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## WONGKITO.CO CAMPAIGN STRATEGY IN GENDER EQUALITY ISSUE

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### Abstract

This research aims to see how the campaign strategy on Wongkito.co online media in packaging messages on news channels as a response to the issue of gender equality. This type of qualitative research is descriptive in nature. The subject of the research is the editor-in-chief of Wongkito.co online media. The data used are primary and secondary data. Data collection techniques in this research are observation and interview. The results showed that Wongkito.co online media, as one of the feminist media in Palembang, took part in advocating the theme of gender justice and equality through various rubrics, such as Yundakito, Setara, Katokito, and Bucukito. In practice, Wongkito.co conducts campaigns with the aim of raising the issues of women, children, people with disabilities, minorities, and other vulnerable people. When creating a digital campaign program, there are four steps that must be taken, the problem identification stage, campaign design, campaign implementation, and evaluation. However, Wongkito.co has not implemented the evaluation stage, but only implemented three stages.

**Keywords:** Campaign Strategy, Online Media, Gender

### Abstrak

Penelitian ini bertujuan untuk melihat bagaimana strategi kampanye pada media daring Wongkito.co dalam mengemas pesan pada kanal berita sebagai respon terhadap isu kesetaraan gender. Jenis penelitian kualitatif ini bersifat deskriptif. Subjek penelitian adalah pimpinan redaksi media daring Wongkito.co. Data yang digunakan adalah data primer dan data sekunder. Teknik pengumpulan data dalam penelitian ini adalah observasi dan wawancara. Hasil penelitian menunjukkan bahwa media daring Wongkito.co sebagai salah satu media feminis di Palembang turut andil dalam mengadvokasi tema keadilan dan kesetaraan gender melalui berbagai rubrik, seperti Yundakito, Setara, Katokito, dan Bucukito. Dalam praktiknya, Wongkito.co melakukan kampanye dengan tujuan mengangkat isu perempuan, anak, kaum difabel, kaum minoritas, dan kaum rentan lainnya. Dalam membuat program kampanye digital, ada empat langkah yang harus dilakukan, yakni tahap identifikasi masalah, desain kampanye, pelaksanaan kampanye, dan evaluasi. Akan tetapi, Wongkito.co belum melaksanakan tahap evaluasi, melainkan hanya melaksanakan tiga tahap.

**Kata kunci:** strategi kampanye, media online, gender

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## **INTRODUCTION**

Discussions about gender cover a wide range of topics including efforts to raise awareness of the issue as well as the different types of inequalities that can result from unequal relationships. Some research suggests that education may play a role in raising women's awareness. The attitude of realizing human and personal truth will be formed through education as a continuous and repetitive process.

Indonesia has developed a plan to achieve and realize gender equality and justice in various sectors of human life, including the household, community, and nation, based on Presidential Instruction No. 9/2000 on Gender Mainstreaming (PUG). This strategy is carried out logically and methodically through policies and programs that plan, implement, monitor, and evaluate all policies and programs in various fields of life and development, taking into account the needs, desires, experiences, and problems of both men and women (Amalia 2014).

It is common knowledge that misreading religious teachings and strong patriarchal elements of society often lead to gender equality issues. Since understanding religious texts, or any text, is influenced by many elements, discussing the topic of male and female relationships through the lens of educational materials can lead to different opinions. The degree of knowledge as well as the social circumstances, cultural background, and educational background of the community. In addition, misinterpretation of text context and language style is also the cause (Nasaruddin, 1999).

Gender issues have recently been much debated and contested, especially in relation to gender justice and equality. Gender equality between men and women is highly desired by community organizations in various fields of life, whether in the fields of education, economy, politics, social and culture. Many social constructions in society result in gender disparities. Due to the many incidents of injustice and gender equality that occur in society, feminist media began to develop, trying to voice gender justice and equality through campaign activities using online media accounts. In terms of gender equality, women are very vulnerable and often receive unfair treatment.

In Indonesia itself, gender equality is still minimal, quoted from theconversation.com page Aice's case: a 25-year-old woman has tried to apply for a transfer of work division because of a relapse of her endometriosis. But the company threatened to stop her from working. She ended up bleeding heavily due to the excessive workload. Elitha is just one of many female workers whose rights have been neglected by Aice. Sarina, a spokesperson for the Federation of Democratic Labor Unions of the People (F-SEDAR), which represents the Aice labor union, stated that since 2019 until now there have been 15 cases of miscarriages and six cases of babies born in lifeless conditions experienced by Aice women workers.

Aice's representative, Simon Audry Halomoan Siagian, stated that the company has banned pregnant women from working night shifts. But despite the explanation given, Aice still received criticism from various parties and even faced boycotts. But the fight for women's labor rights seems to be a long way off as there are still many companies that neglect the rights of their female workers in order to pursue the efficiency and effectiveness of the company's production.

Labor and gender observers argue that the practice of oppressing women's labor rights is a result of the perpetuation of patriarchal culture in the labor sector in Indonesia. Data from the International Labor Organization or ILO in 2018 shows that only half of Indonesia's female population has a job and the number has never increased. Whereas in

men, the employment rate reaches almost 80% of the population. The stigma attached to women such as women are weaker as workers than men is one reason why companies are reluctant to hire them (Aisha Amelia, Ika Krismantari, Nashya Tamara 2020).

In Indonesia, based on data from the Press Council in 2020, it is estimated that the number of press media is 47,000, consisting of 43,300 online media, 2,000 print media, 674 radio media, and 523 television media. One of the national media that voices women's rights is *Konde.co* media. *Konde.co* media is a media that carries the perspective of women and minorities that is present in Indonesian and English.

Meanwhile in South Sumatra, based on data from the Press Council in 2023, the number of media verified by the Press Council is 120 media, 42 media are administratively verified, and 78 media are factually verified. Based on the type of media verified, there are 38 print media, 66 cyber media, 16 television, and empty radio. *Wongkito.co* is present in South Sumatra which carries the issue-based concept of women, children, and people with disabilities, minorities and other vulnerable groups as a form of media responsibility in terms of educating and fighting for equality in all fields in the perspective of Human Rights (HAM) so as to create an egalitarian society.

*Wongkito.co*, one of the feminist media in Palembang, took part in advocating the theme of gender justice and equality through online media under the rubrics of *Yundakito*, *Setara*, *Katokito*, *Bucukito*. The *Yundakito* rubric itself reports on women who have initiatives and inspirations. The *Setara* rubric is related to the news of women's capacity building, the problems of children and women, minorities, the right to equality is still not getting it. Rubrik *Bucukito* is dedicated to women/communities who want to write without offending SARA. Rubrik *Katokito* talks about the opinions of what women are talking about.

From several case studies and problems that have been described, researchers are interested in conducting research with the title *Wongkito.co* campaign strategy on the issue of gender equality.

## **LITERATURE REVIEW**

### **Campaign Strategy**

According to Iman Mulyana in Erlina T. V. Timpal (2021: 3), strategy is defined as the science and art of leveraging joint capabilities of resources and the environment in the most effective manner. Its implementation involves four key elements: environmental resources and goals, which are instrumental in achieving the intended outcomes in a rational and efficient manner. In the same vein, Tri Susanto et al. (2019: 206) posit that campaigns frequently pertain to the orchestration of mobilization and movement that is purposeful and socially permissible, including the promotion of flat purchases of goods, the collection of health and safety improvements, and related activities. (Susanto et al., 2019)

As elucidated by the aforementioned definitions, a campaign strategy can be defined as a deliberate effort to orchestrate a plan that is designed to achieve a predetermined objective, thereby yielding a result that aligns with the expectations or desired outcomes. Campaign strategies are employed to persuade the public and align with the perspective we share.

### **Gender**

According to Bangun (2020) in Nurhasanah & Zuriatin (2023), the etymological origin of the term "gender" is English, denoting "sex." The term "gender" can be understood as the

differences that manifest between men and women in terms of values and behaviors. Alternatively, gender can be understood as the differences that emerge between men and women within the context of social and cultural constructions. Muttaqin (2020) in Nurhasanah and Zuriatin (2023) advances a divergent perspective, positing that gender is the manifestation of socio-cultural constructs, and further underscoring its utility as an analytical concept for elucidating complex phenomena. (Nurhasanah & Zuriatin, 2023)

According to the aforementioned definition, gender serves as a fundamental concept for differentiating between men and women by examining the social and cultural dimensions of mental and emotional behavior, as well as non-biological factors. It is imperative to note that gender is not synonymous with sex.

### **Online Media**

According to Suryawati (2011: 46) in Mesi Indriyani, et al. (2020), online media is defined as a communication medium that utilizes the presence of internet devices. Online media is distinguished by its reliance on computer devices for information or news access. (Indriyani, 2020)

As delineated by the aforementioned definition, the advent of the internet has been instrumental in the proliferation and dissemination of online media in the contemporary era. Online media is distinguished by its practicality, as it facilitates the dissemination of information or news to a vast audience with a single transmission. In the contemporary landscape of information dissemination, online media plays a pivotal role in the propagation of current information due to its ability to transcend geographical boundaries, facilitating universal access to news from any location.

### **RESEARCH METHOD**

Researchers use a qualitative approach that is descriptive in nature. In contrast to quantitative research that uses statistical techniques, qualitative research comes from data collection, processing, and interpretation (Anggito and Setiawan 2018). The subject of the research is the editor-in-chief of Wongkito.co online media. The data used are primary and secondary data. Data collection techniques in this study are observation and interviews.

### **RESULTS AND DISCUSSION**

The researcher conducted the study using Charles U. Larson's ideological or cause campaigns technique. This theory states that campaigns can be ideological or cause oriented, meaning that campaigns are conducted with clear objectives, social change components and a non-commercial character. In the case of Wongkito.co, the campaigns are aimed at raising the issues of women, children, people with disabilities, minorities and other vulnerable people. According to Ostergaard, the campaign plan should be organised with the simplest procedure first: the problem identification phase. The practice of gathering information about social problems is known as problem identification. Today's society and its characteristics are the problems facing society. When creating a digital campaign programme, there are four steps that need to be taken: the problem identification stage, campaign design, campaign implementation and evaluation. However, Wongkito.co has not implemented the evaluation stage, so it only implements three stages.

## **1. Problem Identification**

The first problem identification that Wongkito.co did before conducting campaign activities was the first aspect, namely fact finding, where Wongkito.co approached minority women, disabilities, or HIV. In this stage, Wongkito.co previously conducted counselling with victims using a feminist approach. The counselling is done through meetings at their gathering place. Wongkito.co made counselling in communities such as the South Sumatra Waria Association, Gen-Z children, minorities, and so on. Wongkito.co conducts campaigns so that they are more open-minded, get equal opportunities, and hopefully they can be egalitarian. Based on the results of observations, that wongkito.co has indicators that are the focus of problem identification towards women's empowerment. From the observations of the director of wongkito.co, there is a lack of mass media that voices the rights of women and minorities. Wongkito.co has the responsibility to educate and fight for gender equality, children, and other groups.

## **2. Campaign Design**

After the process of identifying problems related to the problem focus, the role of campaign design is the next task to be completed. During the campaign design stage, wongkito.co has designed this programme at several stages. Mass media, especially online media, is one of the media used by wongkito.co in implementing its programme which contains inspirational women's capacity, knowledge and learning. The objectives of a programme must be reflected in the campaign design. After that, a statement regarding the planned campaign, its objectives, and the methods and techniques used to implement it must be developed (Venus 2018).

Planning a specific programme of activities requires several parties who have expertise and experience in the industry, along with the development of media. Wongkito.co previously discussed marketing programme planning as part of the identification phase leading up to programme implementation. Nowadays, online media is considered as one of the most widely used publication media in society. In order to serve as a link between media administrators and the women who share their stories with the wider media, Wongkito.co seized this opportunity by opening an official account at wongkito.co. Wongkito.co strives to ensure that the creation of news is in line with journalistic ethics by carefully considering the principles it contains.

In short, a group of women shared their experiences in carefully selecting elements of the message to be conveyed through news. Initial disclosures have been vetted by reliable sources. Basically, the characteristics of the group, the campaign objectives, the channel, and the expected impact of the campaign should be considered when crafting the message. The campaign message includes several elements, including visual, nonverbal, and oral communication. However, this campaign prioritises simplicity to ensure the message can be understood by everyone (Venus 2018).

## **3. Implementation**

After the campaign design stage, the third step that needs to be taken is the implementation of the campaign. The implementation of the gender equality campaign programme carried out by wongkito.co has increased interest in using online media because the procedure for sending messages in online media is fast and efficient. The information contained in online media is certainly very important because wongkito.co presents the news needed to convey information effectively and ensure the message can be received clearly. Programme, sustainability will be greatly influenced by how clear the information provided is. Looking at the results of the gradual implementation of the campaign, it is



clear that wongkito.co utilised the online media platform to publicise the digital campaign on gender equality and equity. Through the online media site, wongkito.co tells stories about strong female role models that can be a means to advocate for gender justice and equality, as well as a means to educate and inspire others so that people can appreciate and understand gender equality and justice.

When it comes to thinking, Wongkito.co gives voice to women. It also gives a voice to minority groups by allowing them to post without using racism. In addition to helping women who need a feminist attitude, Wongkito.co also offers counselling with assistance from the Woman Crisis Center (WCC).

This is in line with the statement conveyed by Wongkito.co Reporter, Heni Elsa Wulandari when interviewed at Kopi Dari Hati, Kambang Iwak Palembang.

*"One of the cases that has happened in wongkito.co is that there are people dating, the man is toxic because the woman is beaten, the role of wongkito.co helps how the woman gets out of the toxic world. We report it to the Woman Crisis Centre (WCC) and wongkito.co ask what the solution is, we cannot claim because we are fellow women, so we have to defend women is wrong, we have to investigate first, and it turns out that their dating style is toxic. On the other hand, we suggested to let go of the man, but the woman stayed with the man, they were interdependent. On the woman's side, we defended her because she was hurt,"*

## **DISCUSSION**

The fundamental problem with gender equality is that not all women have the social characteristics that allow them to be empowered and achieve equality in their roles. Therefore, it is likely that women will continue to be tacitly subordinated if efforts are not made to look at gender equality from a woman's perspective. Even so, there are still many people who strongly disagree. However, stereotypical role descriptions that differentiate one's capacity to fulfil a role based on biological differences will continue to be institutionalised if issues such as these are not addressed (Nugroho 2008).

In response to these issues, feminist media began to shape and advocate through campaigns for gender equality and justice. Digital campaigns are deliberate activities to gain support and achieve goals. Taking action is achieved by utilising the resources of information technology systems to ensure that audiences hear messages clearly and widely.

Wongkito.co media is one of the online media that discusses and campaigns for gender equality through the wongkito.co website. Wongkito.co aims to develop into a platform for empowering women and a feminist and knowledge-based communal safe place. Through online media, wongkito.co uploads issues related to gender equality, for example, such as in the yundakito rubric some posts highlight the issue of creative and inspiring women, the Setara rubric highlights posts in the form of women's capacity, the buckito rubric highlights several posts about women who want to write, the katokito rubric discusses posts about what is talked about around.

The same thing was conveyed by the Director of Wongkito.co, Nila Ertina when interviewed at Indomaret Fresh Palembang Lobby.

*"Wongkito.co media has 10 rubrics available, but there are 4 rubrics that focus on gender equality, namely yundakito, setara, katokito, and buckito. Each of these channels discusses women with different meanings. The yundakito rubric focuses only on the figure of the woman, equal is more about the capacity of women,*

*katokito is more about what women are talking about, and bucuKito is more focused on women who send their inspiring writings,"*

Wongkito.co uses various channels including yundakito, bucuKito, katokito, and equivalent in its online media campaigns. Wongkito.co media cannot publish anything. However, there are three steps that wongkito.co needs to take before posting campaign news, including identifying problems and designing and implementing news campaigns according to journalistic rules.

Several posts were found in the yundakito rubric. There are educational posts that inspire other women. Positive posts in wongkito.co media, these posts have a message of gender justice and equality. The post discusses one of them, the commissioner of PT Pegadaian was named an inspiring woman of 2023, this post shows that the proportion of women in managerial positions in various fields has now increased from 22.32% in 2015 to 32.5% in 2021. The second post is in the equivalent rubric, in this rubric explaining the capacity of women which can be seen from one of the posts, namely, not only successful in fighting bipolar disorder, gayuh became UGM's best graduate.

The researchers argue that the utilisation of mass media, especially online media, for campaign purposes must comply with journalistic standards and ethics, as discussed above. If the media utilises online media for campaigns and does not harm others, online media can claim that the media has followed the law and used technology wisely.

By using wongkito.co media to promote gender justice and equality, this campaign, as seen from its implementation, fulfils the laws and regulations and utilises technology effectively. Journalistic ethics are always used in this media campaign. Because of its accessibility to all levels of society, online media is a very suitable medium for political campaigns. In order to provide a myriad of information and learning to the community, many victims can share their stories through wongkito.co media. Information on gender equality and justice is also channelled to women through various means.

## **CONCLUSION**

Based on the presentation of the results and discussion of research with the title 'Gender Equality Campaign in Online Media', it can be concluded as follows:

Wongkito.co aims at media responsibility in terms of educating and fighting for equality in all fields in the perspective of Human Rights (HAM) so as to create an egalitarian society. There are several stages carried out by wongkito.co in campaigning, namely problem identification, campaign design, and campaign implementation. The identification stage obtained the results that the lack of mass media that voiced the rights of women and minorities. The campaign design stage carefully starts from planning, conducting research, and location proximity. Wongkito.co tries to keep the personal data of the sources. After the news is ready, the editor will see and correct it first. The implementation stage of the campaign shares the news that has been designed before, the news contains education, inspiration, learning, knowledge about gender justice and equality. The news is uploaded through a separate rubric

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