

## Communication experiences of Girl Up UI & UPNVJ in supporting women's empowerment

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**Abstract** The rise of sexual abuse and violence that occur in campus environments often affect women. Minimal safe space for victims and unrest that fellow women have been haunted by frequent cases of abuse and sexual violence. In this case, it is necessary to have a massive involvement in addressing cases of gender abuse and equality through communities that are able to address, provide protection, and educate through various forms of communication media. Girl Up Community Universitas Indonesia (UI) & Girl Up UPN Veteran Jakarta (UPNVJ) plays an important role in addressing gender equality cases and women-related issues by supporting Women's Empowerment in campus environments. Girl Up UI & Girl Up UPNVJ was selected as a research object because of significant involvement of women-related communication activities such as massive spread of information through digital platforms and face-to-face to the implementation of women empowerment programs in every area of life. The research also discussed communication media such as Instagram platform, Zoom Meeting, and Official Website used by Girl Up in socialising and educating the community and organising campaigns, especially in campus environments to be more concerned and able to address gender equality issues that should be fought for. The research used qualitative research methods conducted through a phenomenology approach with in-depth interview techniques and snowball sampling techniques. With a series of questions given to 6 (six) informants, it is found that the effectiveness of communication experience through online and offline platforms can become a communication tool and information dissemination to audiences. Girl Up UI and Girl Up UPNVJ successfully attract participants to support women's empowerment and to act on gender equality well.

**Keywords:** communication, community, gender equality, women's empowerment.

### INTRODUCTION

The rise of sexual harassment and violence in the college realm is still a serious problem that requires special attention. Cases of sexual abuse and violence often occur in women. Not many victims of the case are able and courageous to tell the events that happened to the campus, so there is a need for support and availability of safe space for the victim to feel comfortable when reporting the case. Basically, no matter how small a form of violence and sexual harassment will remain a case that has a legal umbrella as set out in Law No. 12 Year 2022 on Criminal Sexual Violence (President of The Republic of Indonesia, 2014). One study in the Netherlands examined and found that around 25.3% of students experienced non-consensual sexual contact, with 9.2% reporting having been raped during their education. In the United States, a survey of 33 higher education institutions reported that approximately 25.9% of students experienced non-consensual sexual contact through coercion and an inability to give consent. This data indicates and suggests that sexual violence on campus is not an isolated phenomenon, but rather a global issue that requires serious attention and decisive action to minimise and eradicate it (Wellum et al., 2023).

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Ironically, incidents of harassment and sexual violence are still very prevalent on campus, leading many women to feel insecure and fearful that such things could happen to anyone, anywhere. In response to this situation, it is essential for students themselves to play a role in curbing cases of harassment and sexual violence and to create a safe space for all women within the campus environment. There is a need for involvement of the advocacy community who are concerned, caring, and can attract public participants to participate in responding and minimising the issue of harassment and sexual violence can occur in the scope of the campus. The structured community of organisational communication has a vision and mission in addressing gender equality and sexual harassment cases at the college level that often occurs in women. Therefore, collective efforts are needed to achieve a safe space for women in higher education, including the active role of communities that advocate for women's rights, such as Girl Up UI and Girl Up UPNVJ, in supporting women's empowerment and preventing sexual violence.

Organisational communication becomes a necessary subject in accordance with the interests of the general audience as one form of interpretation of the similarities of an aspect of life. Rivai et al., (2019) defines organisational communication as the process of creating and exchanging messages in a network of relationships that are interdependent with each other to address uncertain or ever-changing environments. Organisational communication refers to communication that is intertwined in a situation where communicators and communicators are within a clear, detailed, and divided organisational structure in the functional implementation of the basic task.

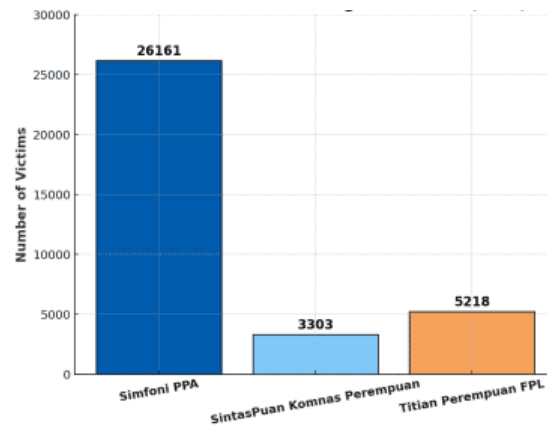
Organisational communication implemented in the student community is created on the basis of the need and interest of phenomena that are inevitable both verbal and nonverbal (Ihm, 2024). Representation of organisational communication that occurs in the university domain is diverse, one of which is the Girl Up Community. Girl Up student community is a community of women who care about gender issues such as women empowerment, gender equality, handling of harassment and sexual violence that every year finds high rates especially in Indonesia. Girl Up UI and Girl Up UPNVJ participate in the fight for women's rights and votes especially in campus environments (Vipin & Sharma, 2011)

In this context, the women's community plays a strategic role as a platform for sharing experiences, knowledge, and support. This article explored how communicating experiences intertwined in women's communities can strengthen women's empowerment, raise collective awareness of gender issues, and encourage more inclusive social change. Through analysis of communication experiences in the women's community, it is found that perspectives and experiences gained by every informant who is incorporated in Girl Up UI & Girl Up UPNVJ expand the influence and role of women in various sectors of life, both at the individual and social level (Setiawati et al., 2025)

Girl Up is a community product that was born by the United Nations Foundation in 2010 as a community to empower and inspire young women to fight for gender equality rights in the world. The problems that the UN Foundation focuses on are global problems that often occur in developing countries in the fields of education, social, economic, freedom, and the right to work. Girl Up Global or Girl Up Centre then created Girl Up branches that spread around the world, to be grouped in the micro field, such as Girl Up country branches, Girl Up provincial branches, and Girl Up university branches. Almost all universities in Indonesia have a Girl Up community as a medium and forum for women's empowerment programs aimed at protecting all the rights of life and policy regulations for the protection of women.

Gender injustice and sexual harassment do not only occur in face-to-face situations, but also on social media (Sari & Surya, 2018). In addition to gender injustice, the fact that women are more frequently victims of sexual harassment compared to men highlights the need to address the gender dimensions of sexual harassment. (Calitz, 2018; Malatjie & Mbajjorgu, 2024)

Data from the Ministry of Women's Empowerment and Child Protection (Kemen PPPA), the National Commission on Violence against Women (Komnas Perempuan), and the Service Providers Forum (FPL) states that the number of cases of violence against women recorded in these three institutions reached 34,682 victims, consisting of Simfoni PPA 26,161 victims, Sintasan Komnas Perempuan 3,303 victims, and Titian Perempuan FPL 5,218 victims (See Figure 1).



**Figure 1.** Number of violence cases against women in Indonesia  
Source: Kementerian Pemberdayaan Perempuan Dan Perlindungan Anak (2024)

Cases of sexual harassment and violence are one of the points included in global problems in the SDGs (Sustainable Development Goals) which have been agreed by all UN members in 2015 to achieve sustainable development until 2030. SDG 5 talks about gender equality and empowering all women and girls in the world. SDG 5 refers to the goal of ending all forms of discrimination against women and girls in the world, as well as eliminating all forms of violence and harassment against women and girls in the world both in the private and public domain. (Kementerian Pemberdayaan Perempuan Dan Perlindungan Anak, 2024)

UN Women (2018) emphasises the importance of gender equality as the key to achieving all sustainable development goals (SDGs). Women often experience inequality in areas such as education, economics, and politics. Inequality hinders global efforts to achieve the SDGs as the enormous potential of women is neglected. Gender equality is important because it strengthens women's contribution to development, improves social welfare, and accelerates economic growth.

Girl Up uses unified communication, persuasive and organisational communication in every activity both internally and externally. Internal activities that are routinely carried out include weekly meetings, monthly meetings, large annual meetings, and the design of work programs both functional and conditional. External activities that are routinely carried out include digital campaigns, face-to-face campaigns, online training, offline training, speeches, expressing opinions, attending and speaking at large forums such as UN forums, involvement in any external activities such as women's empowerment, gender equality, and seminars or public discussions that require external parties to be present as speakers or audiences (UNDP & UNWomen, 2023)

Women need to be empowered to achieve sustainable development. Empowerment involves enhancing women's capacities, access to resources, and decision-making power, while gender equality focuses on removing social and institutional barriers that limit opportunities for women (Labadi, 2022). Women's empowerment is critical to breaking down social barriers that limit women's participation in all aspects of life. By promoting equal access to education, economic opportunities, and leadership roles, societies can address gender inequality and create more inclusive and prosperous communities (Ahmed, 2024). Empowerment of women in the economic sector through fair access to women can improve the well-being of families and children, economic growth and sustainable development (Ahmad et al., 2017; Diebolt & Perrin, 2013; Mujeed et al., 2021; Widiastuti et al., 2024)

The implementation of women's empowerment is by involving women in the decision-making process and equipping them with health-related knowledge and skills, the programme increases their confidence, improves their social status, and promotes gender equality (Pradhan et al., 2023). Achieving gender equality and empowering women requires building a strong infrastructure that supports women's rights and opportunities and legal protection (Ahmed, 2024). Gender equality through comprehensive empowerment strategies, can change community attitudes, challenge traditional gender norms, and foster a safer environment for women, thereby reducing the incidence of violence. (Maiti et al., 2024)

In their global role, women need to be empowered. Empowering women through quality education is fundamental to achieving gender equality, as education equips women with the skills, knowledge and confidence to participate fully in society. Ensuring that education systems are inclusive and free from discrimination is critical to breaking down barriers and promoting lasting gender equality (Odoni, 2024). Women's education, when combined with empowerment strategies, significantly improves gender equality by giving women the tools to challenge social norms, increase their economic independence and participate in decision making (Bhuwania et al., 2024; Mondal, 2022). Women have cultural and structural limitations in utilising technology. The limited movement of women in technology, including in the production process and its application, is caused by a patriarchal culture that divides the roles of men and women. This division of roles then makes women also receive stereotypes from various institutions in career, economy, and education (Ayu, 2017).

Public leadership plays a crucial role in promoting gender equality by adopting gender-transformative policies that challenge existing power structures and encourage equal opportunities, including the implementation of policies that empower women, eliminate gender-based discrimination, and create inclusive governance systems that ensure active participation of women in decision-making processes (Munive et al., 2023). Empowering women and reducing gender-based violence demonstrate that when women have greater access to education, economic resources, and decision-making power, instances of violence will decrease (Maiti et al., 2023). Women's empowerment leads to economic growth, improved health outcomes, and social cohesion, indicating that gender equality is essential for building a better and more sustainable future (Ahmed, 2024)

Empowering women and reducing gender-based violence shows that when women have greater access to education, economic resources, and decision-making power, cases of violence will be reduced. Women's empowerment leads to economic growth, improved health outcomes, and social cohesion, which suggests that gender equality is important to build a better and sustainable future. Limitations of women's mobility can be effectively minimised through significant improvement in education quality over generations. The implementation involves the handling of sexual violence against women in the community.

Improved quality of education includes the introduction of leadership, empowerment of women, recognition of women's roles in various aspects of life, and ensuring women have legitimate positions. Girl Up UI and Girl Up UPNVJ are one of the communities that help women grow and develop together to understand the roles and rights they must acquire as women, such as quality education, acquire new knowledge and perspectives, be empowered in their skills, and build broader relationships. Community-based approach focusing on education and mentoring is essential in empowering women. By providing women with access to education and mentoring programs, it helps improve their skills, build confidence, and cultivate leadership. Community-based approaches that focus on education and mentoring are essential in empowering women. By providing women with access to educational and mentoring programmes, this helps to enhance their skills, build confidence, and foster leadership (Jean, 2025).

Girl Up UI & Girl Up UPNVJ's focus is not only on being a safe space, but also as a women's empowerment community. Women empowerment is done so that every woman in the world gets equal rights in the career and education process. Women's empowerment is not only about providing material activities for women, but also providing provisions that can improve the position, participation, and participation of women in various aspects of life. Girl Up regularly holds active work programmes with verbal, nonverbal communication, and the use of social media as a digital communication bridge in order to air information, actions, and knowledge about women to reach the audience.

The realm of entrepreneurship and economy is also one of the focuses of the SDGs in the point of empowering women. Every woman is emphasised on the importance of integrity in the entrepreneurship sector to achieve economic empowerment (Iraqi & Faisal, 2019). Education is the main focus in supporting and producing brilliant generations in running women's empowerment programmes. One of the goals of women's education is to increase women's participation in the labour market, thereby reducing the wage gap and encouraging women's involvement in decision-making in various sectors. This is linked to improving family welfare and the value of women (Sana, 2024)

As agents of change, young women play an active role in fighting for gender equality and the realisation of SDG 5. Girl Up's communication approach invites young women to contribute directly to the work programs that Girl Up presents every year, to fight for gender equality, women's empowerment, and gender issues that develop in society. Girl Up speaks on social media platforms to make every woman more aware by developing the potential inherent in women. Girl Up uses creative and inclusive digital communication to spread global messages related to women's rights and empowerment (Noor et al., 2021)

Derived from the vision and mission of the UN Foundation, Girl Up UI & Girl Up UPNVJ are obliged to channel their contributions in the field of gender equality and women's empowerment on a smaller scale and realm. The implementation of activities and work programmes that are feminist and social in nature, such as the provision of classes to channel hobbies, improve insight and education, and care for women's issues that develop in society, especially in the campus environment. Based on the communication experience shared by several members of Girl Up UI & Girl Up UPNVJ, it explains that the communication scheme used also collaborates with many parties such as government agencies such as Ministries, health experts, economists, social experts, and influencers as speakers for several seminar class themes held.

Then, Girl Up UI & Girl Up UPNVJ also collaborate with companies engaged in education in general to collaborate in creating online classes with various informative materials such as materials about waste sorting, materials about menstruation and cervical cancer, materials about the scope of government, and others. The purpose of the collaboration carried out by external parties is to produce new perspectives and knowledge for all women in the world. In addition, an open discussion forum was also held involving women as the audience of the Girl Up UI & Girl Up UPNVJ platform, especially students and female students on the campus. The communication media used are online and offline. The effectiveness of the work programme is considered successful by looking at the enthusiasm and participation in providing space for women to be involved and have an opinion in the activities held.

Reflecting on this research, the same opinion was explained by Iksan (2023) that the establishment of Girl Up UNS stems from the same concerns and ideologies as intersectional feminism, a community established in conjunction with social movements aimed at gender equality and the fight against sexual violence that harms women. This research uses qualitative research with interview techniques and SWOT analysis methods that involve purposive sampling, IFE matrix, and SPACE matrix in processing data.

Oktarina et al. (2024) argue that one of the largest communities has great power but is still less able to create an interactive atmosphere through social media. This also applies to the campaign process carried out by the company even though there are fewer participants in all the campaigns it runs, Girl Up Semarang still communicates effectively and efficiently and actively works both internally and externally to build the organisation. The research used qualitative research with interview techniques and SWOT analysis methods that use the IFE matrix and SPACE matrix in processing data.

Prabanari et al. (2024) established their research on Girl Up SEA (Southeast Asia) with qualitative research methods using counter-hegemony theory and using online observation techniques and literature studies to analyse the role of Girl Up SEA in utilising Instagram's visual and interactive features to normalise conversations about menstruation, framing gender equality issues, and realising concrete actions.

Research by Maghfirah et al. (2024) has the aim and focus to get an overview of transformational leadership in Girl Up Indonesia members, as well as factors that influence transformational leadership in Girl Up Indonesia members. The study used a qualitative approach with a phenomenological approach. In the research, the references and factors of the leadership spirit are mentioned, such as inspirational motivation, self-confidence, communicative, individual attention, and self-management.

Research on Girl Up in a broader domain was also discussed and researched by Purnamasari & Konety (2023) who focused their research on the feminist movement enlivened by young women with a new type of social movement in the aspect of promoting the value of gender equality and gender existence in every aspect of society. This research also seeks to explain the role of Girl Up in Southeast Asia, particularly in Indonesia, the Philippines, and Vietnam, in disseminating gender equality values through an intersectional feminist approach.

The research used a qualitative descriptive methodology, combining literature analysis and interviews for data collection.

Based on the premise that has been described, the researcher chose to raise the topic of Girl Up UI & Girl Up UPNVJ as the latest findings and research on the basis of differences in other Girl Up branches studied. The differences in research are emphasised by differences in research focus, theories used, and research locations. Previous research discussed the issue of sexual violence in depth without explaining how the communication experience used by the Girl Up community in carrying out the functional duties of the Girl Up community to be able to reach the audience. Meanwhile, the focus of this research is made by paying attention to and examining organisational communication and communication experiences in a community, the use of communication media used by Girl Up UI & Girl Up UPNVJ in disseminating, informing, and campaigning on gender issues in the world, as well as Girl Up's involvement in supporting women empowerment or what we often know as Women's Empowerment, which is sustainable in massive cases of sexual violence and harassment, especially in the community and campus environment.

Schutz's Phenomenological Theory explains the point of view by involving individuals who are directly involved in issues that are in line with the research focus. Phenomenology aims to understand how individuals give meaning, perspective, and motives to the social world subjectively. Schutz argues that the phenomenological approach can be used as a guide in researching a case by relying on informants who have personal experience on certain issues. Schutz's thinking is a conceptual bridge between his predecessor's phenomenological thinking nuanced in social philosophy and psychology with social science that is directly related to humans at the collective level, namely society (Pula, 2024). The interview activities used according to Schutz's phenomenology are systematic, comprehensive, and practical. This research uses the foundation of Schutz's Phenomenological Theory by involving informants who are used as a source of information. The informants in this study involve active members of the Girl Up community. The informants' perspectives are very diverse because the Girl Up members who become informants come from various branches, including Girl Up UPNVJ and Girl Up UI. The freshness of the information and the accuracy of the data can be clearly proven by the interview findings from these informants. The research location is in the city of Jakarta.

The focus of the research is on how organisational communication can be formed and produce a successful community. What is the nature of the communication experiences of the Girl Up UI and Girl Up UPNVJ communities in supporting women's empowerment and addressing gender equality issues and related women's issues that are developing in society, particularly within the campus environment?

## **METHODOLOGY**

This type of research is qualitative research that employs a phenomenological approach. The phenomenological approach is described as one that focuses findings on each informant who explains and interprets their views and perceptions of personal experiences. Schutz's phenomenology emphasises that social reality is shaped through individuals' direct subjective experiences, understanding the meanings they assign to their involvement in supporting women's empowerment. Through in-depth interviews, researchers can explore how members of the Girl Up UI & Girl Up UPNVJ community construct their understanding and communication experiences in addressing gender issues that occur, particularly in society and within the campus environment, as well as how their contributions and participation support women's empowerment based on their social interactions, interactions between individuals, and the motives or goals of the informants' involvement in the community. (Supraja & Akbar, 2024)

This phenomenological research used in-depth interview techniques as the primary data source to obtain accurate results or findings regarding the meanings, motives, and communication experiences within the Girl Up UI & Girl Up UPNVJ communities in supporting women's empowerment (Gentles et al., 2015). Girl Up UI and Girl Up UPNVJ were chosen as representatives of the four branches of Girl Up that are also active in the DKI Jakarta Province. Nevertheless, the researcher selected these two Girl Up branches as the subjects of the study because Girl Up UI and Girl Up UPNVJ are university branches that were established earlier than the other Girl Up branches in Jakarta, representing the campus scope.

According to Creswell (2018) the number of samples in phenomenological research ranges from 3 to 10 people or until new data is unable to provide the latest information to the research Creswell (2018) The time period used is about one month, which is in September 2024. The study involved 6 (six) informants who are entirely female, stated as follows at Table 1.

**Table 1.** List of informants

| Informant | Age | Domicile           | Origin Community |
|-----------|-----|--------------------|------------------|
| GU1       | 23  | Bandung            | Girl Up UI       |
| GU2       | 20  | Southern Tangerang | Girl Up UI       |
| GU3       | 20  | Jakarta            | Girl Up UPNVJ    |
| GU4       | 20  | Bogor              | Girl Up UPNVJ    |
| GU5       | 19  | Tangerang          | Girl Up UPNVJ    |
| GU6       | 21  | Bekasi             | Girl Up UPNVJ    |

Source: Data from the informant interviews, processed by the author (2024).

The background informant table is a data table containing initial informant, age informant, informant domicile, informant community of origin, interview time, and interview media used that have been protected and requested consent. The informant data cannot be explained transparently because it is an identity right that must be protected. The six informants consist of four staff members of the Girl Up UPNVJ and two staff members of the Girl Up UI. Two informants were interviewed offline, then four other informants conducted the interview using zoom meetings. GU1 is a key informant who is asked for personal experience of Girl Up UI and is considered able to explain the points in this study, due to a central and strategic position or position. Then GU1 recommends subsequent informants to GU6 to tell similar things about research points to explore information on meaning, motives and personal experiences in the realm of Girl Up UI and Girl Up UPNVJ. At the end, GU6 has not recommended other informants to be the source of this research data because it is considered enough to answer the whole weight of the research.

The determination of informants uses the snowball sampling technique, where participants are selected based on recommendations from the first informant who is deemed capable and has a deeper understanding of communication experiences and the handling of gender issues within the Girl Up UI & Girl Up UPNVJ community. Subsequently, the next informant will recommend another name who is also able to understand and narrate, thus providing information and perspectives deemed sufficient, and the final informant will no longer provide recommendations for subsequent informants as it is considered that they have sufficiently answered all the research questions (Parker et al., 2020). A series of questions asked to the six informants can be seen in table 2.

**Table 2.** Questions

| No. | Questions   |
|-----|---|
| Q1  | Why choose Girl Up? Could you explain your goals and motivations?   |
| Q2  | Why choose that division and how do you participate in it?  |
| Q3  | What is your view on the meaning of Girl Up?  |
| Q4  | In carrying out its functions, what communication media does Girl Up use to reach its audience?   |
| Q5  | What is the experience of communication, and the obstacles encountered in supporting women's empowerment and addressing gender issues present in the environment while being part of the Girl Up community? |

Source: Data from the informant interviews, processed by the author (2024).

During the interview, the researcher attempted to explore the structural perceptions provided regarding the informants' experiences and to understand the feelings expressed by the informants about their personal experiences, as well as the goals and motives they had for being interested in participating in the Girl Up UI & Girl Up UPNVJ community. Each question posed aimed at uncovering the motives, backgrounds, objectives, impacts, and obstacles felt by each member during their involvement with the Girl Up community, as well as their contributions to that community.

## RESULTS AND DISCUSSION

The results of this study were related to the results of interviews to 6 (six) informants. Refers to meaning, motives, and communication experience.

### **Meaning of the Girl Up UI and Girl Up UPNVJ communities**

Girl Up UI and Girl Up UPNVJ are two representatives of Girl Up in Jakarta that were established earlier than other two Girl Up groups in the city. Not all individuals have the same level of understanding about gender equality. Reflecting on this concern, Girl Up UI & Girl Up UPNVJ are determined to create a campus environment that is more sensitive and caring about this issue.

The Girl Up UI & Girl Up UPNVJ communities are among the active women's or feminist communities globally. Not only on a large scale, but Girl Up was also established for more specific contexts such as provincial branches and campus groups that have spread across various universities in Indonesia. Girl Up has become a global community that is favoured by the United Nations (UN) as a platform for advocating for women's rights in the harsh era of patriarchy. The creation of safe spaces to support gender equality, which has been carried out by Girl Up, includes developing leadership skills, self-expression, and taking roles in social, political, and economic campaigns to advance gender equality. Their activities encompass disseminating information through digital platforms, advocacy, training, seminars, and campaign actions that involve young girls in various issues, including education, reproductive health, and girls' rights worldwide.

Based on the interview results, GU1 and GU2, who are staff members of Girl Up UI, directly manage the technical aspects and workflow of Girl Up UI. They believe that the focus of their community leans towards combating bullying, violence, and sexual harassment, which occurs not only against women globally but also against men. GU1 stated that equality of status and nature must be upheld to prevent the emergence of patriarchal stigma in the world. The label 'Girl Up' is already associated with women as per its name; however, there is a misunderstanding in perception that fluctuates within society. This aligns with the statement made by GU1 during the interview as follows:

"Girl Up is not just a feminist community that is blind to the actual concept of gender equality. Among the thousands of Girl Up members worldwide, a certain percentage are men who represent the male voice in advocating for gender equality and dismantling patriarchal stigma in the world. Essentially, the gender equality referred to is fairness for both parties; however, in practice, many women are still oppressed, making it feel unjust if both genders do not receive equal rights. For this reason, Girl Up tends to focus more on women" (GU1, Personal Interview 9 September 2024)

GU1 and GU2 agree that harassment and sexual violence cannot be sidelined in favour of other environmental issues. The development regarding the importance of providing a safe space for women's rights has always been an important reminder for Indonesian society, particularly in micro realms such as campus environments. The presence of Girl Up has become a beacon of hope for both women and men regarding the rights and equality that should be afforded in social settings. Girl Up has become the largest feminist community in Indonesia and the world, successfully advancing SDG 5 on Gender Equality. This aligns with the statement made by GU2 during the interview as follows:

"It's not just women who are victims of sexual harassment, but this (sexual violence) also happens to men. The form is the same, only the gender of the victim is different. When it crosses the line, it can be categorised as sexual harassment against men. However, the reality cannot be denied that violence and sexual harassment often target women. Therefore, Girl Up exists as a safe space to address gender issues, particularly concerning women." (GU2, Personal Interview 9 September 2024)

In line with concrete and continually evolving evidence within the context of societal life, Girl Up UI and Girl Up UPNVJ are perceived to be more inclined to discuss issues concerning women. This occurs because forms of oppression and patriarchal stigma still persist in society, resulting in women being seen as victims in a greater number of cases worldwide than issues of gender inequality affecting men. Girl Up UI and Girl Up UPNVJ focus more on advocating for gender equality for women, as women, historically and systematically, experience injustice and discrimination in various aspects of life more frequently than men. This aligns with the statement made by GU3's during the interview as follows:

"Girl Up UPNVJ serves as a safe space and a protective platform for women to voice their rights, because in reality, women are still cornered from all directions regarding gender-related issues or cases and their status. In my view, given the injustice in the attention received, women need more robust protection and encouragement, one of which is through programmes or positive activities that empower women themselves." (GU3, Personal Interview 5 September 2024)

This aligns with the statement made by GU4's during the interview as follows:

"Girl Up has become increasingly necessary, because if it isn't this community, then which community will advocate for and protect women's rights on campus? Girl Up UPNVJ is not just about safeguarding and providing a safe space for women; it also aims to raise awareness among the environment and people out there that women also have the right to be educated and to receive their rights. Men too deserve fair gender equality. However, in reality, men are often safe, while women in social situations will always be the weaker party." (GU4, Personal Interview 7 September 2024)

Slightly different from the views of GU5 and GU6, who argue that Girl Up is a community concerned with women and a safe space from patriarchal crimes. This aligns with the statement made by GU4's during the interview as follows:

"Girl Up UPNVJ is a community that cares about women regardless of age and social status. The number of women in the world is indeed very large, so the focus of Girl Up UPNVJ is on the women around us who are the specific audience, particularly within the campus realm" (GU5, Personal Interview 7 September 2024)

This aligns with the statement made by GU4's during the interview as follows:

"Girl Up is very important in its existence as it is the first community that is deeply concerned with women and gender equality issues. Especially in the campus environment, because Girl Up plays a very central and independent role. In addition, Girl Up on campus continues to collaborate with the PPKS Task Force at UPNVJ in carrying out its duties, but while the PPKS Task Force functions to protect against harassment and sexual violence without gender limitations, it is not a community that serves as a space specifically for women" (GU6, Personal Interview 7 September 2024)

### **Community motif of Girl Up UI and Girl Up UPNVJ**

Girl Up UI & Girl Up UPNVJ, as communities aware of gender equality issues, are also directly involved in the management of women's empowerment programmes, particularly at the micro level, namely on campus. The programmes conducted by Girl Up UI & Girl Up UPNVJ are based on the desire and necessity for all women to be able to become leaders, advocates, and defenders of women's rights and gender equality, which can start from the smallest sphere, that is, the campus environment. Through various initiatives, training sessions, and advocacy programmes, Girl Up UI & Girl Up UPNVJ create opportunities for women in both the campus and external environments who are interested in joining and gaining knowledge at every event such as webinars, training, campaigns, and online classes that are held. Girl Up UI & Girl Up UPNVJ also disseminate education that is not only verbal but also written, packaged with engaging content to be shared on social media, in order to expand its reach.

The motives of GU1 and GU2 for joining and significantly impacting the Girl Up UI community are explained in an interview with GU1 as follows:

"I have always been very passionate about women's issues, especially now that gender equality may be progressing well, but in reality, it is still judged for men, while many women are still told not to pursue higher education, to return to their traditional roles in the kitchen, and so on. As for the division, I didn't have much choice; I was placed here and then adapted well to carry out my tasks in creating engaging workshops and content planning" (GU1, Personal Interview 9 September 2024).

In contrast to the testimonies from Girl Up UI, GU3 and GU4 are part of Girl Up UPNVJ, who are directly involved in managing content on social media. They believe that their motives and goals for joining the Girl Up community are because the vision and mission of Girl Up are

greatly needed within the university context to assert the facts regarding the violations of women's rights and their lack of protection. Therefore, the mindset of the surrounding community and local cultural norms, which often suppress women's dreams, must be challenged through women's participation in voicing and advocating for gender equality, women's voices, and women's rights. This aligns with the statement made by GU3's during the interview as follows:

"At the beginning of my involvement, I was very eager to contribute directly because I felt that I could genuinely advocate for the rights and voices of women out there while also expressing my own voice. As for the division, I randomly chose Public Relations; I just felt it aligned with my course at university" (GU3, Personal Interview 5 September 2024).

In line with the opinion expressed by GU4 during the interview, as follows:

"I was very interested in joining Girl Up UPNVJ even before I knew I would be studying at UPNVJ. Since high school, I had been aware of a women's community operating within the university. The reason is that I want to be part of the protection for women who are just like me. Additionally, I have a passion for and enjoy handling social media and creating engaging content, which is why I chose this division. Girl Up serves as a safe space for women, particularly in the university environment. Moreover, Girl Up has numerous work programmes aimed at engaging audiences, especially women, to develop skills and gain knowledge. This has also become one of my motivations and goals for joining" (GU6, Personal Interview 7 September 2024).

Unlike GU3 and GU4, GU5, which has the task of seeking materials and important information to create educational content for Girl Up UPNVJ, has a different motivation for deciding to join this community. GU5 admits to having had an interest in communities discussing gender issues since she was in secondary school. This aligns with the statement made by GU5's during the interview as follows:

"I have liked and been interested in gender issues since I was 15, then when I started university and found out about Girl Up, I decided to join without a second thought. I believe Girl Up aligns with the expectations of Girl Up Global & the UN Foundation as a safe community that also provides many benefits to women around us. The aim is indeed for all women in the world, but how we can reach that is, of course, starting from the smallest realm, which is on campus, and then it can expand through collaboration with various parties and, of course, the branches of Girl Up Global" (GU3, Personal Interview 7 September 2024).

GU5 is very enthusiastic about being part of the Girl Up community because she knows that gender equality is not yet smoothly achieved in Indonesia and around the world and is far from perfect. GU5 has also experienced unpleasant situations as a woman; this statement refers to the stigma that Girl Up is solely about opposing the nature of men and undermining men's roles in social life. This aligns with the statement made by GU5's during the interview as follows:

"When I joined Girl Up, I was saddened by the emergence of negative voices attacking the existence of the women's community, which certainly exists and poses a challenge to those involved and to gender relations in society. I took it in stride, even though I was somewhat annoyed inside, but I chose to explain the focus of Girl Up itself, which is indeed about gender equality and is more focused on women because, in the eyes of the world, women are still seen as the weaker beings under the constraints of patriarchy" (GU5, Personal Interview 7 September 2024).

In line with GU5, GU6 is also part of Girl Up UPNVJ, tasked with creating and designing visuals and elements that will appear on the social media of Girl Up UPNVJ. In the design process, elements and colours are tailored to ensure that the message is effectively communicated to the public, regardless of the audience's age. This aligns with the statement made by GU6's during the interview as follows:

"When I joined Girl Up, I was saddened by the emergence of negative voices attacking the existence of the women's community, which certainly exists and poses a challenge

to those involved and to gender relations in society. I took it in stride, even though I was somewhat annoyed inside, but I chose to explain the focus of Girl Up itself, which is indeed about gender equality and is more focused on women because, in the eyes of the world, women are still seen as the weaker beings under the constraints of patriarchy” (GU6, Personal Interview 7 September 2024).

### **Communication experience in the Girl Up Communities of UI and UPNVJ**

Girl Up UI and Girl Up UPNVJ utilise social media platforms as a bridge to reach their audience, with an intensively developed communication approach. They employ a variety of content types, such as photos, videos, reels, live streaming, and infographics, with the aim of disseminating education, information, campaigns, seminars, training, as well as press releases or responses to specific issues.

The content provided always pertains to the right to life, the right to express oneself, safe spaces, and reminders about Gender Equality in the world, all packaged creatively and attractively to engage every audience member who views, reads, or accesses their Instagram. This aligns with the statement made by GU1’s during the interview as follows:

“I always strive to ensure the internal stability of Girl Up so that the dissemination of information can be carried out effectively and reach a wide audience, particularly focusing on university students. For our content, we are not subjective, so we make an effort to always conduct research and remain aware of the issues occurring in the world that are often found around us, whether they are urgent, important, or even gender issues that can be seen merely as reminders” (GU1, Personal Interview 9 September 2024).

This aligns with the statement made by GU2’s during the interview as follows:

“Girl Up UI uses digital media as a tool for interaction with the audience. Although sometimes hindered by disruptive networks, it cannot be denied that the benefits of digital media are very evident here. When there are obstacles related to time, distance, and space, social media helps us to continue holding Girl Up events, such as webinars. The enthusiasm of the audience and the contributions of participants are very positive, and in my opinion, it does not diminish their spirit to participate and join or simply to learn about the programmes that Girl Up UI creates” (GU2, Personal Interview 9 September 2024).

The representation of women's empowerment that has been carried out by Girl Up UI in collaboration with Teduh Hé-MAN presented the theme ‘Celebrating Women’s Diverse Contributions Across Economic Industries’ in an open seminar that was accessible to the general public without discrimination based on social status or age. This event successfully took place in March 2024, focusing on discussing women's contributions in the economic sector, the challenges they face in their respective fields of work, and how women overcome gender-related obstacles in the workplace. The public discussion featured speakers from various sectors who shared common concerns and visions for advancing the role of women in the economy, as well as educating the community about the importance of women's contributions in economic industries. The event received positive public enthusiasm, although the specific number of participants was not significantly mentioned. The speakers included Alexandra Askandar (Director of Corporate Banking at PT. Bank Mandiri), Putu Feniki Lavinia Natih, S.E., M.Phil., D.Phil (Head of the International Office at FEB UI), Ceacilia V. Mulyono (Founder of the clothing brand ‘Pleatssi’), and Yuke Sri Rahayu (Director of the Ministry of Tourism and Creative Economy). The challenge faced was the relatively low number of participants, indicating the need for an increase in quota or a more flexible registration period.

The campaign that has been carried out by Girl Up UI under the theme ‘Who Run the World?’ was conducted online through the Instagram platform to disseminate information via infographic content, discussions in live Instagram sessions, and podcasts. The aim is to convey facts and uphold justice by taking an active stance on issues such as harassment and sexual violence. In this campaign, Girl Up UI features inspiring women through the ‘Figure of The Day’ segment, as an innovation to promote remarkable women in the current era. In addition to the

online campaign, Girl Up UI is also involved in various student discussions at the University of Indonesia, collaborating with communities in the GERAK Perempuan Alliance, as well as other activities that highlight gender equality issues, including the celebration of International Women's Day 2020. The event ran smoothly, engaging many audiences who joined the session; however, the challenges faced included limited networks and the lack of face-to-face interaction, which was perceived as less effective in conveying the context of the campaign.

Training sessions have also been conducted by Girl Up UI, including online seminars focused on the complex lives of women with disabilities, featuring speaker Wuri Handayani, PhD, who is a lecturer in FEB UGM. Additionally, there was a webinar on reproductive health presented by Ridzky Berliana, M.Kes, who is the Founder of Wominac as well as a Research Assistant at MBPCF IMERI FKUI. Other training held this year included 'Entrepreneurship and Economic Dynamics: Uncovering the Threads of Economic Transformation through the Female Perspective' with two speakers, Ratih Kumala (Author of the novel *Gadis Kretek*) and Okky Madasari, Ph.D (Author of the novel *Entrok*). This aligns with the statement made by GU2's during the interview as follows:

"Both offline and online training sessions are frequently conducted by Girl Up UI. The target audience is not only members who join Girl Up UI and UI students, but also women from the wider community, regardless of age; anyone is welcome to participate. The turnout is large, and the enthusiasm is extraordinary. There are certainly challenges, primarily related to connectivity, and because we do not meet face-to-face, we cannot significantly ascertain whether the audience is engaging well or not" (GU2, Personal Interview 9 September 2024).

Another activity is a campaign inviting all students of the University of Indonesia (UI) who are interested in becoming volunteers for outreach related to the understanding of menstrual health and puberty, named 'Empower EduAction: Be A Hero for Safe Menstruation', aimed at younger siblings in the Alternative School for Street Children (SAAJA). In line with the opinion expressed by GU2 during the interview, as follows:

"The outreach event with the children of SAAJA was conducted through both online and offline methods, lasting 1-2 hours over 2 (two) meetings. The series of events began with a presentation on menstrual health and puberty, followed by a discussion session, games, and concluded with documentation and playtime with the children of SAAJA. The event was very lively due to the large number of participants and their enthusiasm was extraordinary. There were no noticeable obstacles, so it can be said to be a success" (GU2, Personal Interview 9 September 2024).

Another webinar that Girl Up UI recently implemented is *Womantic* with the aim of understanding and exploring the issues of disability and discussing the challenges that are often faced and the best way to support people with disabilities around the theme 'Confronting Dual Reality: The Complex Lives of Women with Disabilities'. The event was attended by Wuri Handayani, a lecturer with physical disabilities from the Faculty of Economics and Business of Gadjah Mada University. *Womantic II* discusses cervical cancer and breast cancer in women, as well as stigma received in cancer survivors through the topic 'Guarding Women's Futures: Cervical and Breast Cancer Awareness and Education'. The event was attended by Dr.Tofan Widya Utami, SpOG(K) as Lecturer of the Faculty of Medicine of the University of Indonesia and Icha Risa a content creator at TikTok who actively shares his story as a cancer survivor.

Both webinars are one form of online seminars presented as a facility for fulfilling science and information about women and empowering women's science. Each webinar certainly does not escape the obstacles that occur, especially on network barriers and lack of effectiveness because webinars are run online.

In the form of a discussion, Girl UI enlists International Women's Day celebrated on March 8th, Girl Up UI organises a public discussion titled *Womantic: Celebrating Women's Diverse Contributions Across Economy Industries*. In the discussion, people from various sectors share their experiences and challenges and how they deal with them. One in the creative economy sector. This face-to-face seminar was held at the Mochtar Riady Auditorium, FISIP UI which lasted for 150 minutes with a series of events that not only conveyed material, but also there was a question-and-answer session, discussions about the contribution of women in the

industrial economy, to distribute gifts in the form of beauty tools and products to all participants at the event. This aligns with the statement made by GU1's during the interview as follows:

"On International Day, Girl Up UI is also present, enlivening and commemorating. Not only celebrations like birthdays, but we always celebrate with more useful events, such as webinars, campaigns, or open discussions to add to the ability to fight and science to fellow women" (GU1, Personal Interview 9 September 2024).

In the gender equality program, Girl Up UI with AIESEC UI implemented the Leadlive Session that discusses the importance of gender equality as a human right and the effort to create a more peaceful and prosperous world. At the discussion, Zeni Tri Lestari, Head of Research and Advocacy Department Girl Up UI, as the speaker and Candisa Azzahra, AIESECers, as the moderator of the discussion. The discussion results in conclusions; there are some things that can support and hinder women empowerment. Not only is awareness of an issue necessary, but empathy and real action are also necessary to spread knowledge of this issue from highly educated people to those who are still lacking understanding. The discussion takes place through the online platform via AIESEC UI's Live Streaming Instagram in collaboration with Girl Up UI, while the activity takes place very interactive that is not separated from the audience's contribution in the comments column. In line with the opinion given by GU2 in the interview, as follows:

"Because we do a question-answer or some kind of open discussion on Instagram social media, we are also with AIESEC, so there is no limit to the participant quota to join. So, a lot of audiences are present, and I hope they all listen to what is being discussed. The constraints may be because live Instagram provides a comments column that moves according to the questions submitted, so some comments are not read, but we try to summarise everything. "His enthusiasm is worthy of thumb" (GU2, Personal Interview 9 September 2024).

Girl Up UI is also a community collaborating with the Task Force of PPKS UI in addressing sexual harassment cases in campus environments. Cases of sexual abuse and violence are often in campus environments. However, not all cases can be resolved properly. In line with the opinion given by GU2 in the interview, as follows:

"Sexual harassment and violence are a major sensitive issue, which often occurs. "However, unfortunately, there are still many victims who choose to be silent and silent for the reason may be due to fear" (GU2, Personal Interview 9 September 2024).

In response to this, Girl Up UI does not remain silent, they are eager to voicing their availability to be a safe container for any victim of abuse and sexual violence on campus. In line with the opinion given by GU2 in the interview, as follows:

"We take the initiative to be closer to each victim of sexual harassment and violence to be more open to report the case by voicing our openness to help them with the case. Of all cases of sexual abuse and violence that occurred victims are women. After receiving the report and being an extension of the case of abuse, we will continue to the more authorised PPKS UI Task Force in deciding through legal paths over the case" (GU2, Personal Interview 9 September 2024).

A little different from Girl Up UI, Girl Up UPNVJ is more intensely spreading education through its infographics, one of which discusses the Affirmative Policy Effectiveness of Law No. 7 of 2017 In Improving Women's Representation to the Indonesian Political Constellation. In the content, it is mentioned in detail the details of the laws directly involved in this topic, then explores the causes and consequences, as well as its influence for all women in the world. In line with the opinion given by GU4 in the interview, as follows:

"Every month we already have a schedule of content containing infographics or important info such as seminars, campaigns, or online classes. "The enthusiasm is amazing, yes, although the comment column is not too crowded, but participants to attend events and quizzes are quite in demand" (GU4, Personal Interview 7 September 2024).

In the middle of the year, Girl Up UPNVJ presents several classes and open discussions such as discussions about sexual harassment and prevention with one of the Heads of the Advocacy Division of Himapol UPNVJ. "The topic of violence and sexual abuse is a very important sensitive thing to review, discuss and consideration that is still a serious problem in the world, packed in the headline of the Gender Class Webinar- 'Safe Campus, Strong Community: A Discussion on Gender Based Violence Prevention and Support'. In the webinar, the source provided material focused on optimising policy changes related to women's protection from violence and supporting victims of violence for assistance and justice. The counselling service that Girl Up UPNVJ brings to provide a sense of security and an extension of hands in order to help recover victims of violence and sexual harassment from the trauma she feels. The enthusiasm given is very remarkable, in line with the opinion given by GU3 in the interview, as follows:

"I think the enthusiasm of the participants is positive, even though it is online, so we can't interact freely. It doesn't become a big barrier, just network as usual. Audience concern is also increasing; the average is filled with women who want to add knowledge and share" (GU4, Personal Interview 5 September 2024).

Girl Up UPNVJ also held the most lively campaign activities held at the time of CFD (Car Free Day) held in the HI RoundTable, by raising the same topic on digital media, namely voicing gender equality and women's rights in daily activities, eliminating patriarchy, eliminating sexual violence and sexual harassment both women and men, until the extension and promotion of women's empowerment program held by Girl Up UPNVJ. In line with the opinion given by GU4 in the interview, as follows:

"The campaigns held at CFDs took place very lively with positive public enthusiasm." Girl Up UPNVJ provides a flower for everyone who also dared to voice women, about 50-100 people who participated in the campaign. The spread of similar content was published on Girl Up's social media and then promoted by every member of Girl Up, the goal is to increase content traffic and spread faster" (GU4, Personal Interview 7 September 2024).

GU3, GU4, GU5, and GU6 argue that behind its success in performing the task at Girl Up UPNVJ in dealing directly with content on social media, certainly has obstacles and impacts, especially when addressing the issues of harassment and sexual violence that occur in campus environments. Proven by the opinion given by GU3 in the interview, as follows:

"Being part of the publication media staff is indeed a lot of fun and sorrow, and it has become a passion I also have to register in this section. Actually, it is not an obstacle but more pressure when 2023 happened in the past, there was a case of sexual abuse and violence in one of the faculty of UPNVJ. The impact is not just an urgent message to upload the name of the perpetrator, even asking us as Girl Up UPNVJ to upload press releases faster" (GU3, Personal Interview 5 September 2024).

GU3 argues that Girl Up UPNVJ can help address sexual harassment and violence and protect the identity of victims. The comments column on social media was flooded with questions that refer to voting on the issue. GU4 also believes that this happened on the basis of student sympathetic grounds of victims of sexual abuse and violence and anger against the perpetrators. Provided by the opinion given by GU4 in the interview, as follows:

"In the event of a case of abuse and sexual violence in one of the faculties of UPNVJ who is a woman, Girl Up is always asked to speak verbally for who the victim is." "But we strongly protect the identity of the victim so that the victim's self-data is not publicly smelled" (GU4, Personal Interview 7 September 2024).

In line with the opinion given by GU6 in the interview, as follows:

"The case of abuse and sexual violence is indeed the biggest case in the campus environment but addressing this we do it in a closed manner to protect the identity of the victims who are sought after by college friends" (GU6, Personal Interview 7 September 2024).

In this case, Girl Up UPNVJ responds to her commitment to addressing gender issues that are more transparent but still pay attention to the psychic victims. After the incident, the

response of UPNVJ students was more sensitive and aggressive to violent and sexual abuse. Girl Up UPNVJ then used the gap to hold 'Gender Class' under the theme 'Create Safe Space in the Campus area' in April 2023, as a reference for the creation of safe space for college women who feel uncomfortable. Provided by the opinion given by GU5 in the interview, as follows:

"After the case of sexual harassment and violence ended, we used the gap to conduct a campaign against violence, anti-sexual harassment. We also invite students not to be afraid to report in case of similar cases that have happened to them or to befall their closest people, so that we can follow up on the truth of the information and can be processed with the University PPKS Task Force" (GU5, Personal Interview 7 September 2024).

Through discussion & education, Girl Up UPNVJ invites students to be more attentive and prevent sexual abuse and violence that is very likely to occur on campus and in the environment. Participants in the class are quite numerous but not specified in detail. Student enthusiasm is increasing, and many students are interested in joining Girl Up UPNVJ and voicing massive gender issues.

The Training is also held by Girl Up UPNVJ on the topic of women empowerment in Government and Politics. Training is conducted online with material around the role, participation and rights of women in politics and government. The event lasted 2 hours a week with a period of one month, attended by expert speaker Dira Fabrian who is a Language Staff, Ministry of Foreign Affairs of the Republic of Indonesia. The event was assessed successfully by involving several UPNVJ students joining the event, where every meeting is held FGD (Forum Group Discussion) which discusses various topics surrounding women's empowerment in politics and government. The perceived obstacle is the lack of participants' quota due to the time being too little to register for the training.

In the 8th month of the period, Girl Up UPNVJ peeled the book 'The Virgin Teen in Military Grip' by Pramoedya Ananta Toer which tells the story of the bitter Indonesian women who were forced to become 'Jugun lanfu' because they promised something in Japanese times. This aims to peel past stories that occurred to women by telling the bitter reality that Indonesian women experienced in those days. In each content, Girl Up UPNVJ provides comment columns as a form of interaction to the audience. Provided by the opinion given by GU6 in the interview, as follows:

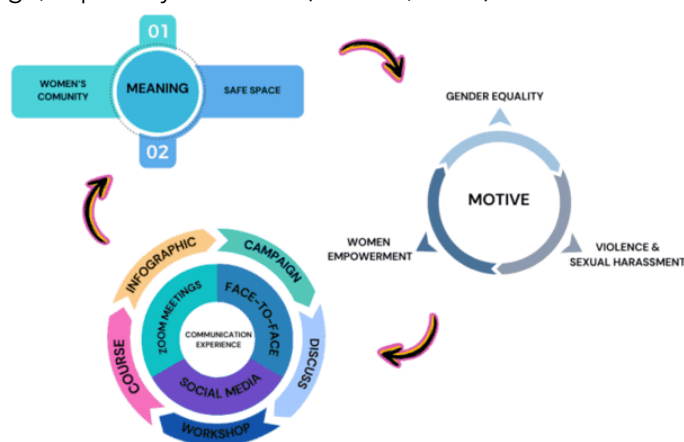
"It's a new subchapter yes to Girl Up UPNVJ that we feel can improve knowledge again for all of us. Books or movies that we later peel the intent and contents of course relate to women. Because the content is still very new, but the enthusiasm is also quite high" (GU6, Personal Interview 7 September 2024).

The program on women's empowerment is also implemented by Girl Up UI & Girl Up UPNVJ also contributes to many external parties. From stakeholders to volunteers from students. The women empowerment program is provided in the form of an interesting training, webinar and education program packed through the Forum Group Discussion (FGD). The topics that are usually conveyed are reproductive health, education, politics, economics, social issues, and sexual abuse and abuse.

Implementation of women empowerment already been implemented by the Girl Up UI & Girl Up UPNVJ community is evidenced through women's empowerment programs in the fields of economics, education, and social. Girl Up UI & Girl Up UPNVJ is a representation of Puan Angkasa activities that have a focus on women empowerment, created by Ruangguru and PT. Chandra Asri, which is held 3 (three) months from August to October 2022. As many as 50 participants attended the event. Activities are conducted online with the supply of material about leadership, digging potential, empowering women through waste management, managing waste in the digital age, introducing job preparation, recognising yourself, SMART goals, setting priority scale, dissecting CV, reviewing correspondence ethics, preparing job interviews and ways to succeed at work, to how to find job vacancies. Each material is displayed 1-2 times a week for 2 hours by reliable and competent speakers in the field. (Rayidhea, 2022)

## **Discussion and theoretical implications**

The meaning of Girl Up UI and Girl Up UPNVJ as a women community and becoming a safe space for women is already very attached to audiences. Girl Up UI and Girl Up UPNVJ also act as safe spaces and discussion sites in discussing cases and gender issues that are developing in the world to be uninstalled and specified to the campus realm. Interaction can be formed from meaning, motives, and shapes the communication experience of each member in line with the vision of the community mission. The motives for the creation of Girl Up UI and Girl Up UPNVJ are in line with the vision and mission of the community in fighting for the votes of fellow women to gain equal rights. Girl Up UI and Girl Up UPNVJ are community products that play an important role as shelter, safe containers, and communities that address cases of abuse and sexual violence in the realm of college, especially in women (Claudia, 2023)



**Figure 2.** Flowcharts of meaning, motives, and communication experience of community Girl Up UI and Girl Up UPNVJ  
Source: Primary data processed by the author (2024).

Gender equality is discussed as a concept centred on the liberation of women from a curbing patriarchal system (See Figure 2). To achieve equality, collective awareness and common actions are needed to change social norms that discriminate against women. Gender equality is seen as a path to a more just and inclusive social transformation, where women's roles are appreciated and recognised as equivalent to men in all aspects of life (Pula, 2024). Gender equality is the key to realising social justice, eliminating discrimination, and creating a more inclusive and fair society. Gender equality is considered an important foundation in empowering women and improving the welfare of the entire community (Palulungan et al., 2020). Gender equality fought by Girl Up UI and Girl Up UPNVJ is a definite step in particular to seize women's rights to get equal treatment and space, starting from the smallest realm of college scope. Gender equality if implemented well can reduce the number of sexual abuse and violence in the college realm, because one's attention and education on gender issues is affected by injustice of treatment of specific gender women and men (Adistya & Mudzakkir, 2023).

The target audience of Girl Up UI and Girl Up UPNVJ focuses not only on campus but for all women to be more sympathetic to gender equality cases and sexual abuse and violence that can occur anywhere and anytime. Girl Up UI and Girl Up UPNVJ also open every seminar, training, discussion and campaign for fellow women who find the information to join and contribute to unifying public votes over the struggle for women's rights. With persuasive communication practices and public communication practices conducted by Girl Up UI and Girl Up UPNVJ are able to attract participants to more attention and sympathetic to gender equality issues and cases of sexual harassment and violence that occur in the campus scope. Cases of sexual abuse and violence in the realm of college often occur especially in women.

Violence and sexual harassment against women in campus environments is a serious problem that requires special attention. A study revealed that college sexual violence is often caused by an imbalance of power between perpetrators and victims, abuse of authority by lecturers or college officials, as well as gender perspectives that put women in inferior positions than men. In addition, strong patriarchal culture and the practice of victim-blaming also worsened the situation, leaving many victims reluctant to report their incidents. Prevention of sexual violence on campus requires effective strategies, such as the establishment of special duty

units and cooperation with external agencies competent in the handling of sexual assault cases (Bintang et al., 2024)

In addressing the case, Girl Up UI and Girl Up UPNVJ are tasked with being a community that provides support to victims, is open to victims to feel safe, and protects the identity of victims of abuse and sexual violence that occur in campus environments. Unlike the PPKS Task Force that follows up the perpetrators of sexual harassment and violence according to the legal umbrella, Girl Up UI and Girl Up UPNVJ serve as containers that provide protection and safe haven for victims to be able to open and tell stories about events that occur. Not only there, Girl Up UI and Girl Up UPNVJ also intensely disseminate information and education related to harassment and sexual violence on social media and campaign for sexual harassment and violence issues to suppress and minimise the case can happen again. Girl Up UI and Girl Up UPNVJ also attracted public participants to contribute to voice anti-abuse and sexual violence in the college realm.

Girl Up UI and Girl Up UPNVJ also support women empowerment to invest women's potentials so that they can be independent and no longer considered low by specific gender. The goal of empowering women is to hone and improve the knowledge and potential that they have to be able to do all specific activities independently without having to rely on others. Independence is intended to be covered in various aspects of life such as empowerment in political, economic, and social forms. Education provides women with the skills and knowledge necessary to become agents of change in their society, thus strengthening their positions and reducing gender inequality (Mahato et al., 2022). Women as change agents are not only consumers but also active participants in creating an online community where social interaction often encourages buying decisions. Communication through social platforms allows women to share experiences and seek recommendations and blend public interaction (Ayuningtyas et al., 2018).

Girl Up UI and Girl Up UPNVJ communication experience in order to perform its functions using effective face-to-face and online communication media such as social media and zoom meetings. The use of social media as a means of two-way communication has become an effective strategy for women's communities to empower their members and spread information on gender issues (Ayuning, 2021). Face-to-face media is used by Girl Up UI and Girl Up UPNVJ as a communication room in holding meetings such as seminars, training, and especially campaigns related to gender advocacy, big day warnings about women, as well as social consecrated events that require face-to-face activities. In addition, Girl Up UI and Girl Up UPNVJ also use online platforms such as social media and zoom meetings as a broader two-way communication medium.

Social media is devoted to disseminating information and education related to gender issues with a very easy-to-understand language style in accordance with audience targets, women-related tips and tricks, complaints and reporting centres for harassment and sexual violence that occur in the college realm, as well as being a safe place for the public to pour their opinions, suggestions and criticism of Girl Up UI and Girl Up UPNVJ. Social media and zoom meetings are also used as two-way communication media seminar events, training and discussions if it is not possible to be held offline. Activities that are considered not to be implemented offline are the usual barriers of Girl Up UI and Girl Up UPNVJ, which are caused due to the limitations of space, time, and place so that it takes flexible time and wider space.

## **CONCLUSION**

Communication experience in the Girl Up UI community and Girl Up UPNVJ have a strategic role in supporting women's empowerment and gender equality advocacy in campus environments. The equation of meaning is needed to support the vision of Girl Up UI and Girl Up UPNVJ missions. The findings of this study confirms that the awareness of individual motives with communication motives is a major factor in the effectiveness of communication experience. By utilising social media, participatory communication, interpersonal communication, and advocacy-based approaches, these two communities are able to raise public awareness, encourage active engagement, and create an inclusive discussion space on gender equality issues.

In addition, the growing role of organisational communication within the Girl Up community provides alignment to the shared focus in supporting women's empowerment and

gender equality. With the right communication approach, they are able to raise awareness, expand audience reach, and strengthen community engagement in social programs, even participate in gender cases in campus environments. With the context of obstacles, this community faces challenges such as space limitations, time, and place in the implementation of activities. However, the challenge can be overcome by strategic adaptation by turning face-to-face activities into pickles online, as well as vice versa and continuing to develop innovations in communication strategies so as to minimise mistakes that have occurred.

Girl Up UI and Girl Up UPNVJ have a form of communication approach that is aligned when reaching their respective audience. Persuasive communication and interpersonal communication approach is clear in attracting public participants with interesting, informative and interactive content. With frequency that often involves audiences in any program, management is considered to have a positive impact on the existence of Girl Up in the campus environment and can build discussion groups and online communities to maintain long-term engagement. A small number of participants were interested in joining or officially joining the Girl Up community.

Based on the aforementioned explanation, Girl Up UI and Girl Up UPNVJ are able to become a community of women who are in accordance with her vision and mission and are able to attract participants and public enthusiasm especially persuasive to fellow women to be more concerned about gender issues and cases. The roles of Girl Up UI and Girl Up UPNVJ in the college are critical in supporting women's empowerment, addressing gender issues and cases such as sexual harassment and violence and gender equality. This study can be a reference for every woman who is not only a member of Girl Up UI and Girl Up UPNVJ to be able to voice women's rights and gender equality in the campus scope, participate in women's activities to empower and increase their potential, and contribute to addressing gender cases and issues such as sexual harassment and violence that often occur especially in the realm of college.

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