ABSTRAK

Femisida merupakan bentuk kekerasan berbasis gender terhadap perempuan yang menjadi puncak dari rangkaian kekerasan berkelanjutan, namun istilah ini masih tergolong asing dan minim mendapat perhatian media arus utama di Indonesia. Akun Instagram @indonesiahapusfemisida hadir sebagai bentuk *digital activism* yang secara aktif mengampanyekan isu *femisida* sejak berdiri pada Mei 2024. Penelitian ini bertujuan untuk mengidentifikasi isi pesan pada konten kampanye akun @indonesiahapusfemisida periode Mei 2024–Mei 2025, meliputi tema postingan, pola penyajian pesan, dan teknik pengelolaan pesan. Penelitian ini menggunakan paradigma positivisme dengan metode analisis isi kuantitatif deskriptif. Populasi penelitian berjumlah 121 konten, yang kemudian disaring melalui teknik *purposive sampling* menjadi 18 konten kampanye sebagai sampel penelitian. Data dikumpulkan menggunakan lembar koding yang diisi oleh dua orang *coder* dan diuji reliabilitasnya menggunakan rumus Holsti, kemudian dianalisis menggunakan distribusi frekuensi. Hasil penelitian menunjukkan bahwa Format konten berupa *carousel* 61,1% tema edukasi yang paling dominan dengan persentase 55,6%, pola penyajian pesan didominasi bentuk non-naratif sebesar 88,9%, dan teknik persuasif *fear appeal* menjadi yang paling banyak digunakan dengan persentase 61,1%. Temuan ini menunjukkan akun @indonesiahapusfemisida memprioritaskan pembangunan kesadaran (*awareness*) publik melalui penyajian fakta dan data yang kredibel sebelum mendorong perubahan sikap serta partisipasi aktif masyarakat dalam upaya penghapusan *femisida* di Indonesia.

Kata kunci: *femisida*, analisis isi kuantitatif, kampanye digital, *digital activism*, Instagram

ABSTRACT

Femicide is a form of gender-based violence against women that represents the culmination of a continuum of violence. However, the term remains relatively unfamiliar and receives limited attention from mainstream media in Indonesia. The Instagram account @indonesiahapusfemisida serves as a form of digital activism that has actively campaigned against femicide since its establishment in May 2024. This study aims to identify the message content of campaign posts published by @indonesiahapusfemisida during the period of May 2024 to May 2025, covering post type, post theme, message presentation pattern, and message management technique. This research employed a positivist paradigm using a descriptive quantitative content analysis method. The research population consisted of 121 posts, from which 18 campaign posts were selected through purposive sampling. Data were collected using a coding sheet completed by two coders, and intercoder reliability was tested using Holsti's reliability formula. The data were then analyzed using frequency distribution. The findings reveal that all sampled posts (61,1%) were presented as carousel posts. Educational content was the most dominant theme (55.6%), followed by non-narrative message presentation (88.9%), while fear appeal was the most frequently employed persuasive technique (61.1%). These findings indicate that the campaign messages disseminated through @indonesiahapusfemisida tend to prioritize public awareness by presenting factual and credible information before encouraging attitude change and public participation in efforts to eliminate femicide in Indonesia.

***Keywords**: femicide, quantitative content analysis, digital campaign, digital activism, Instagram*