to create *Mimikri*, a short film. A film about someone who posts ridiculous photos of his friends on his Instagram account without considering the consequences. The photo quickly went viral, and many people saw it. As a result, the sender's friend suffers cyberbullying, which leads to suicide. The perpetrator who spreads the photo feels guilty and decides to commit suicide by mimicking his friend's actions (mimicry).

#WIIWY digital activism outreach on TikTok

Digital activism dissemination is the dissemination of activism on social media that demonstrates activism loyalty, participation, interaction, conversation, and responsiveness (Perreault & Mosconi 2018). High dissemination of activism is a key indicator of virality as a measure of digital activism success (Schreiner et al. 2021). The level of engagement (interaction on social media), geographical distribution, and periodic dissemination can all be used to assess the dissemination of digital activism.

The dissemination of #WIIWY activism through TikTok is based on FISIP UI 21 research that compares social media platforms TikTok, Twitter, and Instagram. Users of Twitter are more educated, less representative of young people, and more political. The disadvantage of Twitter is that it is a text-based social media platform, making it less appealing to begin activism. The disadvantage of Instagram is the

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length of time it takes to become engaged. TikTok has two advantages for #WIIWY activism: (1) it is a social media platform primarily used by young people, and (2) there is a lack of educational video content.

On August 6, 2021, the TikTok account @wiiwy.21 posted the video for the first time. FISIP UI, on the other hand, only carried out massive activism on August 11, 2021. This was done to avoid plagiarism of background voices. The first post is dedicated to the release of the logo video and background sound for public use on August 11, 2021.

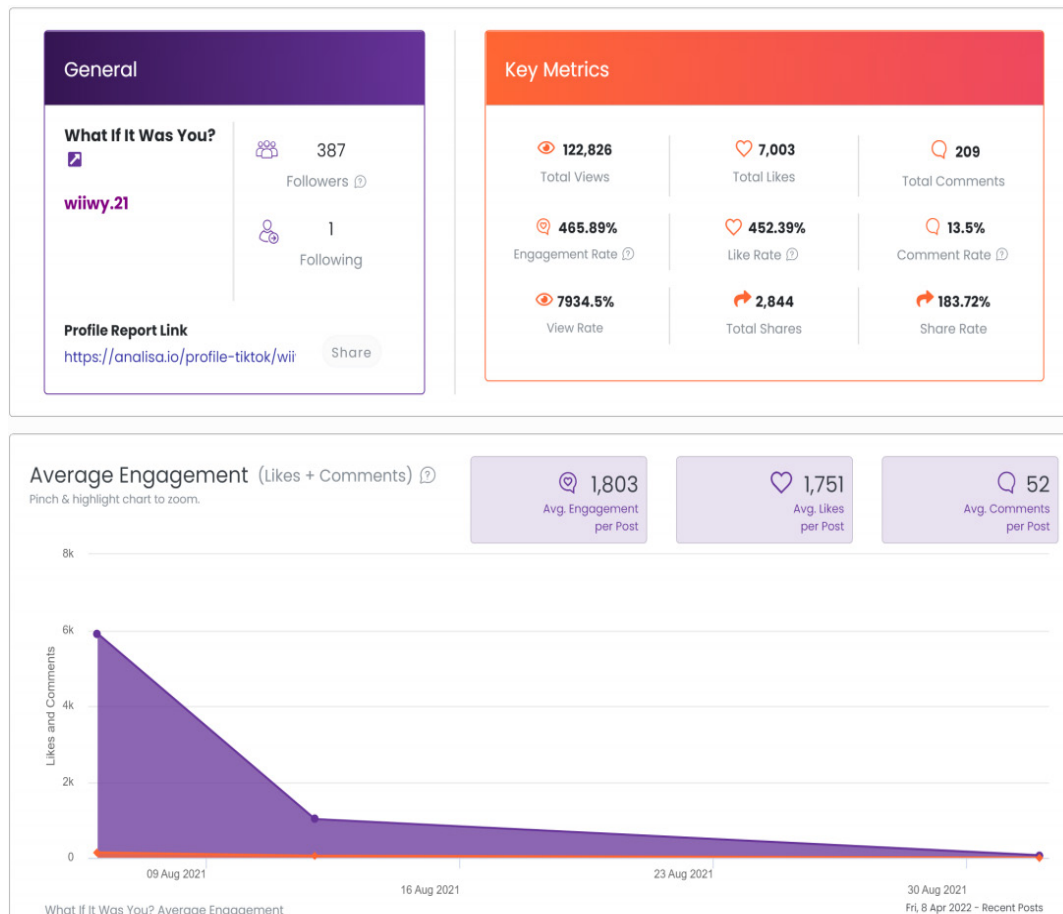


Figure 3.
TikTok account @wiiwy.21 analysis
Source: <https://analisa.io/profile-tiktok/wiiwy.21>

The TikTok account @wiiwy.21 has 387 followers, four videos, 122,826 views, 7003 likes, 1,751 average likes, 209 comments, 52 average comments, and 2,844 shares. According to a virtual search conducted by researchers on the Analysis.io website, each post receives 465.89% engagement. According to Macready’s (2022) research, TikTok engagement is considered good if it ranges between 4.5% and 18%. The higher the rate of engagement, the higher the rate of engagement. As a result, it is possible to conclude that the TikTok @wiiwy.21 account has a high engagement value.

This study employs the Hashtags Manager app and the Shoptik website to determine #WIIWY hashtag engagement on social media, with indicators such as views, comments, and page posting. According to Hashtag, #WIIWY activism consists of 582 video posts that have received 515,652 likes, 886 average likes, and nine average comments. Meanwhile, according to a Shoptik website analysis, #WIIWY activism received 74,319,676 views and 144,805 comments (Figure 3). The high number of engagements demonstrates that #WIIWY activism was successful in its goal of raising public awareness about the importance of creating a safe space on social media that is free of all forms of violence.

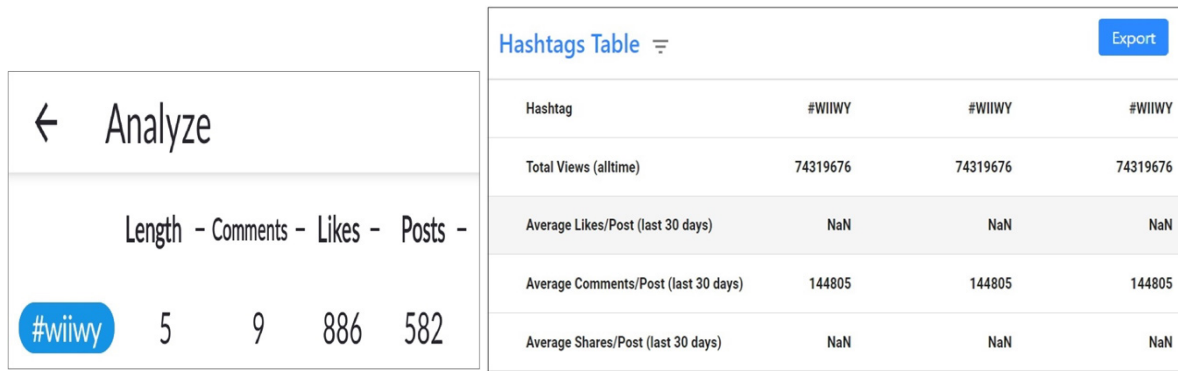


Figure 4.

#WIIWY activism engagement from August 2021 to March 2022

Source: Analysis results with Hashtags Manager application (left) and Shoptik (right)

According to Google Trends, #WIIWY activism has not piqued the interest of TikTok users between August 1 and 7, 2021. When FISIP UI carried out massive activism on August 11, 2021, #WIIWY activism gained traction. There were 100 video uploads by TikTok users to participate in #WIIWY activism between August 8 and 14, 2021. TikTok’s participation in this activism dropped by 35% between August 15 and 21, with only 65 new video uploads. There were only 13 #WIIWY video uploads between August 22nd and August 28th, 2021 (Figure 4).

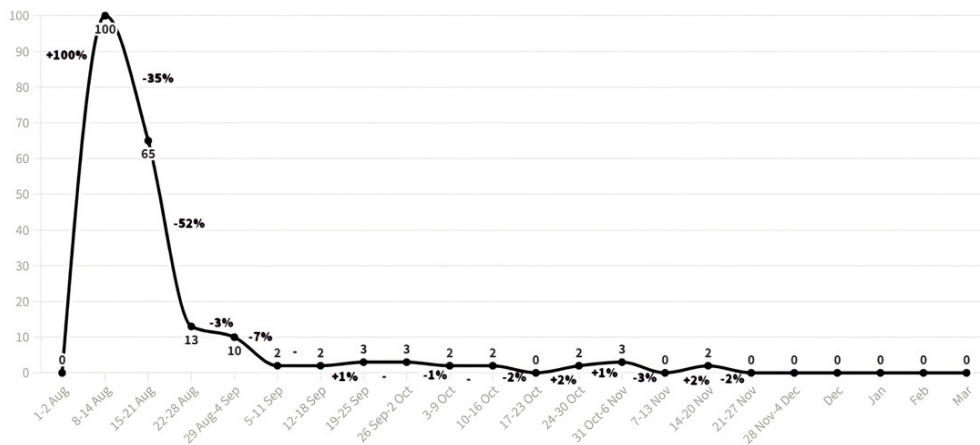


Figure 5.

#WIIWY activism progress chart in August 2021-March 2022

Source: Analysis results with Google Trends

On September 12-18, 2021, #WIIWY activism began to decline in distribution, with only two new videos being released. The average #WIIWY video publication rate from September 19 to November 20, 2021, is three videos per week. During that time, there was an S.O.S. competition, which ran from October 5 to November 10, 2021, and increased public participation in activism. The dissemination of #WIIWY activism will come to an end on November 7-13, 2021. This is the final day to submit videos for the S.O.S. competition. There will be two #WIIWY video uploads between November 14 and November 20, 2021, with the last one on November 27, 2021 (Figure 5).

This study also employs Google Trends to determine the number of trends in each Indonesian province. Riau Islands, North Sulawesi, Lampung, Central Kalimantan, Bali, Special Region of Yogyakarta, DKI Jakarta, Riau, West Java, Banten, East Kalimantan, Central Java, East Java, South Sulawesi, North Sumatra, South Sumatra, South Kalimantan, and West Sumatra are among the provinces involved in #WIIWY activism (Table 1). Although the organizer of the activism is FISIP UI, which is located in

West Java, the province ranks ninth. This is in line with Lim (2017), who stated that one of the benefits of digital activism in social media is that it is not limited to a specific space and time, which increases the chances of successful activism.

Table 1.
#WIIWY activism trend development by province

No	Province	Number of trends
1	Riau Islands	100
2	North Sulawesi	86
3	Lampung	72
4	Central Kalimantan	71
5	Bali	60
6	Special Region of Yogyakarta	55
7	Jakarta Capital Special Region	55
8	Riau	53
9	West Java	43
10	Banten	41
11	East Kalimantan	41
12	Central Java	31
13	East Java	29
14	South Sulawesi	26
15	North Sumatera	22
16	South Sumatera	20
17	South Kalimantan	18
18	West Sumatera	18

Source: Results of analysis of #WIIWY activism in August 2021-March 2022

Although some parts of Indonesia have taken part in this activism, there are still 14 provinces that have not taken part at all. One of the barriers to accessing technology and information is a geographical divide, limited network infrastructure, economic reasons for not having technology, a lack of education, and limited digital skills (Ye & Yang 2020). Particularly given Indonesia’s thousands of islands and the disparity between cities and villages (Ariansyah et al. 2019).

The role of TikTok in the process of media-making digital activism

Khuzdi Chikumbu, TikTok’s Director of Creative Community, stated that the use of TikTok for digital activism develops organically and naturally (ABC News 2020). Because an increasing number of people are willing to express their opinions, show concern, share inspiring information, and contribute to the spread of educational knowledge (Singh et al. 2020) TikTok activism involves a media creation process because it contains audiovisual elements such as filters, audio, compilations of pictures and videos, and nonverbal videos. These elements pique TikTok users’ interest in participating in activism (Zhao & Abidin 2021).

TikTok facilitates the creation of media in digital activism by providing content creation and dissemination features. TikTok’s content creation features include recording and editing. TikTok’s video recording features include (1) Sound effects and background music. (2) Flip, the button for switching between front and back cameras. (3) Speed; there are five options for speed: 0.3x, 0.5x, 1x, 2x, and 3x. (4) Beauty, beautify the face filter. (5) Filters and color layers that can alter the overall feel of the video. (6) A timer can be used to set the duration of the video (15 seconds, 30 seconds, and 3 minutes). (7) Flash, to activate the rear camera’s light. (8) Effect, which is used to add animation or elements to a video (Yang 2020). Users can also post duets, which are videos posted side by side with videos uploaded by other creators. TikTok also has a Stitch feature for users who want to comment on or combine other creators’ videos.

TikTok’s video editing process makes extensive use of third-party software such as CatCut, VN Video Editor Maker Vlognow, Blender software, and Adobe Premiere Pro. Users prefer third-party applications because (1) TikTok does not yet provide advanced video creators with features such as color adjustment, audio video mixing, transitions, and overlays. (2) It is simpler to mix image clips with music and other

sounds. (3) Reducing the required screen size rather than editing video on a laptop. You can only use Blender software to create 3D animation concepts in the form of Lego, similar to @hacuuuh's experience, and there are no third-party applications on mobile phones that facilitate the video concept. TikTok can also be used to make edits. Like @anakmamahwiwin's TikTok editing experience because it's more concise. TikTok has a limited number of editing features that allow for simple content editing.

TikTok has the advantage of being a social media user favorite due to its ability to increase virality. One method is to include the hashtag #fyp in the video. TikTok users are generally aware that three factors influence the FYP algorithm: video engagement, posting time, and the addition of hashtags (Klug et al. 2021). TikTok users will add as many hashtags as they can, even if these hashtags are not always directly related to the video's content. As a result, in the context of digital activism #WIIWY, the creators of #WIIWY added other hashtags, such as (1) #jakarta, the hashtag for the creator's hometown, (2) #fisipui, the hashtag for the originator of activism #WIIWY, and (3) #SOSSHORTS, the hashtag that creators who enter the S.O.S competition must include. (4) #mentalhealth, the hashtag for highlighting the issues raised, (5) #kpop, the hashtag for connecting with a large number of fans, and (6) #fyp, the hashtag for increasing video virality.

TikTok's share feature facilitates the distribution of content. Users can share #WIIWY activism video uploads in the form of links to other social media platforms using this feature. As a form of activism aimed at increasing public awareness, the spread of #WIIWY aims to influence more people. Mostly as a form of protest against KBGO and cyberbullying. Content dissemination, engagement, and FYP pages for #WIIWY can help to spread content that has a positive impact on the success of activism (Le Compte & Klug 2021).

TikTok acts as a medium for interaction about the #WIIWY hashtag which takes place through direct messages and comment fields, the types of which are (1) praise for the work and creativity of #WIIWY creators, (2) Thank you for participating in this activism, (3) comments on support and feel related to the uploaded video, (4) Praise #WIIWY's activism which is very creative and positive, (5) share her/his experiences and feelings when she became a victim of KBGO and cyberbullying and the impact of the incident on her/his life, (6) Encouraged victims of cyberbullying and KBGO using positive words. The various types of messages and comments show that social movements on social media are decentralized and without a leader. The reason for this is that the participants are diverse, as are their opinions (Carty 2015). As a result, the success of the TikTok discourse requires the clarification of key issues.

Conclusion

During the COVID-19 pandemic, FISIP 21 used #WIIWY activism as a form of resistance to KBGO and cyberbullying. #WIIWY, which stands for "What If It Was You," is an effort to raise public awareness about the importance of creating a safe space on social media that is free of all forms of violence. #WIIWY encourages people to empathize with the feelings of others by posing as victims of violence in cyberspace. The public can participate in such activism by uploading content to the TikTok social media platform. Personal experiences, social media events, or reaction videos uploaded with duet and stitch features can all be uploaded as video content.

#WIIWY digital activism demonstrates TikTok's media creation process. #WIIWY activism has spread through broad public participation, motivating netizens to participate by evoking netizens' feelings and experiences, so that they voluntarily act as content creators. FISIP UI 21's motivation for #WIIWY activism is to raise public awareness and education about cyberbullying and KBGO. Meanwhile, public motivation for #WIIWY activism is based on personal experiences, interpretations, and meanings of KBGO and cyberbullying. Users who complete the #WIIWY activism media process on TikTok will receive likes, comments, and additional followers for the content they create.

TikTok contributes to the process of media-making #WIIWY activism by producing and disseminating content. TikTok's #WIIWY content editing and recording feature aid in the production process.

Meanwhile, TikTok's share, comment, and FYP features have been used to spread #WIIWY activism, resulting in 74,319,676 total views, 515,652 likes, 886 average likes, nine average comments, and 144,805 total comments. This figure demonstrates the success of #WIIWY's digital activism in raising public awareness about the importance of creating a social media space free of various forms of online violence, particularly KBGO and cyberbullying. Especially given its success in enlisting TikTok users from 18 Indonesian provinces.

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