

## **ABSTRACT**

*Violence against women is still a serious problem, especially in Indonesia, and because of this, efforts have been made by groups of people, communities or companies that voice the protection and empowerment of women in the form of campaigns using social media. This was done by the brand The Body Shop Indonesia, which is famous for its campaigns on environmental issues, but besides that, The Body Shop Indonesia also campaigns for women's empowerment which is shared through Instagram @thebodyshopindo.impact. The purpose of this study was to see how the content of the message shared through content about women's empowerment. This study uses the concept of feminism, especially efforts to empower women proposed by Nancy Fraser. This type of research is qualitative using virtual ethnography methods. The data collection techniques used are observation, online interviews. The results at the media space level show that the @thebodyshopindo.impact account utilizes all the features available on Instagram in sharing information. At the media document level, @thebodyshopindo.impact selected content is content that meets the criteria in carrying out the mission of women's empowerment. At the media object level, there are various kinds of interactions that occur in the comments column on the content shared by @thebodyshopindo.impact such as personal opinions, expressing emotions, making the comments column a place for sharing between users.*

**Keywords:** *Digital Campaign, Women Empowerment, Instagram*