

ABSTRACT

Generation Z actively uses social media as a source of information and to form opinions. Instagram is used as a platform for sharing information and exchanging ideas, so it is important to understand how the presentation of content can influence the way individuals view social issues, such as gender equality. Women Nations is an Instagram account that is popular as a source of information about gender issues. Therefore, this research focuses on the influence on Generation Z's awareness of gender equality with the aim of finding out whether there is an influence between @wmnations Instagram content on generation Z's awareness of gender equality. The method used in this research is quantitative with purposive data collection. Sampling and distribution of questionnaires was carried out via Instagram direct messages. The theory used in the Uses and Effects theory, which is the theory of social media use and effects. The analysis techniques used are normality test, heteroscedasticity test, correlation coefficient, coefficient of determination, simple linear regression analysis, also t and f hypothesis tests. The results of this research show that the influence of Instagram content (X) @wmnations has an influence of 22.4% on awareness of gender equality (Y) generation Z, while the remaining 77.6% is influenced by other factors.

Keywords: *Gender Equality, Generation Z, Instagram content, Social Media, Social Issue Awareness.*