PARALLEL STRUGGLES: UNVEILING THE SYNCHRONICITY BETWEEN #BLACKLIVESMATTER AND #PAPUALIVESMATTER MOVEMENTS IN PURSUIT OF SOCIAL JUSTICE

[1]Fadiakaila, [2]Rangga Aditya Elias

[1] Department of International Relations, Faculty of Humanities, Bina Nusantara University, Jakarta,
Indonesia, 11480,[2] Department of International Relations, Faculty of Humanities, Bina Nusantara University, Jakarta, Indonesia, 11480

[1]Fadia.kaila@Binus.ac.id ,[2]raaditya@binus.edu

Black Lives Matter is a movement that fights the civil rights for Black individuals in the United States. This movement has left an enormous impact both nationally and globally. It has been proven by the several nations that have been motivated to join the Black Lives Matter movement as a catalyst for addressing the discrimination they (The Black People) experienced. Similar discrimination happened in Papua, which made them embrace this campaign and adopted a similar movement with the name "#PapuaLivesMatter". Therefore, this research aims to elucidate the impact of Black Lives Matter on Papuan Lives Matter movement. It attempts to demonstrate the striking similarities that exist between the appearances of these two movements. This study employs the Social Representation theory by Moscovici equipped with a qualitative approach. This research argues that BLM serves as a catalyst for combating discrimination, and both BLM and PLM exhibit significant parallels in their methods of action, both on social media as well as in real-life scenarios.

#Blacklivesmatter, #Papualivesmatter, discrimination, human rights, social media, social representation

I.INTRODUCTION

In modern society, the issue of injustice has emerged as a prevalent and recurring problem, particularly in the form of discrimination. This pervasive problem is experienced by several social groups, making it a prominent concern. This form of prejudice is typically defined by its impact on a collective, including its effects on their sense of self-worth and their access to resources or connections with the environment, if seen as 'preconceived notions that diminish individuals based on their perceived affiliation with a certain social group'. This definition permits the emergence of prejudice stemming from biases in many manifestations [1].

Societal injustice can manifest as either verbal or non-verbal mistreatment, often resulting in racial prejudice. Instances of inequity or bias have recently garnered significant attention at both national and international levels, with prejudice becoming a prominent and widely discussed

issue worldwide. This is evidenced by the significant volume of incidents that are brought up and given prominence via social media channels.

Social media serves as a versatile platform that may be utilized for various objectives, including entertainment, news consumption, and information collection. Social media has integrated into individuals' daily routines. Approximately 4.65 billion individuals, accounting for over 50% of the global population, engage with social media on a daily basis, to be exact, 61% [2].

Intolerance is a significant problem linked to discriminatory actions against minority groups. Since 2020, allegations of discrimination have become the main topic of the caseload. The initial occurrence, commonly referred to as Black Lives Matter, started within the borders of the United States. The issue of bias is widely acknowledged worldwide under the name of Black Lives Matter. Black Lives Matter is widely recognised as a global issue. BLM movement was founded in 2013 in response to the shooting and murder of a black citizen who was shot by US police without cause and was found not guilty. The movement's goal was to combat racism and discrimination against Black people, also known as African Americans. In general, Black Lives Matter is a movement and organization that was founded to combat all types of prejudice experienced by the Black community [3]. Thus far, Papua Live Matter has served as a catalyst for Black Live Matter concerns in Indonesia. The Black Lives Matter movement has the potential to motivate Papuans to participate in similar actions aimed at addressing perceived bias.

Although they are geographically distant, these locations share a common understanding of discrimination [4]. The prejudice that takes place in Indonesia and America is one of them. In America, prejudice develops as a result of the attitudes society instills toward other individuals. The Indonesian people also exhibit discriminating attitudes toward Papua due to the type of terrorism that Papua is said to have committed [5]. America and Indonesia show the same form of discrimination towards black people. George Floyd was a black citizen who experienced a case of discrimination and received concern from the public. Protests against acts of discrimination were demonstrated by enlivening the Geoge Floyd case on online media.

A student conflict occurred in the Papua case, involving 43 female students and legal officials. A total of 43 students were taken into custody during this incident, following their encirclement and following accusation of vandalizing the red and white flag. This incident took place in Surabaya, a city known for its kind citizens. The officers' involvement in this event is highly offensive behavior, marked by the use of insulting phrases such as "monkey" and many racial slurs, as well as phrases like "tell them to go back to their hometowns," which attracted a lot of attention from various groups. This student case is seen as an important event and a significant moment for Papuan people who are facing prejudice and inequity in Indonesia [6]. Observing the incident that occurred to these students, the general population is becoming more

aware that Papua is not receiving the fair treatment it should, as stipulated in the fifth principle which states "justice for all Indonesian people," implying that all individuals, including Papuan citizens, are entitled to receive justice in the nation, despite their skin color.

The public has reported numerous cases of violence and prejudice against the Papuan people on social media platforms like Twitter. Following that, the Hashtag #papualivesmatter was appended to the article that deliberated on the discriminatory treatment faced by Papua. The online movement "Papua Lives Matter" showcased solidarity and was among the community's initiatives [7]. Rumkabu asserts that the primary objective of Papua Lives Matter is to facilitate the pursuit of justice and resistance among the Papuan population by raising global awareness about racism as a pressing humanitarian issue [8]. A multitude of individuals expressed their opinions on this hashtag regarding the conduct, actions, and bias directed towards the Papuan population due to their melanin-rich complexion. Furthermore, this hashtag is associated with a campaign aimed at granting the Papuan population the fundamental entitlement to express their opinions freely [9].

Observing these two movements originating from separate national contexts provides new perspectives as they unfold. Both appear to be equally skilled at gaining influence over public discourse by addressing topics related to fighting discrimination. #BlackLivesMatter and #PapuaLivesMatter firmly argues for fundamental values throughout society. However, would the implementation of a racially segregated movement yield the same results in two distinct countries, too see this To what extent do the Black Lives Matter racial resistance movement and the Papua Lives Mater social movement share similarities in terms of their progress?

II. THE GLOBAL IMPACT OF THE #BLACKLIVESMATTER MOVEMENT

#Papualivematters was a movement motivated from #blacklivematters which demand justice for every discrimination to selected people. Lantang et al. [10] said that the acts of violence happen towards Papua's people in the new order era. In this kind situation, people need to feel sympathize towards other people. With the movement of #blacklivematters, it creates a whole different effect towards the victim of discrimination, especially black people. Aligned with this movement, Papua's people also need #papualivematters to create a big impact change for behavior shown to them. With #papualivematter movement, public attention has shown a huge response where it created a good traction for public. In contrast to Laksono [11], racism has emerged so deeply where this happen to Papua's people. The act of prejudice in Indonesia mark by variation of religion and physical attributes [12].

#Papualivematters movement had some similarities with #blacklivematters which create positive feedback from people and public figure. As it can be seen, #blacklivematters have raise awareness and concern towards the act of discrimination. #blacklivematters was created in aiding towards America's people to gain their rights [13]. However, Chao [14] shows the

concern towards US and Indonesia's people according to the case of George Floyd. According to this case, the #blacklivematters have raise some response from community of America. Kusumaryati [15] examines the ethno-nationalist attitudes articulated by activists in Papuan Lives Matter movement, which have been impacted by the rise of the #BlackLivesMatter campaign. This two-movement emphasizes common traits in their implementation. The discussion is going to concentrate on some primary components: The historical context of discrimination against Papuans; the influence given by Black Lives Matter (BLM) in the development of the Papua Lives Matter movement; and the effects of this hashtag on the social media platform.

From previous research, it can be seen that #papualivematter movement aims to raise awareness and concern in changing the behavior of society. The use of Twitter as social media create opportunity for #papualivematter to surpasses over borders. Through this hashtag, there is a hope for people worldwide to provide support and help the Papuan people to gain their rights. It can also be seen that the BlackLivesMatter and
#PapualivesMatter movements are demanding a change in society. These two movements are demanding the enforcement of black people's right using communication. Created from social media to make this movement become known worldwide. The response of the #BlackLivesMatter movement to several continents in the world is clearly different, in Asia itself, specifically Indonesia, the reaction is clearly very large. This is based on the sense of injustice felt by the people of Papua. However, in other countries such as Australia, this movement was also adopted and used as motivation to voice injustice against the indigenous races there. Both #BlackLivesMatter and #PapualivesMatter have a lot of uniformity in background prejudices, where the uniformity and similarities of these two movements have not been discussed in previous research. Therefore, this research is aimed to show the similar background experienced by the two movements and how these two countries succeeded in executing the existing movements with a very high level of similarity.

III.THEORETICAL FRAMEWORK

The Black Lives Matter movement is frequently compared to the Papua Lives Matter movement because they are seen as addressing similar global challenges. The prevalence and discussion of these conflicts on social media platforms make the application of the Social Representation Theory particularly pertinent in this situation. In addition to comprehending how both of this case utilizes social media to engage a wider audience, the theory also acts as a standard to understand the influence black lives matter to Papua lives matter.

The hashtag #BlackLivesMatter #Papualivematter is one of the hashtags used to provide and raise awareness to the public through social movements. This hashtag helps spread information on social media to see the connections shown by individuals in overcoming the problem of discrimination in the America and Papua region. Basically, the use of the internet and social

media plays an important role in becoming a bridge for individuals to disseminate information and persuade the public.

Aligned with social representation theory, which was created by Moscovici in 1960, it was said that beliefs, behaviour, and values contribute to social order. In terms of social movements, the hashtag #BlackLivesMatter

#Papualivematter shows social representation because in this theory it is explained about racial awareness and emphasizes changes to help people adjust with their social life (Hoijer, 2011). Social representation theory helps in providing analysis of #papualivematter which can influence Papua's social movement.

Social representation shares many characteristics with other theories that concentrate on social movements. In helping for social representation in this movement the black people themselves, both from the African American community and Papua is defined as observations regarding the environment of Papuanpeople and Black Lives Matter, which clearly has not received justice in their environment. As a result, this becomes an experience or marks the collective thinking of society. Whether in America or Papua, we can track or observe this measuring tool firsthand through the media, which reports on and highlights instances of racism, injustice, and discrimination. This news article serves as a benchmark or reference that will alter the general public's perception of the issue of discrimination in that location. The way the media informs the public about the injustices experienced by the Black community may also be used to identify this. Participation in the global vision of society is characterized by each person producing a collective idea in a setting where there are shared objectives and aspirations. By using the hashtags Black Lives Matter and Papua Lives Matter, they may show their support or raise their voices. The public or even members of the community who engage in trending hashtags on social media platforms serve as the measuring stick for the second reference. In addition to using social media to express their involvement, the community can also participate in already-conducted demonstrations.Apart from that, this research will also use analysis on Twitter social media via #papualivematter and

#blacklivematter with three indicators, namely cognition, participation, and measurement. Posts about

#papualivematter will be analyzed more deeply to be able to show the social movement shown by social representation theory by analyzing the media used. This research will be carried out with descriptive data where the researcher uses qualitative description by analyzing #papualivematter.

IV.THE REPRESENTATION OF BLACK LIVES MATTER AND PAPUA LIVES MATTER
     SOCIAL MOVEMENT

The terms employed to address instances of bias or intolerance in this particular situation in the United States were initially introduced by Alicia Garza on July 13, 2013. The hashtag "#BlackLivesMatter" emerged with the purpose of expressing solidarity with the legal system in America following the exoneration of George Zimmerman, who was charged with the murder of

an African American teenager in Oakland, California. Following the widespread popularity of this article within the community, Alicia Garza, together with her friends OatriceCullors and Opal Tomeji, embarked on establishing an organization under the same moniker, Black Lives Matter. The objective was to counteract bigotry and prejudice directed towards those of African descent, sometimes referred to as African Americans. Black Lives Matter is a movement and organization established to confront many forms of discrimination faced by the Black community, including those originating from law enforcement and individuals who deviate from accepted standards and rights, particularly those who are White. The year was 2013. The resurgence of the phrase
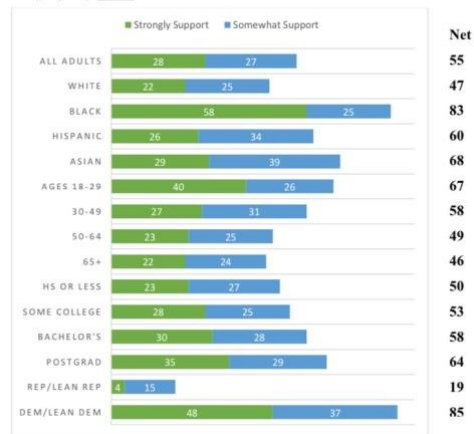
"#BlackLivesMatter" occurred in 2020 following the killing of George Floyd by law enforcement officials. The sad event involving George Floyd elicited remarkable responses on both a national and international scale.

Following the establishment of this organization, the phrase #BlackLivesMatter consistently emerged whenever instances of racial prejudice against black individuals occurred in the United States. Discrimination in America, particularly against black individuals, is notably prevalent. The community expresses their dissent by utilising social media tools and actively engaging in the "BlackLivesMatter" campaign.

Graphic 1. Wide Racial, Ethnic and Partisan Gaps in
Support for Black Lives Matter

The occurrence involving George Floyd propelled the #BlackLivesMatter campaign into the global spotlight. After this occurrence, there was an increase in consciousness regarding the prejudice faced by the black community. This movement transcended national boundaries and extended to Indonesia, where it was also adopted to advocate for the rights of the Papuan people who perceived injustice. This trend was also embraced due to a perception of inevitability. Visible in the photograph is a substantial segment of the public actively engaging in the Black Lives

Matter movement, demonstrating their solidarity with the sad events that unfolded as a result of a wave of racial opposition in the United States. Cognitions and Collective Voices: Unravelling Black Lives Matter and Papua Lives Matter. From cognition, there is stamping that is done to influence society's perspective. In this case, the #papualivematter movement wants to show the lack of justice provided to the Papuan people. Several Papuan people took part in suggesting #papualivematter to be able to have an influence on society and show experiences for the Papuan people. The #blacklivematter has provided recognition to the American public at the beginning of 2020. Even though this movement has been around since 2013, this movement has become known since 2020. The community of black people includes the situation of black and white people who do not act according to norms and rights. Aligned with #papualivematter Papuan people do not get justice and Indonesian people do not have collective thinking on the problem of discrimination in Papuan people.

Each individual and group produces social representation from social interaction and communication. The pros and cons of this movement are shown from communication where they disagree. The support given is to promote the movement of #blacklivematter and #papualivematter to others [16].

The use of social media as a form of communication is very important to influence the audience's perspective. The debate between two movements, namely #blacklivematter and #papualivematter, is very important to carry out because there is a possibility to change people's behavior. #blacklivematter for collective group create a fight towards racial discrimination where several groups aim for separatism. The use of social media is to reduce separatism activities with the use of hashtags in provocation. Through this communication, there will be a movement of participation because of cognition implemented in people's minds.

V. UTILIZING COMMUNICATION IN THE RACIAL DISCRIMINATION RESISTANCE MOVEMENT
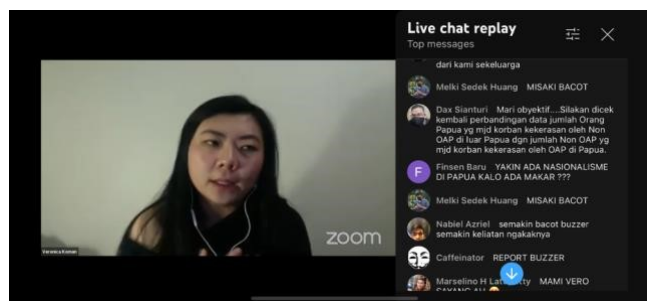
PICTURE 1. DONALD J. TRUMP TWEET ABOUT
DISCRIMINATION TOWARDS BLACK PEOPLE

Following an identical path, both movements have utilized Communication to convey the experience of discrimination faced by minorities in America and Indonesia. Furthermore, they are working to effect change at the level of society by encouraging active participation.

Participation in global vision to society is the second indicator use to measure the social representation theory. In this concept, the participation exists in social phenomena from #blacklivematter. As much of 15 to 26 million people participate in #blacklivematter, where it includes community, public figure, and people outside America. From this act, president of US creates an effective communication strategy to make participation in global society happen. In the participation variables, everyone will show a similar goal, namely, to voice their opinion and provide empathy through #blacklivematter. Align with #papualivematter, so many people are participating in showing empathy for the Papuan people. #papualivematter is used by the Papuan people to attract outside organizations or communities to demonstrate freedom for the Papuan people.

Picture 2. Netizen comments about #Papualivesmatter

Comment is one of the drawbacks of this movement. Such criticisms are frequently attributed by a variety of groups, who believe that the movement is overly dramatic in that one person's death shouldn't have such a profound effect. However, this is directly refuted by the argument that all forms of resistance combined are still insufficient to cover all costs. prejudice that Black people experienced at this period.

VI.ENGAGING IN THE GLOBAL VISION FOR SOCIETAL

CHANGE:ACOMMITMENT TO PAPUAN LIVES MATTER AND #PAPUALIVESMATTER
   MOVEMENT

Black Lives Matter is a movement that is primarily supported by public figures like artists and the government, but in Papua itself, it is largely driven by the people living there, including activists and regular citizens. This is because talking about Papua is a sensitive subject. The goal of prominent Indonesians becoming involved in this campaign is to weaken the dominant viewpoint even further.

Nevertheless, discourse turns toward the public. Enlivening the Papuan Lives Matter movement highlights the many advantages and disadvantages that existed from the movement's conception to its implementation. As of present, it is known that the amount of sensitivity

surrounding Papua makes it difficult for the general population to have a conversation about the subject. The community will inevitably voice its opinions in public discourse.

The objectives of the movements Black Lives Matter and Papua Lives Matter are similar: to end racism, prejudice, and injustice experienced by Black people in their respective nations. The two connected movements have a lot in common when we examine it in further detail using the idea of social representation. According to social representation theory, these two movements are very similar in that they both use social media to express their concerns about discrimination. This similarity is also influenced by the fact that the Black Lives Matter movement served as inspiration for the original formation of the Papua lives matter movement.

VII.CONCLUSION

There are parallels to be seen between the Black Lives Matter movement and the Papua Lives Matter movement in terms of their movement approaches. Within the context of this kind of situation, both campaigns were successful in bringing about changes in the way that society perceived the many forms of prejudice that are shown to persons of different races. There are parallels between the two movements in terms of how they abuse African
American and Papuan. Observable measures of cognitions, participation, and measurement are utilised by both movements. The two movement in cognition demonstrate shifts in the perspectives held by society. Through their engagement, both of them carried out a worldwide vision with the intention of altering the global perspective on prejudice. There was communication involved in delivering public discourse about relevant issues and engaging long-standing ideological challenges in a country. This communication was included in the assessment tools. In this particular scenario, communication plays a significant role since it has the ability to reveal changes in the behaviour that is displayed. Messages that are communicated through social media have the potential to bring about change among the Papuan people, demonstrating their concern for participation in the reduction of discrimination. As a result, analysis is utilised through communication in the process of indicator assessment. As a result of this research, it is possible to draw the conclusion that this movement was carried out in both countries with the intention of reducing instances of inequality. There are certain similarities between the two movements, but there are also a few differences in terms of the participation demonstrated by public figures. For example, the #BlackLivesMatter movement receives greater participation from public figures than the #Papua Lives Matter movement does.

REFERENCES

[1]   D. Abrams, *Processes of prejudice: Theory, evidence and intervention*. Manchester: Equality and Human Rights Commission, 2010. [2] "63 PERCENT OF ALL PEOPLE ON EARTH ARE NOW ONLINE," 2022.

https://wearesocial.com/uk/blog/2022/04/more-than5-billion-people-now-use-the-internet/. [3]   R. Ellefsen and S. Sandberg, "Black Lives Matter: The Role of Emotions in Political Engagement,"

Sociology, vol. 56, no. 6, pp. 1103–1120, Dec. 2022, doi: 10.1177/00380385221081385.

[4]   J. Thebault-Spieker, L. Terveen, and B. Hecht, "Toward a Geographic Understanding of the Sharing Economy," *ACM Trans. Comput. Interact.*, vol. 24, no. 3, pp. 1–40, Jun. 2017, doi: 10.1145/3058499.

[5]   M. A. R. Nasution and P. P. Nainggolan, "Political
Warfare Involving Active Measures Using Propaganda and Disinformation on Papuan Conflict by Non State Actors Against Indonesia," *Asian Stud. Int. J.*, pp. 22–28, 2021.

[6]   CNN Indonesia, "KronologiPengepungan Asrama Papua Surabaya VersiMahasiswa," 2019.
https://www.cnnindonesia.com/nasional/201908190   72043-20-422556/kronologi-pengepungan-asrama-p apua-surabaya-versi-mahasiswa.

[7]   F. Primaresti, T. Chaerani, P. A. Yasmin, and R.
Murdiana, "JaringanAktor dan Konflik Peran dalamIsuRasismePapua :AnalisisSentimen Twitter," vol. 4, no. 2, pp. 431–472, 2022, doi: 10.22146/polgov.v4i2.3641.

[8]   E. Rumkabu, "Analisa Dampak Pembangunan
terhadapIdentitas dan Resistansi Papua," *J. Ilm. Hub. Int.*, pp. 39–55, 2022, doi: 10.26593/jihi.v0i00.5975.39-55.

[9]   D. Subandowo, "Meaning Relations on Racism and
Racial Discrimination News in the Jakarta Post," *J. English Lang. Stud.*, vol. 6, no. 1, p. 1, 2021, doi: 10.30870/jels.v6i1.9728.

[10]   F. Lantang and E. M. .Tambunan, "The
Internationalization of 'West Papua' Issue and Its Impact on Indonesia's Policy to the South Pacific Region," *JAS (Journal ASEAN Stud.*, vol. 8, no. 1, p. 41, Aug. 2020, doi: 10.21512/jas.v8i1.6447.

[11]   P. Laksono, "Rasialisme Media: TelaahKritis Media Massa di Indonesia," *J. Komun.*, pp. 1–2, 2017, doi: 10.21107/djs.v10i1.3753.

[12]   M. Andinata, "PolitikRepresentasiIdentitas Papua
DalamBingkaiPemberitaan Surat KabarKedaulatan Rakyat," *Komunika*, vol. 18, no. 1, pp. 1–12, Mar. 2022, doi: 10.32734/komunika.v18i1.8167.

[13]   H. B. Berlianto, "Upaya Hukum PenghapusanDiskriminasi dan RasismeTerhadap Masyarakat Asli
Papua," *COMSERVA Indones. J. Community Serv.
Dev.*, vol. 2, no. 10, pp. 2209–2222, Feb. 2023, doi: 10.59141/comserva.v2i10.631.

[14]   S. Chao, "West Papua and Black Lives Matter," *Insid. Indones.*, vol. 2020, pp. 1–12, 2020, [Online]. Available:
https://www.insideindonesia.org/west-papua-and-bla ck-lives-matter.

[15]   V. Kusumaryati, "#Papuanlivesmatter: black consciousness and political movements in West Papua," *Crit. Asian Stud.*, vol. 53, no. 4, pp. 453–475, Oct. 2021, doi: 10.1080/14672715.2021.1963794.

[16]   A. Utama, "Papua: TujuhtapolpapuadivonisHukumanPenjara - 'kami demo Tolak RASISME,
KenapaDijadikansepertiteroris?,'" *BBC news Indonesia*, 2020.
https://www.bbc.com/indonesia/indonesia-5307410
9.

[17]   KOMNAS HAM, "Imbas #BlackLivesMatter, Komnas HAM IngatkanKeadilanBagi Papua," 2020. https://www.komnasham.go.id/index.php/news/202 0/6/20/1445/imbas-blacklivesmatter-komnas-ham-in gatkan-keadilan-bagi-papua.html. [18]   Kompas, "KALEIDOSKOP 2019: Kerusuhan di Papua, BuntutKasusRasial dan Hoaks," 2019. https://amp.kompas.com/regional/read/2019/12/30/0   7000031/kaleidoskop-2019-kerusuhan-di-papua-bun tut-kasus-rasial-dan-hoaks.

[19]   N. Firdayanti, "Papua Menjadi Korban Rasisme dan Diskriminasi di NegaranyaSendiri!," 2022.
https://www.kompasiana.com/nurilahf/61d52e234b6   60d58ee6a1a52/papua-menjadi-korban-rasisme-dandiskriminasi-di-negaranya-sendiri.

[20]   BBC, "ManokwariRusuh: Massa Berangsur
Tinggalkan Lokasi demonstrasi, Para PejabatJatim Minta Maaf," *BBC News Indonesia*, 2019.
https://www.bbc.com/indonesia/indonesia-4939177
8.

[21]   J. Lee, "George Floyd: Five factors behind the UK black lives matter protests," *BBC News*, 2020.
https://www.bbc.com/news/uk-52997848 %0A.