

Digital Activism Strategy in the PhD Mama Indonesia Community: Multiplatform Empowerment for Mother-Student

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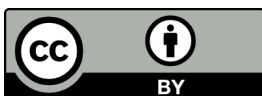
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Abstract: Social movements have undergone a transformation into digital activism, leveraging new media, based on the internet. One such community harnessing internet-based media is the PhD Mama Indonesia community. Comprising Indonesian women, particularly those who are married and have children, this community serves as a platform for sharing experiences and challenges related to pursuing academic studies while fulfilling their maternal responsibilities. Use context analysis method, this research aims to examine the strategy of digital activism within the PhD Mama Indonesia community. The research follows a descriptive, qualitative approach, utilizing data collection methods such as observations, documentation from books, journal, research, and PhD Mama Indonesia posts. The findings of the study reveal that the activism initiated by the PhD Mama Indonesia community takes place across various platforms, ranging from websites and Instagram to YouTube. This community also use the logic of social media algorithms to increase its visibility and popularity such as choosing unique and specific account and community names; varied and consistent use of hashtags; and collaborate with influencers and experts to host live talk show on Instagram covering diverse topics, sharing educational content on Instagram. Not only that, the digital activism carried out by members can survive to this day because of the similarity of the ecosystem felt by student-mothers.

Keywords: digital activism, mother-student, PhD Mama Indonesia, the second shift

1. Introduction

Education plays an important role in someone's life. It also contributes a crucial part in the society by developing people's skills, personality, and thoughts (Sicam, 2021). This is reinforced



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by one of the global goals of the SDGs (Sustainable Development Goals) launched by United Nations. Also known as the Global Goals, SDGs is a universal call to action to end poverty, protect the planet, and ensure that by 2030, all people enjoy peace and prosperity. The SDGs are also designed to end discrimination against women and girls.¹

One of the SDGs goals is quality education. It is written that this goal ensure that all girls and boys complete free primary and secondary schooling by 2030. It also aims to provide equal access to affordable vocational training, to eliminate wealth disparities, and universal access to quality higher education. And one of the goal target is by 2030, ensure equal access for all women and men to affordable and quality technical, vocational, and tertiary education, including university.²

But in fact, not everyone can access education easily. Unfortunately, pursuing higher education for a mother is not a simple thing. Many things must be considered by women who already have married and have child or children. Just like working mothers, student mothers also have their own challenges because they have to negotiate with domestic tasks and college assignments. Moreover, domestic tasks such as housekeeping and childcare are considered duties inherent to women (Fakih, 2008).

Student-mothers need support from another, so they can finish all of their tasks. One of support can be obtained by student-mothers in the PhD Mama Indonesia community. On its website, it is written that this site is a means of sharing knowledge and experiences as well as the up and down of mothers who have or are currently pursuing doctoral education in various parts of the world.³

The community was initiated by Kanti Pertiwi, while she was studying at the University of Melbourne's Faculty of Business and Economics in 2017. Pertiwi is a mother of three and a lecturer at the Faculty of Economics, University of Indonesia. In an interview with Lily Yulianti Farid (2019), Pertiwi defined Mama PhD as a mother from Indonesia who is pursuing a doctoral degree abroad, accompanied by her husband and children.

At first, the community operated online through a WhatsApp group called Srikandi Indonesia. Pertiwi explains that the WhatsApp group is made up of PhD students who live in Melbourne's northern suburbs - mainly in Brunswick and Coburg. They use this messaging app to share experiences and discussions. Pertiwi then took the initiative to write about her life as a PhD student and her writing was published by the Australia Broadcasting Corporation. When she received positive feedback on her writing, the idea to write about other PhD students' stories was aroused. Right now, PhD Mama Indonesia use various platforms for supporting student-mothers, such as websites, YouTube, to various social media such as Facebook and Instagram (Farid, 2019).

¹<https://www.undp.org/sustainable-development-goals>

²<https://www.undp.org/sustainable-development-goals/quality-education>

³<https://phdmamaindonesia.com/>

Social media is a medium to build relationships and participate in a community or virtual-based organization group based on common interests, interests, and goals to be achieved including social movements. Social movements in the technological era are now transforming into digital activism by utilizing internet-based media (Putri et-al, 2022).

Rahmawan (2020) explained that the use of technology in relation to social goals can include community empowerment, innovation in the context of education, overcoming economic inequality, resolving human rights issues, and other social movements that help realize social justice, prosperity, and a healthy democratic climate.

The PhD Mama Indonesia community is one form of digital activism that use various internet-based media to spread its ideas and also support student-mothers who face various challenges in completing their tasks. This community tries to advocate student-mothers who are faced with public and domestic tasks carried by women.

For this reason, the researcher formulated the following research question: “What is the digital activism strategy carried out by the Mama Indonesia PhD community?”. Based on this research questions, this research aims to explore what digital activism strategies are carried out by the PhD Mama Indonesia community. This research is qualitative research with a case study method. In a case study method, the researcher’s task is to delve into phenomenon (case) in a specific time and activity and gathering detailed and in-depth information (Kusmarni, 2012)

The research data consists of posts by the PhD Mama Indonesia community on various platforms, especially Instagram and their website. These data will be elaborated upon with ideas proposed by Detta Rahmawan, Mahameruaji J. N., and Janitra P. A. in their article titled “Strategi Aktivisme Digital di Indonesia: Aksesibilitas, Visibilitas, Popularitas, dan Ekosistem Aktivisme” (2020).

Some related previous research include the research by Detta Rahmawan, Mahameruaji J. N., and Janitra P. A. titled “Strategi Aktivisme Digital di Indonesia: Aksesibilitas, Visibilitas, Popularitas, dan Ekosistem Aktivisme” (2020). This research focuses on digital activism not merely from the perspective of technological determinism. There are various factors underpin the practice of digital activism in Indonesia. Meanwhile, the author will use the ideas identified by Rahmawan et-al in examining how digital activism is carried out by the PhD Mama Indonesia team.

Additionally, there is research by Ismahani, F, Rijai, N. A., and Adzny, M. F. titled “Strategi Aktivisme Digital #MeToo Movement di Amerika Serikat.” This research focuses on the factors that sustain the #MeToo Movement, namely accessibility, visibility, popularity, and ecosystem. However, there are differences between the #MeToo campaign and PhD Mama Indonesia. The #MeToo movement was founded by survivor and activist Tarana Burke. They worked towards building a community of advocates determined to interrupt sexual violence wherever it happens. In 2017, the #MeToo hashtag went viral and brought global awareness to the magnitude of sexual violence. What began as local grassroots work had become a global movement. Meanwhile, the digital activism conducted by the PhD Mama Indonesia team remains at a national scale, specifically advocating for mothers pursuing or who have pursued higher education.

2. Literature Review

Women as “Second Shift” Labour

Most women without children spend much more time than men on housework (Hochschild & Machung, 2012). And when they are having a child/children, they devote more time caring for both house and children. This situation is not much different when a woman also has a public role, such as working or going to school. Student mothers still have to juggle their work/study responsibilities while being burdened with more housework and childcare than men. Generally, women still carry out more housework than men, irrespective of their working hours or earnings, supporting normative arguments that emphasize the significance of domestic work in ‘doing gender’ (Lyonette & Crompton, 2015).

College students who are involved in early motherhood face several challenges because this dual role (parenting and studying) is not an easy task. They must balance their time as parents and as students. Combining motherhood and studies without prioritizing one activity over the other is a major dilemma for student mothers (Sicam, 2021).

The study conducted by Peggy Thoits in 1985 found that women’s multiple roles could trigger anxiety. Thoits examined 1,000 participants, including both men and women, and asked them how often they experienced twenty-three anxiety symptoms (such as dizziness and hallucinations) in the previous week. The study found that mothers who worked were the most likely to have experienced symptoms of anxiety (via Hochschild & Machung, 2012).

Student mothers face several challenges (Sicam, 2021). Firstly, they may face mistreatment from their student, who may tease them for no longer being single. Secondly, they encounter difficulty balancing their college coursework and their parenting tasks (Taukeni, 2014; Torres, 2020). In addition, student mothers face challenges when their baby getting sick (Torres, 2020), as well as feelings of homesickness (Torres, 2014), drowsiness, weakness, and lonely (Taukeni, 2014). These difficulties may have an impact on their academic achievements and performance.

In Sicam’s (2021) research, financial problem is also a significant challenge that student mothers deal with. Due to their ongoing studies and the lack of a stable income, they are struggling out of budget and thinking how to provide for child/children’s needs and school expenses.

Women are more concerned than men about both public and household tasks. Whilst domestic responsibilities have been shared by their partners, women can still feel a sense of responsibility towards this work. Because of this, more women felt torn between one sense of urgency and another, between the need to soothe a child’s fear of being left at day care, and the need to show the boss she’s “serious” at work. More women than men questioned how good they were as parents (Hochschild, 2012).

Empowering Women Through Digital Activism

Activism is usually the result of dissatisfaction with some aspect of life, particularly in relation to social justice. Activists engage in proactive measures during inadequate and

pressing conditions as a form of protest. Sometimes, the reason for becoming an activist is to do something for people who are impoverished or unfairly treated (Sinaga, 2023).

People's interest in technology has also influenced the practice of activism. Over the past decade, people around the globe have become increasingly aware of and interested in the expanding use of digital technologies, computers, mobile phones, and other Internet enabled devices, in the battle for social and political change (Sivitanides, 2011).

Social media, as one of the internet's offspring, can facilitate creating public spaces with effective public participation and connectivity. Individuals have more chances to participate in these unconstrained areas culturally and socially. Under particular circumstances, participation in social and cultural activities in social media can lead to political engagement (Lim, 2014).

According to Kaur (2020), digital activism utilizes information and communication technologies, as well as digital media, as primary platforms for freely expressing ideas. In recent years, women's empowerment activism has shifted into the digital realm, with feminists becoming more adept at fostering online movements and discussions. Consequently, numerous digital feminist campaigns have significantly improved the world. Online activists have realized the Internet's potential as a catalyst for social change. Women are leveraging technology as a means of empowerment by creating spaces, resources, and networks for organization (Sutton & Pollock, 2000)

Digital feminist activism represents an evolution of traditional feminist activism, introducing new tools and strategies for spreading awareness, disseminating information, and mobilizing supporters to achieve women's empowerment (Kaur, 2020). With the rise of movements like #MeToo, social media is providing women with a platform to voice their opinions and be heard.

The term "digital" in the context of digital activism is commonly understood to refer to the potential for speed, reliability, scale, and low cost offered by digital technology. While there has been ongoing debate about the terminology of digital activism, the expansion of reach and scope made possible by digitalisation allows for an array of activities and campaigns that make exclusive and comprehensive use of digital technologies and networks to fall under this label. Comprehensively, this encompasses all socio-political activism that employs digital network infrastructure, while exclusivity denotes the exclusion of other technological activism forms that are not linked to a digital network infrastructure (Joyce, 2010).

However, it is important to note that activism on social media is subject to limitations. According to Lim (2017), activism on social media is characteristically impulsive, vulnerable, and diverse. This implies that campaigns on social media can surface unpredictably and even spread rapidly, but also possess the risk of abrupt disappearance. The connectivity of issues in digital activism is frequently lacking cohesion, which means only select challenges may eventually garner substantial momentum.

Certain strategies are required for the growth, development, spread, and sustainability of a digital activism movement or organisation. Rahmawan et al. (2020) analysed a range of digital activism strategies in Indonesia. A comprehensive and exclusive strategy is required for

successful digital activism. The survival strategy pertains to accessibility, visibility, popularity, and the activism ecosystem, among other things.

The first three strategies are comprehensive strategies. This means that all campaign practices utilise digital infrastructure. Digital technology infrastructure is the combination of networks, code, application, and devices that make up the physical infrastructure of digital activism-is a starting point but not an ending point (Joyce, 2010).

Accessibility means how an organisation's campaign can be accessed by others. It requires interconnected devices that technically use binary codes to exchange information. It also requires a network for information to be distributed and known to each other. The existence of a digital technology infrastructure does not necessarily mean that digital activism will be viable. An organisation or social movement needs to take advantage of the way digital technology or digital algorithms work. So that people can see the existence of this digital activism. Therefore, another strategy that can be used is the concept of visibility. Visibility is a key concern for all producers who share content on social media platforms (Joyce, 2010).

In a similar way to the commercial practice of digital communication, digital activism also needs to be visible to others. As well as being visible, the practice of digital activism needs to be highly engaged to sustain its popularity. These commercial visibility strategies may include aligning with the publishing conventions of social media platforms, incorporating live events, working with existing social influencers, or large-scale campaigns that combine mass media with social media (Hutchinson, 2021).

The concept of visibility is closely related to popularity. On social media, the popularity of content is largely "calculated", measured, and evaluated by various available metrics. These metrics are mostly based on commercial value orientation. Popular content will be useful for the sustainability of the main income of social media, which is related to advertising revenue. Therefore, digital activists must realise from the beginning that the technology they use in the practice of activism is not designed for the public interest. With recommendation systems and algorithmic mechanisms, the most popular content on social media has a higher level of visibility (Rahamawan, 2020).

As mentioned by Joyce (2010), digital activism also needs to be exclusive, which means that its practices are not always connected to the digital network infrastructure. Being popular and having an audience is important. However, it is not the only thing that makes digital activism viable. Rodríguez, Ferron, & Shamas (2014), via Rahmawan, explain that activism that focuses too much on 'sophistication' and the role of technology risks ignoring various socio-political and historical factors related to the human being as an agency or active party in the practice of activism. This digital activism strategy is what is referred to as the digital activism ecosystem, where the audience as one of the key resources must continue to be properly managed.

Digital technology is one of the infrastructure of the digital activism environment. There are several ways to look at the digital activism ecosystem. The first way is offered by Joyce (2010) by looking at how contextual factors work through economic, social, and political contexts. Economic, social and political factors determine whether and how people make use of this infrastructure.

Economic factors relate to the ability of individuals to purchase and provide technology that supports the practice of digital activism. We cannot deny that somebody's economic situation also affects one's ability to access technology used in digital activism. For example, an individual who lives in an area with a good Internet network will find it easier to engage in digital activism. In addition, the individual also needs to have a computer with an adequate internet connection.

Social norms also influence how people use digital technologies for activism practices. There are expectations about the practices associated with digital activism. These expectations often differ according to the social group to which one belongs. They are based on characteristics such as age, gender, religion, education, ethnicity or socio-economic status (Joyce).

Political factors also affect activism. In democratic societies, where citizens have meaningful influence over the actions of their government, the political context of digital activism can be understood in terms of law and regulation. However, in determining the environment for digital activism, repressive and authoritarian governments do not limit themselves to legal channels. In these countries, even activists who have access to digital technologies find it difficult to use them because of government-imposed restrictions. (Sivitanides, 2011).

Digital ecosystems can also be examined in more detail with the concept of 'roots, routes, and routers' (Lim, 2018) to describe three main mechanisms that need to be considered in analyses of digital activism. Roots means tracing the roots of an issue to provide a broader context for analysing the communication and media of contemporary social movements. Routes involves mapping social movement pathways, tracing how communication and media are involved in these pathways and identifying key mechanisms at different points in the movement lifecycle. Routers as the final strategy relates to pathways, looking at the bridging roles of human and non-human, traditional and contemporary, digital and analogue, permanent and temporary in the creation and development of social movements.

3. Results and Discussion

Accessibility Strategies

The first stage of digital activism strategy is accessibility. Accessibility is related to digital infrastructure. The infrastructure of digital activism is based on the digital network that can connect us not only to the center, but also link us to each other as well. And, when large numbers of citizens are able to more easily connect to one another, to send and receive original content, and to coordinate action, they are able to create effective political movements.

PhD Mama Indonesia Community was initiated by Kanti Pertiwi, while she was studying at the University of Melbourne's Faculty of Business and Economics in 2017. At first, the community operated online through a WhatsApp group called Srikandi Indonesia, whose members were a group of student mothers living in Melbourne's northern suburbs - mainly in Brunswick and Coburg. The forum was quite limited given the private nature of the messaging app (Farid, 2019).

The community's reach expanded with the creation of a website, phdmamaindonesia.com. This website contains various information about the ups and downs of being a student-mother, tips on getting scholarships, strategies on getting supervisors, tips on parenting abroad, tips on finding cheap apartment, and information on critical social research.

The values and information related to the PhD Mama Indonesia community can also be seen through various social media. This community then uses various social media platforms, including a Facebook group created on 12 May 2016. This group was created as an open group without the need for administrator approval. This allows the audience to access and receive information directly. In addition, this community does not carry out any kind of advertising or sponsorship in this Facebook group. This group has 999 members and is liked by 928 users (17 September 2023). Secondly, PhD Mama Indonesia also has an Instagram account, which was created in April 2018. As of 17 September 2023, the number of its followers has reached more than 7912 followers and it has published 475 posts.

PhD Mama Indonesia also has a YouTube channel, which was created on 4 May 2019. This community's YouTube channel has 920 subscribers and has uploaded 83 videos with 20,152 views as of 17 September 2023. To maximise accessibility, this community connects all four media (website, Facebook, Instagram, YouTube) by linking related links on each platform.

Visibility Strategies

Visibility is the level of visibility, clarity and how an activism has added value, uniqueness and other things that make it 'stand out from the crowd' (Hutchinson, 2019). Compared to the digital activism practices of other communities, the PhD Mama Indonesia community also uses different ways to make their visibility more prominent. This research focuses on visibility strategies that are specifically carried out on Instagram. This is because this platform has the largest number of followers compared to followers on other platforms.

The first way is to choose a community name that is also used as an account name. The name PhD Mama Indonesia is quite unique because the researchers did not find a similar community or account name. The name also has a specific target audience: a student who also a mother from Indonesia.

Visibility is also achieved by different hashtags. The hashtags fall into several categories. Some of them are used consistently from the beginning of this account. The categories of hashtags used include elements of the community itself such as [#phdmamaindonesia](#), [#jurnalphdmama](#); related to women's narratives and support for fellow women [#perempuansekolahlagi](#), [#perempuanberbagi](#), [#perempuanberdaya](#), [#experienceperempuan](#), [#womensupportwomen](#); related to educational institutions, especially where the founder of PhD Mama Indonesia works such as [#universitasindonesia](#); related to scholarships such as [#beasiswaipdp](#), [#ipdp](#), [#australiaawards](#), [#australiaawardsindonesia](#), [#fulbrightindonesia](#), [#beasiswadikti](#), [#beasiswakampus](#), [#tipsbeasiswa](#), and [#beasiswaramahibu](#); related to Indonesian female figures like [#KitaKartini](#); and related to other social movements such as [#educationforall](#) [#Empowerthefuture](#) [#BreaktheBias](#) [#InclusivityMatters](#).

Another strategy can be seen in several posts that received a lot of responses. One of them is a discussion session that was held with the Indonesia Feminist Instagram account, which has received more than 2,500 views. This cannot be separated from the fact that the Indonesia Feminist Instagram account has more than a hundred thousand followers. Moreover, the discussion is hosted by influencer Dea Safira. In her Instagram bio, Dea admit that she is a content creator who also dentist, author and women's rights activist.⁴

PhD Mama Indonesia hosts numerous discussions and invites scholars or experts from diverse institutions. The discussions cover a range of topics including Independent Women Without Blemish, Addressing Gender Stereotypes in Children, Interview Preparation Tips by LPDP Awardees, Crafting Emails to Prospective Supervisors, and Preparing CVs for PhD Studies in Australia and America. This discussion convened various experts, including scholarship awardees from different institutions, academics, diplomats, doctoral candidates, and psychologists. Undoubtedly, the involvement of this network of scholars and experts will enhance the potential engagement of the PhD Mama Indonesia community.

Popularity Strategies

Several strategies have been implemented to raise awareness and enhance the prominence of this community. There are numerous highly engaging posts on Instagram, with several of them acquiring over 500 likes. The popularity of the PhD Mama Indonesia community requires a redefinition of its meaning. Initially, it was established for Indonesian mothers pursuing doctoral degrees abroad, accompanied by her husband and children. However, on Instagram, the community now identifies as a platform for women pursuing doctoral and masters studies, discussing both in international and domestic institutions. It is not exclusively for PhD students but welcomes other postgraduate scholars.

The account's popularity was demonstrated when volunteer vacancies were advertised by this community on February 10, and subsequently, on March 24, the community stated that it had accepted 128 volunteers. These individuals are located across 12 different countries and have a range of backgrounds and interests, including students, employees and housewives.

To increase the popularity of the practice of digital activism, the values underlying this community were also reported in various online media such as detik.com, jpnn.com, republika.co.id, and tribunews.com. Unfortunately, all four media outlets published the exact same article using the title "PhD Mama di Australia dan Mitos Wanita Indonesia". This article contains the experience of Kanti Pertiwi, founder of the PhD Mama Indonesia community, as a student-mother in Australia. Pertiwi's experience was also published on the mamarantau.com blog. However, unlike the aforementioned four online media outlets, the article on this blog features a more casual language style.

Another media platform that has highlighted the PhD Mama Indonesia community is theconversation.com. The team's research findings on the difficulties faced by student mothers

⁴<https://www.instagram.com/thedeasafira/>

are discussed in the published article. The article aims to provide practical solutions to the challenges faced by these student-mothers. The article titled “Kami Tawarkan Solusi untuk Jawab Tantangan Ibu yang menepuh Studi S2 dan S3” presents research findings based on a survey of 406 postgraduate student-mothers studying S2 and S3 programs.

Digital Activism Ecosystem Strategies

The sustainability of the PhD Mama Community is influenced by numerous factors, in addition to utilising digital technology and its algorithms. In maintaining human resources as an agency in the practice of digital activism, the PhD Mama community held a series of discussions with various themes. The discussions also present people with diverse backgrounds. This movement is able to exist and reach a wide audience because of the shared experiences and challenges women face, including the double burden of public and domestic responsibilities such as childcare and housework. This shared experience allows them to unite and advocate themselves.

A study by the PhD Mama Indonesia team, published on theconversation.com, shows that student mothers face similar challenges. They must fulfil the role of being a student as well as the primary caregiver for their children as expected in society. This finding confirms Martina Dickson and Lilly Tennant’s research in the United Arab Emirates in 2017. The research titled “The Accommodation I Make is Turning a Blind Eye: Faculty Support for Student Mothers in Higher Education” found that female students with children face special challenges when it comes to higher education. The dual role of a mother and student adds complexity to their studies as they have to ensure their roles as parents, students, and even career women are balanced.

In addition to the research, the PhD Mama Indonesia community also proposed a collaborative project with Cipta Media Ekspresi, a grant for women cultural practitioners in all fields of art. According to the Cipta Media Kreasi website, the grant allows the recipients to utilise the fund for several purposes including creative development, studying, travelling, and supporting women’s creations or performances. The PhD Mama Indonesia Community Project is a book publishing project called “Jurnal PhD Mama” that tells the stories of Indonesian women completing their doctoral studies abroad, including in Australia, the Netherlands, the UK, New Zealand, Taiwan, and Singapore.

This book documents the journey of Indonesian women pursuing the highest level of education amidst cultural pressures, various challenges related to their roles as women, wives and mothers, far from the comfort of life in their homeland. In addition to being an inspiration for student-mothers, the book also targets husbands, parents, scholarship managers and universities, to provide their best support for the women. The book tells the story of the challenges of 40 Indonesian mother-students from various backgrounds in striving for education at the highest academic level, the doctoral level, categorised into five chapters.

Apart from publishing a book, this community also published a policy brief which was published on December 22, 2021. In its preparation, the Mama Indonesia PhD team used data collection techniques in the form of an online survey. About 406 respondents participated in

the survey which was held from October 20, 2021 to November 12, 2021. Respondents were Indonesian women who are currently undertaking or have completed postgraduate studies as well as those who aspire to pursue further studies.

This policy brief contains policy recommendations for several parties such as scholarship providers, destination campuses, and study destination countries to coordinate together to identify the unique needs of student-mothers during their studies, such as maternity leave, paternity leave, and parental leave; ensure student-mothers can get subsidies or fee waivers for childcare services; and ensure inclusive policies regarding access to childcare services and children's schools. The recommendations for scholarship providers are to consider the cost component for childcare services as part of the special allowance for student-mothers; and make affirmative policies in the form of special quotas for student mothers with more inclusive requirements, such as longer age limit requirements for women who experience career interruptions due to childcare duties.

There are also policy recommendations for the study destination campus, including providing adequate and affordable childcare services for student mothers in the campus area; and issuing a guideline or procedure that can be a reference regarding study program or university policies that are friendly to student mothers, such as maternity and paternity leave, lactation rooms, and children's playrooms.

4. Conclusions

Social movements have undergone a transformation into digital activism, leveraging new media, based on the internet. One such community harnessing internet-based media is the PhD Mama Indonesia community. The practice of digital activism in this community can exist and survive because it uses comprehensive and exclusive strategies. Comprehensive strategies can be seen in the accessibility, visibility, and popularity of activism practices that utilize digital technology infrastructure and optimize how social media works. Meanwhile, the exclusive strategy carried out by this group is to create an ecosystem that is able to strengthen the capacity of human resources as an agency in the practice of digital activism.

The PhD Mama Indonesia community has utilized the four principles mentioned above to disseminate ideas and advocate for mother-student groups. To maximize accessibility, this community interlinks all four media platforms (website, Facebook, Instagram, YouTube) by providing related links on each platform. In terms of visibility, the community employs a specific name to reach its target audience, which includes both mothers and students. They use specific hashtags, collaborate with influencers, scholars, and experts. To enhance popularity, the community use strategies to broaden their target audience, not only focusing on mother-students but also on women aspiring to pursue higher education. Additionally, they recruit volunteers and collaborate with various online media, both within Indonesia and internationally, to promote their movement. From an ecosystem perspective, the PhD Mama Indonesia community maintains it by regularly conducting discussions with speakers from diverse backgrounds. The community also undertakes research that culminates in the creation of policy briefs advocating for mother-students.

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