

ABSTRACT

The research entitled “Virtual Ethnography Study of #AmbilPilihanmu Campaign Message Regarding Gender Equality on Instagram Followers @zoyalovers” aims to understand how the concept of gender equality is built through text exchange activities in the #AmbilPilihanmu campaign comment column and the role of verbal and non-verbal language used by Instagram account followers @zoyalovers in order to understand the concept. This study uses a qualitative approach with virtual ethnographic methods with the aim of looking deeper into the phenomena associated with virtual communities which communicate by using the internet as the media. The focus of this research is cultural exchange activities in the form of texts carried out by followers of the Instagram account @zoyalovers in order to understand the concept of equal rights between women and men. Data collection techniques used in this study were online interviews, observation, and documentation. The results of the research obtained were that the #AmbilPilihanmu campaign uploaded by ZOYA has had an impact on users in the form of information and emotional impact. In addition, there was the use of verbal and non-verbal language used by users when using text exchange activities in the #AmbilPilihanmu campaign post in order to understand the concept of gender equality, especially related to stereotypes in which verbal language is used to convey information and interact. The form of non-verbal messages used by Instagram followers @zoyalovers is emoticons, in order to express the expressions and strengthening the meaning of the message.

Keywords: *Emoticon, Gender Equality, Instagram, @zoyalovers, Virtual Ethnography*