



**Parahyangan Catholic University
Faculty of Social and Political Science
Department of International Relations**

Accredited A

SK BAN –PT NO: 3095/SK/BAN-PT/Akred/S/VIII/2019

**Twitter and Its Influence on the UNICEF
#ENDviolence Campaign**

A Thesis Submitted in Partial Fulfillment of the Requirements for the
Degree of the Bachelor of International Relations

By
Priscilla Puspita
2016330162

Bandung
2020



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Supervisor

Jessica Martha S.Ip, M.I.Pol.

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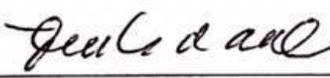
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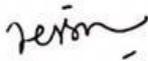
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STATEMENT

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Campaign

Hereby assert that this thesis is the product of my own research, and it has not been previously proposed for the same purpose by another academics or party. Any information, ideas, and facts gained from parties are officially cited in accordance to the valid scientific writing method.

I declare this statement with full responsibility and I am willing to take any consequences given by the prevailing rules if this research was found to be invalid, or if this statement is found to be untrue.

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ABSTRACT

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Title : Twitter and Its Influence on the UNICEF #ENDviolence
Campaign

This research was made due to the emergence of a campaign initiated by an international organization, UNICEF, that was promoted through a form of new media. Rather than the conventional methods of campaign promotion, UNICEF's approach on its campaign advocacy through Twitter is seen to be a successful case for the #ENDviolence campaign. Thus, This research attempts to answer the specified research question "how does UNICEF utilize Twitter as an effort to increase international awareness regarding the issue of violence towards children through the #ENDviolence campaign?". Using the New Media, New Power, and Virtual Community concept, this research attempts to provide an explanation on how Twitter was able to globalize the #ENDviolence campaign through a new power method, resulting in the establishment of a virtual community with the interest of ending violence towards children. The community itself is resulted from the users engaging with the #ENDviolence *hashtag*, and others associated with it. Thus, Twitter is deemed as one of the essential aspects in the widespread of the #ENDviolence campaign, in the sense that the social media platform facilitated the exchange of information regarding violence towards children, contributing to UNICEF's advocacy. Conclusively, this research has found the increasing awareness on the #ENDviolence campaign was due to the contribution of Twitter, in line with the stated concepts. In addition, it is seen that international organizations have resorted to online campaign methods to pursue their targets, and in UNICEF's case, this new method has benefitted the organization in various ways.

Keywords : #ENDviolence, UNICEF, Twitter, campaign, social media

ABSTRAK

Nama : Priscilla Puspita

NPM : 2016330162

Judul : *Peran Twitter dalam Kampanye #ENDviolence oleh UNICEF*

Penelitian ini dilatarbelakangi oleh adanya kampanye yang diciptakan oleh organisasi internasional yaitu UNICEF, yang dipromosikan melalui bentuk media baru. Dibandingkan dengan promosi kampanye yang bersifat konvensional, UNICEF mengadvokasikan kampanyenya melalui Twitter, dan hal ini dianggap berhasil dalam kasus kampanye #ENDviolence. Dengan demikian, penelitian ini berupaya menjawab pertanyaan penelitian “bagaimana UNICEF menggunakan Twitter untuk meningkatkan kesadaran masyarakat mengenai isu kekerasan terhadap anak melalui kampanye #ENDviolence?”. Dengan menggunakan konsep New Media, New Power, serta Virtual Community, penelitian ini berupaya memberikan penjelasan mengenai bagaimana Twitter mampu mengglobalisasikan kampanye #ENDviolence melalui metode “new power”, yang menghasilkan pembentukan “virtual community”, dengan tujuan mengakhiri kekerasan terhadap anak. Komunitas itu sendiri dihasilkan dari pengguna Twitter yang menggunakan tagar #ENDviolence, serta tagar lain yang terkait. Dengan demikian, Twitter dianggap sebagai salah satu aspek penting dalam penyebaran kampanye #ENDviolence. sebagai media yang memfasilitasi penyebaran informasi mengenai kekerasan terhadap anak, sesuai dengan advokasi UNICEF. Maka, dapat disimpulkan bahwa penelitian ini menemukan adanya peningkatan kesadaran terkait kampanye #ENDviolence yang sangat dipengaruhi oleh kontribusi Twitter, sejalan dengan konsep yang digunakan. Selain itu, terlihat bahwa organisasi internasional telah menggunakan metode kampanye bersifat online untuk mencapai target mereka, dan dalam kasus UNICEF, metode baru ini telah menguntungkan organisasi dalam berbagai hal.

Kata kunci : #ENDviolence, UNICEF, Twitter, kampanye, media sosial

PREFACE

With the highest of gratitude to God, the Almighty, and with thankful acknowledgement to all parties who have generously contributed to this thesis, the author presents this thesis, entitled “Twitter and Its Influence on the UNICEF #ENDviolence Campaign”, which was completed to fulfill the author’s final requirements to obtain a Bachelor’s Degree in the major of International Relations, in the Faculty of Social Politics, Parahyangan Catholic University.

This thesis strives to explore the significance of Twitter, a social media platform, in spreading the #ENDviolence campaign on a global scale. This thesis further explores the circumstances that supported Twitter’s role in doing so.

The completion of this thesis was not without obstacles; therefore the author would like to express sincere gratitude to Jessica Martha S.Ip, M.I.Pol, the author’s thesis supervisor, for her guidance and attentive supervision in the process of this thesis’s completion. The author further realizes that this thesis is still far from being perfect. Therefore, the author is welcome for any criticism and inputs directed at this thesis for its betterment.

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I would like to express my gratitude first and foremost to God, the Almighty, for this opportunity would never have come to me if it wasn't for His endless love and grace.

To my dearest family; my mother, father, and my sister. I thank you very much for your endless support and love towards me throughout my university years. I hope you know how dear you are to my heart. Thank you for giving me the support that I need to face any obstacles that life has to offer.

To Mba Jess, my supervisor. I would like to express my highest gratitude for your inputs and support during the process of this thesis. It was because of your guidance that I was able to face the challenges and obstacles while doing my research. Thank you for taking a chance and believing in me.

To my colleagues and acquaintances that I've encountered during my time in UNPAR. It has been a pleasure learning and working closely with you all. I wish you nothing but the best for your future endeavors. May life take you to the best places that you can imagine.

Last but not least, to my dearest friends and loved ones who have filled my days in UNPAR. You know who you all are. There could never be enough words for me to express how thankful I am for your presence in my life. Without all of you, my days here would have never been as exciting as they were. Thank you for all the lessons and all the laughter. Thank you for supporting me while I faced the bitterest to the sweetest moments I've experienced so far in my life. I could only

wish that I had done the same for all of you. I hope you can all find your own paths in life, and I pray that you can find happiness in whatever it is that you decide to do.

Bandung, January 2020

Priscilla Puspita

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CHAPTER I

INTRODUCTION

1.1 Research Background

Throughout the course of history, international organizations have grown to become an important aspect in promoting the collective interests of states. According to Ian Hurd in his book “International Organizations: Politics, Law, and Practice”, the interests of international organizations increase along with the dependency between states.¹ International organizations are often involved in various political and economic issues, and their presence in a particular international affair can shape the way the actors interact. Thus, International organizations have made themselves an important factor in the course of international relations.²

As an international organization is established due to the collective interests of its member states, these organizations are obliged to ensure that states adhere to their obligations. However, in most cases, international organizations charters are not completed with significant enforcement mechanisms. Due to this fact, a threat of reputation is what can be applied to violating states. Despite the fact that states are infrequently coerced to follow their international organizational obligations, doing so actually benefits them. Leaders of states join international

¹ Ian Hurd. “International Organizations: Politics, Law, Practice” (Cambridge: Cambridge University Press, 2011) p. 1-3.

² *Ibid.*,

organizations to serve their states' interests. International organizations could act as a significant third party for any political disputes between states that need to be settled.³

The field of work that an international organization focuses on relies upon the interests of its member states. Each member state establishes and develops an international organization in order to attain certain objectives that cannot be achieved independently. According to the International Labour Organization, the principle functions bestowed upon international organizations can be summarized into 4 aspects: research or the assortment and dissemination of information; promoting internationally tolerable norms; advancing cooperation through meetings; and engaging in specialized cooperation activities.⁴

Most intergovernmental organizations aim to establish international minimum standards. This is due to the lack of each government's ability to create standards that are equally accepted in an international setting. For international norms to be established in a non-hegemonic system, each member state is expected to agree upon specified procedures and substances. Where levels of treatment are stated, these norms cannot exceed the minimum standards that are agreed upon.⁵

In order to achieve their targets, and to create wider influence to the international community in regards to the specified norms, international

³ "International Organizations." International Organizations. Accessed October 11, 2019. <https://internationalrelations.org/international-organizations/>.

⁴ "The Role and Functions of International Organizations in the Field of Migrant Workers." International Labour Organization. Accessed October 11, 2019. <http://oit.org/public/english/region/asro/mdtmanila/speeches/miworker.htm>.

⁵ *Ibid.*,

organizations commonly establish social campaigns. Campaigns normally include media strategies, since media is seen as a key variable to the success and failure of a certain social campaign. Before the social media era, traditional media is often a reliable platform in spreading information regarding the campaigns. Traditional media, such as television, radio, and newspapers, are used to inform public opinion, mediate frames, and determine the amount of issue coverage. Through mass media, intergovernmental organizations, as well as non-governmental organizations, could develop associations with companies and institutions, that may alleviate the influence of these organizations in the evolution of media content and framing.⁶

UNICEF (short for The United Nations Children's Fund) is one of the international organizations that have shown significant efforts in promoting various activities and movements regarding the rights and welfare of children around the world. UNICEF works with 190 countries and territories to help children in need. UNICEF works in overcoming obstacles arising from poverty, violence, diseases, and child discrimination. The organization focuses in fulfilling the Millennium Development Goals (MDGs) and other targets mentioned in the UN Charter. UNICEF is also a part of the Global Movement for Children, a coalition dedicated in improving the quality of children's lives. In fulfilling its objectives, UNICEF carries out certain efforts, such as the United Nations Special

⁶ Elizabeth Heger Boyle, Cosette D. Creamer, et al. "Making Human Rights Campaigns Effective While Limiting Unintended Consequences: Lessons from Recent Research". USAid and the University of Minnesota Research and Innovation Grants Working Papers Series (2017): 2.

Session on Children, and various other programs to encourage the younger generation to participate.⁷

Following the decades after its launch, UNICEF worked to fulfill targets on the betterment of the lives of children around the world. In the 1940s, UNICEF focused on granting emergency nutrition aid to children affected by the war in Europe. Entering the 1950s, UNICEF started its first immunization campaign against child diseases such as tuberculosis and yaws, as well as its first water, sanitation, and hygiene program. In 1961, UNICEF expanded its focus to increase the quality of children's education.⁸

Along with the establishment of the Convention on the Rights of the Child in 1989, UNICEF worked on granting the rights of every child by specifying that all children should be certified at birth to authorize their identity under the law. In 1998, UNICEF became a founding member of the Roll Back Malaria Partnership in an effort to reinforce malaria treatments and research. Every year since then, UNICEF continues to respond to various humanitarian emergencies affecting children.⁹

In regards to its shifting focus on increasing the quality of children's lives around the world, UNICEF continue to make use of the media as a way for its campaigns and programs to be known by a wider audience. For instance, in 1950, "Trick or Treat for UNICEF" was created. The activity is done by children who,

⁷ "About UNICEF." UNICEF. Accessed January 26, 2019. https://www.unicef.org/about/who/index_introduction.html.

⁸ "UNICEF Commemorates 70 Years of Tireless Work for the World's Most Vulnerable Children." UNICEF. Accessed October 11, 2019. <https://www.unicef.org/press-releases/unicef-commemorates-70-years-tireless-work-worlds-most-vulnerable-children>.

⁹ *Ibid.*,

instead of asking for treats for themselves on Halloween, would as for nickles and dimes for UNICEF. “Trick or Treat for UNICEF” was published in the newspapers to inform the public on the benefits of the activity, and to gain a wider contribution for the UNICEF funding.¹⁰

In the early 1950s, comedian Danny Kaye became one of UNICEF’s Goodwill Ambassadors. Kaye would take time to travel and visit several UNICEF projects in developing countries, along with a camera crew. The result was a short documentary titled “Assignment: Children”, which featured the living conditions of children in Hong Kong, India, Japan, Korea, Myanmar, and Thailand. The short film was released on television, and the profits went out to UNICEF. It is estimated to have reached over 100 million citizens worldwide.¹¹

In the 1990s, UNICEF was involved in mass communication projects in an attempt to change the worldwide citizens’ perspectives on how to treat children in correct manners. The “Meena” project was one of these attempts. The project combined animated films, comic books, and radio programs, to increase support in changing the attitudes and behaviors among people and societies towards children. The project also aimed to create alliances to help promote children’s rights.¹²

UNICEF has shown its efforts in increasing public awareness regarding its work through media releases. Before the era of social media, these efforts are

¹⁰ Christian Clark. “UNICEF for Beginners” (New York: Writers and Readers Publishing, Inc., 1996), p. 34.

¹¹ “Danny Kaye.” UNICEF. Accessed October 11, 2019.
https://www.unicef.org/people/people_danny_kaye.html.

¹² Christian Clark. “UNICEF for Beginners” (New York: Writers and Readers Publishing, Inc., 1996), p. 96-97.

conventionally done through traditional forms of media. While the result to these campaigns are significant, this research attempts to discuss the benefits of social media campaigns through an analysis on the UNICEF #ENDviolence campaign on Twitter. Social campaigns done through social media is seen as more beneficial than the conventional forms of campaign promotions.

1.2 Problem Identification

As an organization that acts upon issues related to children around the world, UNICEF deals with a variety of focus, particularly violence against children. Children can experience violence in various forms, whether physical, sexual, or emotional. Children can also experience violence in the form of deprivation. Violence can occur in any environment, such as in schools, through the Internet, and even in the children's homes. Perpetrators of violence are often family members, teachers, neighbors, friends, and even strangers. Aside from the danger, pain and humiliation that the victims experience, violence also leads to fatalities.¹³

Protection of children from all forms of violence is a fundamental right guaranteed in the Convention on the Rights of the Child. Specific targets in ending all forms of violence against children are also included in the 2030

¹³ "Violence." UNICEF Data. Accessed January 26, 2019. <https://data.unicef.org/topic/child-protection/violence/>.

Sustainable Development Goals agenda. The target acts as a momentum for the realization of the right of every child to live free from fear, neglect, and abuse.¹⁴

According to the 2017 UNICEF report on violence towards children, the number of violent acts towards children has been increasing, since it was first statistically analyzed in the year 2005. Violence done by intimate partners, non-partners, violent discipline by parents or guardians, and sexual violence in childhood are some of the most common cases of violence towards children.¹⁵

Violent acts towards children done by intimate partners have been reported to take place in 21 countries in 2005, and have increased to 57 countries by 2017. Sexual violence by non-partners has been reported to take place in 14 countries by 2005, and has increased to 42 countries by 2017. The same issue has happened in the case of violence in discipline, and sexual violence in childhood. The number of violent disciplinary incidents has increased from 39 countries to 79 countries, and the number of sexual violence in childhood has increased from 13 countries to 40 countries. According to UNICEF, despite the progress in recent years, the availability of comparable data on violence against children remains limited, due to the lack of reported incidents.¹⁶

Children have the right to be protected from violence inflicted by anyone. Regardless of the levels of severity, all forms of violence experienced by children are dangerous. Unfortunately, violence against children is often still rationalized as an unavoidable and acceptable action, depending on the level of familiarity the

¹⁴ “Violence against Children .:. Sustainable Development Knowledge Platform.” United Nations. Accessed January 28, 2019. <https://sustainabledevelopment.un.org/topics/violenceagainstchildren>.

¹⁵ UNICEF Division of Data, Research and Policy. “A Familiar Face: Violence in the lives of children and adolescents” *Report by the United Nations Children’s Fund* (2017): 16.

¹⁶ *Ibid.*,

child holds with the perpetrators. A child's memory of the violence that occurs against them can often be forgotten due to shame and fear.¹⁷

In an effort to resolve the issue, UNICEF works to fulfill certain goals, such as participating with governments, agencies, organizations, community leaders, and international citizens. UNICEF has created a website to explain about the program it runs, all the while spreading the news about children around the world. Through its website, UNICEF calls on the community to contribute in donating for the children in need.¹⁸ UNICEF also attempts to spread awareness regarding its programs by utilizing different social media platforms.

Social media has become the main platform not only in communicating, but also in delivering news, career opportunities, education, and entertainment. Through the Internet, social media has succeeded in reaching the global community, making distant aspects seem close. It has presented and changed the paradigm of communication in the current society. Communication done through social media is not limited by distance, space, or time. Social media can even negate social statuses that often lead to barriers in communicating.¹⁹

As a part of the new media, new types of social media continue to grow along with the emergence of advanced, progressive technologies. An understanding of social media as a part of the new media is expected to lead to an understanding of changes and transformations in the norms, ideas, and practices

¹⁷ *Ibid.*,

¹⁸ "What We Do." UNICEF. Accessed January 28, 2019. <https://www.unicef.org/>.

¹⁹ Errika Dwi Setya Watie. "Komunikasi Dan Media Sosial" (*Communications and Social Media*) *The Messenger Journal: Cultural Studies, IMC, and Media* Volume 3 No. 2 (2016): 69-74.

of social processes.²⁰ Social media offers a democratic way to reach individuals on a large scale. Platforms such as Twitter, Facebook, and Youtube have grown tremendously, producing a large number of users.²¹ Thus, social media has become an important part of contemporary issues through public relations and advertising industries, political campaigns, and various aspects of everyday life.

According to a research by *We Are Social*, it was reported that approximately 4 billion people around the world used the Internet in 2018, and over 3 billion of them were social media users.²² Much of the growth in 2018 was driven by the emergence of affordable smartphones and cellular data packages. More than 3 billion people use social media each month, with 9 out of 10 users accessing their chosen platforms via mobile devices.²³

The large contribution of social media in the lives of citizens around the world is a factor that encourages certain individuals and groups to make use of social media as a tool to fulfill their interests and obligations. International organizations are already using social media in an effort to attract and gain public attention regarding their social movements and policies.

Many government leaders, diplomats, and international organizations are already using social media as a platform in attaining their interests. This trend is discussed in a series of studies called “Twiplomacy”. These actors are considered as representatives of the interests and concerns of their online followers spread

²⁰ Eugenia Siapera. “Understanding New Media” (London: SAGE Publications Ltd., 2017), p. 2.

²¹ Hana S. Noor Al-Deen, John Hendricks. “Social Media : Usage and Impact” (London: Lexington Books, 2012), p. xv-xvii.

²² “Digital in 2018: World’s Internet Users Pass the 4 Billion Mark.” We Are Social UK - Global Socially-Led Creative Agency. Accessed January 24, 2019.
<https://wearesocial.com/uk/blog/2018/01/global-digital-report-2018>.

²³ *Ibid.*,

around the world. United Nations has been the organization with the widest reach and the most followers on Twitter. UNICEF holds the second place in this category, and both have maintained this position in 2018.²⁴

As an organization highly devoted in developing their media platforms, UNICEF created various social media accounts such as Youtube, Facebook, Instagram, and Twitter. The contents in these social media accounts are provided in different languages. According to UNICEF, the easy-to-use platforms allow organizations and individuals to be increasingly connected online. For UNICEF, this interaction is important in ensuring health, education, equality, and protection for children around the world.²⁵

UNICEF reports about various organizational activities in their social media accounts. Through this method, UNICEF has gained global support and donors. UNICEF's social media followers can also feel more involved in participating to help fulfill the organization's goals. In this regard, it can be seen that the role of social media for UNICEF is significantly beneficial.

UNICEF started the End Violence campaign (with the *hashtag* #ENDviolence) as an attempt to raise awareness about violence against children. The *hashtag* was spread throughout Facebook, Twitter, Instagram, and Youtube, with the intention of attracting public attention and make more social media users post about the campaign. The *hashtag* has succeeded in reaching the UNICEF

²⁴ "These Are the Most Popular International Organizations on Twitter." Quartz. Accessed January 24, 2019. <https://qz.com/1143475/the-un-is-the-international-organization-with-the-most-followers-on-twitter/>.

²⁵ "Connect with UNICEF Online." UNICEF. Accessed January 27, 2019. https://www.unicef.org/videoaudio/video_50646.html.

social media followers, resulting in more people contributing to programs and goals made to end violence against children.

According to the head of the United Nations social media team, Twitter has been the right social media in announcing news through a “first person” perspective, meaning that Twitter functions as a direct news source. Through Twitter, the UN is able to announce various events happening at the headquarters, as well as activities carried out in different places around the world, without having to wait for news presented by unofficial reporters. With more than 13 million Twitter followers, the UN has built a global community through social media, showing its significant global presence.²⁶ UNICEF also managed to become one of the organizations with the most Twitter followers after the UN. With this opportunity, UNICEF uses Twitter as a platform in globalizing various campaigns, one of which is the #ENDviolence campaign.

The success of the #ENDviolence campaign in attaining global recognition through online platforms, such as Twitter, proves that the measures to influence a wide audience do prevail and are accessible even with a comparably low (compared to traditional campaigns) level of human and financial resources. A social media campaign can be seen as more beneficial in comparison with government level communications and advocacy attempts.²⁷

²⁶ Andy Vale. “[Interview] How The UN Uses Twitter To Bring The World Together One Tweet At A Time.” Accessed January 30, 2019. <http://resources.audiense.com/blog/interview-case-study-how-the-un-united-nations-uses-twitter-social-media-to-bring-the-world-together-one-tweet-at-at-time>.

²⁷ “Social Media Best Practice: A Case Study of #EndViolence Campaign”. Know Violence in Childhood Organization. (blog by the Communications and Advocacy Director at the Without Violence Organization, Fabio Venturini, and the Communications Manager at the Know Violence in Childhood Organization, Sudeshna Mukherjee) Accessed October 9, 2019.

1.2.1 Research Limitation

This research is limited in terms of the actors involved in the issue, the social media used in the campaign, and the timeline. The main actor to be discussed in this research is UNICEF, in regards to the organization's success in spreading the #ENDviolence campaign through social media. This research also focuses on Twitter, as one of the main social media platforms used in delivering information through the campaign *hashtags* and ambassadors. The research starts from the emergence of the #ENDviolence campaign in 2013, to its spread of influence on Twitter by 2019, to further point out the impacts resulted from the ongoing advocacy of the campaign while this research was made. This research is also limited by focusing on one of UNICEF's main targets on ending violence towards children.

1.2.2 Research Question

How does UNICEF utilize Twitter as an effort to increase international awareness regarding the issue of violence towards children through the #ENDviolence campaign?

1.3. Purpose of the Research

This research is hoped to successfully increase the writer and readers' knowledge on the benefits of social media campaigns. This research also attempts to answer the formulated research question, with the intention of learning about the use of social media, such as Twitter, by international organizations, such as UNICEF, in broadening its reach regarding to the awareness on its #ENDviolence campaign.

By answering the aforementioned research question, this research attempts to demonstrate UNICEF's successful pursuit on globalizing its campaign on violence towards children through Twitter, by employing its celebrity Goodwill Ambassadors and utilizing the #ENDviolence *hashtag*. By these measures, UNICEF was able to create a virtual community through Twitter, with the interest of ending violence towards children and adolescents worldwide.

1.3.1 Practical Use of the Research

The author hopes that this research is able to explain how campaigns in the globalization era are not only carried out through conventional measures, but also through a new platform that is social media, which can reach wider communities and generate large profits. In addition, the author hopes for this research to be useful as a reference source for other researchers in examining the role of social media in the implementation of international organization campaigns, such as the #ENDviolence campaign by UNICEF.

1.4 Literature Review

To further analyze the issue being discussed, this research uses a number of literatures. The following literatures will describe the role of organizations in an online social movement, the use of *hashtags* in online social movements, and the persuasive impact of social media for its users.

The first literature is an article journal titled “Bringing the Organization Back In: Social Media and Social Movements” by Jen Schradie from the *Berkeley Journal of Sociology* (2014). Schradie argued that in the era of activism, through the use of *hashtags*, certain organizations are still essential in creating and maintaining a social movement, either online or offline. Generally, social movements initiated on social media are structured by certain organizations.²⁸

Social media platforms such as Facebook and Twitter succeed in making the users consider them as networks that promote freedom of opinion, leading to a start to a revolution, for in social media, there is an even distribution of hierarchies in the economy and politics for social change to happen. However, some of these online networks are actually represented by the collective action of certain organizations and groups with a particular objective to affect political change.²⁹

Furthermore into the topic of social movements through social media, the next literature to be discussed is a report presented by the *Pew Research Center* by Monica Anderson, Skye Toor, Lee Rainie and Aaron Smith titled “An

²⁸ Jen Schradie. “Bringing the Organization Back In: Social Media and Social Movements”. *Berkeley Journal of Sociology* (2014): <http://berkeleyjournal.org/2014/11/bringing-the-organization-back-in-social-media-and-social-movements/>.

²⁹ *Ibid.*,

Analysis of #BlackLivesMatter and other Twitter *hashtags* related to political or social issues”. #BlackLivesMatter was a *hashtag* that appeared on Twitter in 2013, after the death of Trayvon Martin who was murdered by Geroge Zimmerman. From 2013 to 2018, the *hashtag* was used at least 17,000 times each day. Significant increases usually occur periodically in response to real-world events, especially regarding fatal encounters between law enforcers and the black citizens in the United States.³⁰

The #BlackLivesMatter *hashtag* is considered as an example for other *hashtags* regarding political matters. This *hashtag* has maintained a relatively high level of usage on Twitter for several years. In addition to this, other *hashtags* related to various political events continue to develop in various ways, such as #MAGA, #MeToo, #Resist, #JeSuisCharlie, and #LoveWins. The *hashtags* serve as a means for the freedom of speech and opinion of the global community regarding issues related to the social injustice happening around the world.³¹

Hashtags associated with certain global events appear almost instantly, reaching an extraordinary level of popularity. An example of this phenomenon is the *hashtag* #JeSuisCharlie, commemorating the shooting of Charlie Hebdo in France. #JeSuisCharlie was used approximately 2 million times on the 7th and 8th of January, 2015. The #LoveWins *hashtag*, commemorating the official law on same-sex marriage by the United States Supreme Court, appeared on Twitter for

³⁰ Monica Anderson, Skye Toor, Lee Rainie, and Aaron Smith. “2. An Analysis of #BlackLivesMatter and Other Twitter Hashtags Related to Political or Social Issues”. *Pew Research Center: Activism in the Social Media Age* (2018): <https://www.pewresearch.org/internet/2018/07/11/an-analysis-of-blacklivesmatter-and-other-twitter-hashtags-related-to-political-or-social-issues/>

³¹ *Ibid.*,

more than 7 million times on the day of the prime execution of the Supreme Court's statement, bypassing the number of the use of previous *hashtags* such as #MAGA or #BlackLivesMatter.³²

The third literature used in this analysis lies in the second chapter of a book written by Hana S. Noor Aldeen and John Allen Hendricks titled "Social Media: Usage and Impact". Aldeen and Hendricks stated that social media tend to be persuasive. This persuasive nature depends on social connections and cultural assumptions that set standards for something to be true, and social networking sites have a unique rhetorical effect on persuasive actions. The ability of social media platforms in articulating social networks has caused communication done in social media to become more vulnerable to the possibility of persuasive actions to take place. As such, social media has a persuasive influence on the communication process of its users. The persuasive actions described by Aldeen and Hendricks can be seen on Twitter.³³

Presenting a different point of view from the literatures mentioned before, an article journal by Alan R. Kluver titled "The Logic of New Media in International Affairs" stated the advantages of older types of media compared to new media. New technology reviewers argue that new media contributes a high impact on ways that people obtain political information, either domestic or international. According to Kluver, foreign policy is limited by public opinion, which is influenced by the depiction of traditional media. For instance, Kluver explained that by gaining information from printed media, readers tend to have

³² *Ibid.*,

³³ Hana S. Noor Aldeen, John Allen Hendricks. "Social Media : Usage and Impact" (London : Lexington Books, 2011). p. xv.

more knowledge about political issues than through broadcasted or online media. With printed media, such as newspapers, readers can easily find articles related to political issues, while with online media, readers have a tendency to only search for contents within their interests.³⁴

The main argument from Kluver is that traditional media tend to have deeper impacts on people's perceptions regarding political issues, and the newer forms of media fail to significantly increase public discourse in international relations. The new media is seen to not show superiority over traditional media. The new media only acts as a source.

Based on the viewpoints stated in each literature presented above, this research will focus on the points presented by Jen Schradie, the *Pew Research Center*, and Hana S. Noor Aldeen and John Hendricks. This research attempts to explain the importance of social media as a part of the new media in a social movement, by presenting a different point of view from Alan R. Kluver, who stated the superiority of traditional media from the new media.

By explaining the contribution of a particular community affected by an organization, it can be explained how UNICEF, as an international organization, can obtain its interests to a wider audience through social media. This relation could lead to a social change, which is in line with the objectives of the aforementioned organization, thus explaining the success of the campaign carried out by UNICEF on Twitter.

³⁴ Alan R. Kluver. "The Logic of New Media in International Affairs". *SAGE Publications Vol. 4 (2002)*: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.828.7821&rep=rep1&type=pdf>

By explaining the use of *hashtags* related to certain issues on Twitter, it can be concluded that there has been a significant involvement of the international community through social media, in important events that occur in a particular country. Social media, such as Twitter in this case, enables a movement or event that originated from a particular country to be recognized by the rest of the world instantly. This ability of social media correlates to the UNICEF #ENDviolence campaign, which is also spread via Twitter as one of its main platforms. The presence of *hashtags* on Twitter has become one of the main factors in delivering news and a means of the global community's involvement towards an issue.

Furthermore, the persuasive nature of social media has affected the online community to participate in a certain issue. In this regard, social media has succeeded in persuading its users to get involved by giving comments. In the case of Twitter, through the use of *hashtags*, users are given access to real-time information, and are able to comment in an effort to contribute to the issue.

Based upon the previously mentioned literatures, this research attempts to fill the gap from each of them. Considering the viewpoints stated by each literature, this research would analyze the role of an organization in its campaign advocacy through social media. The organization's campaign is supported by the use of the campaign *hashtags*, and the persuasive and active role of social media in its users' everyday lives, thus creating an online community where the organizational targets are achieved.

1.5 Theoretical Framework

To understand the use of social media in spreading a social movement, and to distinguish its components with the traditional forms of media, this research will further explain social media as a part of the “New Media” concept presented by Nicholas Gane and David Beer. Gane and Beer define “New Media” as a digital communication media developed from an older analog technology. Information shared within the New Media is easily manipulated, networked, and compressed. Digital media is connected through networks that reach vast geographical spaces with ease, and can be shared and exchanged in large quantities simultaneously by a large number of users.³⁵

To give a further understanding about its definitions, Gane and Beer explained how New Media consists of several key concepts. The concept of network, which is explained as an infrastructure that connects computers and external devices together, making it possible for users to connect and access data. The emergence of network has formed new ways for individuals to experience connectivity across physical spaces. The concept of interface, described as the aspect of the new media that connects the material world (i.e mobile phones and digital devices) and the virtual world (i.e social media). The concept of archive and information, which is described as the storage media that saves forms of collective memory, enabling users to learn about the changing dynamics of social and cultural life. The concept of interactivity, which is defined as the digital media’s nature as an interactive media, for they enable the unique manipulation of

³⁵ Nicholas Gane, David Beer. “New Media: The Key Concepts” (Oxford: Berg Publishers, 2008), p. 6-8.

data by ordinary users. The concept of simulation, which explains digital media as a simulation that blurs the line between the real world and the virtual world.³⁶

Through the Internet, social media has been able to reach people around the world, enabling information to be disseminated quickly. Social media is also capable in facilitating mass communication in various places at any given time. Thus, social media has become a reliable platform in spreading movements, news, and information in order to increase public awareness around the world.

With the increasing amount of social media users, different types of social media have been able to facilitate the promotion of businesses and social movements. In this regard, users of social media may have the opportunity to influence, or become a participant. This leads to an understanding of social media in the “New Power” concept presented by Jeremy Heimans and Henry Timms.

Heimans and Timms stated that the difference between “new power” and “old power” lies in the approach of the governance, competition in sharing information, expertise, loyalty, and affiliation. It is argued that the New Power values have shifted from formal to informal governance structures through networks, making it easier for people to participate. In the New Power, collaboration and transparency is more valued than relying only on the opinions of experts. Short-term affiliation leads to greater public participation. Digital connectivity has allowed more communities to have access to power. New types of technologies have enabled these individuals to not only act as observers, but become participants. Old Power focuses on a centralized power, while New

³⁶ Nicholas Gane, David Beer. “New Media: The Key Concepts” (Oxford: Berg Publishers, 2008) p. 6-8.

Power is more focused on informal governance contained in social networks.³⁷ Through social networks, influencers act as disseminators of certain perspectives that are easily trusted by the public.

The New Power concept is implemented by 3 key actors:

1. The platform owners/stewards, which are the owners of a certain infrastructure, such as IP addresses and servers.
2. The super participants, namely participants who have an active role in the community.
3. Participants, which are the individuals involved in the New Power, contributing to the economy and the sustainability of the organization.³⁸

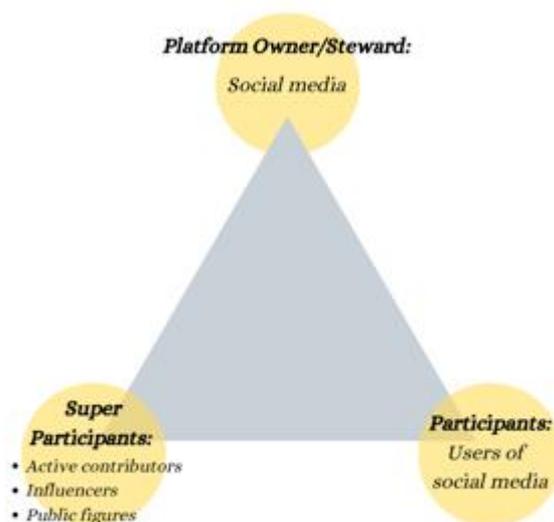


Figure 1. 1 : Heimman and Timms's visual representation of the New Power concept

Source : Writer's creation

Social media serves as the platform owner that facilitates the emergence of the Super Participants and Participants. The Super Participants are the social media users that succeed in influencing the Participants, and both contribute in

³⁷ Jeremy Heimans, Henry Timms. "New Power : How Anyone Can Persuade, Mobilize, and Succeed in our Chaotic, Connected Age" (Toronto: Random House of Canada, 2019), p. 88-91.

³⁸ *Ibid.*,

supporting the spread of information in social media, thus benefitting the social media itself. This collective action on the spread of information is what is deemed as the New Power.

Through social media, actors of the New Media have been able to create new types of communities. These online communities are formed through shared concerns rooted from the ideas shaped by the influencers and participants implementing the concept of New Media in a particular platform. This phenomenon can further be explained through the understanding of the “Virtual Community” concept.

Howard Rheingold defines Virtual Community as a social network that consists of individuals who interact through a certain social media, potentially crossing geographical and political boundaries, to pursue shared interests or goals. Members of the virtual community interact in various ways, such as through *chats* and social networking. Virtual communities consist of a group of individuals who usually have never met in person, exchanging words and ideas only through digital media. The emergence of a global network has raised a number of psychological, social, economic, and political discussions. These issues create a new research in the field of social media, virtual communities, and cyber culture. According to Rheingold, the Virtual Community fits the criteria of a regular community, which according to Barry Wellman, is defined as a network of

interpersonal relationships that provide the ability to socialize, support, inform, and gives a sense of belonging and a social identity.³⁹

One of the most extensive virtual communities is the online community that operates under social networking platforms or services. With the emergence of cellular phones with Internet connections, most of the members of the community communicate through computer networks. Virtual communities and social media coexist side by side, resulting in new ways of interactions by various groups of social media users. Thus, the widespread use of online communication tools has raised questions about self-identity, the community, collective actions, public sphere, social capitals, and the quality of attention.⁴⁰

The Virtual Community concept argues that the power to build the community lies in the ability of the participants to create the database to use together informally, as they interact with one another in solving problems. The relationship that grows in the online community creates potential for the sharing of cultural and political aspects. Through virtual communities, users are able to participate in multidisciplinary discussions on certain issues, regardless of the borders between nations or academic departments. Organizations that use social media properly and effectively are concrete evidences of ways that this technology can be used to fulfill humanitarian purposes.⁴¹

³⁹ “The Electronic Version of Howard Rheingold’s: the Virtual Community.” Howard Rheingold. Accessed May 20, 2019. <http://www.rheingold.com/vc/book/9.html>.

⁴⁰ *Ibid.*,

⁴¹ *Ibid.*,

1.6 Research Method

This research uses the qualitative research method, which is a process of understanding social problems based on the use of words and portrayals of the situation, in an effort to produce a report based on the researcher's perspective. This research attempts to explain the relations between human behaviors with the social, political, and cultural aspects in their environment.⁴² The information collected mostly consists of primary and secondary data.

The qualitative method in this study is used to answer the aforementioned research question on the influence of social media, namely Twitter, in shaping the perspectives and awareness of the international community regarding the UNICEF social campaign, #ENDviolence, concerning violence against children.

Furthermore, it is important to point out that this research is analyzed by studying the amount of tweets, re-tweets, or *favorited* (liked) tweets based on the #ENDviolence campaign. These factors are considered as the awareness indicator of the #ENDviolence campaign on Twitter.

1.6.1 Data Collection Technique

This research uses the extraction method to collect data, by collecting data from literary sources. The data presented in this research is obtained through various sources such as articles from the Internet, news from online or printed media, and literary sources such as books or journals accessed through the Internet. The primary data is mostly collected from the UNICEF official websites,

⁴² John W. Creswell, Cheryl N. Poth. "Qualitative Inquiry and Research Design" (Thousand Oaks: SAGE Publications, Inc., 2013), p. 31.

social media platforms, and other sources from UNICEF. The secondary data is mostly collected from books, websites, social media platforms, and other sources created by other parties in relevance to the topic being discussed.

Furthermore, this research uses a Twitter analytical website, Twitonomy, to analyze Twitter's influence on the #ENDviolence campaign. The Twitonomy website is used to gather data on how the #ENDviolence campaign has been spreading on Twitter, based on the UNICEF Goodwill Ambassadors, the UNICEF Twitter account, and the #ENDviolence *hashtag* itself. This data is then used to analyze the prominence of the #ENDviolence campaign on Twitter throughout the years since its launch, based on the increasing number of tweets, re-tweets, or *favorited* (liked) tweets concerning the #ENDviolence campaign.

1.7 Thesis Structure

This research is divided into four chapters. Chapter I consists of discussions regarding the problem identification, research limitation, research question, purpose of the research, practical use of the research, literature review, theoretical framework, research method, data collecting technique, and thesis structure.

Chapter II consists of a further discussion regarding UNICEF as an organization that focuses on children and adolescents around the world. Furthermore, the chapter also includes a discussion on the use of social media (such as Facebook, Youtube, Instagram, and mostly Twitter) in UNICEF's advocacy. As an international organization highly committed in the betterment of

children's lives around the world, UNICEF has shown its significant engagement through these social media platforms in connecting with the international community, particularly through the #ENDviolence campaign.

Chapter III analyzes how the media, social media in particular, has significantly contributed in developing the awareness of the public on the #ENDviolence campaign using the theoretical framework mentioned in the previous chapter.

Chapter IV consists of the conclusion of this research.