



Content Analysis of Instagram @sadampermanaw as a Medium for Gender Equality Advocacy

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Abstrak

Kata kunci:

Dakwah, Gender,
Stereotip,
Instagram, Media
Sosial.

Kasus gender masih menjadi problematika yang harus terus diingatkan pada masyarakat. Ketidaksetaraan gender, diskriminasi, pelecehan dan kekerasan seksual menjadi pembahasan yang dihindari sebab dianggap tabu. Terlebih stigma masyarakat terhadap korban pelecehan seksual membuat korban urung melaporkan kejadian sebab dipandang negatif atau bahkan disalahkan sebagai penyebab terjadinya pelecehan tersebut. Budaya patriarki yang lahir dari kapitalis sehingga laki-laki lebih mendominasi membuat ketimpangan gender di Indonesia hingga saat ini. Dalam kesetaraan gender, hak yang dimiliki oleh perempuan dan laki-laki setara tidak ada lebih tinggi atau pun lebih rendah. Maka tujuan penelitian ini adalah mengetahui dan menjelaskan Instagram sebagai sarana dakwah menyampaikan isu ketidaksetaraan gender pada konten-konten akun @sadampermanaw. Penelitian menggunakan kualitatif deskriptif analisis konten nilai-nilai ketimpangan gender disampaikan melalui konten Instagram. Sumber primer dari analisis konten @sadampermanaw, sumber sekunder berasal dari buku, jurnal, dan literatur terdahulu yang mendukung penelitian sesuai topik yang diangkat. Poin yang melatar belakangi ketidaksetaraan gender menurut Mansur Fakih diantaranya: 1) stereotip atau pelabelan negatif masyarakat, 2) subordinasi atau membedakan satu entitas lebih tinggi dan kurang penting, 3) marginalisasi, sikap menyisihkan salah satu kelompok, 4) beban ganda atau beban berlebihan, dan 5) kekerasan seksual. Hasil penelitian akun @sadampermanaw telah menyuarakan kelima poin ketidaksetaraan gender melalui konten reels di Instagram.

Abstract

Keywords:

Dakwah
Gender,
Stereotypes,
Instagram,

Gender issues remain a problem that must continue to be brought to the attention of society. Gender inequality, discrimination, harassment, and sexual violence are topics that are avoided because they are considered taboo. Moreover, society's stigma against victims of sexual harassment prevents victims from reporting crimes because they are viewed negatively or even blamed for causing the

Social Media.

harassment. The patriarchal culture that originated from capitalism, whereby men are more dominant, has created gender inequality in Indonesia that continues to this day. In gender equality, the rights of women and men are equal; neither is higher or lower than the other. Therefore, the purpose of this study is to identify and explain Instagram as a means of conveying issues of gender inequality in the content of the @sadampermanaw account. This study uses descriptive qualitative content analysis of the values of gender inequality conveyed through Instagram content. The primary source of content analysis is @sadampermanaw, while secondary sources come from books, journals, and previous literature that support the research topic. The points that underlie gender inequality according to Mansur Fakih include: 1) stereotypes or negative labeling by society, 2) subordination or distinguishing one entity as higher and less important, 3) marginalization, the attitude of excluding a group, 4) double burden or excessive burden, and 5) sexual violence. The research results of the @sadampermanaw account have voiced the five points of gender inequality through reel content on Instagram.

INTRODUCTION

Indonesia declares a state of emergency on sexual violence against women and children, announced by the Minister of Women's Empowerment and Child Protection, Arifatul Choiri (Arie 2024). When discussing gender and feminism, it must be understood that there is a difference between Islamic feminism and Muslim feminism. Islamic feminism refers to the traditions in Islamic teachings as the basis for feminist considerations, while Muslim feminism refers to feminists who are Muslim. According to Mansur Fakih, there are five forms of gender inequality: 1) stereotypes, 2) subordination, 3) marginalization, 4) double burden, and 5) violence. (Alimatul 2019).

Gender inequality in Indonesia is a significant issue despite various policies being implemented to reduce it. According to the Central Statistics Agency (BPS), the gender gap in Indonesia in 2024 reached 0.421, which still occurs in all dimensions, including in the labor market. Meanwhile, according to Statista, the global gender gap index for Indonesia is 0.69, ranking 100th out of 146 countries in terms of global gender gap.(Mona 2025a) The causes of this inequality are rooted in a culture that is still dominated by patriarchy, with women still having limited access to opportunities in education and employment, as well as discrimination that can prevent women from reaching their full potential.(Anjellika and Lestarika 2024)

Life has entered an era of modernization with ever-increasing technological developments. Society cannot ignore these developments, and technology has become an integral part of daily life. The internet is not only a tool for communication and information

seeking, but also facilitates learning, finance, and even social structures.(Mulyono 2021)The rapid growth of social media has also been felt in the field of preaching. Delivering sermons through social media has become a new innovation. Instagram is considered to be able to broadcast sermons digitally and effectively for preachers to spread religious teachings widely. (Zulaecha et al. 2023). In efforts to convey Islamic law, social media has a wide reach and the potential to shape public opinion. Social media, which is a phenomenon of globalization in the form of digital communication, plays an important role in influencing societal paradigms and shaping public narratives.(Yati et al. 2023)

In the field of communication, technology not only bridges distances so that everyone can communicate with anyone, anywhere, but also makes it easier to find information from various sources, so that anyone can get news in the blink of an eye. Given that people often express their opinions and share events around them using social media, everyone makes it easier for others to access news spread on social media. The rapid advancement of communication media has taken over conventional communication media.(Fadli and Sazali 2023)

One of the most widely used social media platforms is Instagram, a social media platform with various features in the form of text, photos, and videos that are easy to use. In addition, it allows users to build interactive relationships by liking or commenting on content uploaded by other users. Instagram is becoming increasingly popular with a variety of innovative additional features such as Instagram Stories, Instagram Reels, and many more.(Agustiin et al. 2023)According to Napolen Cat, the number of Instagram users in Indonesia in January 2024 reached 89,891,300 people. Women make up the majority of users, with a proportion of 54.9%. The 18-24 age group is the largest user group, with 12,500,000 individuals.

Laws, programs, and regulations have been implemented to support women in Indonesia.(Kaslam, Kamaria, and Ramadhani 2023)However, to date, the reality is that religious conservatism and patriarchy remain major obstacles to women obtaining their rights. Many gender equality activists argue that women and men have equal rights. Many people still consider housework, such as taking care of the home, to be domestic work that does not shape norms. This work, which is in fact exhausting and carries a considerable burden of responsibility, is considered to be the sole obligation of women.(Pramudito and Arini 2024)

Social media, which has a significant influence on people's habits and mindsets in an effort to sway public opinion, has become a strategic tool for campaigns on gender equality issues.(Mulyono 2021)Social media contains agenda setting that attempts to describe a relationship or connection between the information conveyed and its readers. Agenda setting can disseminate and convey everything that stands out in news information that is considered important to convey to the public.(Setiaman and Girsang 2023).

Content creator Sadam Permana raises the issue of gender equality, which is often overlooked by society, namely that not only women but also men have equal responsibilities, especially in domestic relationships. As a man, Sadam loudly and consistently voices issues that are often considered "female domination" or gender equality. Not only that, Sadam also points out that Indonesian society is still unable to respond in an educated manner to cases of sexual violence. The @sadampermana.w account educates on the five indicators of gender inequality. This account explicitly and implicitly conveys gender equality in various areas of life, such as social, religious, and educational spheres.

Society's stigma towards sexual violence cases continues to be a burden for victims, causing many victims to feel embarrassed and afraid to report to the authorities due to this stigma.(Mas'udah 2022)Gender stereotypes can have a powerful influence on how individuals process and react to information about men and women, which is fundamental to the process of gender bias. By increasing understanding of gender dynamics, this study conveys the importance of understanding and knowledge related to gender through Instagram, a medium widely used by the public. This is done through Sadam Permana's gender content, which conveys basic gender education on social media

METHOD

This study uses qualitative methods. Quoted from the book Qualitative Research Methods, according to Creswell, qualitative research aims to explore subjective realities and social contexts in the form of individual understanding, using descriptive content analysis as data. Therefore, qualitative research is more flexible and open, allowing researchers to explore phenomena.(Hasan et al. 2025)Overall, qualitative research focuses on a deep understanding of the phenomenon being studied, emphasizing the perspectives of participants and their social context. Qualitative research provides broader and more holistic insights into social phenomena.

The data source used is the Instagram account @sadampermanaw as the primary source, while secondary sources are taken from cases that have occurred in Indonesia in accordance with the research theme, namely gender equality, sexual violence, harassment, discrimination, and feminism. The research documents come from books, social media, and previous literature with discussions relevant to the research and deemed necessary to strengthen the research process.

FINDING AND DISCUSSION

The structure of life in Indonesia, which is still steeped in culture and norms that dominate the division of roles based on gender between men and women, still reflects a patriarchal structure characterized by paternalism, placing women in a lower status and men in a higher one.(Sahi, Khairil, and Safitri 2024). Forms of gender inequality are: first, subordination or second-class status for women. In bureaucracy, there are also sensitive rules that place women behind men, implying that career opportunities and space are predominantly reserved for men. Second, stereotypes or labeling that are still often negative in nature, resulting in unfair views towards certain genders. Third, marginalization, which means shifting or placing women in peripheral positions, making them appear less courageous, weak, and unfit to be leaders. Fourth, a double burden that is disproportionate and unbalanced due to a decline in quality of life. Fifth, physical, psychological, and sexual violence.(Wati 2022)

Technological developments have been the backdrop for rapid advances in communication, from conventional to modern to fully digital. This major shift has also brought about changes in people's lives, with all aspects of education, the economy, government, and so on undergoing digitalization. In addition, social media has become a form of digital interaction that allows users to provide feedback in the form of comments, likes, and sharing.(Rafiq 2020)The use of social media also disseminates educational content by expanding knowledge, enabling users to share knowledge with others. Although online learning does not take place face-to-face, social media offers a variety of features, not only in the form of text but also visuals, audio, and graphics. (Fitriani 2021)

The social media platform discussed in this study is @sadampermanaw's Instagram account, as social media plays a role in spreading information quickly and widely. This study reveals that the gender equality content presented by Sadam Permana since 2025 has had a significant impact on society, especially his followers. Initially, the posts shared were in the form of text or narratives, but on May 12, 2025, Sadam Permana began to convey gender inequality in the form of video reels, which then received more responses from

followers and non-followers alike. The responses to the reels content were more numerous than those to the text or narratives.

1. Stereotype

Since childhood, people are often confronted with stereotypes of masculinity for men and femininity for women, as illustrated by the expression that men must be strong and must not cry. Even from an early age, society has taught that boys are allowed to play with toy cars and girls with dolls. Defining stereotypes as the labeling of a group can lead to injustice. (Febriyanti and Rahmatunnisa 2022)

Figure 1. Sadam Permana's content about stereotypes



Entrenched stereotypes prevent victims from immediately reporting crimes that have occurred. Factors influencing this decision include: acknowledgment that a crime has occurred, uncertainty about what action to take, the response of family, acquaintances, relatives, and the community, as well as community and social context factors. These factors influence victims' decisions to report or not report cases of abuse they have experienced. (Radityasasti, Arieta, and Syafitri 2023) Sadam Permana also discussed stereotypes against victims on Instagram, where labels given by society make victims of abuse afraid to report it. This is because society labels victims as being at fault. Content link: <https://www.instagram.com/reel/DITvYIPTCLk/?igsh=MWIxajUwM2IzMjdubw==>

2. Subordination

In patriarchal societies, women are often placed in a lower position and considered to have no role in social life. Women become inferior and marginalized. The patriarchal system itself refers to a traditional system that positions men as the head of the family and gives them absolute control over the family, while women are dependent. (Verah, Yuwana, and Setijawan 2022) The account @sadampermana.w expressed a disparaging attitude toward the

position or social status of a group on Instagram content link:
<https://www.instagram.com/reel/DM-a8FSzCAB/?igsh=MWp5a2t6Z3liMTg0cw==>

Figure 2. Sadam Permana's content on subordination



3. Marginalization

Marxism also views male domination over women as an effect of the capitalist system, which is explained in his theory considering gender inequality. From this perspective, the family becomes the initial space for oppression because capitalist needs turn women into domestic laborers.(Verah et al. 2022) Sadam Permana also voiced gender inequality in the index of marginalization or exclusion of unimportant groups, especially in terms of access to education for women, content link:
<https://www.instagram.com/reel/DMFrJmXzzeY/?igsh=MXVvN2FtaTl6cW01ag==>

Figure 3. Sadam Permana's content about the marginalization of one group



4. Double Burden

Figure 4. Sadam Permana's content about double burden



Gender refers to the differences in roles, responsibilities, and functions between men and women that arise from social constructs and can change over time in line with developments in society. The double burden, or excessive burden on one group or gender, occurs because observations show that women perform 90 percent of the work in the household. This is especially true for women who also have to work outside the home, as they must balance their personal and domestic responsibilities as if they were the sole responsibility of one person.(Fatmawati and Setiawati 2025)In the content, Sadam shares the story of a mother who has to work as an ojol driver while also taking care of her household.

Content link: <https://www.instagram.com/reel/DMCzc-kTRoY/?igsh=MW4wdzJrdDNpazh6cA==>

5. Violence

The Indonesian government has pursued various means to realize equality between men and women, both in the form of activities and actions in demanding equality.(Fatmawati and Setiawati 2025)The Online Information System for the Protection of Women and Children (SIMFONI PPA) recorded that as of January 2025, there were 24,002 cases of sexual violence, with 20,552 of the victims being women. Meanwhile, Statista explains that 99.8 percent of violence in Indonesia is perpetrated by someone close to the victim.(Mona 2025)

The public still has a bad habit of blaming victims of sexual violence and ignoring those who should be blamed. This is a factor in the persistence of sexual violence in Indonesia, especially against women who are the victims. Moreover, during the law enforcement process, officials such as prosecutors, judges, and police still practice masculine norms, which weaken women in the court process. This is exacerbated by the media, which reports on sexual violence issues without using journalistic codes of ethics. The news reports

contain gender bias and a victim-blaming perspective, which makes victims look even worse in the eyes of society. (Saputri n.d.) Much of Sadam Permana's content addresses sexual violence, including a case where the victim should not have been forced to marry the perpetrator as if that would resolve the case. Content link: <https://www.instagram.com/reel/DLfKqR-zKmP/?igsh=MXY4cmg3N25kdXA1bQ==>

Figure 5. Sadam Permana's content on sexual violence



In his content, Sadam Permana not only discusses female victims of sexual abuse, but also male victims. The gender aspects presented are general, reminding and educating the public about gender issues that occur in their surroundings, whether they are aware of them or not. The stigma that men who speak out as victims of sexual violence are weak, or that they are simply seeking public attention, is addressed by Sadam. He explains that this is due to toxic masculinity, where men are expected to never show weakness, never cry, and always be strong.

CONCLUSION

Through content analysis, Instagram @sadampermana.w has educated the public on the five points of gender inequality according to Mansur Fakih, namely: stereotypes, subordination, marginalization, double burden, and violence. Sadam Permana shares these five elements of gender through Instagram reels. Educating people on social media makes it easier to spread understanding and knowledge, considering that people of all ages use social media. It is also a strategic step in informing the public about gender issues. Social stigma remains one of the obstacles preventing victims of violence from speaking out about crimes, so that sexual harassment and violence still persist in Indonesia. Additionally, Indonesia still operates under a patriarchal system rooted in cultural norms and traditions considered normal in daily life. Therefore, understanding, knowledge, and awareness of gender issues in Indonesia must continue to be advocated through field actions, writings, and social media platforms like Instagram, TikTok, and YouTube.

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