



Digital Activism in The Echo of #Kaburajadulu on Social Media

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ABSTRACT

Keywords:

Digital Activism,
Social Media, Hashtag
Movement,
#KaburAjaDulu,
Indonesia, Youth
Protest, Public Opinion

This study explores the phenomenon of digital activism in Indonesia through the viral hashtag #KaburAjaDulu, which emerged as a response to widespread dissatisfaction with political, economic, and social conditions. Unlike traditional forms of activism that rely on physical demonstrations and petitions, digital activism leverages social media platforms to mobilize collective action more rapidly and inclusively. By employing a qualitative approach and literature review, this research examines how #KaburAjaDulu reflects the frustrations of Indonesian youth and functions as a symbolic act of resistance against perceived systemic injustices. The findings reveal that the hashtag evolved into a digital movement that successfully captured public attention, particularly among young people, by fostering solidarity and stimulating critical discourse. The rapid spread of the campaign underscores the effectiveness of social media as a tool for amplifying voices and shaping public opinion. However, the long-term impact of such digital activism depends largely on institutional responses, especially from government actors. If these responses remain limited or dismissive, the campaign risks remaining symbolic rather than transformative. Conversely, constructive dialogue and policy adjustments could enhance its potential for lasting social change. This research concludes that while digital activism demonstrates significant potential in mobilizing public awareness and engagement, its success in driving tangible change requires sustained public participation, media amplification, and proactive institutional responses. Thus, #KaburAjaDulu not only highlights the power of social media in voicing dissent but also underscores the challenges of translating online momentum into concrete societal transformation.

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INTRODUCTION

According to Galuh (2016), activism can be understood as an action or struggle for social or political change that involves people in a movement. One study examining the role of social media in social movements discusses social media as a social movement strategy, showing that social media can strengthen democratic mobilization and representation and play a key role in online activism.

Activism, as a collective effort to promote social, political, or cultural change, has deep roots in the history of social movements. Traditionally, activism has been carried out through physical demonstrations, manual petitions, and political lobbying, requiring direct mass mobilization. This type of activism relies on physical participation in public spaces to draw attention to issues deemed important. Such movements often involve street actions, in-person meetings, and outdoor social interactions, which require commitment and time from

participants (Castillo-Esparcia et al., 2023; Hutchinson, 2021; Juliansyahzen, 2023; Ratnasari et al., 2021; Zur & Hatuka, 2023).

However, with the rapid development of technology, particularly in the field of communications, the paradigm of activism has undergone a significant transformation. Digital activism has emerged as a response to changing societal communication patterns. Widespread internet access and the extensive use of social media platforms provide opportunities for activists to spread their messages more efficiently and effectively. Digital activism not only enables more inclusive and easier participation but also accelerates the process of mass mobilization (Broome & Adugu, 2015; Dennis, 2019; “Digital Activism in the Social Media Era,” 2016; Novsima, 2023).

Research by Rohmah & Tambunan (2019) shows that social media plays a crucial role in changing the way social movements operate. For example, the use of social media in movement promotion, such as coffee shops associating themselves with activism and digital marketing through Instagram by major brands. Social movements can now quickly reach larger audiences, organize collective actions, and build public awareness without the need for expensive and time-consuming physical mobilization.

Unlike traditional activism, which utilizes conventional channels such as street demonstrations or manually collected petitions, digital activism relies on social media, online petitions, and the use of hashtags that can go viral quickly. Platforms like Twitter, Instagram, Facebook, and TikTok allow any individual to participate in social movements easily, simply through an internet-connected electronic device. One concrete example of this shift can be seen in the phenomenon of hashtags that have become symbols of movements, such as *#KaburAjaDulu*, which quickly gained widespread public attention.

The existence of digital activism also provides greater flexibility compared to traditional activism. No longer limited to a specific geographic region or time, digital campaigns can reach a global audience and last around the clock. This creates new spaces for social movements to thrive without physical boundaries, enabling previously marginalized voices to gain attention. This aligns with research by Amanah & Sulhan (2017), who stated that digital technology makes activism more accessible, with social media serving as a faster and broader communication channel. Research on the impact of Instagram social media marketing activities demonstrates how effective social media strategies can reach a wider audience, influence purchasing decisions, and increase brand awareness. Digital activism, therefore, is not only replacing traditional forms of activism but also developing new potential in championing social change, which may have previously been difficult to achieve through conventional means.

Digital activism has emerged as a significant force in contemporary social movements, particularly in Indonesia, where it has played a key role in various social initiatives, including protests. Digital activism is broadly characterized as the use of digital tools and platforms to facilitate social change, encompassing actions such as online petitions, social media campaigns, and grassroots mobilizations that engage citizens in civic discourse and action (Herawati et al., 2023). These activities often serve as a bridge to physical activism, demonstrating how online engagement can catalyze real-world mobilization, although the success of these actions can vary (Briguglio, 2018).

Within the framework of public sphere theory proposed by Jürgen Habermas (1989), social media functions as a public discourse space that allows interaction between various

parties, both individuals and groups, to share opinions, critique them, and advocate for change. Habermas defines the public sphere as a place where public opinion can be formed, developed, and tested, and social media has become a key platform facilitating this process. Here, information flows freely and individual participation in social discussions is increasingly open, without the physical boundaries that previously hindered traditional forms of activism.

According to Bondarenko et al. (2021), social media, particularly Twitter, has played a key role in creating a digital public sphere, providing a platform for marginalized groups to participate in public opinion formation and social struggles. One key feature enabling this consolidation of opinion is the use of hashtags. Hashtags serve as a means of aggregating conversations on social media, making it easier for people to find and participate in specific discourses.

Furthermore, social media algorithms also play a crucial role in accelerating the viral spread of content. These algorithms work by prioritizing content that receives high engagement, allowing information to spread quickly to a larger audience, even beyond geographic boundaries. This enables messages raised by social movements to become more accessible and spread more quickly, expanding the movement's reach within seconds. Live streaming and information-sharing features further accelerate the process of information dissemination, allowing people to witness live events and participate in real-time social actions.

Successful digital activism campaigns demonstrate the extraordinary potential of social media to create social change. The #MeToo campaign (2017), for example, successfully brought the issue of sexual harassment to global attention by encouraging women worldwide to share their experiences, break the silence about sexual violence, and demand accountability from the individuals and institutions involved. The #KaburAjaDulu movement (2013) also changed the way we view racial violence against Black communities, championing justice and equality through a series of actions fueled by anger at police brutality in the United States. In Indonesia, #ReformasiDikorupsi (2019) became a wave of online protests against the revision of the Corruption Eradication Commission (KPK) Law, mobilizing a broad audience through social media, although the majority of the actions took place online rather than in physical demonstrations.

According to Schneider (2020), hashtags such as #MeToo and #KaburAjaDulu have been used as highly effective tools to garner conversation on social media. In the #KaburAjaDulu movement, the use of hashtags enabled rapid mass mobilization by raising global awareness about racial inequality.

Cases such as #MeToo, #KaburAjaDulu, and #ReformasiDikorupsi provide important lessons on how social media can be used to drive social change quickly and effectively. These movements demonstrate that social media is not just a platform for sharing information, but also a tool capable of organizing collective action with equal, if not greater, power than traditional forms of activism. In this regard, the #KaburAjaDulu movement can be understood as a manifestation of this same potential, where messages and struggles can grow rapidly, engage a wider audience, and advocate for change in a more affordable way while remaining effective in capturing the attention of the public and policymakers.

The key lessons to be learned from these cases are the importance of building awareness, disseminating messages consistently, and utilizing digital platform features to amplify a movement's visibility and impact. Digital activism not only offers new ways to voice aspirations

but also creates new spaces for people to actively participate in more inclusive and direct socio-political processes.

The *#KaburAjaDulu* trend is used to express the desire of Indonesian citizens to leave Indonesia to work or study abroad. The hashtag *#KaburAjaDulu* initially circulated widely on X and was widely used by netizens in their posts. Through the hashtag, netizens encouraged young people to take advantage of opportunities to study, work, or even simply live abroad. Netizens also associated *#KaburAjaDulu* with the expensive education system in Indonesia, the lack of job opportunities, and the relatively low wages of workers, even for university graduates. Some netizens stated that this trend opened up opportunities for young people to "escape" Indonesia.

The *#KaburAjaDulu* hashtag phenomenon did not emerge out of thin air; it was born from a social dynamic involving political tensions, government policies, and public dissatisfaction with perceived inadequate social conditions. This phenomenon illustrates how social media, as a digital public space, can become a platform for individuals and groups to voice dissatisfaction and resistance to existing issues. In this section, we will delve deeper into the background of the emergence of the *#KaburAjaDulu* hashtag and how it developed into a digital movement that captured public attention.

The hashtag *#KaburAjaDulu* first emerged in response to a series of public dissatisfaction with policies perceived as detrimental or inadequate. While no single event can be considered a direct trigger, the prevailing social, economic, and political issues at the time created an atmosphere that fueled the movement. Numerous policies perceived as unfavorable to the people, along with increasing social tensions, were the backdrop for this phenomenon. Dissatisfaction with government actions, economic uncertainty, and social injustice felt by a large segment of society led to the emergence of the hashtag as a form of expression of resistance against a system deemed unsupportive of the general welfare.

Gadjah Mada University (UGM) sociologist Oki Rahadiano Sutopo believes the *#KaburAjaDulu* trend reflects current global disparities. He believes young people are beginning to recognize global disparities, particularly regarding the quality of life in various countries, which has become more visible thanks to technological advances. "It's not always an expression of disappointment with policies," Oki said, as quoted by Kompas.com, Wednesday (February 4, 2025).

The hashtag *#KaburAjaDulu*, although initially used as an expression of disappointment and despair over the current situation, soon evolved into a larger symbol of resistance. People felt that one way to confront unfair policies was to withdraw, "run away," from situations they deemed hopeless. This was expressed symbolically on social media, allowing people to share their frustrations and encourage broader conversations about the current situation.

The emergence of this hashtag is inseparable from the contributions of public figures and specific communities who first voiced it. While no single individual or group can be identified as the primary originator, several digital figures or influencers played a significant role in introducing and amplifying the popularity of *#KaburAjaDulu*. Through platforms like Twitter/X, Instagram, and TikTok, they began sharing messages encouraging people to voice their dissatisfaction with existing social and political conditions. By using this hashtag, they invited followers to participate in a larger conversation focused on resistance against policies or situations deemed oppressive.

Over time, the hashtag *#KaburAjaDulu* developed into a viral phenomenon. The hashtag's spread was not limited to one platform but expanded across a wider range of social media platforms. On Twitter/X, the hashtag quickly gained popularity and became a trending topic, reaching a wide cross-section of society who felt marginalized or dissatisfied with the current situation. Instagram and TikTok, with their younger, more dynamic user bases, also played a key role in expanding the hashtag's reach. Through posts such as memes, short videos, and visual narratives, social media users began to join in the conversation, amplifying the movement's message and drawing more attention.

The pattern of hashtag distribution demonstrates the effectiveness of social media in mobilizing the masses and expanding social discourse. Twitter/X became the primary platform for the dissemination of ideas associated with the *#KaburAjaDulu* hashtag, where public conversation and debate flourished. Meanwhile, Instagram and TikTok enabled more visual content to introduce the movement to a younger audience, integrating elements of entertainment with serious social issues. The diversity of platforms used demonstrates that *#KaburAjaDulu* was able to reach various demographic groups and invite engagement from all levels of society.

Furthermore, the role of mainstream media in amplifying this issue cannot be underestimated. Although the movement initially developed through more liberal digital channels, mainstream media also played a significant role in legitimizing it and expanding its reach. News about the emergence of *#KaburAjaDulu* and its impact on public discourse began to receive attention from a number of major news outlets, both local and international. Disseminating information through these channels helps ensure that the movement's message is not limited to digital communities but is also understood by the wider public, including those who are less active on social media.

Thus, the emergence and development of *#KaburAjaDulu* as a digital phenomenon reflect the potential of social media to raise issues that are highly relevant to current socio-political conditions. Through a combination of factors such as public dissatisfaction, effective hashtag use, the role of public figures and influencers, and the role of mainstream media, this movement has succeeded in capturing attention and achieving a significant impact on public discourse.

One important thing to note is that while this hashtag is not always accompanied by clear and formal demands, several social issues implicitly underlie this movement. Dissatisfaction with government policies, social injustice, and stagnant economic conditions are issues felt by many individuals involved in this conversation. The unspoken demands within this movement are calls for systemic change—whether in economic policy, social justice, or political transparency. While there is no official declaration of specific demands, the movement's primary focus is the spirit of opposing the injustice and inequality felt by the majority of the population.

Related to government policy, *#KaburAjaDulu* emerged amidst dissatisfaction with various policies deemed disadvantageous to the people. While the movement does not directly target a specific policy, it reflects a form of protest against a system deemed incapable of providing welfare. Initially, many doubted whether this hashtag would develop into something more structured and impactful. However, over time, the hashtag demonstrated that, despite the lack of explicit demands, there is significant appeal among the public to share a common dissatisfaction.

The narratives developing behind the *#KaburAjaDulu* hashtag are diverse. On the one hand, there are serious elements reflecting deep concerns about the stagnant social and political situation. However, on the other hand, the hashtag is also used ironically, creating a lighter and humorous narrative to alleviate the tensions many face. The use of *#KaburAjaDulu* is often interspersed with memes and humor, lending a lighthearted tone to an otherwise very serious issue. This shows that while the main theme of the movement is dissatisfaction with the state of affairs, many users feel more comfortable voicing this in more unconventional and sarcastic ways.

Another question that arises is whether this movement will endure as a long-term movement or just a passing fad. Based on the hashtag's development pattern, there are indications that, although the *#KaburAjaDulu* hashtag lacks a strong formal structure like other social movements, it has enduring appeal. This is primarily due to its flexibility and ability to adapt to changing circumstances. While it may not develop into a formal political movement, its spirit of championing social change and expressing dissatisfaction could persist in a looser form on social media.

Responses to the *#KaburAjaDulu* movement have varied widely, reflecting the diverse views and feelings of the public on the issues raised. Most people involved in the movement feel represented by the voices of dissatisfaction voiced through this hashtag. They see it as a legitimate expression of their frustration with government policies or the social conditions they face. However, others see the movement as an escape from larger issues or even an expression of despair that offers no concrete solutions.

Like many other social movements, *#KaburAjaDulu* has also sparked polarization within the community. Some support the movement as an effective way to voice dissatisfaction with the government and advocate for change, while others view it as little more than a form of grievance without a clear direction. This polarization often manifests itself in debates between those who feel the movement provides a platform for marginalized voices and those who argue it only exacerbates the situation without providing concrete solutions.

The government and relevant institutions initially appeared cautious in responding to the movement. There was no immediate official reaction to the hashtag, but the broader discussion on social media likely caught the attention of policymakers. In some cases, similar movements can prompt policy changes or put pressure on the government to be more responsive to the issues raised. While there is no indication that the *#KaburAjaDulu* hashtag directly changed any specific policies, the phenomenon served as a kind of "ignition," opening the space for further discussion about social injustices and public policies perceived as detrimental to the wider community.

The mass media, especially those with large audiences, also played a role in disseminating the issues raised by this movement. For example, several major news outlets began covering the *#KaburAjaDulu* phenomenon as a form of social protest reflecting dissatisfaction with certain policies. This widespread coverage through mainstream media gave the movement more legitimacy and helped expand its reach to a wider audience, including those not active on social media. This media reaction demonstrates the powerful influence of media in amplifying voices that might otherwise go unheard.

Ultimately, while *#KaburAjaDulu* did not directly change government policy or produce significant social change, it demonstrated the potential of social media to create a space for

discussion and resistance against injustice. The diverse reactions—from the public, the government, and the media—demonstrate that this movement, while seemingly more low-key in its delivery, had a significant impact in opening a broader public debate about the social, political, and economic conditions facing many.

The novelty of this research lies in a specific analytical approach to the phenomenon of *#KaburAjaDulu* as a form of digital activism in Indonesia, which has not been extensively researched before, with a focus on the dynamics of conversations, patterns of dissemination, and their impact on public opinion. The purpose of the study is to analyze the role of *#KaburAjaDulu* in voicing the dissatisfaction of the Indonesian young generation with socio-political conditions, as well as to examine its effectiveness as a tool for mobilization and social change. The benefit of this research is to provide an in-depth understanding of the potential and challenges of digital activism in Indonesia, as well as practical recommendations for governments, social media activists, and the public in responding to similar movements in the future.

METHOD

This study used a qualitative approach with a literature review method to analyze the digital activism phenomenon in the *#KaburAjaDulu* movement. Data were collected from relevant secondary sources, including academic articles, Indonesian mainstream online news, social media platform data, and monitoring reports from Drone Emprit on *#KaburAjaDulu* conversation trends. Data collection was conducted through documentation and literature review by analyzing content featuring the *#KaburAjaDulu* hashtag during its viral period from September 2023 to February 2025. Qualitative content analysis was used to identify patterns, themes, and narratives in the movement, focusing on the origins of the hashtag, key actors and their roles in digital campaigns, content distribution strategies, and the movement's impact on public discourse. The research ensured academic ethics by transparently citing all sources and cross-verifying information to validate the data.

RESULTS AND DISCUSSION

Background to the Emergence of #KaburAjaDulu

The hashtag *#KaburAjaDulu* began to emerge and attract public attention in 2023. Drone Emprit founder Ismail Fahmi revealed that the currently viral *#KaburAjaDulu* phenomenon actually began in September 2023. He explained that when it first appeared in September 2023, the hashtag was used by young IT professionals abroad through their social media accounts.

The hashtag resurfaced in 2025, when a number of individuals expressed dissatisfaction with what they considered inadequate social and political conditions. As a viral digital phenomenon, this movement not only demonstrated a shift in public behavior in addressing critical issues but also reflected the power of social media in shaping public opinion and championing change. Based on data tracked by social media monitoring agency Drone Emprit, the *#KaburAjaDulu* conversation trend was observed to have begun to be echoed on social media platform X since January 2025. At that time, the account *@amourXexa* began tweeting the hashtag on January 8, 2025. However, the hashtag only went viral when the account *@hrdbacot* began tweeting it on January 14 and *@berlianidris* on February 6. According to

Drone Emprit's monitoring, the hashtag was netizens' reaction to current issues, such as economic conditions, declining quality of life, and matters related to government policies.

#KaburAjaDulu was used to discuss motivations for moving abroad, job information, and tips for moving abroad. These observations indicate that the 19-29 age group tweeted this hashtag, reaching 50.8%. Drone Emprit further tracked this hashtag, which appeared at least as early as September 2023. In his tweet, Drone Emprit founder Ismail Fahmi mentioned that the hashtag was being promoted by "circle tech bros," or groups of programmers.

The chronology of #KaburAjaDulu's emergence began with a Twitter post by a previously unknown social media activist. In the post, he expressed his frustration with government policies perceived as biased toward lower-class communities and the political system's inability to provide solutions to growing social problems. The post was accompanied by a provocative message urging people to "escape" from a system perceived as unjust, symbolizing that individuals who feel marginalized can choose to "hide" or "withdraw" from the mainstream, which denies their voices a voice.

The movement gained momentum after several public figures and influencers with large followings began using the hashtag #KaburAjaDulu as a form of solidarity with the broader struggle. The hashtag, which initially began as a personal tweet, quickly spread to various social media platforms, such as Instagram and TikTok, thanks to its popularity and support. This illustrates how social media can quickly become a channel for the dissemination of ideas, particularly those that are subversive or critical of the existing system.

This campaign not only represented dissatisfaction with social conditions but also illustrated the broader phenomenon of the search for safe spaces for individuals who feel alienated. The campaign's viral success was inseparable from the social tensions prevailing at the time, such as economic inequality, restrictions on freedom of expression, and the political uncertainty that gripped society. These circumstances created an opening for the movement to gain a foothold in the public conversation. People who felt neglected by existing policies, either directly or indirectly, saw #KaburAjaDulu as a form of protest that could be carried out without requiring physical mobilization. More broadly, the social situation that triggered the emergence of this hashtag is also related to the sense of powerlessness felt by many, especially the younger generation. Dissatisfaction with a government that is unresponsive to their needs is one of the driving factors behind this movement's rapid spread online. The messages conveyed not only reflect collective frustration but also demonstrate a subtle form of rebellion against a power structure that is perceived to be increasingly hostile to its people.

Actors and Roles in Digital Campaigns

Digital campaigns, as seen in the #KaburAjaDulu phenomenon, involve a variety of actors who play a role in disseminating messages, mobilizing the masses, and shaping public opinion. Each actor, from influential individuals to civil society organizations, plays a key role in shaping the narrative and impact of this campaign. The following will discuss the roles of each actor in the #KaburAjaDulu movement in more detail.

Essentially, individuals active on social media, especially those with significant influence or known as influencers, are key actors in the #KaburAjaDulu movement. These social media users have the capacity to reach a broad audience, whether loyal followers or the wider public. Through platforms like Twitter, Instagram, and TikTok, influencers can quickly spread

messages or invite people to participate in a movement. Permana et al., (2021), explain the crucial role of influencers in marketing products through social media and how they can form emotional connections with consumers, known as "Brand Love."

It's important to note that influencers in this context aren't limited to celebrities or well-known figures. Social media users with active and engaged communities of followers can also influence the direction and spread of messages. They often utilize various forms of content, such as tweets, video posts, or Instagram stories, to communicate messages effectively. The success of this movement depends heavily on these actors' ability to capture the attention of their audiences and encourage engagement in broader discussions.

In addition to individuals and influencers, specific groups or communities also play a significant role in the #KaburAjaDulu movement. Civil society organizations, non-governmental organizations (NGOs), and various informal movements are often key drivers in raising issues related to this movement. While not always directly connected to digital campaigns on social media, these groups can provide strategic support that amplifies messages disseminated through digital platforms. Research by Pithaloka (2018) demonstrates how interactions within online communities influence brand loyalty, which is influenced by the social identities of community members.

These movements often initiate discussions on relevant social issues, leveraging collective power to expand the movement's reach. They also play a role in building consensus among various social groups and encouraging direct action, whether in the form of online petitions or real-world demonstrations. In this sense, groups and communities serve as a bridge between the virtual and real world, bridging the gap between digital mobilization and broader social action.

In addition to online actors, the mass media, whether in the form of television, newspapers, or online news portals, played an equally important role in responding to and reporting on the #KaburAjaDulu phenomenon. Although this movement originated and developed on social media, coverage from conventional media also contributed to its broader impact. Through intensive coverage, the mass media were able to introduce the campaign to a wider audience, including those who were not active on social media. Andriastuti, in her research, found the influence of mass media, such as crime news programs on television, in influencing audience satisfaction and perceptions, which is relevant to understanding the role of mass media in shaping public opinion.

This coverage by the mass media also contributed to legitimizing this movement, making it a social phenomenon worthy of consideration in public discourse. Conventional media often provides in-depth analysis of the underlying issues of the movement, such as dissatisfaction with government policies or social inequality, thus providing readers with a broader context. Furthermore, the media also plays a role in mapping the responses of various parties involved in the movement, including those who support and oppose it.

Campaign Distribution Strategies and Patterns

The #KaburAjaDulu digital movement is an interesting example of the use of social media to voice opinions, mobilize the masses, and raise awareness of specific issues. As part of the dynamics of digital communication, this campaign utilizes various strategies to ensure its

message reaches a wide audience and stimulates discussion and active participation on digital platforms.

Hashtags (#) are an integral element of communication on social media. In the #KaburAjaDulu movement, the hashtag is not merely a symbol but a highly effective tool for mobilization. The use of hashtags serves as the movement's identification amidst the digital information frenzy, enabling users to find and participate in relevant conversations. These hashtags explicitly invite audience involvement while facilitating faster and more organized message dissemination.

Through this hashtag, the movement's main message—the encouragement to think critically or even act against perceived injustice—is conveyed in a concise and memorable format. When a hashtag is used en masse by various social media accounts, a snowball effect occurs, where a single post can attract the attention of more individuals who feel connected or inspired to participate. This hashtag, in turn, forms a collective identity that can mobilize more people to speak out and take action, creating momentum that is hard to ignore.

Beyond the hashtag, one of the greatest strengths of the #KaburAjaDulu campaign lies in its use of visuals as a tool to strengthen the narrative. Infographics, short videos, and various other forms of creative content play a crucial role in conveying complex messages in a way that is easily digested by the audience. In this digital age, visual content has greater appeal than plain text, as it can convey information directly and emotionally. For example, short videos containing elements of humor or sharp social criticism can reach a wider audience and spark discussion.

The infographics used in the #KaburAjaDulu campaign also provide clear and structured information about the issues being championed, such as injustice or dissatisfaction with certain policies. Data visualizations or mind maps are often effective tools for helping audiences understand more complex or weighty topics. Meanwhile, narratives constructed through images and videos not only convey a message but also evoke specific feelings or understandings, which can then lead to further action, such as sharing information with others or acts of solidarity.

One of the key characteristics of digital movements is their ability to facilitate direct and interactive participation. The #KaburAjaDulu campaign does not rely solely on one-way communication, but rather creates a space for audiences to contribute. This interaction takes various forms, from simply liking or sharing posts to leaving comments reflecting personal views or discussing the issues raised in the campaign.

Furthermore, this campaign is able to stimulate discussions involving various parties. Discussions in digital spaces often involve diverse perspectives, not only from those already involved with the movement but also individuals new to it. This interaction broadens the reach and enriches the dynamics of the conversation. Public participation in the form of comments or even content creation using the same hashtag demonstrates the campaign's effectiveness in raising collective awareness and strengthening solidarity among its followers.

Furthermore, public participation in the discussion also demonstrates the power of social media as a tool for empowerment. Every individual who participates in this conversation, whether through opinions or concrete actions, contributes to broadening the emerging discourse, shaping a more inclusive and democratic one. This demonstrates that digital campaigns like #KaburAjaDulu go beyond simply disseminating information; they also

successfully create a platform for broader dialogue and foster a sense of connectedness among community members.

By utilizing a combination of hashtags, creative visual content, and open social interaction, the #KaburAjaDulu movement successfully harnesses the potential of social media to effectively disseminate messages, increase public participation, and raise collective awareness of the issues it champions.

Case Analysis of #KaburAjaDulu

The #KaburAjaDulu phenomenon, which has gone viral on Indonesian social media, reflects the critical attitude and deep social and political dissatisfaction of the younger generation with the country's economic, social, and political situation. This hashtag is not merely an expression of a desire to leave Indonesia, but also reflects the disappointment with government policies and the realities of life felt by many. They perceive domestic conditions as unfavorable, and the government as absent from addressing the problems facing the community. For example, in the education sector, there are concerns that budget efficiency measures could jeopardize the future of education, prompting young people to consider going abroad to further their education and work.

The #KaburAjaDulu phenomenon can be viewed from two perspectives: as a challenge resulting from the exodus of young talent, or as an opportunity for them to return with experience that can contribute to Indonesia's development. The innovation and research ecosystem in Indonesia remains suboptimal, particularly in terms of incentives, salaries, regulations, and intellectual property protection. This discourages many young scientists from pursuing careers domestically, exacerbated by the lack of support for downstream innovation, which hinders project implementation in the community. The digital movement with the hashtag #KaburAjaDulu emerged as a social phenomenon that garnered widespread attention on social media, particularly in Indonesia. This movement developed in response to social issues faced by the community, focusing on dissatisfaction with political, economic, and social conditions. To analyze this movement, it is first necessary to understand the actors involved, how the message was disseminated, and the impact it had on both the individual and social levels.

This movement was not initiated solely by a specific individual or group, but involved the active participation of various segments of society, including netizens who felt marginalized or neglected by government policies. The digital activism employed in this movement utilized social media platforms such as Twitter, Instagram, and TikTok as primary tools for disseminating the message. The use of the hashtag #KaburAjaDulu made it easy for internet users to join and show solidarity with the issues raised, while also creating collective awareness among the wider public.

The message was disseminated through various channels, ranging from tweets and photo uploads to short videos addressing specific issues with narratives often critical of the government or specific policies. The rapid and massive dissemination of information through social media allows these messages to reach a wider audience, both nationally and internationally. Viral spread accelerates the formation of public opinion and, in many cases, changes people's perceptions of the issue at hand.

Impact and Implications of the #KaburAjaDulu Movement

The #KaburAjaDulu movement is not merely a fleeting digital phenomenon; it has also had a significant impact on society and government policy. These impacts can be analyzed across several dimensions, including the impact on government policy, changes in public perception, and the potential for long-term change.

1. Impact on Policy: Has there been any reaction from the government or related institutions to this campaign?

The #KaburAjaDulu movement has drawn reactions from various parties, including the government and related institutions. Some government officials consider this phenomenon normal and a reflection of the aspirations of the younger generation. The Minister of Manpower stated that this demonstrates the importance of creating better jobs in Indonesia. However, there has also been criticism that those planning to leave Indonesia are seen as lacking love for their homeland, as well as concerns about the potential for brain drain from Indonesia, where Indonesia loses its best talent who could contribute to the nation's progress. This campaign criticized policies deemed inadequate or unpro-people, highlighting public dissatisfaction with issues such as social injustice, the high cost of living, and economic inequality. In some cases, the government responded to this movement by issuing statements attempting to address public criticism. However, these reactions were often disproportionate to the pressure exerted by the movement, demonstrating the government's lack of understanding or readiness to address public criticism constructively.

Furthermore, this movement also sparked further discussion about public policies perceived as not being pro-people. For example, policies regarding the minimum wage, the price of basic necessities, or social inequality exacerbated by the existing economic system became more open for public discussion. Although its impact has not yet been directly seen in significant policy changes, this campaign has succeeded in creating a more open space for discussion and enabling the public to be more critical of government policies.

2. Changes in Public Perception: How has this campaign changed the way the public views the issues raised?

The #KaburAjaDulu movement has had a significant impact on public perception of various social and political issues that may have previously received little attention. By utilizing social media as its primary platform, the campaign has been able to reach a wider audience, including the younger generation, who have significant access and influence online. This hashtag not only voices dissatisfaction with government policies but also introduces a narrative about the importance of having the courage to demand change and voice disapproval.

This shift in perception is clearly evident in the growing public awareness of ongoing social and political injustices and how such dissatisfaction can translate into massive collective action. The public, especially young people, has begun to engage more in discussions about social issues that might previously have been considered trivial or overly political. The public is divided on this phenomenon. Some support the decision to seek opportunities abroad, while others feel this constitutes a form of betrayal of the country. Unwise views often arise, blaming the younger generation for their intention to leave

without addressing the underlying issues. The government has been accused of being tone deaf, or not understanding the issues on the ground, a key reason behind the creation of the #KaburAjaDulu hashtag. This movement demonstrates how social media can be an effective tool for influencing public opinion and introducing new perspectives on issues that may have previously been overlooked.

3. Long-Term Impact: Is this movement merely a fleeting phenomenon or will it create more permanent change?

Assessing whether the #KaburAjaDulu movement will create permanent change or simply a fleeting phenomenon will certainly take time. However, there are indications that this campaign is not simply a spontaneous reaction, but has the potential to foster deeper social awareness among the public. The use of social media to organize collective action, build solidarity, and voice dissatisfaction with social injustices could strengthen a culture of digital activism in the future.

The long-term impact of this movement may not be seen in the form of immediate policy changes, but in the transformation of public mindsets that become more critical of existing social and political structures. Campaigns like #KaburAjaDulu can accelerate the formation of larger social movements, which will drive more significant social change in the future. In this sense, while this movement may not result in direct policy changes in the short term, it has the potential to create broader and lasting social change through the amplification of the people's voice and a growing collective consciousness.

Thus, the #KaburAjaDulu movement not only serves as a form of protest or critique of current social conditions, but can also be considered a milestone in the evolution of digital activism that emphasizes the role of technology in driving social change.

4. Growing Distrust of the Government: Could this distrust trigger individuals to leave Indonesia?

One major impact that could arise from this phenomenon is that many individuals with high potential and skills will choose to leave Indonesia. This has the potential to reduce the country's competitiveness in the economic and technological fields, as well as hinder domestic development.

The loss of a skilled workforce could hamper the innovation and productivity needed to address Indonesia's economic challenges. Quality human resources are key to developing critical sectors, such as the technology industry, education, and healthcare.

Many young people are frustrated with government policies, particularly those related to increasing taxes and growing corruption. This increases distrust of the government system and exacerbates the feeling that opportunities for domestic development are limited.

If this dissatisfaction is not addressed with concrete policies, the #KaburAjaDulu phenomenon could lead to larger social protests, whether in the form of political movements, strikes, or even social revolution.

CONCLUSION

Digital activism, exemplified by the #KaburAjaDulu movement, has become a powerful tool for social change by rapidly mobilizing Indonesia's young generation around issues of social injustice, economic inequality, and unfavorable government policies. This movement demonstrated the ability of social media to unite diverse groups, shape public opinion, and foster broad social awareness and solidarity. However, its effectiveness depended not only on the campaign's rapid spread but also on responses from government and public institutions; without constructive dialogue and policy change, the impact risks remaining symbolic. This study highlights that while digital activism holds great potential, its lasting success relies on sustained public engagement and serious institutional responsiveness. Future research could explore strategies to translate digital activism momentum into concrete policy outcomes and assess the long-term effects of online movements on political change.

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