Digital Influencer Framing and Collective Meaning in the 17+8 People's Demands Social Movement on Instagram

Hanyvah Resthy Aprilianti (hanyvah.resthy.aprilianti@ubharajaya.ac.id)
Universitas Bhayangkara Jakarta Raya

Abstract

The development of digital technology has transformed social media from an interpersonal communication tool into a strategic instrument for digital activism, as reflected in the 17+8 People's Demands movement that emerged on Instagram in August–September 2025. This study analyzes how digital influencers construct collective meaning around the movement through digital framing. Using a qualitative case study and Robert M. Entman's framing model (define problems, diagnose causes, make moral judgement, and treatment recommendation), data were collected through observation and documentation of Instagram posts by Jerome Polin, Jovial da Lopez, Andovi da Lopez, and Abigail Limuria, then analyzed through data condensation, data display, and conclusion drawing. The results show that all four framing elements appear consistently across the influencers' visual content, captions, and audio-visual narratives, which emphasize policy injustice and encourage reform demands. Engagement data reinforce these findings, with the strongest public response to content combining problem definition and treatment recommendation. The study concludes that digital influencers act as strategic communicators and opinion leaders who convert complex public-policy issues into accessible visual narratives, thereby building collective solidarity and contributing to policy responses from the House of Representatives (DPR RI).

Keywords: Digital framing; Digital influencer; Collective meaning; Instagram; Social movement

Introduction

Increasingly sophisticated technology has given rise to a digital era that affects many aspects of life. Indonesia is among the countries following this wave of digitalization, and the availability of spaces for expression has made it easier for the people of this democratic nation to voice their opinions freely. As the digital era has advanced, social media has transformed from a mere means of interpersonal communication into a strategic instrument for communication campaigns (Hoynes, 2019), particularly in the context of social movements and digital activism. Various sources show that social media serves not only as a tool for disseminating information but also as a space for interaction, mass mobilization, public opinion formation, and advocacy on social and political issues (Castells, 2012).

Social media platforms such as Instagram now serve as spaces in which individuals convey opinions, criticism, suggestions, and support. Instagram is one of the platforms that enable individuals to express themselves, participate in discussions, organize social movements, and influence public policy through posts, hashtags, memes, the Add Yours feature, and viral content. These are effective communication strategies for reaching wider audiences, building collective solidarity, and influencing public opinion, which plays an important role in the success of change, especially when influencers are involved.

Influencers are considered highly influential in delivering messages to audiences and the public because they are often trusted for successfully projecting positive characters that are well received on social media. Influencers are now frequently engaged by various parties, including commercial businesses, social organizations, and political actors, to influence public opinion and encourage certain actions (Anjani, 2020). Public opinion itself refers to openness in conveying ideas, views, and constructive criticism.

One phenomenon reflecting recent dynamics in Indonesia is the 17+8 People's Demands demonstration movement, which voiced constitutional rights ranging from legal reform to justice. The

movement appeared on various social media platforms, including Instagram, which is known for its visual power and its effectiveness in shaping public perception through posts, reels, and digital campaigns. In this context, digital framing focuses on how social media users, including influencers, present messages, symbols, and narratives so that audiences understand an issue within a particular frame (Tewksbury, 2009).

The 17+8 People's Demands movement arose from opposition to government policies concerning constitutionally protected rights. The government's response to this social movement bears directly on the quality of democracy and the state's commitment to protecting human rights. On Instagram, the movement reveals the dynamics of digital political communication: its hashtags and posts contain not only criticism but also narratives that assert the position of the people as active subjects in democracy.

The 17+8 People's Demands call for transparency, reform, and empathy in order to build a more balanced future. A number of influencers, including Andovi da Lopez, Jovial da Lopez, Jerome Polin, and Abigail Limuria, also took part in the movement, both offline and through social media. An analysis of digital framing in the 17+8 People's Demands movement is therefore important for understanding how digital space functions as a site of negotiation with power and builds collective awareness of freedom of expression.

Research on social media-based digital activism has addressed various focuses, such as the role of social media as a space for connective action in the movement against postponing the general election (Utomo & Irwansyah, 2023), hashtag activism in the #ReformasiDikorupsi movement on Twitter (Arianto, 2022), digital activism in the Omnibus Law discourse through network and hashtag analysis (Ayudha, 2022), the use of Instagram as a space for advocacy for victims of sexual crimes (Maharani et al., 2021), and a systematic review showing that social movement theory, connective action, and framing are the most widely used approaches in digital activism studies (Rahayuningsih et al., 2025). Overall, these studies affirm that social media plays a strategic role in mobilizing public participation. However, most still focus on Twitter and hashtag use, leaving studies on the role of influencers in building digital framing on Instagram relatively limited.

To analyze this message-framing process, this study uses Robert M. Entman's framing model, which comprises four elements: *define problems*, *diagnose causes*, *make moral judgement*, and *treatment recommendation* (Kurniawan & Fitri, 2022). The research gap identified here is the absence of studies specifically analyzing the role of digital influencers in building framing and collective awareness in the 17+8 People's Demands movement on Instagram. This study views influencers as digital communicators who build collective narratives through visual content, captions, and symbols, thereby creating public understanding and digital solidarity and influencing public opinion on ongoing socio-political issues.

This study aims to analyze how influencers build collective meaning in the 17+8 movement on Instagram using a digital framing analysis approach. It seeks to trace the construction of messages through the simple narratives, visual symbols, and audio-visual content used to shape collective meaning for audiences concerning political policies that harm the public.

Methods

This study uses a qualitative method with a case study approach. The qualitative method was chosen to gain an in-depth understanding of the meanings, communication strategies, and message construction developed by digital influencers in a social phenomenon on social media. According to Creswell and Poth (2018), qualitative research is an approach to exploring and understanding the meaning that individuals or groups ascribe to a social or human problem. The case study approach follows Yin (2018), who states that a case study is an empirical inquiry that investigates a contemporary phenomenon in its real-life context, especially when the boundaries between phenomenon and context are not clearly evident and the research requires multiple sources of evidence. This approach was chosen because the study focuses on a single case, namely the 17+8 People's Demands movement on Instagram, which allows the researcher to gain an in-depth understanding of how digital influencers build collective narratives through framing practices in the digital public sphere (Yin, 2018).

The analysis applies Robert M. Entman's framing model. Entman's model was chosen because it provides four analytical elements capable of identifying how an issue is constructed in a media message: *define problems*, *diagnose causes*, *make moral judgement*, and *treatment recommendation*. According to Entman (1993), framing is the process of selecting certain aspects of perceived reality and making

them more salient in communication texts so as to promote a particular problem definition, causal interpretation, moral evaluation, and treatment recommendation for an issue. The model is therefore used to analyze how digital influencers frame the 17+8 People's Demands movement in ways that build understanding, shape public opinion, and encourage collective narratives among their followers.

Data were collected through observation and documentation. Observation involved directly examining the posts, reels, captions, and forms of interaction on the Instagram accounts of the influencers involved in spreading the narrative of the 17+8 People's Demands movement, namely Jerome Polin (@jeromepolin), Jovial da Lopez (@jovialdalopez), Andovi da Lopez (@andovidalopez), and Abigail Limuria (@abigaillimuria). Observation focused on posts published during August–September 2025 that explicitly addressed the 17+8 People's Demands movement. Posts were selected based on high engagement, such as the number of likes, comments, and shares, as an indicator that the message had significant reach and public response. These data served as the primary data source because they represent the communication strategies influencers used to frame the issue.

In addition to observation, this study used documentation by collecting and archiving digital documents in the form of screenshots of Instagram posts, captions, videos, infographics, and other supporting documents related to the 17+8 People's Demands movement. This documentation served as supporting data to strengthen the observation results and as material for analyzing the message construction of each influencer. The use of more than one data source was also intended to obtain a more comprehensive understanding of the case, as recommended in case study research (Yin, 2018).

The collected data were then analyzed using the qualitative data analysis technique proposed by Miles, Huberman, and Saldaña (2014), which comprises three stages: data condensation, data display, and conclusion drawing and verification. In the data condensation stage, all posts relevant to the 17+8 People's Demands movement were selected and sorted according to the research focus. The data were then displayed systematically in an analysis matrix that grouped each finding into Entman's four framing elements: *define problems*, *diagnose causes*, *make moral judgement*, and *treatment recommendation*. In the final stage, conclusions were drawn and verified based on the framing patterns emerging in each influencer's content, producing an in-depth understanding of the framing strategies digital influencers used to build the collective narrative of the 17+8 People's Demands movement on Instagram (Miles et al., 2014).

Results and Discussion

In the context of digital democracy, freedom of expression is among the most prominent issues because it concerns citizens' right to voice political, social, and cultural aspirations without intimidation. However, Indonesian society does not fully enjoy this freedom. The government enacted the Electronic Information and Transactions Law (UU ITE) as a protective measure to regulate the public against acts that could harm individuals, groups, or the state. The government considers that freedom of opinion on social media can trigger provocation, propaganda, and other threats to national security.

The 17+8 People's Demands movement did not proceed quickly or easily; the people demanded justice together at great sacrifice. Influencers active on social media took part in the movement by disseminating information and educating the public, summarizing government policies in easily understood terms on their personal Instagram accounts, and joining the protests in person to call for justice, including in front of the DPR building. Influencers who worked toward the success of the movement included Jovial da Lopez, Andovi da Lopez, Abigail Limuria, and Jerome Polin.

E-ISSN: 3032-0135
Vol.4, No.1,July-December(2026),pp.623-632

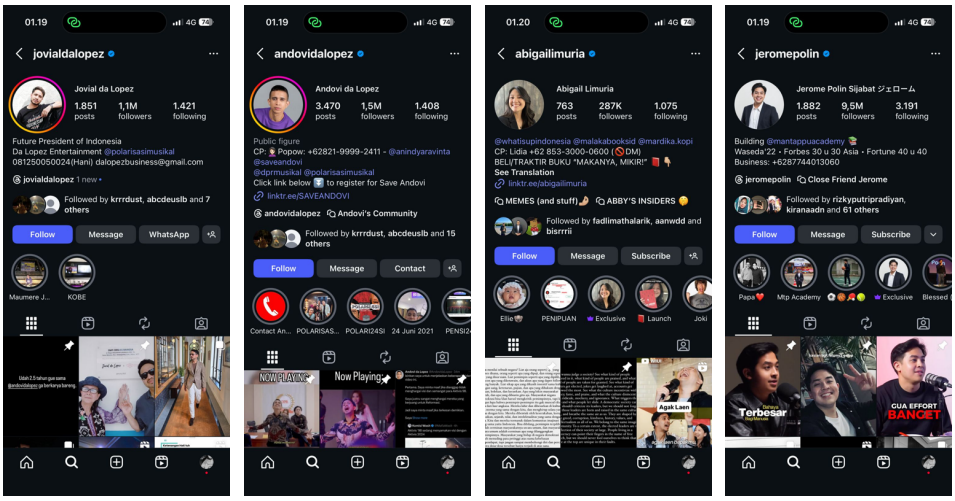


Figure 1. Instagram accounts of the influencers involved in the 17+8 People's Demands movement
Source: Instagram @jovialdalopez, @andovidalopez, @abigaillimuria, and @jeromepolin

These four influencers were among the citizens who dared to speak on behalf of the people. The public trusted influencers to represent its voice because they are regarded as highly influential in conveying messages and experienced in presenting information in easily understood ways, each with a positive character widely accepted on social media. They framed issues of freedom of expression, the people's demands, and stances toward the government through language structures, narratives, and visual symbols to influence public opinion, each in a different way.

Jerome Polin shared his aspirations on this case, beginning with a post summarizing the situation unfolding in Indonesia.

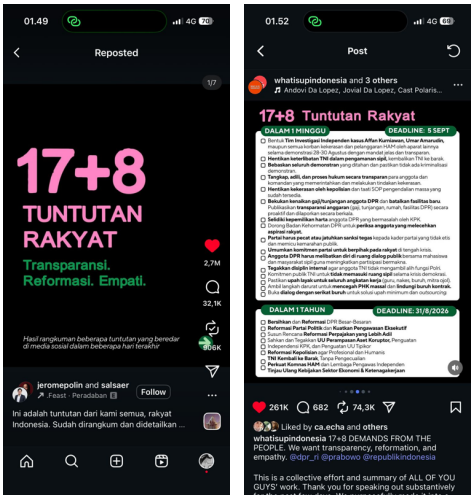


Figure 2. Posts on the Instagram account @jeromepolin
Source: Instagram @jeromepolin and @whatisupindonesia

The post uploaded to the account was liked by approximately 2.7 million Instagram users. By summarizing the case, it invited the public to understand what was happening in the country and made that situation easier to grasp, so that people could pay closer attention to and better understand the politics and law governed largely by the Indonesian government, ensuring that limits are not overstepped and that justice does not burden one party. Meanwhile, Jovial da Lopez and Andovi da Lopez not only shared information about the 17+8 case but also took an active role in demonstrations on the ground.

E-ISSN: 3032-0135
Vol.4, No.1,July-December(2026),pp.623-632

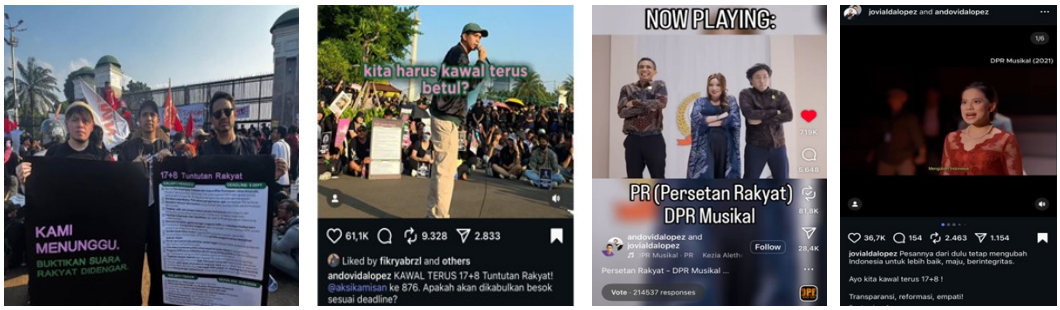


Figure 3. Posts on the Instagram accounts @andovidalopez and @jovialdalopez
Source: Instagram @andovidalopez and @jovialdalopez

Notably, they also invited the public to understand the current situation by creating an audio-visual post in the form of a musical video satirizing the House of Representatives (DPR), involving many influencers. This musical video exemplifies the success of the digital era in emboldening people to express opinions, criticism, or support in different, creative, and distinctive ways.

Abigail Limuria, for her part, became one of the women activists representing the people's voice by responding through posts on her personal Instagram account and joining the protests on the ground alongside the other three influencers.

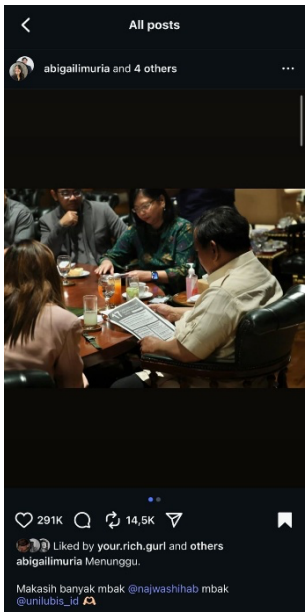


Figure 4. Post on the Instagram account of Abigail Limuria
Source: Instagram @abigaillimuria

The post uploaded to her Instagram page shows one stage in the success of the collective effort for freedom of expression, both offline and on social media. Abigail Limuria's meeting with the President of the Republic of Indonesia on behalf of the people demonstrates that a communication strategy on Instagram, supported by influential figures, can influence public opinion and build collective solidarity toward positive change.

The actions and efforts of these four influencers were interconnected because they shared the same goal, centered on the issue of justice. The 17+8 People's Demands movement produced good results, although not all of its demands have been realized. This was also affirmed in a post on the Instagram account bijakmemantau.id, an account or platform established to monitor government performance on policy and to serve as a space for public discussion and citizen advocacy.

E-ISSN: 3032-0135
Vol.4, No.1,July-December(2026),pp.623-632

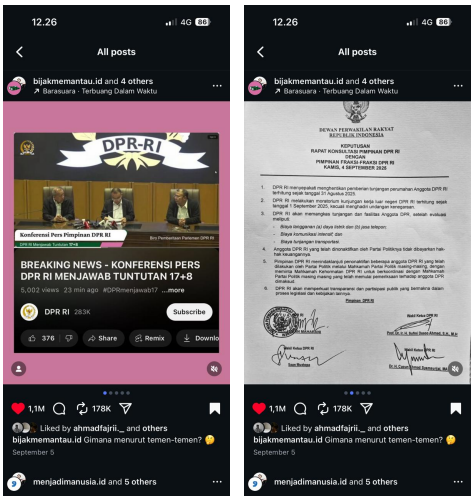


Figure 5. Posts on the Instagram account bijakmemantau.id
Source: Instagram @bijakmemantau.id

Several of the people's demands were fulfilled by the government in both the short and long term and set out in an official letter stating that the DPR RI agreed to stop providing housing allowances for its members as of 31 August 2025, impose a moratorium on overseas visits, cut members' allowances and facilities, follow up on the deactivation of several members, withhold the financial entitlements of members deactivated by their political parties, and strengthen transparency and public participation in legislation and other policies.

The results show that the 17+8 People's Demands movement on Instagram was built through digital framing by influencers such as Andovi da Lopez, Jovial da Lopez, Jerome Polin, and Abigail Limuria. The influencers framed the issue through visual posts, videos, infographics, and emotional narratives that emphasized the injustice of government policies and the importance of freedom of expression and public policy reform. Although not all outcomes of the movement were achieved, the public remained somewhat satisfied because its aspirations were heard by policymakers, and people were encouraged to revive the democracy that should never disappear from the country.

With reference to the research objective set out in the introduction, namely to analyze how digital influencers build collective meaning in the 17+8 People's Demands movement on Instagram, the observation and documentation results indicate that this objective was achieved. All four of Entman's framing elements (*define problems*, *diagnose causes*, *make moral judgement*, and *treatment recommendation*) were explicitly identified in the posts of Jerome Polin, Jovial da Lopez, Andovi da Lopez, and Abigail Limuria, so that the framing patterns they built can be traced in full. The expected benefit of the study, namely providing an understanding of the role of influencers as communication actors in building collective awareness in digital space, was also achieved, as the findings show a consistent link between the narratives built by influencers and the public response and policy changes that followed the movement.

Table 1. Matrix of Entman's Framing Elements in the 17+8 People's Demands Movement

Framing Element (Entman)	Findings in the 17+8 People's Demands Movement	Influencers Emphasizing the Element
Define Problems	Freedom of expression restricted by the UU ITE, and DPR and government policies considered harmful to the people.	Jerome Polin, Jovial da Lopez, Andovi da Lopez
Diagnose Causes	The policies and institutional attitudes of the DPR and the government are positioned as the main cause of the problem.	Jovial da Lopez, Andovi da Lopez
Make Moral Judgement	The people are positioned as holders of constitutional rights who deserve moral support.	Andovi da Lopez, Jovial da Lopez (musical video)
Treatment Recommendation	Calls for policy reform, transparency, and public participation; direct representation to the government.	Abigail Limuria

Source: Author's analysis

Table 2. Engagement Indicators of Influencer Posts

Influencer	Content Form	Engagement Indicator	Dominant Framing Element
Jerome Polin	Case summary post (photo/text)	Liked by approximately 2.7 million Instagram users	*Define Problems*
Jovial da Lopez & Andovi da Lopez	Field posts; satirical DPR musical video	High engagement (likes, comments, shares) on the musical video	*Diagnose Causes*, *Make Moral Judgement*
Abigail Limuria	Post on the meeting with the President of the Republic of Indonesia; field statements	High engagement accompanied by media coverage	*Treatment Recommendation*
bijakmemantau.id	Infographic on the DPR RI agreement	Became a follow-up reference for the influencers' audiences	*Treatment Recommendation*

Source: Author's analysis of Instagram posts

Engagement indicators in the form of the number of likes, comments, and shares were used as supporting quantitative markers in this qualitative study, in line with the common practice in digital communication research of treating engagement data as supporting evidence of message reach and resonance rather than as a primary measure (Utomo & Irwansyah, 2023). The data in Table 2 reinforce the qualitative data in Table 1 by showing that posts containing the *define problems* and *treatment recommendation* elements received the most significant public response, indicating that audiences were more responsive to content that explained the problem while also offering a direction for resolving it.

Discussion: Digital Framing within Entman's Framework and Previous Studies

Entman's framing model shows that influencers defined the problem as a form of social injustice and a crisis of public trust in the government. The cause of the problem was attributed to institutional actors such as the DPR and the government through criticism of public policy. Influencers then built moral judgement by positioning the people as holders of the constitutional right to express their aspirations. At the treatment recommendation stage, influencers promoted policy reform, transparency, and public participation as solutions to the socio-political problems at hand.

In addition, the use of visual symbols such as the "Brave Pink Hero Green" colors strengthened the movement's collective identity and built emotional solidarity in digital space. Instagram, as a visually based medium, proved effective in simplifying complex political issues into content that is easy to understand, engaging, and easily shared with audiences, especially younger generations.

Social media has transformed from a mere tool for interpersonal communication into a strategic platform for digital activism and contemporary social movements. Utomo and Irwansyah (2023) revealed that social media acts as a tool of connective action that facilitates broad coordination of social movements without formal organizational structures. Arianto (2022), meanwhile, emphasized that hashtag activism can increase public engagement and expand socio-political advocacy through wide digital interaction on Twitter.

Maharani et al. (2021) showed that Instagram differs from other platforms because it emphasizes visual, emotional, and personal-closeness elements in generating public support for social problems. Ayudha (2022) reinforced this by showing that communication networks and hashtag use influence public opinion and social movements in digital space. Rahayuningsih et al. (2025) showed that the main approaches in digital activism research are framing theory, connective action, and social movement theory.

Nevertheless, previous research has several limitations. First, most studies still prioritize Twitter and hashtag-based activism, so analyses of Instagram as a space for visual and symbolic framing remain relatively scarce. Second, most studies adopt descriptive qualitative methods that focus on examining phenomena without analyzing in depth how effective framing is in shaping public perception and shared solidarity. Third, previous studies have seldom treated influencers as central figures in digital activism, even though influencers possess the personal branding, credibility, and high engagement needed to influence audiences.

Table 3. Comparison of Findings with Previous Studies

Researcher (Year)	Focus & Platform	Main Findings	Difference from This Study
Utomo & Irwansyah (2023)	Connective action in the movement against postponing the general election; cross-platform	Social media facilitates movement coordination without formal organizational structures	Focuses on Instagram and the individual role of influencers, not collective action without central actors
Arianto (2022)	Hashtag activism in #ReformasiDikorupsi on Twitter	Hashtag activism increases engagement and socio-political advocacy	Analyzes visual-narrative framing on Instagram, not hashtag markers on Twitter
Maharani et al. (2021)	Advocacy for victims of sexual crimes through an Instagram account	Instagram excels in visual, emotional, and personal-closeness elements	Extends the context to political and public policy issues rather than sexual violence
Ayudha (2022)	Communication networks and hashtags in the Omnibus Law discourse	Network structures and hashtags influence public opinion	Emphasizes the role of individual influencers rather than hashtag network structures
Rahayuningsih et al. (2025)	Systematic review of digital activism approaches	Framing, connective action, and social movement theory are the dominant approaches	Fills the gap identified by the review: the role of digital influencers as framing agents on Instagram

Source: Author's compilation

The comparison in Table 3 confirms that this study is consistent with previous findings on the strategic role of social media in digital activism while also addressing the research gap left by a continued focus on Twitter and hashtag activism. By taking Instagram and the individual role of digital influencers as the unit of analysis, this study shows that visual narrative power and influencers' personal credibility are additional elements that have not been widely explored in earlier research.

Within this framework, the study offers a new perspective by analyzing how Instagram influencers such as Andovi da Lopez, Jovial da Lopez, Jerome Polin, and Abigail Limuria created digital frames in the 17+8 People's Demands action. It reveals that influencers act not only as disseminators of

information but also as strategic communication agents who construct meaning through simple narratives, visual symbols, and audio-visual content.

Critically, previous research remains dominated by descriptive studies of hashtag activism on Twitter and has paid little attention to digital influencer framing on Instagram in the context of contemporary social movements. This study shows that influencers function not only as disseminators of information but also as opinion leaders capable of shaping public perception and the legitimacy of social movements through personal branding, visual symbols, and digital narratives.

Overall, the results and discussion above show that this study achieved its stated objective of analyzing how digital influencers frame messages to build collective meaning in the 17+8 People's Demands movement. Entman's four framing elements were consistently identified in the narratives, visual symbols, and audio-visual content used by Jerome Polin, Jovial da Lopez, Andovi da Lopez, and Abigail Limuria, and these findings are supported by observation data, documentation, and the public engagement indicators presented in Table 1 and Table 2. The expected benefit of the study, namely providing an understanding of the role of influencers as strategic communicators, was also achieved, as the framing they built contributed to the formation of public opinion that culminated in a policy response from the DPR RI.

The theoretical implication of this study is that it strengthens the relevance of Robert M. Entman's framing model for reading visual digital activism on Instagram, while extending the application of a theory that has been used mostly to analyze mass media news coverage. In practical terms, this study contributes to communication science by affirming that digital influencers can act as opinion leaders who convert complex public policy issues into easily understood visual narratives, thereby encouraging public participation and the accountability of state institutions. These findings also open opportunities for further research to develop more measurable indicators of digital framing effectiveness, for example through large-scale content analysis (big data) or mixed methods that combine qualitative framing analysis with quantitative engagement metrics.

Conclusion

This study shows that Instagram serves as a strategic space for digital activism and the formation of public opinion through the digital framing carried out by influencers. Using Robert M. Entman's framing model, the analysis found that influencers such as Andovi da Lopez, Jovial da Lopez, Jerome Polin, and Abigail Limuria framed the 17+8 People's Demands movement through visual narratives, symbols, and creative content to build collective solidarity and influence public opinion on socio-political issues. The results show that digital framing functions not only as a means of disseminating information but also as a communication strategy for defining problems, building moral judgement, and advancing demands for policy reform.

Digital activism in this movement also shows that social media can become a space for public participation and democratic advocacy, despite ongoing challenges concerning freedom of expression and digital regulation. Influencers thus play an important role as strategic communication actors in building social awareness and strengthening collective movements in the digital era.

References

Anjani, S. (2020). MENGKOMUNIKASIKAN PESAN DI MEDIA SOSIAL INSTAGRAM [THE ROLE OF SOCIAL MEDIA INFLUENCERS IN COMMUNICATING MESSAGES USING INSTAGRAM]. 16(2), 203–229.

Arianto, B. (2022). Melacak gerakan masyarakat sipil melalui tagar #ReformasiDikorupsi di Twitter. *Jurnal Ilmu Komunikasi, 19*(1), 51–68.

Ayudha, N. T. (2022). Aktivisme digital dalam wacana omnibus law: Struktur jaringan dan peranan hashtag dalam mobilisasi opini publik. *Jurnal Sosiologi Pendidikan Humanis, 7*(5), 59–74.

Creswell, J. W., & Poth, C. N. (2018). *Qualitative inquiry and research design: Choosing among five approaches* (4th ed.). Sage Publications.

Education, J., Wiyata, G., Purba, M., Manik, M., Aulia, N. D., Wulandari, W., Sihaloha, O. A., & Medan, U. N. (2024). OPINI PUBLIK DAN PARTISIPASI POLITIK. 2(November), 396–406.

Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication, 43*(4), 51–58. https://doi.org/10.1111/j.1460-2466.1993.tb01304.x

Epistemologi, A., Asasi, H. A. K., Ham, M., & Sandy, F. E. (1988). Aspek epistemologi hak asasi manusia (ham) dalam perspektif filsafat hukum. 5(2), 1–19.

Gaspersz, R., Pelamonia, M., Izaak, D., Yoris, J., Ilmu, S., Fisip, K., Kristen, U., & Maluku, I. (2024). Vol 6 No 2 November 2024 E-ISSN : 2722 - 3248. 6(2).

Iof, L. A. W., & Transactions, E. (1945). Jurnal Lembaga Ketahanan Nasional Republik Indonesia NILAI-NILAI KEADILAN BERMARTABAT HATE SPEECH : DELINQUENCY OF INDONESIA ITE LAW FREE SPEECH AND LAW IOF Jurnal Lembaga Ketahanan Nasional Republik Indonesia.

Jati, W. R. (2016). Aktivisme Kelas Menengah Berbasis Media Sosial : Munculnya Relawan dalam Pemilu 2014. 2006, 147–162.

Maharani, R., Ardiansyah, N. M., Annisa, R. B., & Hizbullah, Z. (2021). Media sosial sebagai gerakan sosial digital: Studi kasus akun Instagram @aliskamugemash dalam menyuarakan kejahatan seksual LWD terhadap perempuan. *International Journal of Demos (IJD), 3*(2).

Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative data analysis: A methods sourcebook* (3rd ed.). Sage Publications.

Nurita, R. F. (2015). KAJIAN FILSAFAT HUKUM TENTANG DEMOKRASI. 6(1), 89–98.

Paraqbueq, R. (n.d.). Asal Muasal Gerakan 17+8. Tempo.Id.

Rahayuningsih, N. O. D., Aziz, S., & Akbar, M. (2025). Digital activism and social change: A systematic literature review of social media movements. *Jurnal Spektrum Komunikasi, 13*(3), 367–391.

Rahmadani, A., Paramita, M. L., Haura, S., & Firman, F. (2024). Regulasi Digital Dan Implikasinya Terhadap Kebebasan Berpendapat (Studi Kasus: Uu Ite Pada Platform Media Sosial Di Indonesia). *Journal of Social Contemplativa, 2*(1), 1–18. https://doi.org/10.61183/jsc.v2i1.75

Rakyat, T., Kepercayaan, K., Reformasi, D. A. N., Salsabila, K. A., Anastasya, N., Saritza, Z., & Christina, A. (2025). DPR PADA ERA PRESIDEN PRABOWO (17 + 8 PEOPLE ' S DEMANDS : CRISIS OF TRUST AND REFORM IN THE DPR DURING PRESIDENT PRABOWO ' S ERA). September, 16686–16695.

Siregar, A. K., & Qurniawati, E. F. (2022). Analisis framing pemberitaan buzzer di tempo. co. *Journal of New Media and Communication, 1*(1), 1-15.

Tewksbury, D. (2009). News Framing Theory and Research. January. https://doi.org/10.4324/9780429491146-4

Utomo, B. S., & Irwansyah, I. (2023). Peran media sosial dalam gerakan menolak penundaan pemilu di Indonesia. *Jurnal Politikom Indonesia, 8*(2), 108–128.

Vreese, C. H. De. (2015). News Framing : Theory and Typology Claes H . de Vreese News framing : Theory and typology. August. https://doi.org/10.1075/idjdd.13.1.06vre

Yin, R. K. (2018). *Case study research and applications: Design and methods* (6th ed.). Sage Publications.