

Social Activism through the Use of Social Media: A Case Study of the Gerakan Kesejahteraan Tuna Rungu Indonesia (GERKATIN)

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Abstract. Gerakan Kesejahteraan Tuna Rungu Indonesia "GERKATIN" is a community that uses new media in activism or social movements to interact and create communication networks, the media used is Instagram. The purpose of this study is to describe the use of new media used by GERKATIN in every stage of social movements according to Macionis (2014). The theory used in this essay is Roger Fidler's (1997) theory of media morphosis. The type of research is using the case study method (Stake: 2005). The results of this study indicate that GERKATIN's use of the new media for Instagram at the emergence stage is in the form of (1) spreading issues with persuasive messages, (2) writing captions and sharing posting times, (3) having quizzes or challenges. The merger stage consists of (1) posting live reports, (2) participation of public figures or celebrities, (3) using the hashtag feature. At the formalization stage in the form of (1) Instagram live and Instagram stories. In the results or reduction stage in the form of (1) changes in Instagram's appearance. Where, in the use of Instagram by GERKATIN, it has a positive impact on followers and for GERKATIN and the deaf.

Keywords: Social Activism, Social Media, Media morphosis Theory

1 Introduction

New media bring new habits and lifestyles to society, both in the interpersonal and group spheres. The freedom to change roles in the use of new media, especially social media, is his strength. The messages that are produced independently make communicators in social media also act as communicants [1]. This dual role creates a new gap in the technology-based communication phenomenon, namely the commodification carried out by the media. The space to present oneself in the new media era is very accessible and limitless. This is because the spatial arrangement in new media such as social media will become an action that is not spontaneous, but through an 'editorial table' in itself. This means that the message maker as well as the message sender and respondent is the audience itself [2]. Social media can function as a revitalization of social relations among fellow users. Self-presentation in social media can also be seen as a form of revitalization or experimentation on one's identity [3].

In this digital era, the development of technology has occurred an evolution in media technology, let's call it new media or people also often call it online media or people are more familiar with the term internet, this media is certainly familiar to the ears. This media is also touted as a medium that until now has not matched the growth in the number of users

[4]. In developed countries, new media beat various media that had previously been used as a reference source in obtaining information. The term new media emerged at the end of the 20th century; this term is used to describe a new type of media that combines conventional media with internet media. In the last few years, new media has been enlivened by the phenomenon of the emergence of social networking sites, this site provides a place in cyberspace to build a community network of friends that can be accessed by all people around the world [5].

Cyber space (cyberspace) offers a new space that is dynamic and heterogeneous, thus making the public and netizens busy in the cyber world, both actively and passively. Issues and themes that are discussed in cyberspace consisting of various sources, both internet and journals, are a strong trigger for critical awareness in society in interpreting and understanding and commenting on certain issues properly and wisely [13]. The significant impact that arises from this phenomenon is the creation of a new group of educated middle class people who have the awareness to carry out social activism. The relationships that exist between cyberspace and activism on social media serve two main purposes; namely 1) preservation and 2) activism [6]. The meaning of preservation can be seen that cyberspace is a space for interaction with one another, while activism refers to the meaning of the formation of an activism movement.

Indonesia is the largest market share as an active user of the internet. This can happen because this group always has a tendency to want to be connected to various kinds of social media, be it WhatsApp, Instagram, Facebook, line, twitter, path, etc. (over-connected). This behavior has symmetrical implications in shaping a public preference in seeing and assessing a reality. Social media is a space that is very effective in influencing public preferences and orientation [7]. Controlling cyber space is more important and its effects are felt compared to socialization on conventional media such as newspapers, magazines, pamphlets, posters, banners, radio and television. Social media is a very effective media because it can display the process of delivering messages in an egalitarian, direct, and Interactive media allows a reciprocal flow of information that allows users to participate and modify the content of the information in real time [8]. This interactive ability is also owned by social networks such as Facebook and other social networks, which is what makes online media even more superior than traditional media which is only one-way in conveying communication messages. On social networking media such as Facebook, it is able to provide direct feedback so as to create interpersonal communication [9].

GERKATIN, which stands for the Movement for the Welfare of the Indonesian Deaf, was declared through the First National Congress, on 23 February 1981 in Jakarta, previously there were several deaf communities, including: Sekatubi = Serikat Kaum Tuli Bisu Indonesia, Pekatur= Persatuan Tuna rungu Surabaya, Pertri = Perhimpunan Tuna rungu Indonesia (Yogyakarta), Gerkatin = Gerakan Kaum tunarungu Indoneisa (Bandung). Currently Gerkatin already has 28 DPD (Regional Management Boards) and 69 DPCs (Branch Management Boards) in Indonesia. Also accompanied by a sign language interpreter at each event. GERKATIN itself was created to share knowledge, information and support in the context of the welfare of the deaf in Indonesia. Therefore, accompanied by a sign language interpreter at each event. GERKATIN itself was created to share knowledge, information and support in the context of the welfare of the deaf in Indonesia. Thus, GERKATIN can become a forum or organization that creates an agreement to manifest their activism to a wider audience.

This initiative then developed quite rapidly, because in addition to physically developing the organization by having its head office in Jakarta, GERKATIN also expanded its reach.

Apart from optimizing its official website, GERKATIN also utilizes social networks such as Instagram, Twitter and Facebook to distribute articles related to the welfare of the deaf in Indonesia. Currently, the number of followers (followers) on the Twitter account @gerkatin_pusat has reached more than 2500, Facebook group members number 3,000, and on the Instagram account @gerkatin_pusat has reached 2000 followers.

This shows how the use of communication technology today has a very broad effect. In addition, communication technology in the form of social media as discussed in this study allows human interaction to continue to develop so as to give birth to new communication patterns and strategies, be it in the realm of group communication, public communication, organizational communication, or activism and propaganda campaigns [10]. This condition is interesting, so it is necessary to explore what the actual use of social media was initiated by the GERKATIN management organization. It is also interesting to learn, what GERKATIN's efforts are like in forming an Inclusion community for the welfare of the deaf through social media networks so that it develops as it is today.

Social activism referred to in this study is all conditions that exist when a social activity takes place that allows a social change to occur, which in this case occurs in an environment of communication via the internet [11]. One of the hallmarks of social media is the potential for horizontal power to push for change. However, Malcolm Gladwell (2010) for example, underlines that activism on social media tends to be exaggerated and will not result in social change in a practical level. Based on Gladwell's thinking, a group of researchers (Rotman, et al., 2011) categorized the types of activism that the internet allows into two categories, namely practical activism and slacktivism [12]. Practical activism is defined as "the use of a direct, proactive and often confrontational action towards attaining a societal change, and slacktivism as low risk, low-cost activity via social media, whose purpose is to raise awareness, produce change, or grant satisfaction to the person engaged in the activity.

The social activism developed by the GERKATIN management is unique because it lies in the intersection of both. Activism GERKATIN administrators are direct, proactive, but not confrontational activism in pushing for social change. This is what makes this phenomenon interesting to be explored further. Even more interesting, it turns out that the community developed online by the GERKATIN organization has not only attracted the attention of the deaf or deaf, but has also succeeded in attracting the attention of listeners or hearing friends (normal people) to support the welfare of the deaf in Indonesia. The large number of listeners who expressed their support for the inclusion of deaf and deaf welfare initiated by GERKATIN, in turn, became the forerunner to the establishment of the GERKATIN Youth community who actively campaigned for the importance of awareness of inclusion and welfare for deaf youth in Indonesia through the Instagram account @gerkatin_kepemudaan. In fact, this community not only actively participates in socializing the welfare of the deaf on Instagram social media accounts and various offline activities.

This condition is interesting because over time, the inclusive campaign for the welfare of the deaf that was initiated by GERKATIN was able to have an effect that exceeded the initial target of the founders of GERKATIN so that it was able to move further than just socialization. GERKATIN has optimized new media and expanded its network not only to fellow deaf organizations, but also to build networks and partnerships with hearing people and government agencies (Ministry of People's Welfare, Ministry of Health, etc.), UN agencies (UNICEF, WHO, etc.), and international NGOs (Helen Keller, CARE, Save the Children, etc.).

This interesting development would not have happened if GERKATIN did not use social networks on the internet to disseminate information. The convenience provided by social

media with its digital communication technology makes the community it forms very easy to develop. Each member can easily spread their campaign through the communication network on their respective social media. In fact, the birth of GERKATIN management at the regional level was initiated by interactions on social media. Therefore, the use of social media with its various features and facilities has enabled the public to easily access information anytime and anywhere, be able to share knowledge and experiences, and download articles that are relevant to their needs.

Based on the explanation above, the main focus of this research is to see as a whole how the use of social media, especially Instagram, in social activism in the form of inclusion of the welfare of the deaf in Indonesia which was initiated by the Indonesian Deaf and Deaf Welfare Movement (GERKATIN). In this study, using the concept of stages in a social movement according to Macionis (2014) [14]. Where, divided into four stages of the social movement process which consists of: (1) Emergence (Stage of Appearance); (2) Coalescence (Merger Stage); (3) Bureaucratization (Formalization Stage); (4) Decline (Decrease stage or the end result of a social movement to succeed or continue it).

2 Research Method

To answer the research questions above, the researcher used the case study approach of Stake (2005, p. 443), saying that case studies can answer the social significance / benefits of the research to be achieved [15], namely enriching information about how GERKATIN administrators form and drive activism. community to support the provision of inclusion for deaf people through social media. Hopefully, case studies can help readers (research results) in constructing knowledge.

Primary data were obtained from informants who were active GERKATIN administrators through a process of in-depth interviews and observations with the aim of understanding the informants' perspectives on the meaning of social media for them and how they used it to form and mobilize community activism through social media. Secondary data in the form of traces of digital publications in the social media space used by GERKATIN administrators is also needed to provide depth of understanding of the informants' perspectives. In addition, secondary data will also be obtained through a questionnaire distributed to users of GERKATIN social media accounts. Triangulation in this study was carried out by comparing data from interviews with key informants, track record of publications and main informant interactions with other parties on social media, as well as data derived from interviews with supporting informants or people around the main informant's life.

3 Results and Discussion

The researcher described the results of the study by referring to the identification of the problem that the researcher created, namely the use of New media in inclusive social activities for the deaf which was initiated by the Indonesian Deaf and Deaf Welfare Movement (GERKATIN). It consists of four stages, namely: the emergence stage, the coalescence stage, the formalization stage (Bureaucratization), and finally the decline stage. The use of social media such as Facebook, Twitter, Instagram, and websites is analyzed

through each stage of social activism based on Macionis (2014) [14]. Where, the whole of this study uses a precursor to Roger Fidler's (1997) theory of media morphosis.

3.1 Emergence Stage

The emergence stage, the first to appear social activism, is driven by the spread of issues and a perception that things are not good, resulting in widespread discontent in society. In the Indonesian Deaf Welfare Movement (GERKATIN), the spread of issues regarding the deaf or deaf friends who are often underestimated in carrying out activities such as listening friends or people who can hear and speak. Deaf friends keep trying to do something despite their physical limitations. GERKATIN was founded because of anxiety over the welfare of deaf people in Indonesia which is based on Pancasila, based on the 1945 Constitution, is kinship, and is not bound by any political organization.

“Awal mula terbentuknya GERKATIN pada tanggal 23 Februari 1981 di Jakarta, GERKATIN sendiri didirikan oleh Bapak A.M Sukardi dan teman – temannya pada waktu itu dikarenakan ada kegelisahan yang mendalam terhadap kesejahteraan kaum tuna rungu atau yang lebih dikenal dengan teman tuli di Indonesia. Bukan hanya itu, GERKATIN juga awal mulanya didirikan untuk wadah silaturahmi antar sesama kaum tuna rungu. Salah satu kegiatan GERKATIN adalah aktif mensosialisasikan kampanye sosial berupa Bahasa Isyarat Untuk Semua yang menggunakan Bahasa Isyarat Indonesia yang merupakan kamus asli bahasa isyarat dari GERKATIN yang telah terdaftar di kemdikbud. Dahulu, pada awal mula GERKATIN berdiri, telah aktif mengkampanyekan kegiatan untuk mensejahterakan kaum tuna rungu di Indonesia dengan cara melakukan sosialisasi langsung. Seiring perkembangan zaman dan teknologi, saat ini GERKATIN melakukan sosialisasi melalui media baru berupa media sosial seperti : Instagram, Facebook, Twitter dan Website”

Based on the statement of Dhita Indriyanti as the daily administrator of GERKATIN Pusat, that GERKATIN was established on February 23, 1981 in Jakarta. GERKATIN was founded because of deep anxiety about the welfare of the deaf in Indonesia. At first GERKATIN was established as a forum for friendship between deaf people and over time GERKATIN has had various social activities such as Sign Language for Everyone and has published an Indonesian sign language dictionary or better known as BISINDO. In conducting socialization, GERKATIN is currently using new media in the form of social media such as: Instagram, Facebook, Twitter and Website.

“Saat ini GERKATIN telah menggunakan media baru berupa media sosial, seperti : Instagram, Facebook, Twitter, dan Website untuk melakukan aktivisme sosial atau sosialisasi. Sebenarnya sasaran sosialisasi GERKATIN untuk semua kalangan usia, mulai dari yang muda hingga dewasa. Namun belakangan ini kita lihat media baru dalam bentuk media sosial lebih menyasari anak muda jaman now, karena bila pesan yang kita buat menarik pasti akan viral oleh anak muda tersebut. Dalam hal ini pesan yang positif untuk melakukan sosialisasi.”

Dimas, as the administrator of the GERKATIN Center for Youth Affairs, added that currently GERKATIN has used social media such as: Instagram, Facebook, Twitter and the Website to carry out social activism or outreach. The use of social media is carried out because it is more effective and leads directly to the community. The following are the stages of emergence, namely:

- a. Utilization of New Media on Instagram through Persuasive Messages.
- b. Utilization of New Media on Instagram through Caption Writing Strategies and Sharing of Posting Time.

3.2 Connection Stage (Coalescence)

The stage after emergence, which is the stage where the existence of a social movement has clear objectives and must be able to make the issue accepted and spread in society. This stage is marked by actions to develop a strategy for how to reach the public. The leader in this movement will determine the policies, as well as the tactics that will be used. In this stage there is also an action to attract publications from the mass media and public attention, as well as the possibility of an alliance with other groups with the same interest to optimize the necessary resources.

After the initial stage of the issue, GERKATIN was more active in using Instagram in terms of disseminating information about their social actions in fighting for the rights of deaf people so that they could attract public attention and the information provided was well received. So, at this stage of merger, GERKATIN began to emphasize the existence of its social movement by utilizing new media on the @gerkatin_pusat Instagram account. Along with the increasing acceptance of GERKATIN in the midst of its public, it is to be more convincing and to attract the large number of people who join both online and offline. The use of Instagram at this stage is in the form of:

- a. Utilization of New Media on Instagram through Live Report Post Activities.
- b. Utilization of New Media on Instagram Through Public Figure or Celebrity Participation.
- c. Utilization of New Media on Instagram through the hashtag feature.

The Indonesian Deaf Welfare Movement (GERKATIN), after successfully getting public attention, began to emphasize the existence of its social movement through developing strategies to reach its public. The strategy undertaken to reach the public is not only by disseminating information, because for the success of a social movement it requires real action or activity that supports the movement and can be implemented properly by the community. So, GERKATIN started by conducting socialization regarding the welfare of the deaf in Indonesia such as the socialization of Sign Language for All, the Socialization of Indonesian Sign Language (BISINDO), in a place that is visited by the people of Jakarta, one of which is the car free day which is held every Sunday at the HI roundabout. Through this activity GERKATIN carried out a socialization action to be able to meet the public directly and invite them to support and even participate in the social action. In this outreach action GERKATIN invited one of the capital's teenage artists, Surya Sahetapy, who is a deaf activist and administrator of GERKATIN, so that he is able to attract more public attention. In accordance with the following statement from Dhita Indriyanti:

".....Selanjutnya, setelah melihat antusias masyarakat Jakarta atau followers GERKATIN yang begitu besar, kami mulai melakukan kampanye atau sosialisasi berupa tindakan nyata dengan mengajak masyarakat Jakarta untuk melakukan gerakan sosial memberi dengan membeli ini. Dan biasanya kita lakukan di acara CFD di bundaran HI dan kadang- kadang juga ada teman artis yang mau ikutan membantu serta berpartisipasi buat mensosialisasikannya salah satunya waktu awal kita melakukan sosialisasi ada Surya Sahetapy. Karena sosialisasi dari publik figure bisa sangat menarik perhatian publik yaa. Selain itu juga kita ada diskusi terbuka, maupun kegiatan lainnya dimana publik atau followers kita dapat bertemu secara langsung dan tanya-tanya langsung untuk mengetahui lebih dalam baik mengenai GERKATIN maupun solianya dan setiap selesai kegiatan pasti kita selalu adain evaluasi."

It can be seen from his statement that the Indonesian Deaf Welfare Movement is actively conducting socialization to embrace its offline public by utilizing assistance from the participation of public figures in which the message conveyed regarding the social

movement of giving by buying can be easily accepted by the public. Besides that, GERKATIN still uses Instagram as a live report for every socialization activity is carried out. As Dimas stated, that:

“.....kita juga ada konten live report kegiatan gitu, waktu sebelum adanya insta story atau inta live dengan memposting foto maupun video kegiatan saat itu juga yang tujuannya sih agar followers kita juga bisa datang bergabung untuk melakukan sosialisasi bersama dengan tim GERKATIN atau kalo yang ga bisa hadir tetep bisa mengetahui kegiatannya dengan melihat postingan live report dari kita.”

As stated by Dimas above, the use of Instagram by GERKATIN by inspiring a live report of activities simultaneously while the activity is being carried out can help reach the online public to keep track of the activities that are being carried out even though only photos of activities are posted.

3.3 Formalization Stage (Bureaucratization)

At this stage a social movement becomes established both in its organization and in its implementation system. Social movements no longer depend on individual leaders but refer to a system capable of driving the organization, whoever the leader is. This stage is marked by the establishment of their routine actions. The Indonesian Deaf Welfare Movement at this stage has begun to carry out many social actions that are routinely carried out in an effort to encourage an inclusive social movement for the deaf, in carrying out its activities GERKATIN also does not escape the use of Instagram social media, along with features on Instagram that can help disseminate information on activities directly to the public both online and offline. At this stage too, to show how serious GERKATIN is in disseminating information. The following are the findings of the use of new media at the formalization stage in the use of New Media on Instagram through the Insta Story and / or Insta Live features.

The social movement carried out by GERKATIN is in the formalization stage, becoming better both in terms of organization and in its implementation system. This can be seen by the existence of quizzes, social activism, and other activities which are activities of GERKATIN which have only been implemented since early 2017 and are routinely carried out every month, this activity is an action where members of GERKATIN together with sponsors hold quizzes and webinars every month. will be given appreciation with different themes. Five winners will be selected in this quiz and they will be announced immediately through the insta story feature. Not only quizzes, but other activities carried out by GERKATIN are regularly published. Due to the Covid-19 pandemic, in the last few months there have been no live events other than quizzes.

In conducting activities in person or online, GERKATIN does not escape the use of Instagram social media. Where social media Instagram at the beginning of 2017 also has new features in the form of live broadcasts (Live Video) and InstaStory or videos that can only appear 24 hours on the home page. This new feature is also used by GERKATIN to share live video broadcasts in every GERKATIN activity, on the live video broadcast, followers who cannot come or be present to participate in the activity can ask questions through the comments column and will get answers directly by the admin who has been assigned. publish the activity. As stated by Dhita Indriyanti, the following:

“ Karena kebetulan juga pas awal kita adain kegiatan ini ada pembaharuan fitur instagram kaya instastory sama instalive gitu, nah dari situlah kita selalu live pas adain kegiatan itu biasanya juga saat kegiatan sedang dilaksanakan, jadi untuk melakukan live video Jadi menurut saya sih dengan adanya instalive ini kita bisa melaporkan secara

langsung kegiatan kita sama publik atau followers kita yaa yang sebelumnya kita hanya memposting foto kegiatan live report sekarang followers kita yang ga bisa hadir saat kegiatan juga dapat melihat cuplikan langsungnya bahkan dapat mengomentari dan bertanya langsung dikolom komen di instalive kita dan langsung dapat jawaban langsung juga dari tim kita jadi yaa kita bisa ngelakuin kegiatannya baik secara offline maupun online kan.”

3.4 Yield or Decline Stage

The last stage in social activism, where there are several reasons why social activism has declined, namely social activism has achieved its goals, internal organizational conflicts occur, experiencing pressure from external parties such as pressure from an authoritarian government, no more funds to carry out social movements., until the movement enters into a structure so that there is no challenge in maintaining the state as before. At this stage of results or decline (Decline), GERKATIN began to show a little result or decline at the beginning of 2018. At this stage of decline, it was seen that GERKATIN was more focused on online activities, in addition to disseminating information with the appearance of updating the appearance of each post using framing and introducing all other social media other than Instagram that GERKATIN uses. The existence of other online activities of GERKATIN can also be seen in its action activities, which replace its offline action activities with fundraising to participate in helping others affected by Covid-19 in early 2020. On this occasion GERKATIN created an Instagram sub-account with the name @gerkatinpedulibencana:

This social movement that has been carried out by GERKATIN also has a good impact on the surrounding environment and the public or its followers. This can be seen from Dimas' statement, namely:

“Alhamdulillah kegiatan yang kami lakukan dalam hal penanggulangan bencana covid-19 di Indonesia ini InsyaAllah sedikit banyak akan bermanfaat dan akan kami salurkan di lingkungan GERKATIN maupun publik atau follower's kami.”

The statement from Dimas, shows that the movement of giving by buying has a positive impact on those who are still trying to be in the midst of the Covid-19 pandemic. This social movement can help ease the economic burden of the surrounding environment affected by the Covid-19 outbreak. Researchers get an overview and explanation of the development and use patterns of Instagram by GERKATIN in its social movements. Where GERKATIN tries to communicate effectively to users or readers (followers) so that they can become interested in helping promote these activities directly or through donations.

Based on the results of interviews, researchers also found that the use of Instagram was a medium of communication when GERKATIN was formed and developed as a form of media that shows the seriousness of formalizing GERKATIN to the public. This is because the basic essence of social movements is communication, and actions with the aim of social change will not just exist without communication. The connection with GERKATIN is that the existence of new media such as the use of Instagram and others cannot be separated from the core elements in every social movement process carried out by GERKATIN. This is because new media plays an important role for GERKATIN, from its emergence to the development of social movements carried out by GERKATIN to produce results or experience an increase.

The communication theory used as the basis for this research is Mediamorfosis Theory, where Mediamorfosis is not just a theory as an integrated way of thinking about the evolution of communication media technology. Roger Fidler put forward the principle that underlies the idea of mediamorphosis, which is change. This theory seeks to explain the

influence of new media on old media which can be classified as "cyber communication theory" (Severin, Tankard, 2011; 19). Fidler's (1997) conception is a framework for media change to avoid obsolescence related to the necessity to take advantage of the practice of digitality to embrace many two-way communication streams between the media and the audience.

If you look back at the description of the Media morphosis Theory by Roger Fidler, who put forward the principle underlying the idea of media morphosis is a change. So in this case, the theory is able to explain how changes occur in the use of new media (Instagram) at every stage of the Macionis social movement (2014) starting from the stage of emergence, connection, formalization to the stage of decline or outcome. The social movement of giving by buying carried out by GERKATIN has applied the theory of media morphosis because it fulfills the three key principles of media morphosis as follows:

1. There is a change in language to digital language (coevolution)
2. There is a merger of media (convergence)
3. There is a change in media use (complexity)

Based on the description above, through analysis of the results of research at each stage of social activism carried out by GERKATIN through the use of new media, namely Instagram, it can be concluded that in the process of emergence, amalgamation, formalization, and even reduction or the results show that the activism by GERKATIN has applied Media morphosis Theory. It can be seen that there are key principles of change from the Media morphosis Theory, namely Coevolution, Convergence, and Complexity which can explain any changes that occur at each stage of a social movement through the use of new media. So, it can be explained that the use of new media has changed the social movement work system, which until now many social movement activities cannot be separated from the use of new media.

4 Conclusions

Based on the analysis of case studies that have been carried out at the Indonesian Deaf Welfare Movement (GERKATIN) in utilizing new media through Instagram to carry out social movements in inclusion for deaf people in Indonesia, conclusions can be drawn according to the problem identification and research objectives as follows:

- a. Emergence stage. The use of new media in the social inclusion movement for deaf people in Indonesia is carried out by GERKATIN, namely (a) disseminating issues through Persuasive Messages, (b) using Instagram in writing captions and choosing the timing of posting. (c) the existence of a quiz or challenge to attract public attention so that they can help obtain and disseminate information.
- b. Merger Stage (Coalescence). The use of new media in social movements carried out by the GERKATIN community, namely (1) posting live reports of activities when an action is being carried out. (2) participation of public figures or celebrities. (3) Utilization of the hashtag feature to help view the enthusiasm of its followers in posting GERKATIN activities.
- c. Formalization Stage (Bureaucratization). GERKATIN's use of new media for social inclusion movements for deaf people is (1) utilization of instalive and instastory features.
- d. Yield or Decline Stage. The use of new media in social movements carried out by GERKATIN is (1) There has been a change in the appearance of the Instagram feed.

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