

ABSTRAK

Penelitian ini menganalisis mengenai strategi aktivisme digital yang diterapkan gerakan *Together for Yes* (TFY) dalam kampanye penghapusan Amandemen ke-8 Konstitusi Irlandia pada 2018, yang sebelumnya membatasi akses aborsi. Menggunakan kerangka empat elemen digital activism; aksesibilitas, visibilitas, popularitas, dan ekosistem. Penelitian ini juga menunjukkan bagaimana TFY mengintegrasikan peluang politik, mobilisasi sumber daya, dan teknologi digital untuk membangun kampanye publik yang efektif. Melalui platform seperti Facebook, Twitter, dan Instagram, TFY memanfaatkan kemudahan distribusi informasi, narasi personal, dan keterlibatan publik lintas generasi untuk mengubah opini masyarakat menjadi aksi nyata. Strategi aksesibilitas diwujudkan melalui penyediaan informasi kampanye dalam format yang mudah dijangkau dan inklusif; visibilitas diperkuat dengan kisah pribadi korban Amandemen ke-8; popularitas dicapai melalui kolaborasi dengan figur publik dan influencer; sedangkan ekosistem digital dibangun dengan memadukan berbagai platform daring untuk koordinasi, mobilisasi, dan advokasi. Hasil penelitian menegaskan bahwa keberhasilan TFY bukan hanya pada dimensi politik, tetapi juga pada inovasi dalam menggabungkan pendekatan gerakan sosial tradisional dengan potensi teknologi digital, dimana dalam hal tersebut penelitian ini merefleksikan bahwa model serupa dapat diadaptasi oleh gerakan sosial kontemporer lainnya yang mengusung isu hak asasi manusia, khususnya hak reproduksi.

Kata kunci: aktivisme digital, gerakan sosial, *Together for Yes*, Irlandia, hak reproduksi perempuan, aborsi.

ABSTRACT

This research is analyzes the digital activism strategies employed by the *Together for Yes* (TFY) movement during the 2018 campaign to repeal the Eighth Amendment of the Irish Constitution, which restricted access to abortion. Using the framework of four digital activism elements; accessibility, visibility, popularity, and ecosystem. This research also demonstrates how TFY integrated political opportunity, resource mobilization, and digital technology to build an effective public campaign. Through platforms such as Facebook, Twitter, and Instagram, TFY leveraged rapid information distribution, personal narratives, and cross-generational engagement to transform public opinion into concrete action. Accessibility strategies were implemented by providing campaign information in inclusive and user-friendly formats; visibility was strengthened through personal stories of women affected by the Eighth Amendment; popularity was enhanced via collaborations with public figures and influencers; and a robust digital ecosystem was established by combining multiple online platforms for coordination, mobilization, and advocacy. The findings indicate that TFY's success was not only political but also stemmed from innovation in combining traditional social movement approaches with the transformative potential of digital technology, this research also suggests that similar models can be adapted by contemporary social movements advocating for human rights, particularly reproductive rights.

Keywords: *digital activism, social movement, Together for Yes, Ireland, women's reproductive rights, abortion.*