Proceeding
Jogjakarta Communication Conference
Volume 4, No 1, pp. 912-926
ISSN 2988-5523

Digital Activism Strategy of Andre Tjipta Cendekia Foundation in Volunteering Movement through Instagram Platform @yatc.id

Atha Irba Falah *, Taufiqur Rahman

Department of Communication Science, Universitas Muhammadiyah Yogyakarta, 55183, Indonesia

*Corresponding author's email: athairba03@gmail.com

Keywords
Digital Activism; Social Media Campaign; Volunteering; Instagram Strategy

ABSTRACT

This study analyzes the digital activism strategy of the Andre Tjipta Cendekia Foundation (YATC) through Instagram @yatc.id in mobilizing volunteer participation in Batch 14 and 15. This phenomenon is marked by a 77% surge in volunteers (from 43 to 76), proving that YATC's digital activism has successfully transcended slacktivism into real-world action in the field. The study employs a descriptive qualitative approach with a case study method; data were collected through in-depth interviews with four key informants (Founder, Media Team, and two Volunteers), triangulated with content documentation from @yatc.id for the period September 2024 - October 2025. The analysis uses the Social Media Campaigns Four-Step Model and the Digital Activism framework. Results show that YATC implemented a structured strategy: formative research based on inter-batch evaluation (Listening); setting SMART objectives (Specific, Measurable, Achievable, Relevant, Time-bound) with four-segment audience segmentation (Strategic Design); a 50-50 hybrid content management between planned and organic content, combined with family-toned Social Care (Implementation); and impact evaluation that surpasses vanity metrics, with nearly 200 registrants achieved in Batch 15 (Evaluation). The full cycle of Awareness → Mobilization → Action was completed, producing sustainable social impact through the construction of a school on Boleng Island. However, limitations exist: unsystematic analytic record-keeping and intuitive competitor analysis. These findings contribute to the literature on digital nonprofit organizational communication in Indonesia and offer practical implications for NGOs seeking to optimize Instagram as a measurable and sustainable volunteer mobilization instrument.

1. Introduction

The development of internet technology has become a pivotal point in the evolution of global communication, triggering a range of social and political movements. Social media has become a primary channel that not only facilitates interpersonal communication but also drives the dissemination of opinions, information, and mass mobilization in the digital realm. This phenomenon has opened new space for various initiatives, including volunteering movements, to reach audiences and create broader social impact (Syarif, 2021 in Ayun et al., 2023).

Indonesia demonstrates significant volunteering participation globally. The International Labour Organization (ILO) reported in 2018 that the total number of volunteers in Indonesia reached approximately 27.8 million (ILO, 2018), while Gallup ranked Indonesia as the country with the highest volunteering rate in the world. According to the DataReportal report "Digital 2024:

Indonesia," Indonesia has 185.3 million active social media users (66.5% of the population). NapoleonCat data shows that in January 2024, Indonesian Instagram users totaled 89.89 million, with 72.6% aged 18-34 years (NapoleonCat, 2024).

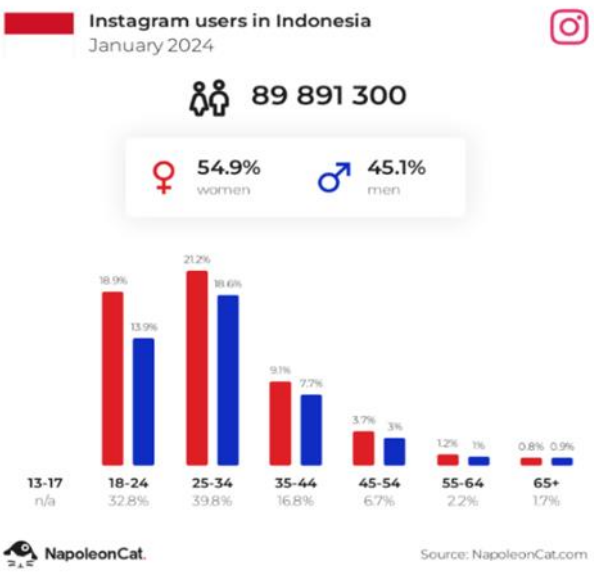


Figure 1. Number of Instagram Users in Indonesia in January 2024 (Source: NapoleonCat.com)

The popularity of Instagram among the younger generation makes it a strategic platform for youth mobilization to encourage active participation in social development. The phenomenon of strategically using social media to drive social change is known as digital activism, namely the use of information and communication technology to promote social and political change (Rachimoellah et al. in Al-Ra'zie et al., 2025). Bennett & Segerberg (2012) identify digital activism as a form of connective action organized through technology networks. In Herawati et al.'s (2023) research, digital activism is considered more effective than traditional movements because digital social networks can bridge the local and global.

The manifestation of digital activism is clearly visible in the Andre Tjipta Cendekia Foundation (YATC). This nonprofit organization uses digital spaces to reach younger generations and encourage them to participate in social action. Since 2019, YATC has had 263,000 followers on Instagram and has trained approximately 62 facilitators, 25 brand ambassadors, and more than 650 alumni volunteer delegates from various regions across Indonesia. The selection of YATC as the research object is based on its rare success in bridging virtual activism toward real-world action. This phenomenon differs from most social organizations whose use of social media stops at the *awareness*, where audiences only give *likes*, *shares*, or supportive comments without further action, YATC successfully pushed its audience beyond the bounframework fromes of digital interaction toward genuine physical commitment: leaving their daily routines, incurring travel costs, and going directly into remote areas for more than one week.

Furthermore, YATC has run this program for 18 consecutive batches, proving that its mobilization success is not merely a fleeting viral coincidence but a reflection of a consistently built digital communication system. Beyond this, YATC represents a rare case in the study of digital activism in Indonesia: an organization that can be analyzed not only at the *awareness* or *mobilization phase*, but also through the measurable, documented action phase. The form of digital activism highlighted in this study is human resource mobilization, where Instagram functions not merely as an issue-campaign space but as a recruitment infrastructure that converts digital awareness into real-world participation. YATC provides empirical evidence that digital activism can transcend *slacktivism* and generate measurable, sustainable social change in the regions. YATC demonstrates the capacity to transform Instagram followers into real participation. In Batch 14 (February 2025), the number of selected volunteers was 43, rising to 76 in Batch 15 (July 2025), a 77% increase across two consecutive batches.



Figure 2. Example of Instagram @yatc.id content showing real interactions between volunteers and children at the service location (Source: Instagram @yatc.id)

YATC's use of Instagram does not end at the information-dissemination stage; it is strategically packaged with emotional narratives that tap into the humanitarian side of the audience (see Figure 2). This shows that digital infrastructure can be an effective tool for mass mobilization to encourage physical commitment in remote areas. Although the surge in participation in Batch 15 was also influenced by the geographical appeal of Banda Naira as a popular destination, this phenomenon cannot be explained solely by geography. This is evidenced by the fact that, out of a total of 263 thousand Instagram @yatc.id followers who potentially knew about the program, only around 200 people ultimately registered as prospective volunteers, demonstrating that information exposure alone is insufficient to drive action. This means there is a communication mechanism that selectively converts passive audiences into active participants. This is reinforced by direct statements from Batch 14 and 15 volunteers who said their decision to register was specifically triggered by @yatc.id Instagram content, ranging from authentic field survey content to a warm, personal communication style to social issue narratives that built emotional urgency. Therefore, the surge in participation is better understood as the result of an effective digital activism strategy for packaging and distributing messages, rather than merely as an effect of the destination's organic popularity.

Based on a review of prior research, a clear research gap exists. Rahmawan et al. (2020) discussed digital activism strategies in general; Adisty & Wempi (2023) examined the communication strategy of Voluntrip using the PEP model; while Arda & Rahman (2025) studied Cyber Public Relations at Project Child Indonesia using the PESO model. However, no study has specifically analyzed digital activism as a sustainable mass mobilization strategy at YATC through the lens of inter-batch strategy evolution. This study fills that gap with the research question: how does YATC's digital activism strategy, employed through Instagram @yatc.id, mobilize the volunteering movement in Batch 14 and 15?

Digital Activism Mary Joyce

Mary Joyce (2010) defines digital activism as the practice of using digital technology to increase the effectiveness of campaigns for social or political change. Even though it is often seen as slacktivism, digital activism has evolved its capacity to bridge awareness in the online space into real-world action (offline action). Vegh (2003) maps digital activism based on three main forms: (1) Awareness, the internet as a tool for disseminating information and building public awareness; (2) Mobilization, the internet as a means of coordination to mobilize the masses towards offline collective action; (3) Action, the conversion of digital mobilization into real action in the field.

Kavada (2010) identifies three main functions of digital technology in social movements: (1) accessing and distributing information efficiently with viral capability; (2) facilitating coordination among activists and collective decision-making; (3) building solidarity and collective identity. In addition, Karpf (2010) distinguishes two measures of digital campaign success: tactical metrics (the number of activities or engagement within the platform) and strategic metrics (the extent to which the campaign achieves its strategic objectives, such as the conversion rate from followers to active volunteers). The 77% increase in volunteers from Batch 14 to Batch 15 is an example of a strategic metric demonstrating the effectiveness of YATC's campaign.

Although digital activism is rooted in social movements, its success in the information era depends greatly on how messages are packaged and distributed. Digital activism is a series of persuasive communication actions aimed at changing audience attitudes or behavior, which aligns with the definition of a strategic campaign. Thus, social media campaigns represent the tactical operationalization of digital activism. Without a structured campaign approach, from research to evaluation.

The Social Media Campaign Four-Step Model

Carolyn Mae Kim (2021), in her book Social Media Campaigns: Strategies for Public Relations and Marketing, developed a four-step social media campaign model that provides a structured, systematic approach to campaign management. This model marks a shift from a one-way broadcasting model (broadcasting) toward a dialogical model that prioritizes the social principle. Kim asserts that social media should be viewed not merely as an instrument, but as a manifestation of the social principle, in which it is regarded as a dynamic platform driven by two-way relationships through dialogue about shared issues initiated by users. To strategically manage this dynamic, Kim designed a four-step cycle as follows:

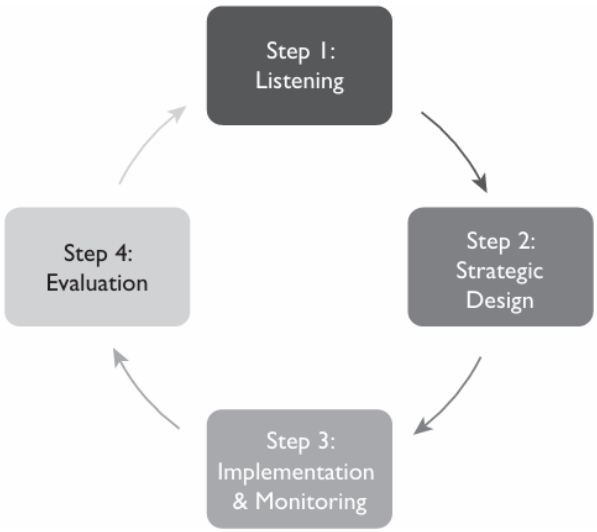


Figure 3. Kim's (2021) Four-Step Social Media Campaign Model

The four stages of Kim's model (2021) are: (1) Listening, the process of collecting data through internal audit (Foundational Background), scanning the digital environment (Social Landscape), and synthesizing data into strategic insights (Sense Making); (2) Strategic Design, designing data-based

campaigns, including setting SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound), TARES model communication ethics (Truthfulness, Authenticity, Respect, Equity, Social Responsibility), and building a Social Media Voice; (3) Implementation & Monitoring, strategy execution through responsive content management and Social Care; (4) Evaluation, measuring campaign success beyond vanity metrics, covering the dimensions of Preparation, Implementation, and Real Impact.

The use of the Social Media Four-Step Model in this study provides a strong academic framework for analyzing how the Andre Tjipta Scholar Foundation (YATC) does not merely "use" Instagram but manages it strategically as a measurable and impactful digital activism tool.

2. Method

This research uses a qualitative case study approach. This method was chosen because the research aims to dissect YATC's digital activism strategies comprehensively, inseparable from the organizational context and the social media environment. Robert K. Yin (2014) affirms that case studies are most relevant when research questions focus on "how" and "why." The research timeframe covers Batch 14 (September 2024-February 2025) and Batch 15 (November 2024–July 2025), with research locations divided into the online realm (Instagram account @yatc.id) and offline (YATC Yogyakarta office).

Data were collected through two main techniques. First, semi-structured in-depth interviews with four key informants selected using purposive sampling: (1) YATC Founder, (2) Instagram @yatc.id Media Team, (3) Batch 14 Volunteer, and (4) Batch 15 Volunteer. Second, documentation of the @yatc.id account content during the Batch 14 and 15 periods. Data analysis was conducted through data reduction, narrative data presentation, and conclusion drawing. Data validity testing used source triangulation to verify data consistency across the Founder, Media Team, and Volunteer perspectives.

3. Result and Discussion

This chapter presents the results of data analysis based on the four stages of Kim's (2021) model, integrated with Mary Joyce's (2010) Digital Activism framework. A source triangulation approach was applied to ensure the validity of interpretations through cross-verification between the perspectives of the Founder, Media Team, and Volunteers.

3.1 Listening: Formative Research as the Foundation of Strategy

3.1.1 Foundational Background

Kim (2021) asserts that the Listening stage must begin with an internal audit of the organization's vision, mission, and communication policies. In YATC's context, this foundation is explicitly articulated in the vision and mission formulated by the Founder: "YATC is a cross-disciplinary service organization focused on 3T (remote, frontier, and outermost) and non-3T areas. Its vision is to enhance empathy toward others and a sense of love for the nation, mobilizing the nation's best young people to grow, empathize, and serve. This vision and mission are outlined in the strategy on Instagram" (YATC Founder, Interview, February 26, 2026). YATC's Instagram strategy did not arise from a spontaneous initiative but is a direct extension of the organization's ideology, aligned with the Foundational Background function of Kim's (2021) model. From the perspective of Mary Joyce's (2010) Digital Activism, the application of digital technology grounded in a clear social mission reflects its use as an integral part of a social change campaign, not merely as a supplementary promotional tool. This is further reinforced by the fact that Batch 14 volunteer participation certificates were endorsed by the Regent, and Batch 15 by the regional government, indicating that strong institutional legitimacy is also part of YATC's Foundational Background strategy in building public trust.

3.1.2 Social Landscape

The YATC Media Team explained the reason for selecting Instagram as the primary platform: "IG is stronger for branding. IG is more specific and organized. TikTok is just an extension of IG, more fun." (YATC Media Team, Interview, February 25, 2026). This finding shows that YATC made a conscious and well-reasoned platform selection. Furthermore, this decision aligns with macro data indicating that 72.6% of Indonesian Instagram users are aged 18–34 years (NapoleonCat, 2024), which precisely aligns with YATC's primary target segment. However, competitor mapping remains intuitive and unsystematic. The Founder only mentioned 'looking at trends' in general, without indicating any analysis of other NGO competitors operating in the same field. Kim (2021) requires that the Social Landscape include measurable competitor analysis, and the absence of this analysis could cause YATC to lose strategic insights that could be leveraged to sharpen content differentiation. Furthermore, positioning TikTok as a secondary platform merely as an 'extension of Instagram' without an independent content strategy is a missed opportunity, considering TikTok's organic engagement rate surpasses Instagram's among Gen Z Indonesians (We Are Social, 2025).

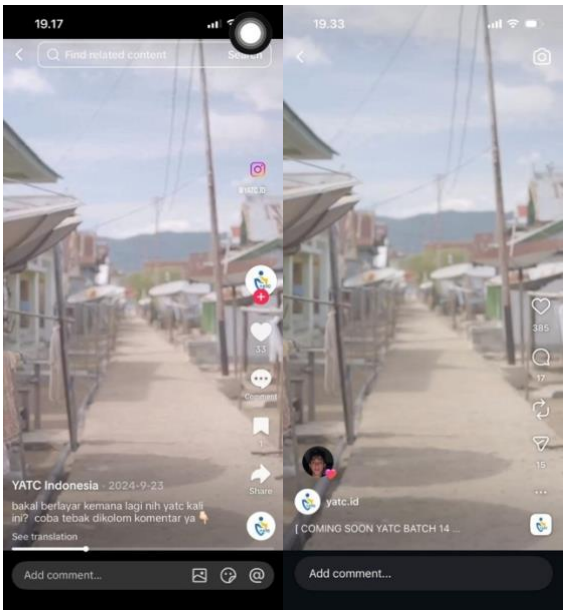


Figure 4. Coming soon content showing visual comparison across platforms (TikTok vs Instagram) (Source: TikTok & Instagram @yatc.id)

The dominance of Instagram as YATC's primary infrastructure for digital activism is confirmed through a visual comparison of the @yatc.id Instagram account and the organization's TikTok account. Content uploaded to TikTok has cross-posting characteristics identical to those of Reels on Instagram, complete with watermarks or similar visual formats.

YATC also applies a tactical approach in the Social Landscape phase through three main steps: location identification, program evaluation, and trend mapping. This approach is a practical implementation of the component of Kim's (2021) model that emphasizes understanding the social context before conducting mobilization. This aligns with Rahmawan et al.'s (2020) argument about a paradigm shift in digital activism, from merely message delivery to achieving message visibility. In this context, YATC's ability to map trends becomes the primary determinant of whether recruitment content remains relevant and can penetrate the information saturation on Instagram. In addition, Lovejoy & Saxton, (2012) in Information, Communication & Society warned that non-profit organizations in developing countries often fall into one-way broadcasting when using social media, despite claiming to monitor their audiences. YATC faces the same risk: although it actively monitors trends, the absence of systematic competitor analysis and structured audience listening mechanisms (e.g., polls, surveys, or comment analysis) may result in an incomplete Social

3.1.3 Sense Making

The Sense Making process is realized through a feedback-based evaluation mechanism at the end of each batch. The Founder explained, "We first evaluate based on field activities. From there, we learn what needs to be evaluated. The strategy we change is not only online but offline too, because online will be useful if the offline does not match reality." (YATC Founder, February 26, 2026). This mechanism reflects a learning organization as conceptualized by Kim (2021), namely, an organization that actively accumulates knowledge from each campaign cycle. However, YATC's Sense Making process remains intuitive, as it is not documented in a written strategy document or in structured Instagram Insights analytics data.

3.2 Strategic Design: Designing Data-Driven Messages

3.2.1 Setting SMART Objectives

In YATC's context, campaign objectives are not only stated in quantitative volunteer targets, but also cover audience segment diversity, regional representation, and sustainable social impact. Field findings show that YATC applies a specific audience segmentation system. The Founder revealed: *"Social media targets: alumni who can rejoin around 20%, new non-alumni friends around 30%, local people from the destination area around 30%, with the remaining 20% from other groups."* (Founder YATC, 26 February 2026). This segmentation system aligns with Vegh's (2003) Mobilization concept, as cited by Joyce (2010), which holds that effective digital activism directs messages to the right audience with the right message, rather than merely disseminating information en masse without targeting.

Table 1. YATC Target Audience Segmentation in the Volunteer Recruitment Campaign

Audience Segment	**Target Proportion**	**Approach Strategy**
YATC Alumni	20%	Nostalgia content, family atmosphere, new programs
Non-alumni (New)	30%	Hard/soft selling, viral hooks, geo-targeting
Local Community of Destination Area	30%	Region-specific content, local community collaboration
Other Segments	20%	Organic reach, word-of-mouth digital

Source: Compiled by researcher based on interview with YATC Founder, February 26, 2026

However, the SMART principle in YATC's objective-setting is not fully met. Targets such as '20% alumni', '30% local', and '30% non-alumni' are indeed specific and measurable, but there is no clear time-bound goal for each segment. Furthermore, compared with the actual results, Batch 14 achieved only 10-20% alumni, falling short of the 20% target, indicating an unanalyzed gap between targets and actuals. Kim (2021) asserts that targets not specifically evaluated cannot serve as a basis for strategy refinement. Another issue is the overly broad target age range (16-40 years), which encompasses at least three generations with very different content consumption behaviors. Kim (2021) recommends segmentation based on more detailed audience personas; without more specific audience personas, YATC's message design risks producing content that is too general.

A fundamental critique of the Strategic Design stage of YATC's recruitment campaign centers on whether relevant social issues were identified from the outset as the campaign's foundation, or whether the strategy focused primarily on program promotion. Field findings indicate that YATC's recruitment campaign is predominantly promotional-driven rather than issue-driven. Analysis of

content patterns on the @yatc.id Instagram platform shows the foundation's tendency to focus heavily on recruitment promotion efforts, visual glorification of service locations, and technical registration information. In contrast, content that explicitly raises and dissects the urgency of social issues, such as inequality in educational access in 3T and non-3T areas, or the lack of educational infrastructure on Boleng Island, has yet to be optimized as the core driver of the volunteering movement.

This imbalance needs to be critiqued theoretically. Kim (2021) asserts that a strong *Strategic Design* must begin with issue identification (*issue framing*) as the primary basis for campaign messaging, rather than starting with activity promotion. The absence of issue identification and education at the beginning of this campaign (the *Awareness phase*) makes the YATC movement vulnerable to being trapped in the *commodity-volunteering* or *voluntourism bias*. This occurs when audiences are more motivated to register because of a desire for personal experience (social tourism) rather than a genuine commitment to addressing systemic problems.

Furthermore, empirical literature from (Pollack, 2025) on the effectiveness of nonprofit organization recruitment indicates that the long-term success of volunteer mobilization is substantially driven by *purpose-driven messaging* and mission alignment. Without a strongly constructed social issue narrative from the outset of the campaign, YATC's target of recruiting 30% new volunteers from non-alumni may be achieved quantitatively. However, qualitatively, volunteers' commitment to core advocacy values and the sustainability of their engagement post-program risk being low, given that their motivation has been distracted by the mere tourism appeal.

3.2.2 Communication Ethics

The principles of Truthfulness and Authenticity form the main foundation of YATC's content policy. The Founder asserted: *"What we share is always as it is. The current trend is 'documented with reality'... If we haven't done a survey, we don't share anything."* (Founder YATC, 26 February 2026). Validation from volunteers confirms this consistency: Arif (Batch 14) stated, "Everything published by YATC is relevant to reality, not fabricated,

"while Daffa (Batch 15) affirmed, "YATC never claims that life on the boat is comfortable; they always disclose the actual conditions of the boat.

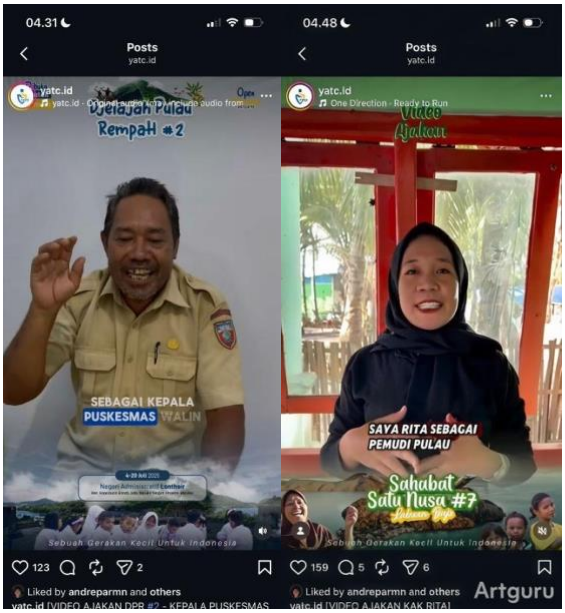


Figure 5. Content with Community Figures and Residents (Source: Instagram @yatc.id)

The Media Team reinforced this by stating that YATC's main selling point is field surveys before activities, something not all NGOs do. Content featuring local community figures (the village head assistant, residents, teachers, etc.) serves as concrete evidence of the claimed authenticity.

The application of TARES ethics is not merely moral compliance but directly becomes a trust-building mechanism that increases audience trust, a critical element mentioned by Kim (2021) as a prerequisite for authentic engagement and the conversion from followers to registrants. However, the Equity dimension of TARES has not been adequately fulfilled; content depicting community conditions should provide a more equal voice for local communities as active subjects. To optimize this principle, YATC needs to provide a more proportional representation space for local communities. Hence, they appear as active subjects in the movement, rather than merely as passive recipients of benefits

3.2.3 Social Media Voice

YATC's consistency in building a family-based brand voice is its main differentiator from other NGOs. The Media Team explained: *"We truly treat it like family... In every batch it is always continuous... We also have the hashtag #MoreThanJustVolunteering."* (Tim Media YATC, 25 Februari 2026). The hashtags #FamilyYATC and #MoreThanJustVolunteering have become symbols of collective identity that transform followers into a community with genuine emotional bonds, confirming Kavada's (2010) third function of building solidarity and collective identity. Nevertheless, Arif (Batch 14) offered a critical note: *"Some of the invitation content is somewhat monotonous because it uses formulas already widely used by other NGOs, making it feel somewhat templated."* This critique indicates the tension between brand voice consistency (which is theoretically positive) and the risk of falling into content templating that loses novelty. Kim (2021) states that Social Media Voice must be continuously refreshed to avoid *voice fatigue*, a condition in which audiences become immune to overly repetitive communication patterns. This finding also reveals a misalignment between the internal team's perception (who assess the brand voice as already strong) and the external audience's perception (who assess that the caption formula needs updating), a gap that is precisely an important opportunity for strategy refinement.

3.3 Implementation & Monitoring: Strategy Execution

3.3.1 Content Management

The Media team takes a hybrid approach to content management: "There is a spreadsheet content planner, but it doesn't rule out going with the flow... For the content calendar, it can be 50-50." (YATC Media Team, February 25, 2026). The 50-50 approach between structured and organic content reflects a pragmatic adaptation to Instagram algorithm dynamics, and the ability to respond to viral trends is a competitive advantage that determines content visibility in line with the arguments of Rahmawan et al. (2020) regarding the importance of real-time responsiveness in digital activism. However, if half the content is entirely organic and reactive, without categorization into pillar content (core content supporting the mission), supporting content (content supporting the mission), and reactive content (responses to trends). (Kim, 2021), there is a risk that the main campaign narrative (social advocacy, volunteer mobilization) will be diluted by reactive content that does not advance strategic objectives.

Another substantial critique of YATC's social media management is the weakness of its evaluation and the misalignment of its content variety with the social issues it advocates. Evaluation conducted by the Media Team has so far been retroactive in nature, identified only after content performance proves to be low, rather than preventive. However, testing campaign formats and messages before mass distribution through A/B testing (split testing) is a crucial preventive step recommended by Kim (2021). Still, this practice has not yet been implemented by YATC. As a result, the variety of content published on the @yatc.id feed often fails to align with the urgency of the organization's core issues. Based on documentation analysis during the research period, content pillars are heavily dominated by recruitment information (posters for open batches, requirements, and procedures), aesthetic glorification (field survey photos, destination landscapes), alumni testimonials, and behind-the-scenes activities. In contrast, content that explicitly dissects social issues, such as data on educational access inequality in 3T areas or socio-economic analyses of target regions, remains very marginal and is not regularly integrated into content pillar planning.

Even though YATC has uploaded content with an advocacy dimension, this crucial message is often marginalized and drowned out by the dominance of reactive content that emphasizes the activity's excitement. This world phenomenon needs to be dissected using the Volunteer Retention Model framework from (Marimuthu & Dewanti, 2025) This literature emphasizes that at the attraction stage, digital technology must be optimized to balance efforts to expand the campaign's reach with the deepening of educational issues. Therefore, it is recommended that YATC comprehensively reconstruct its content calendar architecture. As a follow-up strategy, ensure awareness-based content dominates the digital space in the pre-campaign phase, before the Open Recruitment announcement is launched. With this systematic arrangement, content variations do not just become window dressing, but become an effective initial filtering tool to ensure registrations capture individuals who authentically resonate with the social issues being fought for.

3.3.2 Social Care

Organizations must be present in real-time to engage in dialogue, respond to stakeholder needs, and build community loyalty through meaningful interactions. YATC implements Social Care very strongly. Daffa (Batch 15) described the quality of interactions with the admin: "Just like chatting with friends... the admin often makes jokes." (Batch 15 Volunteers, February 26, 2026). This high-quality interaction serves as a trust-building and critical conversion mechanism. From Kavada's (2010) perspective, personal interaction on digital platforms builds interpersonal relationships that strengthen solidarity bonds between the organization and prospective volunteers. YATC's responsiveness system, which combines response speed with humane interaction quality, is an example of Kim's (2021) Social Care model implementation that successfully converts audience curiosity into actual registration decisions

However, YATC's Social Care responsiveness still has weaknesses in the early recruitment phase. Arif (Batch 14) mentioned that comments expressing interest were replied to 2–3 days later, rather than in real time. Kim (2021) sets the Social Care response standard for registration inquiries at no more than 24 hours, ideally less than 1 hour. This gap indicates that the admin team's capacity is not yet adequate to manage the increasing volume of interactions as the account grows.

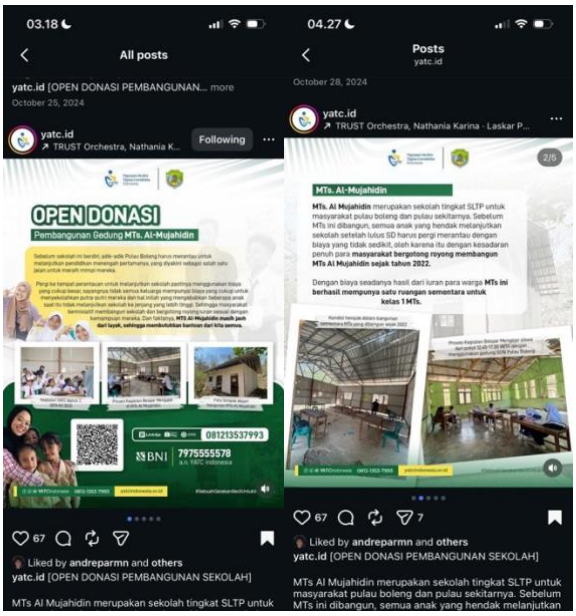


Figure 6. Open Donation Post for Batch 14 (Source: Instagram @yatc.id

This strategy is a manifestation of Digital Advocacy in George & Leidner's (2019) classification, namely the use of massive information dissemination on social media to increase public awareness of real issues. This advocacy content not only increases awareness but also creates emotional

urgency, encouraging audiences to take deeper action beyond merely liking content, such as joining programs and donating. This is consistent with Kavada's (2010) first function: the content most likely to go viral is content with strong visual elements that trigger emotional responses from audiences.

3.4 Evaluation: Measuring Campaign Impact

3.4.1 Preparation and Tactical Metrics

One of the biggest challenges in digital activism is accurately measuring campaign success. Karpf (2010) describes tactical metrics as measurements of the number of activities or engagements on digital platforms. The Media Team actively monitors tactical metrics to identify the most effective types of content based on saves, shares, and reach data. The Media Team identified the best content: "For Batch 15, visual content about Banda Naira, for example, 'You can go to Banda Naira for the price of seblak (a street food)' because the registration fee was only IDR 15,000, which also went up." From an audience perspective, Daffa (Volunteer Batch 15) confirmed that the content of post-activity feeds was the most he saved and re-shared to his stories, as it was relevant to the field experiences he had.

However, YATC's tactical metrics monitoring is still based on recall and team memory, rather than documented analytical reports. This was confirmed in the interview with the YATC Founder, who stated that "the organization does not have specific metrics to measure the conversion of digital audiences to offline volunteers, and only relies on an estimated figure of '10 percent' based on internal discussions." The absence of evidence that YATC saves Instagram Insights reports periodically or uses an engagement rate threshold as an objective standard indicates that evaluation remains intuitive. Karpf (2010) reminds us that tactical metrics have limitations; they only measure platform activity, not actual impact, and therefore need to be managed with documentation discipline. Relying on 'feelings' or team memory without comparative data across batches risks producing biased conclusions, in which the effectiveness of digital activism is assessed only from momentary buzz rather than longitudinal, measurable impact growth.

3.4.2 Implementation and Strategic Metrics

The implementation phase aims to measure the effectiveness of message distribution, including reach and key performance indicators. In the context of YATC, the most crucial strategic metric is the audience conversion rate, from social media followers to registrants, and finally to validated volunteers dispatched to service locations. Field data shows a significant increase in participation: Batch 14 produced 43 selected volunteers, while Batch 15 saw a surge in participation to 76 selected volunteers (from nearly 200 registrants, with an estimated total departure of 140-150 people). This 77% increase in participation across two consecutive waves is the strongest empirical evidence of YATC's digital activism strategy's effectiveness. This achievement was confirmed by the YATC Founder, who stated, "Batch 15 saw a significant increase from 43 to 76 volunteers (almost 200 registrants)."

Analytical research indicates that this dramatic surge was influenced by the service location's organic selling point, Banda Naira, which, in this case, acted as a confounding variable. However, this appeal did not depend solely on the landscape's allure. The YATC Media Team proved adept at finding "narrative gaps" by extracting the social dimension from already popular destinations. This strategy perfectly embodies Marshall Ganz's principle (in Karpf, 2010), namely the ability to convert existing assets in the public sphere, namely Banda Naira's popularity, into leverage for mass mobilization.

Furthermore, critical analysis indicates the existence of multiple non-geographical determinants that substantially strengthened this surge in participation. First, institutional legitimacy. Certifications issued by local authorities, such as the Regent in Batch 14 and the regional government in Batch 15, provided solid formal credibility to the YATC program. This legitimacy is not merely an administrative requirement, but rather a highly strategic signal of institutional trust for prospective volunteers, particularly those instrumentally motivated to strengthen their academic or professional

portfolios. Second, YATC's success in engineering a human-centric digital interaction ecosystem that prioritizes authenticity. This appeal is evident in the @yatc.id account's consistent emphasis on local voices, the inclusion of narratives from village figures, such as the Head of the Community Health Center (Puskesmas), and the presentation of realistic portraits of field conditions without visual manipulation. This intersecting combination of location charm, narrative strategy, institutional legitimacy, and content authenticity holistically catalyzes YATC's audience participation conversion rate.

Furthermore, the admin team's interactive communication style, through its Social Care strategy, characterized by a relaxed and familial approach, successfully dissolves formal organizational boundaries. This emotional appeal aligns with the findings of (Pollack, 2025), which found that a crucial strategy in recruiting young volunteers is creating a welcoming volunteer culture. Prospective volunteers felt that through YATC's digital platform, they found a sense of communal belonging. This combination effectively prompted their decision to apply, demonstrating that YATC recruitment is also strongly supported by empathetic digital communication, not just the popularity of the service location.

However, the validity of causal attribution needs to be criticized. The Media Team's own statement explicitly acknowledges that "the main factor is that Banda Naira has really sold itself as a region," an admission that actually indicates that the destination's appeal plays a more dominant role than the effectiveness of the Instagram content strategy itself. Therefore, there is a confounding variable: the 77% surge cannot be fully attributed to the success of the digital activism strategy, as Banda Naira's organic appeal could be the dominant factor.

3.4.3 Impact

The Media Team elaborated on the continuing impact of Batch 14: "In Batch 14 on Boleng Island, we are dedicated to building the school. Not only will the work program be left behind for a week, but after it is finished, we are still working together with the community to raise funds for the school." This finding demonstrates that YATC has successfully transcended the feared slacktivism phenomenon described by Joyce (2010). The Awareness → Mobilization → Action cycle within the Digital Activism framework has been completed with sustainable social impact, for example, in the school construction program on Boleng Island, which is continuing post-program.

However, YATC's social impact evaluation needs to be critiqued from the perspective of measurement and accountability, because without a standardized impact monitoring and evaluation system, these social impact claims are difficult to verify academically. The claimed impacts — school construction, tree planting — are indeed real. Still, without measurable impact indicators (how many children now have better access to education, how many gardens are being successfully managed), these social impact claims are difficult to verify academically or by the public. In digital activism studies, Karpf (2010) emphasizes that the difference between truly successful organizations and those that merely appear successful lies in their ability to link tactical metrics (digital engagement) with strategic metrics (measurable changes in social conditions). YATC has already taken the right steps in this direction, but does not yet have a sufficiently systematic impact evaluation system to prove it measurably.

4. Conclusion

This study shows that Instagram @yatc.id functions not merely as a campaign space but as a digital recruitment infrastructure that strategically converts awareness into real-world field participation. Answering the research question, YATC has implemented its digital activism strategy in Batches 14 and 15 in a structured and adaptive manner through the four stages of Kim's (2021) model, resulting in a 77% surge in volunteer participation from 43 people (Batch 14) to 76 people (Batch 15).

At the Listening stage, the inter-batch evaluation mechanism is based on field feedback, positioning YATC as an adaptive learning organization. Nevertheless, the Sense Making process

remains intuitive as it is not supported by structured Instagram Insights documentation or systematic competitor analysis. At the Strategic Design stage, the four-segment audience segmentation system and family-based brand voice are the main strengths. The application of TARES ethics, particularly the Truthfulness principle through the "documented with reality" approach, has proven effective in building audience trust. However, the campaign tends to be promotional-driven rather than issue-driven, risking attracting volunteers motivated by voluntourism rather than deep social advocacy commitment. At the Implementation stage, the combination of a 50-50 hybrid content management between planned and organic content, visual testimony-based Reels formats, and family-toned Social Care successfully increased organic reach while building emotional urgency that converts digital interactions into real registration commitments. At the Evaluation stage, the achievement of nearly 200 registrants and an estimated 140–150 volunteers dispatched in Batch 15 is the strongest strategic metric proving campaign effectiveness. However, its causal attribution cannot be separated from the organic appeal factor of Banda Naira, which serves as a confounding variable.

From the perspective of Mary Joyce's (2010) Digital Activism, YATC has completed the full cycle of Awareness → Mobilization → Action. This is evidenced by the 77% increase in volunteers from Batch 14 (43 people) to Batch 15 (76 people), as well as by sustainable social impact through school construction on Boleng Island and a nutmeg planting program in Banda Naira integrated with local community economic empowerment. This achievement represents a rare case of digital activism that transcends slacktivism and successfully produces measurable social change in the field, in line with Karpf's (2010) strategic metrics framework that links digital tactical engagement with real social impact.

Nevertheless, many limitations need to be acknowledged: (1) tactical metrics monitoring is still based on team memory without systematic Instagram Insights documentation per batch, making content performance evaluation tends to be intuitive; (2) competitor analysis (Social Landscape) is conducted intuitively without the measurable competitor analysis framework required by Kim's (2021) model; (3) there is an inseparable confounding variable in the attribution of Batch 15's surge, where the organic appeal of Banda Naira as a destination is potentially more dominant than the effect of the content strategy itself; and (4) the application of the Equity principle in TARES ethics is not yet optimal, as local communities are still more often positioned as passive recipients of benefits rather than active subjects with a voice in the movement narrative.

Based on these findings, four recommendations are proposed. First, YATC needs to build a structured analytics documentation system that saves Instagram Insights reports periodically for each batch, enabling objective, comparative, and data-driven content performance evaluation across batches. Second, the content strategy needs to be reconstructed to be more issue-driven: content pillars based on social issue education (educational inequality in 3T areas, socio-economic conditions of target regions) must dominate the pre-recruitment phase before the open batch announcement is launched, so that the registrants attracted are individuals who authentically resonate with the organization's mission. Third, YATC is advised to develop an independent TikTok content strategy with its own content pillars, given TikTok's higher organic engagement rate among Indonesian Gen Z (We Are Social, 2025), which represents an untapped recruitment opportunity. Fourth, for future research, it is recommended to use a mixed-methods approach that integrates quantitative Instagram Insights analysis, enabling the contribution of each strategy variable, including separating the effect of content strategy from the destination appeal factor, to be measured more precisely and academically validly.

5. Acknowledgement

The researcher would like to express gratitude to the Andre Tjipta Cendekia Foundation (YATC), especially to the Founder, Kak Andre Tjipta Cendekia, the Media Team, and all informants who provided valuable insights for this research. Gratitude is also extended to the Department of Communication Studies, Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta, for the academic support provided.

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