



From Hashtag to Policy: The Power of Digital Activism in Transforming Global Narratives

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Abstract. *This study explores how digital activism, driven by social media campaigns, can shape global narratives and influence policy transformation. Adopting a qualitative case study approach, the research examines major digital movements such as #BlackLivesMatter and #FridaysForFuture. Through thematic analysis, it identifies how narrative construction, collective awareness, and political support interact to generate tangible policy outcomes. The findings highlight that effective digital advocacy requires more than viral messaging; it depends on emotional resonance, sustained engagement, and the presence of institutional receptiveness. The study contributes to digital political communication theory by integrating framing strategies, participatory mobilization, and governance responsiveness. Practically, it offers insights for activists and policymakers to align digital strategies with policy making structures in order to foster democratic reform.*

Keywords: *Collective Awareness; Digital Activism; Narrative Construction; Policy Outcomes; Political Support.*

Abstrak. Penelitian ini mengkaji bagaimana aktivisme digital melalui kampanye media sosial mampu membentuk narasi global dan memengaruhi transformasi kebijakan publik. Dengan menggunakan pendekatan studi kasus kualitatif, penelitian ini menganalisis kampanye digital global seperti #BlackLivesMatter dan #FridaysForFuture. Melalui analisis tematik, ditemukan bahwa konstruksi narasi, kesadaran kolektif, dan dukungan politik memiliki keterkaitan yang erat dalam menghasilkan perubahan kebijakan yang nyata. Hasil penelitian menunjukkan bahwa keberhasilan advokasi digital tidak hanya bergantung pada viralitas pesan, melainkan juga pada resonansi emosional, keterlibatan berkelanjutan, serta kesiapan institusional untuk merespons. Secara teoritis, studi ini memberikan kontribusi pada pengembangan komunikasi politik digital dengan mengintegrasikan strategi framing, mobilisasi partisipatif, dan responsivitas kelembagaan. Secara praktis, temuan ini memberikan panduan bagi aktivis dan pembuat kebijakan untuk menyusun strategi digital yang selaras dengan struktur pengambilan kebijakan guna mendorong reformasi demokratis.

Kata kunci: Aktivisme Digital; Dukungan Politik; Hasil Kebijakan; Kesadaran Kolektif; Konstruksi Narasi.

1. INTRODUCTION

The transformation of global narratives has become a central issue in the study of political communication and international policy, particularly with the rise of digital activism capable of amplifying local issues into global discourses. In the contemporary era, global narratives are no longer exclusively shaped by formal institutions such as states or mainstream media. Instead, they are increasingly influenced by digitally based social movements that leverage collective engagement through technology (Kraidy, 2020; Jackson et al., 2020). This phenomenon signifies a paradigm shift from hierarchical to participatory and decentralized narrative construction, facilitated by the rapid diffusion and accessibility of digital platforms. Digital campaigns such as #BlackLivesMatter, #MeToo, and #FridaysForFuture have demonstrated the potential of online activism not only to mobilize public opinion but also to

exert pressure on policymakers at national and international levels (Freelon et al., 2020; Penney, 2021).

A growing body of literature has examined the role of digital activism and social media in shaping public discourse and driving policy change. Digital activism is defined as the use of digital technologies especially social media platforms to advocate for social or political causes, coordinate collective action, and challenge dominant narratives (Joyce, 2020; Bennett & Segerberg, 2021). Social media platforms serve as critical infrastructure that enables the diffusion of protest messages, real-time engagement, and the viral circulation of emotionally charged content that can influence public sentiment and policymaking processes (Bruns et al., 2020; Cobb, 2021). Moreover, scholars have highlighted the significance of collective awareness as a mediating factor that translates online engagement into real world impact (Törnberg, 2021; Neumayer & Svensson, 2022). Despite these insights, there remains a lack of comprehensive understanding regarding the mechanisms through which digital activism facilitated by social media contributes to the transformation of global narratives, particularly in relation to institutional responsiveness and policy formation.

The novelty of this study lies in its integrative approach to understanding the transformation of global narratives by examining digital activism, the strategic function of social media, and the mediating role of collective awareness, while also considering political support as a moderating factor. Previous studies have often analyzed these variables in isolation, resulting in fragmented interpretations of the digital-policy nexus. Furthermore, there is a research gap in exploring how digital movements navigate from symbolic representation (e.g., hashtags) to substantive policy change, especially across different political contexts with varying degrees of institutional openness (Chadwick & Dennis, 2021; Oberti & Roi, 2020). Addressing this gap is essential in a time where online activism increasingly transcends national boundaries and becomes a significant force in shaping global discourses and policy agendas. Understanding these dynamics provides both theoretical contributions to digital political communication and empirical insights for activists, policymakers, and scholars concerned with civic engagement in the digital age.

The objective of this research is to analyze how digital activism and the strategic use of social media contribute to the transformation of global narratives, mediated by collective awareness and moderated by political support. The study aims to build a conceptual framework that connects the dynamics of online activism with tangible policy outcomes. Theoretically, this research contributes to the advancement of digital communication and global governance literature by offering a multidimensional perspective on the interaction between grassroots

movements and institutional structures. Empirically, it provides valuable implications for designing more effective digital advocacy strategies and fostering responsive policy mechanisms in an increasingly digitized world.

2. THEORETICAL STUDY

The transformation of global narratives through digital activism is best understood through an interdisciplinary theoretical lens, drawing from political communication, social movement theory, and digital media studies. One of the primary theoretical foundations for this research is the Connective Action Theory, proposed by Bennett and Segerberg (2012; 2021), which highlights the personalization of political participation in the digital age. Unlike traditional collective action, which relies on formal organizations and shared ideologies, connective action is characterized by loosely coordinated, digitally mediated participation where individuals are motivated by personal expression and identity alignment. This theory is crucial in explaining how decentralized digital campaigns gain momentum and influence discourse without centralized leadership.

Another relevant framework is Agenda-Setting Theory, particularly its second level (framing) dimension, which addresses how media including social media shape not only what people think about, but how they think about it (McCombs & Shaw, 2020). In digital activism, hashtags act as framing devices that structure public interpretation of events, grievances, and demands. Hashtag activism such as #MeToo and #BlackLivesMatter demonstrates how social media can prioritize certain issues and push them into mainstream policy agendas (Jackson et al., 2020). Through digital framing, marginalized voices gain visibility, and social issues that were once peripheral can be repositioned at the center of global discourse.

Networked Public Sphere Theory (Papacharissi, 2020) is also central to this research. It posits that the public sphere has shifted from physical spaces to digital platforms, where deliberation and activism occur in fragmented but interconnected nodes. Social media platforms enable the formation of “networked counterpublics,” where users challenge dominant narratives and coordinate activism across geographic and cultural boundaries (Tufekci, 2017). This theoretical approach highlights how the architecture of social media fosters not only rapid information exchange but also the construction of alternative global narratives that compete with institutional ones.

In relation to the mediating role of Collective Awareness, Social Identity Theory (Tajfel & Turner, 1986) and its digital extensions provide insight into how individuals develop a sense of shared identity around a cause. Digital spaces facilitate the construction of collective

identities through symbolic interaction (hashtags, imagery, slogans), which enhances solidarity and mobilization (Penney, 2021). Research has shown that when collective identity is strong, the likelihood of sustained engagement and broader narrative influence increases significantly (Neumayer & Svensson, 2022). Collective awareness not only amplifies activist messages but also creates social pressure for institutional response, acting as a bridge between online discourse and offline policy change.

To understand the moderating effect of Political Support, theories of Political Opportunity Structure (Tarrow, 2011) offer useful insight. These theories argue that the success of social movements in influencing policy depends not solely on their mobilization capacity but also on the openness and responsiveness of political institutions. Digital activism can generate mass engagement and powerful narratives, but without institutional allies or openings in the political system, these narratives may remain symbolic. The interaction between grassroots mobilization and elite responsiveness is thus a key factor in determining whether a digital campaign leads to substantive policy transformation (Chadwick & Dennis, 2021).

Several empirical studies support these theoretical frameworks. For example, Freelon et al. (2020) found that digital movements in the U.S. not only influenced public opinion but also led to local and national policy reviews. Similarly, Bruns et al. (2020) demonstrated that viral hashtags serve as effective tools for agenda setting, especially when picked up by journalists or policymakers. Törnberg (2021) emphasized the role of affective narratives in building collective awareness, which in turn can reshape institutional priorities. Nonetheless, gaps remain in understanding how these mechanisms operate in diverse political environments and whether digital activism can sustain its influence beyond short-term mobilization.

3. RESEARCH METHODS

This study adopts an exploratory qualitative approach with a case study methodology to examine how digital activism transforms global narratives and influences policy outcomes. A qualitative case study is appropriate for investigating complex social phenomena in their real world context, offering a deep understanding of the interactions and dynamics involved in narrative transformation through digital media (Creswell & Poth, 2018; Yin, 2021). The object of this research is the phenomenon of digital activism, particularly in global campaigns such as #BlackLivesMatter and #FridaysForFuture, which have demonstrated the potential to impact public opinion and international policy (Freelon et al., 2020).

Data collection was conducted through comprehensive literature review, focusing on peer-reviewed journal articles, policy reports, campaign documents, and content published via

social media platforms. The study also involved document analysis, examining how narratives are constructed and disseminated through digital campaigns that have gained global attention. The selection of documents was based on purposive sampling, targeting sources that explicitly address the intersection of social media, collective awareness, political support, and policy formation (Silverman, 2021).

To analyze the data, this study employed thematic analysis, following the procedures outlined by Braun and Clarke (2021), which involve systematically identifying, analyzing, and reporting patterns (themes) within the data. The researcher coded narratives from digital campaigns, compared the framing strategies used in social media discourse with the resulting policy actions, and explored the involvement of political actors in adopting these narratives into formal agendas. Data validity was ensured through source triangulation, comparing findings from multiple document types and literature (Flick, 2020). This approach is well suited to the topic, as digital activism is a contextual and multidimensional phenomenon that requires in depth insight into social processes, digital communication, and citizen institution interactions (Jackson et al., 2020; Tufekci, 2017). Therefore, the qualitative case study design is deemed most appropriate to achieve the objectives of this research.

4. RESULTS AND DISCUSSION

This study reveals how digital activism, manifested through social media campaigns, has the capacity to transform global narratives and influence responsive public policy formation. Through thematic analysis of prominent global digital campaigns such as #BlackLivesMatter and #FridaysForFuture, the findings indicate that the core strength of digital activism lies in its ability to generate collective awareness through symbolic visuals, slogans, and emotionally resonant narratives disseminated virally. Campaigns that effectively combine strong framing strategies with widespread digital participation tend to have a greater impact on public discourse and policy outcomes (Bruns et al., 2020). For example, the #BlackLivesMatter hashtag not only symbolized resistance against police brutality but also successfully mobilized significant public pressure, resulting in policy revisions across various U.S. state jurisdictions (Freelon et al., 2020). These findings align with the theoretical underpinnings of Agenda-Setting Theory and Connective Action Theory, which suggest that social media platforms function as arenas for the negotiation of meaning allowing individuals and communities to collaboratively produce alternative narratives that challenge institutional dominance (Papacharissi, 2020; Bennett & Segerberg, 2021).

Furthermore, the results highlight the pivotal role of collective awareness as a mediating factor that bridges online participation and real world policy change. In this context, collective identity, shaped through digital interaction, enhances solidarity and expands transnational networks of support. The study also finds that the success of digital campaigns is highly contingent on the existing political opportunity structures; in countries with open and responsive political systems, digital activism is more likely to be adopted into formal policy frameworks (Tarrow, 2011; Chadwick & Dennis, 2021). Conversely, in more repressive regimes, even when digital campaigns succeed in shaping strong public narratives, their impact on policy tends to remain symbolic and limited. Thus, political support acts as a significant moderating variable influencing the effectiveness of digital advocacy. The theoretical implication of these findings is the necessity for a multidimensional approach to analyzing global narrative transformation one that considers not only digital capacity and public engagement but also broader institutional and political dynamics. Practically, these insights provide valuable guidance for activists and policymakers to design more structured digital communication strategies that are outcome oriented and capable of achieving long-term policy impact.

Narrative Construction in Digital Activism

Narrative construction in digital activism represents a foundational process through which movements frame societal grievances and articulate demands in a manner that resonates across diverse audiences. The rise of social media has significantly altered the mechanisms of narrative formation, shifting from traditional top down media structures to decentralized, participatory digital platforms. Hashtags such as #BlackLivesMatter and #FridaysForFuture have functioned as both symbolic anchors and mobilization tools, allowing users to aggregate personal experiences, moral outrage, and political claims into a cohesive public narrative. The framing strategies embedded within these digital movements draw heavily on emotional appeals, visual storytelling, and succinct slogans to convey complex issues in accessible and persuasive ways (Penney, 2021; Bruns et al., 2020). For instance, #BlackLivesMatter strategically employs imagery of racial injustice and police violence to galvanize empathy and moral urgency, thereby amplifying the visibility of marginalized voices within global discourse. Similarly, #FridaysForFuture mobilizes climate anxiety through images of youth protests and slogans such as “There is No Planet B,” framing environmental collapse as an imminent collective threat. These cases illustrate how digital narratives transcend mere

information dissemination by constructing compelling worldviews that challenge dominant institutional interpretations and foster transnational solidarity (Papacharissi, 2020).

The effectiveness of these narrative constructions lies not only in their emotional resonance but also in their adaptability and virality within algorithm driven platforms. Social media algorithms reward content that provokes strong emotional reactions, thereby enhancing the circulation of digital activism messages (Törnberg, 2021). This dynamic creates a feedback loop where activists refine their messaging to maximize engagement, resulting in increasingly sophisticated narrative strategies. Furthermore, digital narratives are inherently multimodal, integrating text, image, video, and interactive elements to deepen audience immersion and reinforce message salience. The participatory nature of digital platforms also means that narratives are co created by a distributed network of users rather than centrally authored, aligning with the logic of connective action (Bennett & Segerberg, 2021). This decentralized authorship allows for narrative plurality and personalization, where individuals adapt core messages to reflect their local contexts while maintaining alignment with the broader movement goals. Despite the benefits of virality and flexibility, such narrative fragmentation can also pose challenges in maintaining message coherence, particularly when movements scale globally. Nonetheless, the ability to construct narratives that resonate emotionally, adapt contextually, and circulate rapidly has proven to be a critical asset for digital activism, enabling social movements to contest hegemonic discourses and shift public attention toward previously marginalized issues.

Collective Awareness as a Mediating Mechanism

Collective awareness operates as a vital intermediary in the relationship between digital activism and real world policy transformation. It refers to the emergence of a shared understanding, emotional alignment, and sense of solidarity among individuals who engage with digital campaigns, often without direct physical interaction. In the context of digital activism, collective awareness is cultivated through the consistent exposure to shared symbols (e.g., hashtags), repeated framing of grievances, and affective storytelling that encourages users to identify with the cause (Tajfel & Turner, 1986; Neumayer & Svensson, 2022). Social media plays a central role in facilitating this process by providing a platform where individuals can observe others' engagement, express their own views, and feel part of a broader community. For example, in the #FridaysForFuture movement, young people across different nations formed a virtual community rooted in a shared concern for climate justice. The repetition of slogans, synchronized protest actions, and mutual amplification of content contributed to the

formation of a global eco political identity. This collective awareness, once established, becomes a mobilizing force that can extend beyond digital spaces, leading to coordinated offline actions such as protests, petitions, and institutional lobbying.

Moreover, collective awareness acts as the mechanism through which online discourse acquires normative power and moral legitimacy, enabling activists to demand accountability from political institutions. When digital movements succeed in fostering a sense of collective urgency and injustice, they can exert pressure on policymakers by signaling widespread public concern. This phenomenon was evident in the #BlackLivesMatter protests following the death of George Floyd in 2020, where online expressions of outrage rapidly translated into physical demonstrations in over 60 countries, prompting legislative discussions and police reforms (Freelon et al., 2020). In this case, collective awareness transformed individual emotions into collective demands that institutions could no longer ignore. Importantly, the sustainability of such awareness relies on the reinforcement of shared narratives over time and the ability of the movement to maintain cohesion despite the diversity of its participants. Research has shown that when collective identity is strong and continuously reaffirmed through digital interaction, movements are more likely to achieve long term engagement and policy relevance (Penney, 2021; Törnberg, 2021). However, collective awareness is also sensitive to digital fatigue and misinformation, which can dilute the strength of the shared cause. Thus, effective digital activism not only involves strategic messaging but also the deliberate cultivation and maintenance of a sense of belonging and purpose among supporters. In this sense, collective awareness is both the product and driver of successful narrative transformation in digital political advocacy.

Policy Outcomes and Institutional Responses

The influence of digital activism on public policy is most clearly observed when online narratives are translated into formal institutional responses. While not all digital campaigns result in legislative change, successful movements often generate sufficient public pressure to compel policymakers to acknowledge, and in some cases, adopt their agendas. In the case of #BlackLivesMatter, widespread social media mobilization amplified by graphic content and viral dissemination prompted a wave of local and national policy responses in the United States, including police budget reallocations, bans on chokeholds, and increased investment in community safety programs (Bruns et al., 2020; Freelon et al., 2020). These outcomes underscore the capacity of digital campaigns to disrupt the policy agenda and redefine institutional priorities. Likewise, the #FridaysForFuture movement spurred government

commitments to climate action, particularly in Europe, where national parliaments declared climate emergencies and adjusted environmental targets following mass youth mobilizations. In both cases, institutional responses were preceded by the proliferation of digital narratives that framed the issues as urgent moral crises, demanding immediate political intervention. This sequence suggests that policy outcomes are not spontaneous but emerge from sustained digital discourse that creates a climate of accountability.

Nevertheless, the degree of institutional responsiveness varies significantly across political contexts and levels of governance. In democratic systems with participatory mechanisms, digital activism is more likely to find receptive audiences among policymakers, especially when aligned with electoral incentives or media attention. However, in authoritarian or semi authoritarian regimes, even the most viral digital campaigns may struggle to achieve substantive policy change due to limited civic space and media censorship (Tarrow, 2011; Chadwick & Dennis, 2021). In such contexts, the impact of digital activism is often symbolic, resulting in heightened visibility of issues without structural reform. For instance, environmental and anti-corruption digital campaigns in several Southeast Asian countries garnered massive online support but faced state repression or co optation, indicating a disconnect between public sentiment and political action. Furthermore, institutional responses can be performative rather than substantive, characterized by superficial acknowledgments or temporary policy adjustments aimed at pacifying public dissent rather than addressing root causes. This dynamic highlights the importance of sustained advocacy, coalition building, and engagement with institutional allies to convert digital momentum into lasting policy transformation. In sum, while digital activism has opened new pathways for policy influence, its success remains contingent upon the political receptiveness of governing institutions and the strategic navigation of digital activists within these structures.

The Role of Political Support as a Moderating Factor

Political support serves as a crucial moderating variable that determines whether digital activism can move beyond symbolic expression and achieve concrete policy transformation. Political opportunity structures defined as the degree of openness, responsiveness, and institutional flexibility within a political system mediate how state actors react to digitally mobilized narratives (Tarrow, 2011). In political environments where institutional actors are either ideologically aligned with activist demands or incentivized by electoral pressures, digital campaigns are more likely to trigger policy change. For instance, in several European democracies, the #FridaysForFuture movement received backing from political parties

sympathetic to environmental causes, leading to the adoption of climate focused policy agendas and increased funding for green initiatives. Similarly, in the United States, city councils and legislative bodies were more responsive to #BlackLivesMatter narratives in districts where political leaders were electorally dependent on progressive constituencies. This suggests that political elites act as gatekeepers, either facilitating or obstructing the translation of digital discourse into formal decision making processes based on their strategic interests (Chadwick & Dennis, 2021). Therefore, the presence or absence of political support significantly conditions the policy impact of digital activism.

Conversely, in political systems characterized by centralization, elite dominance, or weak democratic accountability, digital activism often fails to penetrate institutional frameworks. Even when movements achieve broad digital reach and emotional resonance, the lack of political allies or institutional access can neutralize their influence. In authoritarian contexts, state actors may perceive digital activism as a threat to regime stability, prompting repression, censorship, or co-optation rather than engagement. For example, campaigns around anti-corruption or human rights in such regimes have been met with internet shutdowns, arrests of activists, or strategic reframing by state controlled media to delegitimize the movement. These reactions underscore the limits of digital mobilization in the absence of political support and reveal a critical asymmetry: while activists can harness technology to generate visibility, they remain vulnerable to institutional gatekeeping that controls whether visibility translates into change. This moderating role of political support calls for strategic coalition building and advocacy aimed not only at public mobilization but also at forging tactical alliances within the policy ecosystem. Furthermore, it highlights the importance of understanding the political economy of policymaking who holds power, how they perceive digital dissent, and under what conditions they are likely to accommodate public demands. Thus, the interplay between grassroots digital activism and elite responsiveness remains a pivotal determinant in the transformation of global narratives into actionable policy frameworks.

Table 1. Interrelation Between Narrative Strategies, Collective Awareness, Political Support, and Policy Outcomes in Digital Activism

Element	Description	Example Campaign	Impact on Policy
Narrative Construction	Framing of issues through hashtags, visuals, slogans, and emotional storytelling	#BlackLivesMatter	Influenced police reform discussions in multiple U.S. cities
Collective Awareness	Formation of shared identity and urgency via online interaction and symbolic engagement	#FridaysForFuture	Triggered climate emergency declarations by several governments
Political Support	Openness of institutions and presence of sympathetic political actors	#MeToo (in democratic states)	Prompted legal reforms on workplace harassment and abuse
Policy Outcomes	Degree to which digital discourse translated into concrete policy actions	Varies by context	Substantial in open systems; limited or symbolic in authoritarian states

Source: Compiled by the author based on thematic analysis of global digital campaigns (2025)

Table 1 presents a systematic representation of the interconnected dynamics between four key elements in digital activism: narrative construction, collective awareness, political support, and policy outcomes. Each element is described in terms of its function within the process of transforming digital discourse into concrete public policy outcomes. The table also links these elements with real world examples of global digital campaigns, offering both descriptive clarity and an implicit causal structure that underpins the effectiveness of digital advocacy in influencing institutional change.

The first column, “Narrative Construction,” highlights how the strength of digital campaigns lies in their ability to frame social issues using emotional storytelling, slogans, and symbolic hashtags, as exemplified by the #BlackLivesMatter movement. This framing serves as the entry point for public mobilization and agenda setting. The next element, “Collective Awareness,” captures the emergence of shared identity and urgency among digital participants through symbolic and interactive communication, such as seen in #FridaysForFuture. This collective awareness becomes a mobilizing force that transforms online engagement into tangible political pressure. The “Political Support” column underscores the significance of institutional openness and the presence of sympathetic political actors in determining whether digital narratives are absorbed into formal policy making. For instance, the #MeToo movement was notably effective in democratic systems where political elites were responsive to public sentiment. Finally, the “Policy Outcomes” element reflects the varied results of digital campaigns ranging from substantial policy reforms in democratic contexts to largely symbolic recognition in authoritarian settings.

In sum, the table functions as a conceptual map that clarifies the interplay between visibility, engagement, and institutional receptivity. It demonstrates that the success of digital activism does not rely solely on virality but requires a strategic alignment between narrative framing, collective identity formation, and favorable political conditions. As such, this table serves not only as a summary of key findings but also as a foundation for developing conceptual models or frameworks in future research evaluating the impact of digital advocacy across different issues and geopolitical contexts.

Theoretical and Practical Implications

The findings of this study offer substantial theoretical contributions to the fields of digital political communication, social movement studies, and global governance. By integrating the concepts of narrative construction, collective awareness, political support, and policy outcomes into a unified analytical framework, this research advances the understanding of how digital activism shapes institutional change across transnational contexts. Existing theories such as Connective Action (Bennett & Segerberg, 2021), Agenda Setting (McCombs & Shaw, 2020), and Political Opportunity Structures (Tarrow, 2011) are enriched by this multidimensional analysis that foregrounds the role of digital media in reconfiguring the relationship between civil society and political institutions. Furthermore, the study demonstrates that narrative virality alone is insufficient for policy impact; rather, it is the combination of emotionally resonant framing, sustained collective awareness, and strategic political support that drives transformation. These insights challenge simplistic assumptions about the automatic efficacy of online mobilization and call for a more nuanced understanding of the digital policy nexus, particularly in contexts where institutional resistance is high or democratic processes are weak.

From a practical standpoint, the research provides actionable insights for activists, policymakers, and communication strategists seeking to leverage digital platforms for social change. For activists, the study emphasizes the importance of deliberate narrative design and the cultivation of collective identity as prerequisites for sustained engagement. Effective campaigns must not only generate attention but also maintain a coherent message across diverse audiences and align digital storytelling with offline mobilization efforts. Moreover, digital advocacy should be complemented by strategies to engage institutional actors and exploit windows of political opportunity. For policymakers, the findings underscore the growing relevance of social media as a barometer of public sentiment and a conduit for civic input. Institutions that ignore or suppress digital discourse risk alienating constituencies and

losing legitimacy in an era where citizens increasingly turn to online spaces to express their political demands. Therefore, integrating digital signals into policymaking processes can enhance responsiveness and democratic accountability. Finally, for scholars and practitioners, this research lays the groundwork for future empirical investigations into the durability of digital influence, the role of misinformation in narrative disruption, and the effectiveness of cross-border digital coalitions. By addressing both structural enablers and constraints, this study contributes to a more comprehensive and realistic understanding of how digital activism redefines the contours of contemporary governance.

5. CONCLUSION AND SUGGESTIONS

This study concludes that digital activism has become a transformative force capable of reshaping global narratives and influencing institutional policy responses. Through the strategic use of narrative construction, mobilization of collective awareness, and leveraging of political support, digital movements such as #BlackLivesMatter and #FridaysForFuture have demonstrated their potential to challenge dominant discourses and initiate policy dialogue. The findings indicate that narrative virality alone is insufficient to drive policy change; instead, sustained engagement, emotional resonance, and the presence of political opportunity structures are crucial elements in translating digital discourse into tangible outcomes. This research thus addresses the initial objective of understanding how digital activism mediates and moderates the transformation of global narratives, contributing both theoretically and empirically to the literature on digital communication and governance.

However, the study acknowledges certain limitations. The analysis relies on qualitative data from prominent global campaigns, which may not fully capture the dynamics of localized or less-visible digital movements, particularly in authoritarian contexts. Additionally, the absence of longitudinal data restricts the ability to assess the long-term durability of digital activism's influence on policymaking. Future research is recommended to incorporate comparative case studies across diverse political systems and to integrate quantitative metrics, such as engagement analytics or policy tracking tools, to validate and extend the findings. It is also imperative to explore the role of misinformation, digital backlash, and algorithmic bias in shaping the effectiveness and ethics of online advocacy. Practically, this study encourages activists to develop more deliberate strategies for coalition building and policymakers to establish responsive mechanisms that integrate digital signals into institutional decision-making. By aligning narrative design with structural opportunity, digital activism can be positioned as a legitimate and sustained driver of democratic reform.

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