

ABSTRACT

Indonesia has consistently reduced the gender inequality rate in Indonesia for five years. From 2018 to 2022, the inequality index decreased by 0.040 points. The decrease in this number is the reason and goal of the feminist movement. There is one feminist activist who fights for gender equality on social media with the username @kalis.mardiasih. This study aims to determine how the digital activity of the @kalis.mardiasih account fights for gender equality. This study focuses on the digital activity contained in the @kalis.mardiasih content from December 2023 to February 2024. This study uses the Content Analysis research method in order to analyze in depth the digital activity that occurs in the @kalis.mardiasih Instagram account. This study collects data using the observation method and conducts interviews as a data validity technique to key informants. As a result, followers of @kalis.mardiasih feel helped by the information provided by Kalis on her Instagram page. Followers can also enjoy the content she uploads to her Instagram account. His followers also have experiences related to the issues he raises, whether it is their own experience or that of people around them.

Keywords: *Gender Equality, Feminism, Content Analysis, Digital Activities.*