

Digital Communication And Social Change Movements: Case Study Of The Utilization Of The Instagram Account Wahanavisi_Id In The Educational Program For Supporting Children's Reading Houses In Papua

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ABSTRACT

This research discusses the use of the Instagram account @wahanavisi_id in supporting the Bantu Rumah Baca Anak Papua program, a social initiative to improve the literacy of Papuan children through the provision of reading rooms. The main objective of this research is to explore the digital communication strategy implemented by the Instagram account, as well as its impact on public awareness and participation in education-based social movements. Using Pierre Lévy's Collective Intelligence theory, this research identifies the role of connectivity, active participation and collaboration in mobilizing support through social media. The results show that Instagram is not only an effective communication tool, but also a platform to build social solidarity and raise awareness of education in Papua. Through the use of visual elements, emotional narratives, and interactive features of Instagram, @wahanavisi_id succeeded in inviting audiences to participate in this social campaign, both through donations, information sharing, and collaboration with various parties. These findings contribute to the digital communication literature, especially in the context of new media-based social movements in Indonesia.

Keywords: digital communication, social change movement, new media, collective intelligence, instagram, reading house for papua children

INTRODUCTION

The development of information and communication technology has significantly changed the pattern of social interaction in society. This transformation has impacted everyday life and how organizations, individuals, and communities convey messages and mobilize support for important issues. One prominent innovation is using social media as a platform to support social movements. Among the various social media platforms, Instagram has become one of the most effective tools because it is visual, interactive, and able to reach a wide range of segments of society (Arianto & Handayani, 2023).

Instagram is not only used to share personal content but also as a means to deliver social messages. Social organizations, non-governmental organizations (NGOs), and fundraising platforms (Amsalem et al., 2025; Elhami Athar, 2025; Kim et al., 2024; Rozgonjuk et al., 2020; Vitale et al., 2025). Such as wahanavisi_id, have seen the great potential of Instagram in reaching a wide audience and delivering information effectively. By harnessing the power of visuals and storytelling, wahanavisi_id has successfully garnered community support for various social programs. One of the programs that attracted attention was the education assistance program, which involved the construction of reading houses for Papuan children.

The program aims to provide better access to education to children in areas often marginalized from the attention of national development. However, the use of social media in social change movements is not free from challenges. The messages conveyed through social media must be able to attract the audience's attention, build empathy, and motivate active participation from the audience. In this case, an effective communication strategy is a key success factor (Arifin, 2023; Badri, 2022). The strategy involves creating relevant content, engaging visual elements, and a narrative touching the audience's emotions. In addition, the sustainability of the impact of programs initiated through social media is often questioned (Claretta et al., 2022; Hamka, 2022).

The Papuan Children's Reading House program is an interesting example of how social movements can be integrated with digital media to create a positive impact. In this program, Instagram

is a communication tool and a medium to build community and solidarity. The campaign conducted through the wahanavisi_id Instagram account shows how social media can be used to create a strong narrative, mobilize resources, and strengthen community participation in social movements.

Previous research shows that social media supports various social movements, particularly Instagram. Hidayanto et al. (2022) highlighted how Instagram is used in environmental campaigns through visual content and audience interaction. Arianto & Handayani (2023) examined Instagram's interactive features, such as Stories and Highlights, in facilitating education donation campaigns. Meanwhile, Simamora et al. (2021) explored the role of wahanavisi_id in mobilizing communities through social media-based crowdfunding.

In addition, Ismoyo (2021) highlighted the effectiveness of Instagram in promoting a reading culture among young people through engaging visual narratives. Tyas & Soewardikoen (2015) studied education campaigns in Papua and found that social media can expand access to donations and volunteer support, although there are still digital infrastructure constraints.

However, there is a research gap in the in-depth exploration of the application of new media principles, especially Pierre Lévy's concept of collective intelligence, in education-based social movements. In addition, no research specifically analyzes how the wahanavisi_id Instagram account contributes to educational programs such as Bantu Rumah Baca Anak Papua in building collective interactions between digital platforms, audiences, and local communities. To analyze these dynamics, this research adopts Pierre Lévy's theory of collective intelligence to understand how the @wahanavisi_id Instagram account facilitates connectivity, encourages active participation, and fosters collaboration in the "Bantu Rumah Baca Anak Papua" program. Through this lens, the research examines how digital features like Stories, Highlights, hashtags, and partnerships function as communication tools and mechanisms that enable shared knowledge production and collective action. This theoretical framework supports the research's exploration of how digital communication strategies contribute to audience mobilization and the sustainability of education-based social movements in marginalized communities. This research also aims to explore the digital communication strategies implemented, understand the elements of content that effectively mobilize audiences, and evaluate the resulting impact. The findings of this research are expected to contribute to the literature on digital communication and serve as a guide for social organizations in utilizing social media more effectively.

METHOD

This research used a qualitative research method with a descriptive approach. The descriptive approach aims to collect data factually, systematically, and in accordance with the context that occurred during research. As explained by Gill (2020), qualitative research with a descriptive approach is a type of research that provides an accurate explanation of certain individuals or organizations, as well as conditions and phenomena.

In the context of this research, a descriptive approach is used to collect data related to the use of the wahanavisi_id Instagram account in the Papuan Children's Reading House Auxiliary education program. This approach allows researchers to describe the characteristics, communication patterns, and interactions that occur between the wahanavisi_id account and its audience. This research presents data systematically and objectively to identify persuasion strategies used by the account in influencing audiences to support social movements.

Qualitative research methods were chosen because they allow researchers to explore the complexity and depth of phenomena related to digital communication and social change movements. Researchers are not bound by a certain scale or size; instead, they focus on a comprehensive understanding of the context and meaning of the observed phenomenon. This approach also helps researchers gain deep insights into how persuasion strategies are applied in digital communication to achieve social goals.

The primary data collection technique used in this research is social media observation, which was conducted over a period of three months, from October to December 2024. Observations were carried out thrice weekly to capture variations in content and audience engagement. The criteria for selecting content included posts related to the Rumah Baca Anak Papua campaign, especially those that utilized Instagram features such as Stories, Highlights, hashtags, collaborations, and caption narratives. Each post was documented, categorized, and analyzed based on the type of content (informational, persuasive, or participatory), visual elements, and engagement metrics (likes, comments, shares).

RESULTS AND DISCUSSION

Connectivity



Figure 1. Collaboration of @wahanavisi_id account

In this post, it can be seen that the @wahanavisi_id Instagram account collaborates with the @mastercardid and @centralstoreid Instagram accounts. This shows that the Instagram account utilizes features collaboration to disseminate information, reach a wider audience, and increase audience awareness and support for the movement being run.

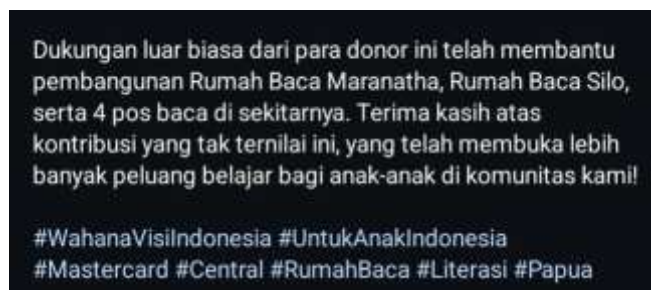


Figure 2. Use of the hashtag feature

In this post, it can be seen that the @wahanavisi_id Instagram account utilizes the hashtag feature #wahanavisiindonesia #UntukAnakIndonesia #Mastercard #Central #RumahBaca #Literacy #Papua to disseminate information, reach a wider audience, and increase awareness and support from the audience for the movement being run.

Active Participation



Figure 3. Post caption

This post shows that the @Wahanavisi_id Instagram account invites the audience to channel their help and distribute books to Papuan children: "Let's lend a hand and share books for their future!"

Collaboration and Cooperation



Figure 4. Collaboration with @kitabisa.com account

This post shows that the @Wahanavisi_id Instagram account also collaborates with the @kitabisa.com Instagram account in collecting fundraising "1 Book, One Million Hopes! Help Papuan

Children's Reading House."



Figure 5. Post "Realize a better life #For Indonesian children"

In this post, it can be seen that the @Wahanavisi_id Instagram account has also collaborated with several influencers since 2020 to "Realizing a better life #For Indonesian children."

CONCLUSION

Based on the results of this research, it can be concluded that the use of the @wahanavisi_id Instagram account in the Bantu Rumah Baca Anak Papua program has successfully demonstrated the important role of social media in supporting social change movements, especially in the field of education. This Instagram account utilizes the principles of effective digital communication, such as the use of engaging visual content, emotional narratives that move audiences, and Instagram features that allow direct interaction between organizations and audiences. In this case, Pierre Lévy's principle of collective intelligence is evident through the collaboration between users, who support each other in building a network of social solidarity for the education of Papuan children. However, this research also acknowledges its limitations. The research relied heavily on online observation and a limited number of in-depth interviews, which may not fully capture the motivations or experiences of a broader audience base. Additionally, the scope was restricted to one social campaign and one Instagram account, limiting the generalizability of the findings across other contexts or platforms.

Despite these limitations, the research offers practical implications for social organizations and social media account managers. It highlights the importance of designing content that not only informs but also emotionally engages and invites action. The use of interactive features and partnerships can significantly expand reach and impact. Organizations seeking to support social causes through digital platforms should invest in storytelling strategies that align with community values and promote co-creation and collaboration, thereby strengthening collective intelligence and long-term engagement. Overall, the Bantu Rumah Baca Anak Papua program through Instagram @wahanavisi_id can be a model for other social movements that want to utilize social media as a tool to create broader and more sustainable changes, especially in the context of education and empowerment of marginalized communities.

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