





Voicing Women's Issues through Instagram Content of @Gitasav

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Abstract. The decision to be a childfree couple has led to significant debates within Indonesian society. Childfree is understood to be the viewpoint of married couples who decide to not have children voluntarily. This study applies a digital humanities approach using the application of Antconc through keyword analysis. It also involves Sandra Harding's Feminist Standpoint Theory (1991). The analysis employed frequently appearing words, such as *perempuan*, woman, and women, in the contents of @Gitasav Instagram account ranging from 2020 to 2023. The findings showed that there were inconsistent total number of the three keywords in respective year which portrayed Gita Savitri's standpoint in voicing woman's issues in her Instagram account, especially childfree. It is known that Instagram account becomes an alternative space for Gita Savitri in expressing her standing toward the issue.

Keywords: Childfree, Gita Savitri, Instagram Content, Standpoint

1 Introduction

Being childfree, or choosing not to have children, has become more popular on Indonesian social media, particularly since writer and influencer Gita Savitri brought it up on her Instagram account, @Gitasav. Because family and children are highly valued in Indonesian social and cultural standards, not having children is often seen as a controversial or odd choice [1]. This viewpoint has its roots in traditional Indonesian traditions, which view children as a blessing and an integral part of life that ensure the lineage of the family and support and care for parents as they age [2]. Gita Savitri's genuine statements on her decision not to have children caused a great deal of discussion and raised awareness of this problem. Her choice goes against the conventional assumptions that women should marry and have children in a culture where these expectations are frequently imposed [1]. She has become a divisive character as a result; some respect her boldness in living honestly and discussing her decisions, while others condemn her for what they see as an undermining of traditional Indonesian values. The responses to her choice shed light on a larger discussion about how women's roles are changing in Indonesian culture. Women's roles have historically been strongly associated with taking care of the home and raising children [3].

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Nevertheless, as more women seek job opportunities and higher education, the necessity for women to have the autonomy to pick which paths to take in life is becoming increasingly apparent [4]. This covers the decision to get married, start a family, or not. Gita Savitri's activism may be understood as a component of a broader movement that promotes individual liberty and challenges traditional norms [1]. The growing acceptance of the childfree lifestyle in the midst of this larger cultural transformation also shows shifting perspectives on marriage as well as family life. Younger generations are starting to doubt the conventional markers of maturity as a result of global trends and easy access to a variety of viewpoints through the Internet [2]. They are more inclined to put experiences, professional development, and personal improvement ahead of conventional ideals. A number of variables, such as shifting gender roles, economic pressures, and the accessibility of contraception, which provides more control over reproductive decisions, might be blamed for this change [5]. Social media sites like Instagram, which provide people a forum to publish their own narratives and question social conventions, are vital to these conversations. Gita Savitri's platform has developed into a conversational space where her followers can talk about and debate the benefits and drawbacks of leading a childfree lifestyle [3]. Not only has this raised awareness of the issue, but it has also given those who might be feeling alone in their decisions encouragement and affirmation [1]. That being said, there is some debate in Indonesia over childfree decision.

The opposition that Gita Savitri has encountered from conservative social groups highlights the conflict between conventional wisdom and contemporary individualism [6]. Many critics claim that choosing not to have infants is egotistical or unnatural, citing ingrained ideas about the value of a family and the place of women in society. These criticisms, which draw attention to the pressure from society to fit into preconceived notions, might take the shape of personal assaults or moral judgements [5]. Therefore, Gita Savitri's Instagram posts about her childfree decision have generated a lot of controversy in Indonesia, upending norms of society and promoting a wider discussion concerning women's independence and changing perceptions of family [7]. Even while being childfree is still contentious, particularly in a culture that values family and children, this lifestyle is becoming more and more visible, which is a reflection of shifting attitudes and the growing significance of personal choice [8]. This study aims to investigate how social media, in particular Instagram, facilitates Gita Savitri's personal choices and women's issues in Indonesian society. It focuses on how the standpoint surrounding the childfree lifestyle and other women's issues are voiced through social media by Gita Savitri.

2 Method

This study uses digital humanities approach to get a thorough knowledge of how social media, in particular Instagram, functions as a forum for talking about women's concerns, with an emphasis on the childfree decision as described by Gita Savitri. The

purpose of the study is to investigate, within the Indonesian setting, the content dynamics and public discourse related to women's issues and the consequences of deciding not to have children. By integrating numerical data analysis with interpretative study of textual and visual material, this method allows for a more thorough assessment of the themes, narratives, and public responses to the concerns presented by Gita Savitri [9]. Moreover, a methodical content analysis of Gita Savitri's Instagram postings from January 2020 to December 2023 is part of the quantitative data collecting process. The study chose postings with the terms "*perempuan*," "women," and "woman," using a purposive sample technique. This period of time was selected in order to document the development of the conversation, taking particular note of the increases in 2021 and 2022 and the decrease in 2023 (see Table. 1). For collecting the posts indicators like likes and comments, an Instagram data scraper application was used. Subsequently, the material was sorted and classified according to the content type and the existence of important keywords [9].

In order to measure the frequency of conversations about women's issues and spot patterns over time, data was gathered. The AntConc application was used to analyze important phrases more thoroughly. Deeper insights into the postings' thematic structure were made possible using AntConc, a digital humanities tool that enabled a thorough analysis of the incidence and co-occurrence of particular terms. The distribution and frequency of posts including key terms were outlined by descriptive statistics, and patterns and trends over the given period were identified.

A thorough content analysis of a chosen sample of postings comprised the qualitative component. In order to ensure that a wide variety of data were examined, postings with high, medium, and low engagement levels were chosen using a stratified sample approach. A review of the literature was also done in order to contextualize and enhance the analysis. This required reading up on the literature and research that had already been done on women's concerns, the childfree choice, and social media discourse [9]. The literature review gave theoretical and empirical context, which facilitated a deeper comprehension of how Gita Savitri's material fits into larger conversations about gender and social norms. The expectations placed on women by society and the concerns attached to not having children were among the major topics that emerged from content analysis [10]. The narratives Gita Savitri used to explain her decision to be childfree were examined using a content analysis, along with how these narratives either supported or contradicted prevailing gender standards.

The standpoint theory of Sandra Harding provides the theoretical foundation for this investigation [11]. According to the standpoint theory, disadvantaged groups can provide important and distinctive viewpoints as their social positions provide them access to information that dominant groups frequently ignore [12]. Gita Savitri's views on childfree issue in this study might be seen as reflecting a viewpoint that questions conventional gender roles and standards in Indonesian culture [13]. She adds a critical viewpoint on the societal and cultural standards that define women's roles by speaking out about her own decision, which furthers the conversation about gender and independence.

3 Result and Discussion

Social media has developed into a significant forum for conversations on societal issues, particularly those pertaining to women. One prominent topic of conversation in Indonesia is the childfree lifestyle, which attracted more attention following the open discussion of influencer and writer Gita Savitri's decision not to have children on her personal account on Instagram, @Gitasav. Despite being somewhat recent in Indonesia, the idea of being childfree has generated heated discussions, especially considering the country's traditional strong emphasis on family and children. There are variations in the frequency of terms pertaining to women's issues in Gita Savitri's text between 2020 and 2023. Precisely, the terms "*perempuan*," "women," and "woman" were examined in order to determine the emphasis on gender-related subjects. The phrase "*perempuan*" experienced a notable rise in usage, especially in 2021 and 2022, when it peaked. Given that "*perempuan*" represents the Indonesian term for "woman" and is frequently used in conversations around gender roles and rights, this suggests that women's issues are receiving more attention in Indonesia (see Table. 1). In the same way, the English word "women" and "woman" also became more common at this time, which could indicate the global nature of the discourse surrounding gender issues. These key phrases' popularity indicates a greater understanding of and conversation about women's concerns, which is due to worldwide movements and the growing amount of feminist debate on social media.

Table 1. The Analysis of @Gitasav’s Captions on Instagram through AntConc Application

Year	<i>Perempuan</i>	Women	Woman	Total	Token	Type
Total	39	31	5	75	19.713	5.931
2020	8	1	0	9	6.576	2.686
2021	9	14	2	25	4.570	1.960
2022	20	14	3	37	6.121	2.664
2023	2	2	0	4	2.446	1.227

The substantial increase in 2021, which topped in 2022, shows that Gita Savitri's standing during this period focused more on issues affecting women. This can be a result of heightened public knowledge of these problems or a reaction to specific instances or social media conversations. The steep drop in 2023 might be the result of Gita Savitri's changing priorities or the interests of her audience (see Table. 1). The fluid character of social media discourse is brought to light by the examination of key phrases, where particular subjects may quickly acquire traction and then lose it based on a number of factors including current news, interest from the public, and the emphasis of the content creator. Gita Savitri's choice not to have children and to be transparent about it on social media spurred a wider debate on various decisions that women make in life. Within the framework of Sandra Harding's standpoint theory, that

highlights the significance of viewpoints from underrepresented groups, Gita Savitri's acts can be interpreted as a means of expressing opinions and experiences that are frequently disregarded in the larger community. As per standpoint theory, viewpoints from marginalized groups—in this example, women opting for unconventional life pathways like being childfree—can offer fresh perspectives on societal structures and dynamics of power. Gita Savitri presents an alternative viewpoint on women's roles, which often require them to include traditional ones as spouses and mothers, through her experiences and decisions. By being frank about her decision, she defies social expectations and starts a conversation on individual independence and the ability to follow one's own lead.

One way to interpret the decision not to have children is as a kind of protest over patriarchal structures of power and societal norms that define women's roles and obligations. Through her social media presence, Gita Savitri provides a voice to a topic that is still taboo in many Indonesian communities. By doing this, she upholds the ability to make decisions free from societal pressure and increases the status of women who select alternative life choices. Gita Savitri's conversations have brought attention to society's increased willingness to consider different options for living. Nonetheless, as seen by the drop in conversations in 2023, there are still difficulties, such as opposition and assaults from organizations or individuals that support conventional beliefs (see Table. 1). This emphasizes how difficult it is to bring about social change and how crucial it is to continue advocating for significant initiatives. Social media platforms like Instagram are essential for distributing information and influencing public opinion. In Gita Savitri's instance, this platform enables her to speak with a large audience and address topics that are not often directly discussed in the media. Gita Savitri's conversations about being childfree and other women's difficulties demonstrate how social media may be used as a tool to expand conversation topics and dismantle societal boundaries. But social networking has its own set of drawbacks as well. Since these forums are public, it might be difficult for people to voice opinions that differ from the majority because of the openness that generates criticism and personal assaults. This may result in increased pressure and stigma for women, underscoring the need for more support from community and active campaigning.

The study examined Gita Savitri's variations in postings about women's concerns between 2020 and 2023, analyzing the consequences of her childfree issue and connecting the data to Sandra Harding's standpoint theory. Gita Savitri has established herself as a significant voice in the conversation on women's choices in life and freedom of choice in Indonesia by means of her social media platform. Even though she had to overcome many obstacles, the conversations she started expanded knowledge about women's responsibilities in society and power dynamics. As a result, social media is still a potent instrument for bringing about social change as it promotes tolerance for differences of opinion and facilitates inclusive communication. Additionally, this research investigates how social media might challenge conventional norms in a society that is changing quickly and how much it can act as a forum for underrepresented perspectives. Through a closer look into Gita Savitri's story, fresh light is brought to bear on the broader consequences of social media as a platform for

transformation where individual narratives have the power to question and even modify societal expectations, particularly those pertaining to women's roles and decisions in modern Indonesia.

4 Conclusion

The study emphasizes how Gita Savitri's posts on Instagram might serve as a revolutionary forum for talking about women's concerns and leading a childfree lifestyle. The research offers a thorough understanding of the changing conversation surrounding gender and individual choice by having digital humanities approach with a survey of pertinent literature. Utilizing Sandra Harding's standpoint theory, the study puts attention on how important it is for different viewpoints to question social norms and promote a more comprehensive understanding of gender roles. This investigation highlights social media's ability to alter cultural norms and advance inclusion in modern Indonesian culture, adding to the larger conversation about the influence of the platform on public opinion and social change.

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