

## CHAPTER IV

### CONCLUSION

This research attempts to answer the research question: *How does UNICEF utilize Twitter in an effort to increase international awareness regarding the issue of violence towards children through the #ENDviolence campaign?* Thus, this research deems that the question has been answered. Through a form of new media that is Twitter, UNICEF was able to utilize the new power system, successfully leading to an increasing amount of campaign supporters from the generated virtual community on Twitter.

The #ENDviolence campaign is a movement initiated by an international organizations (UNICEF) that was spread throughout social media platforms, such as Twitter, which allowed relevant information to promptly spread worldwide. Through the utilization of Twitter, which allowed a limitless and unrestrained access to the information provided by UNICEF and other compatible sources, the campaign gained a significant amount of global participants, as marked by the emergence of a virtual community consisting of users with a similar concern on violence against children. This further proves the increasing role of social media in the work of international institutions or organizations in the recent discussion of international relations.

In an attempt to answer the research question, and to analyze the extensive dissemination of the #ENDviolence campaign, this research has used several concepts, namely New Media concept in understanding the presence of the Internet that enables the public to connect with one another and share information; New Power concept in understanding the successful promotion of a certain movement through the use of an informal, non-conventional method; and Virtual Community concept in understanding the role of social media platforms in shaping an online community which values a similar and shared interest.

The attempt to answer the research question is supported by the fact that the aforementioned analytical tools have successfully been applied to the research, and have provided relevance in attempting to analyze UNICEF's success in promoting the #ENDviolence campaign through Twitter. In other words, Twitter as a social media platform has significantly impacted the widespread of the #ENDviolence campaign, as seen from the global use of the *hashtag* and its relevance to the movement. In addition, Twitter has facilitated a new power system to be utilized in accordance with UNICEF's targets, leading to the establishment of a virtual community on Twitter based upon the issue of violence towards children.

Overall, this research confirms that the used concepts have been sufficient and supportive in answering the research question. Twitter, as a social media, has indeed proven its significance in providing an accessible platform for the networking of information to individuals around the world, regardless of their

backgrounds. In a globalized era, Twitter (and other similar social media platforms) has shown its relevance in international relations and connectivity.

Furthermore, the author realizes that this research is still far from being perfect and complete. This research only focuses on the awareness gained based upon the tweets, likes, and re-tweets on Twitter in regards to the #ENDviolence campaign. Thus, the author encourages other researchers to create a further analysis in regards to the impact assessment on social media users, based upon the #ENDviolence campaign advocacy on Twitter, or any other social media platforms.

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