

ABSTRACT

Human rights cases in Indonesia was happened before the reformation and the downfall of the Suharto regime. Some of these serious human rights cases, Semanggi I, Semanggi II, Trisakti Tragedy, May 13-15 1998 Tragedy, Talang Sari, Tanjung Priok, and Tragedy 65. This research aims to analyze a movement on social media, especially Instagram. Trying to explore digital activism of Aksi Kamisan Bandung (Community of Human Rights). Aksi Kamisan Bandung is part of Aksi Kamisan which was born in Jakarta. Aksi Kamisan has an activity that another communities does not do, which is “aksi damai” that are routinely carried out on thursday every week to campaign human rights cases. Because of the loyalty of this community that has never stopped to fight for justice of human rights, finally some cities in Indonesia were motivated to build solidarity. Using case study method, concept of Cammaerts (2015) the role of social media in digital activism internally (inward) and externally (outward), thematic analysis, and collecting data by interviews and observations. The subjects in this research are internal and external of Aksi Kamisan Bandung, and the object of this research is digital activism by Aksi Kamisan Bandung. The result shows that social media has an important role in digital activism. There are three major themes that was successfully found through the thematic analysis, Aksi Kamisan Bandung as a source of information, message interpretations, and motivation participation.

Keyword: *digital activism, social media, human right, democracy.*