

**EMPOWERING CHANGE: EXAMINING THE #METOO INFLUENCE ON THE
RISE OF #SAYAJUGA SOCIAL MOVEMENT IN MALAYSIA AND INDONESIA
(2018-2023)**

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Abstract— The #MeToo movement, which gained momentum in 2017, has become a powerful force in unveiling the issue of sexual harassment in society. As a social media-driven campaign, #MeToo has succeeded in inspiring people to reveal the gender inequality that occurs in their respective countries by creating local hashtag such as #SayaJuga. Therefore, this research aims to analyze the impact of the #MeToo Movement on the emergence of the #SayaJuga social movement in Malaysia and Indonesia throughout 2018–2023. Using the New Social Movement Theory by Saunders & Roth this research will employ the qualitative analysis methods to delve into the ways in which #MeToo served as a catalyst for the #Sayajuga movement and examines how survivors and advocates adapted the global narrative to address specific challenges regarding the remaining issues of sexual harassment. This research discovers that, while #MeToo has served as a driving force for the #SayaJuga movement, there are significant differences regarding the course of the #MeToo social movement in Indonesia and Malaysia due to factors such as regulations, the diversity of existing cases of sexual harassment, and media coverage.

Keywords — #MeToo, #SayaJuga, Sexual Harassment, Social Media, Social Movement

INTRODUCTION

In modern society, sexual harassment is a prevalent issue and over the years, numerous cases of sexual violence have been overlooked. The act of sexual harassment can be defined as an unwanted action where there is a demand for sexual intercourse, either verbally, physically, or by gestures of a sexual nature [1]. Sexual violence itself knows no age limits, social background, or economic status and often would affect women from all levels of society.

The existence of sexual violence highlights the need for serious attention, preventive action, and efforts to address the existing gender inequality and gender-based violence. In recent years, issues such as sexual harassment have been successfully discussed in global society with the help of social media and the internet. This is because social media is a platform for communication, which becomes a link for each individual to spread existing issues and information [2]. Numerous individuals can access, where it was recorded that around 4.70 billion individuals are active users of social media with an average of around 2 hours using social media [3]. With the

big visibility provided by social media, thus individuals can then discuss about vital topics such as sexual harassment, hence to demand justice and equity.

When a social movement occurs, social media functions as a platform to disseminate information on the current issue [4]. From here, individuals who want to make changes can use social media to provide education to the public regarding the issues that are being raised. By utilizing social media, issues raised by social movements will get greater exposure. This way, people with the same interests will continue to participate and give out their voices.

One clear proof that social media is used as a tool for social movements can be seen in the #MeToo movement case. The word "Me Too" was first coined by Tarana Burke with the aim of helping victims of sexual harassment and violence [5]. While the slogan has been around since 2006, it wasn't until 2017 that the movement began to blow up on social media, when an actress made a post on Twitter regarding a case of sexual harassment by a well-known film director in Hollywood. With the existence of social media such as Twitter, the #MeToo movement can be spread widely by using the hashtag #MeToo. Seeing that the mobilization of #MeToo is getting bigger, the impact of this movement is starting to spread and be heard in various countries around the world.

Although #MeToo was first discussed primarily by people in the United States, with the help of the internet, this movement is starting to spread among Asian communities. When the #MeToo movement first spread, the topic of sexual harassment is still considered a "taboo" topic. This is because when cases arise, such as violence or harassment, the victim is the main target for criticism, mainly because of the way they dress and their appearance [6]. One of the main factors that contribute on the rapid spread of this movement among Asian is because most women have experienced sexual harassment first hand. In Asia, almost 30 to 40 percent of women have experienced sexual harassment, especially in their places of work [1]. Given these similarities, many individuals are determined to make a change.

One of the countries whose people are affected by this movement is Indonesia. Indonesia is one of the countries in Southeast Asia that still has high cases of sexual harassment. Through a survey from a non-governmental organization (NGO) in Indonesia, more than 3,000 respondents said they had experienced sexual harassment in public places [7]. From this it can be seen that this issue has actually become a common thing in the local community. For this reason, when #MeToo became a topic of global conversation, it also attracted the attention of local people and organizations to make changes in their countries as well. One of the actions inspired by the #MeToo movement was when people, especially women in Indonesia, demanded justice by creating hashtags such as #SayaJuga and #KitaAgni. Through this hashtag, the community and local organizations can help take preventive action and increase public awareness.

Apart from Indonesia, the #MeToo movement has also been successful in being discussed by people in Malaysia. This is because there are still many individuals, especially women who live in Malaysia, who often experience verbal and physical harassment, making them uncomfortable living in their own country [8]. When #MeToo was first discussed, numerous victims are still reluctant to share their stories because of the sensitive issue. To create a public space that is safe for women, many local activists and organizations are planning to make a change. Organizations such as the All Women's Action Society (AWAM), which is one of the organizations that aims to demand justice for women in Malaysia, succeeded in creating a petition regarding the Sexual Harassment Bill in Malaysia, which has been signed by more than 17 thousand people. This shows the power of collective action and the potential for real progress in addressing gender inequality

It can be seen that the #MeToo movement has become an important impetus for fighting sexual violence against women. This movement not only helps victims and the community make changes but also reduces the occurrence of similar issues. Through exposing victims' experiences, this movement has shaken the silence and indifference that surround this issue. As countries that both have cultural diversity and consist of various ethnic, religious and cultural groups that live side by side, the #MeToo movement will certainly be a topic discussed in the societies of these two countries. Seeing that not only did it get victims to tell their experiences, the #MeToo movement helped create similar local movements such as #SayaJuga. To see how the #MeToo movement can influence the course of social movements in other countries, we created a research question as How did #MeToo movement influence the #SayaJuga social movement in Malaysia and Indonesia throughout 2018-2023?

#METOO IMPACT THROUGHOUT THE WORLD

The #MeToo movement was motivated by the desire to demand justice for victims of sexual harassment. The movement itself could make a huge impact, surpassing countries borders, by gaining attention through various social media platforms [9]. With the movement gaining public attention, it has sparked a domino effect where victims will continue sharing their experiences and seeking justice. Aligned with this, it was found that social media play a big role in the #MeToo dissemination of information [10]. With actors like journalists, activists, politicians, and public figures helping spread information regarding #MeToo, this would increase the number of people who would view content that use the hashtags #MeToo. This diverse range of content shared by various actors on social media platforms not only amplifies the reach of the #MeToo movement but also contributes to its effectiveness in raising awareness and promoting social change.

While the #MeToo movement has garnered significant public attention, not every response is a positive response. Numerous negative responses targeted those who tried to speak out and were unable to believe their stories due to a lack of physical evidence [11]. This can be seen in Italy,

where women are afraid to speak out due to the ingrained cultural norms and societal attitudes towards gender roles [12]. The prevalence of a patriarchal system and traditional beliefs about femininity may contribute to the fear and reluctance of women to speak out against harassment and assault. Similar reactions were received in Asian countries due to sexual harassment being considered a taboo and sensitive topic. In addition, cultural factors and societal pressure play a significant role in discouraging victims from speaking out about sexual harassment in Asian countries. The fear of victim-blaming and the potential damage to one's reputation often deter women from reporting such incidents, perpetuating a culture of silence and hindering progress in addressing this issue.

In Bangladesh, while sexual harassment does occur frequently, this incident is rarely reported due to the norms that are enforced [13]. With a similar reaction like Bangladesh, when #MeToo first occurred, it also became a topic of discussion among people in India. #MeToo has gained popularity in India, with many people using hashtags like #MeToo, #MeTooIndia, and #ibelieveyou to discuss sexual harassment [14]. However, societal criticism persists, with some sexist comments accusing participants of overreacting. Similar reaction is received in Japan, where there is minimal impact, with few women speaking out due to the country's private nature of sexual harassment and lack of media support [15]. Victim blaming is usually the case when there is an incident regarding harassment. In Malaysia when similar cases occur, there is a culture of blaming the victim [16]. While there is a local hashtags like #SayaJuga, there is still a long way to fight cases of sexual harassment due to misogyny and patriarchal structures that are deeply embedded in Malaysian society.

In contrast to #MeToo which took place like Bangladesh, India, Japan, and Malaysia, the #MeToo movement in China is receiving positive feedback from the people. Numerous citizens shared their experiences on social media while using the words “Rice Bunny” or “WoYeShi” as a direct translation from #MeToo due to the censorship regulation [17]. Not only in China, #MeToo, which took place in South Korea, is making changes with the help of media coverage, leading to legislators and professors demanding changes in patriarchal culture. The #MeToo movement in South Korea inspired women to share their experiences and demand social changes for women while using the hashtags #WithYou [15]. While having a mixed reactions from the local community, the movement in Indonesia still raised awareness regarding sexual violence [18]. With a similar case happened to a public figure, and #MeToo helps create local hashtags such as #SayaJuga and #KitaAgni.

From the previous research, it can be seen that the #MeToo movement aims to demand change in society, particularly regarding structural inequality and sexual harassment. With social media and internet involvement, #MeToo has reached a greater impact that surpasses countries borders. Each country has various responses regarding the issue of sexual harassment. Countries on the European continent, such as Sweden, Germany, and Spain, have shown positive reactions, while Italy still experiences minimal community mobilization. Whereas on the Asian continent, there is

a different reaction to this movement. Because sexual harassment is a sensitive topic, many victims are hesitant to speak out due to the culture and norms in force. Thus, countries like Japan, Bangladesh, India, and Malaysia have minimal mobilization for this movement. However, in China, South Korea, and Indonesia, the movement was receiving positive responses, leading to the creation of local hashtags such as #WithYou, #SayaJuga, and #WoYeShi.

Of all the existing research, specifically those that discuss the impact and reactions of countries in Asia to the #MeToo movement, it was found that there is still limited research that discusses the impact of #MeToo in both Indonesia and Malaysia. These two countries, which are full of various ethnic, religious, and cultural groups have minimal public awareness regarding the issue of sexual harassment, which has not been discussed in other research. Therefore, this research aims to see the public response from both countries and see the influence that #MeToo has had, especially the influence it has on the emergence of #SayaJuga movement.

THEORETICAL FRAMEWORK

The hashtags #MeToo has transformed into a social movement that helps raise awareness regarding the issue of sexual harassment. One of the biggest contributors that help the spread of this movement is through the Internet and social media. Through social media, people could speak and disseminate the information regarding the social movement. With a platform that provides space for survivors to share their stories without judgment, this would amplify their voice and create a sense of solidarity among those who have been affected. With this connection shared among the survivors, the movement then transcends geographical boundaries, reaching individuals from all around the world.

Thus, it is essential to comprehend how the social movement #MeToo is moving along and how it can impact the creation of #SayaJuga in both Indonesia and Malaysia. In order to understand the course of the #MeToo movement, this research will use The New Social Movement Theory. The theory itself first spread among the communities in Europe and the United States in the 1960s to 1970s. While the current form of social movements is different from the previous ones, this theory aims to help explain how the dynamics, motivations, and characteristic reflected in social movements [19]. NSMT believes that social movements are not solely driven by economic or class-based factors, but also by cultural issues, especially those based on identity. In helping to spread social movements to the community, here Non-Governmental Organization (NGO) acts as a social movement agent whose function is to mobilize the existing social movements [20]. Aligned with the NGOs as an agent of social movement, the culmination of social movements themselves is often the result of interest groups, where collective mobilization occurs to seek structural change through institutional or non-institutional means.

Through The New Social Movement theory, this research will answer the phenomena and impacts brought by the #MeToo movement, which spread rapidly throughout the world. In

addition to this, we also will see the lasting effects of #MeToo on people in the Asian region, particularly in Indonesia and Malaysia, where the majority of individuals still perceive sexual harassment as a sensitive topic. To help answer how the #MeToo Movement can influence the course of the #SayaJuga social movement, this research will employ qualitative approach methods. Qualitative approach was chosen in the context of this research due to the primary objective to understand the phenomenon of this social movement in depth and contextual [21]. This approach allows researchers to explore the perspectives, experiences and meanings associated with the #MeToo movement from the perspective of each individual and group involved in the movement.

For a greater comprehension of the route of #MeToo and #SayaJuga, this research will collect primary data. This data will be collected through the posts in twitter that use the #MeToo and #SayaJuga hashtags. Thus, through the data collection we can analyze individuals that acknowledge this movement and the one that participates in spreading information by using the hashtags. To continue analyzing the existing data, this research will conduct the narrative methods. This research began with conducting media tracking on the hashtags #MeToo and #SayaJuga that existed through 2018 until 2023. By looking through posts that used these hashtags, we can find out how people perceived this movement and how they would spread it. After carrying out media tracking, we made a dataset that shows all the tweets that Indonesian and Malaysian people made. From this, we then continue on with the analysis regarding what influence does the #MeToo has on the #SayaJuga movement in these two countries.

To explore and analyze the current narrative data related to #MeToo movement in Indonesia and Malaysia, this research will use narrative data analysis techniques. This analysis will involve collecting, searching, and processing individual narratives related to the issue of sexual harassment in the context of this movement. The data that we will use can be obtained from various sources such as news articles, journal articles, posts on social media, and personal experiences of victims or witnesses. In analyzing this data, we will pay attention to various aspects including existing cases of harassment both in Indonesia and Malaysia, local organization and communities involved, and the impact from the #MeToo. By applying this method, we can get a better understanding of the dynamics and extent issue of sexual harassment in the #MeToo movement in Malaysia and Indonesia.

ANALYSIS AND FINDINGS

The Role of NGOs in Broadening The #MeToo Movement in Malaysia and Indonesia

Social movements occur when a group of individuals or organizations have mutual goals in achieving a social or political change in society. These movements often involve public protests against existing issues, such as the demonstration of Black Lives Matter (BLM) to fight against discrimination. With this, the mobilization carried out will influence existing social norms, laws, or government policies.

Aligned with the BLM movement; something similar also happened to the #MeToo movement in 2017. The term “Me Too” was used first by activist Tarana Burke to promote the idea of "empowerment through empathy". Burke later founded the MeToo organization International to help promote the #MeToo campaign and help victims. The word "Me Too" only reappeared several years later on social media, when the hashtag #MeToo itself was used again in the case of Harvey Weinstein. Weinstein himself has abused dozens of actresses for the last 30 years. After seeing the Weinstein case, actress Alyssa Milano responded by making a post on Twitter saying "If you've been sexually harassed or assaulted write 'me too' as a reply to this tweet". This post then gained attention and the hashtag was used over 500 thousand times in its first day.

Because incidents of sexual harassment are something that women have experienced, when #MeToo happened, the hashtag also caught the attention of people in Indonesia. The social movement #MeToo is not the first movement that occurred in Indonesia; where there have been previous movements that aim to uphold justice for women. Hashtags such as #MulaiBerbicara and #TalkAboutIt are among the hashtags that have been created by Lentera Sintas Indonesia, a local organization in Indonesia whose aim is to raise awareness on the issue of sexual violence against women.

Not only in the form of social campaigns, many activists use various methods to increase public awareness regarding harassment by using other alternative media. One of the forms of media used is to create exhibitions and art as a form of support for people who have the experienced being victims of sexual violence. The exhibition created by Eliza Vitri Handayani, namely Unsilenced House, also aims to open the public's eyes to sexual violence and its impacts. The creation of this movement itself was inspired by the emergence of the #MeToo movement.

When the #MeToo movement began to spread on social media in 2017, this movement became an inspiration for local organizations to continue in increasing their efforts in handling cases and issues related to sexual harassment. Not only affecting local organizations and activists, the #MeToo movement has also encouraged the general public who have experienced similar events to speak on social media about their experiences. One of them occurred in the Via Vallen case. Via Vallen is a singer who was a victim of sexual harassment. In 2018, Vallen made a post on her account saying that she had experienced harassment from a national footballer. The perpetrator then sent messages such as "I want you to sign for me in my bedroom, wearing sexy clothes" to the singer. Seeing Vallen who had the courage to speak out about being a victim, this gave her the support from public figures and activists in Indonesia regarding the incident she had just experienced.

In response to this incident, an activist responded to the story from Via Vallen by uploading a post on @Tunggalp stated, "*gerakan #MeToo berangkat dari para korban yang berani bicara ke*

publik". Tunggal was also the first person to create the #SayaJuga movement, which was inspired by #MeToo.

Sexual harassment remains a significant issue in Malaysia, with women often experiencing verbal abuse in public spaces. When #MeToo was discussed again by the public, this movement was able to become an inspiration for NGOs in Malaysia to continue to uphold justice for women. With a mission to create a safe environment for women, local organizations would organize workshops, seminars, and campaigns to educate people about consent and respect, ultimately aiming to eradicate gender-based violence. The activities they carry out include creating online campaigns, polls, and even talk shows that they distribute via social media platforms so that they can increase public awareness of the issue of sexual harassment, which must be addressed quickly. One of the local NGOs, All Women's Action Society (AWAM) created a campaign "16 Days of Activism" and Sexual Harassment Out! (SHOut), in which this campaign was inspired by the Weinstein case.

Not only does it aim to increase public awareness, existing organizations also want to create a safe environment for women by participating in making regulations or rules related to the issue of harassment. Local organization in Malaysia would often work together to bring awareness, in this case it was due to sexual harassment issues. AWAM and WAO (Women's Aid Organization) have work together in the past to create a petition regarding the "sexual harassment bill" for the Malaysian government to address and combat sexual harassment effectively. This bill aims to provide legal protection and support for victims, as well as establish clear guidelines for the prevention and punishment of such acts. Thus, this petition has been signed by more than 17 thousand people. With many campaigns and petitions created by local organizations, people in Malaysia are also starting to become aware of the issue of sexual harassment in their country. Organizations such as WAO often work with the government to help improve applicable laws.

Because the #MeToo movement has become a global social movement, the influence of this movement is felt by various parties. Not only did it create a new localized movement, but the #MeToo movement also inspired existing activists and organizations to participate in making changes. They do this by creating alternatives such as blog articles, programs, campaigns, and even story platforms that aim to support victims and open the public's eyes regarding sexual harassment that still occurs in the surrounding environment.

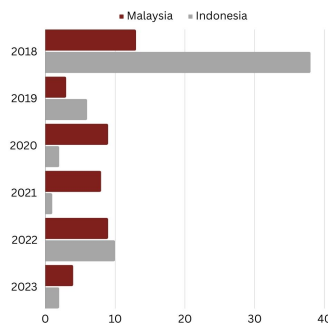
Similar to the mission of the #MeToo movement, which wants to provide a safe place for victims, in Indonesia, local organizations also provide assistance in the form of education and outreach, which is one of the efforts to prevent similar issues from occurring. Not only that, but with the influence of this movement, people were also moved to tell their stories and help existing victims in their own ways. In Malaysia, the local organization helps bring awareness by

making online campaigns, polling on social media, and collaborating with the government to increase public awareness. Although the approaches used by local organizations in both countries are different, they share the same mission of making a difference in society.

Collective Mobilization on the #MeToo and #SayaJuga Social Movement in Malaysia and Indonesia

The #MeToo movement, which began in 2006, has resurfaced in 2017 with the help of collective mobilization. With the help of public figures and the general public to raise their voices, this result in the movement spread and heard. To help see the mobilization of the #MeToo influence in both countries, data will be taken from twitter, the main platform that was first used when the tag was first spread. Through data taken from posts on Twitter, there are significant differences in reactions and community participation in spreading the #MeToo and #SayaJuga movements.

Data that we collect was seen from post that directly mention about cases of sexual harassment, the victims experience, and opinion regarding the issue. In Indonesia, through the hashtags #MeToo and #SayaJuga, 60 posts and responses were found from the public discussing the movements and issues regarding sexual harassment. From all these posts, the majority of people responded and shared their own experiences if they had experienced harassment.



Graphic 1. Tweets from people in Malaysia and Indonesia using the hashtag #MeToo and #SayaJuga

The tag #SayaJuga was commonly used since the case of singer Via Vallen, who openly speak up as a victim of a verbal sexual harassment. Since then, the local communities used #SayaJuga and #MeToo tags to share their opinion and experience regarding the issue. With this, information dissemination occurred much more quickly, which then became the trigger for the #SayaJuga movement to be created.

Most of the posts made by Indonesian people predominantly talk about their experiences of being victims of sexual violence, so many accounts were found commenting on each other

regarding their experiences. From the chart above, posts related to the #MeToo and #SayaJuga movements were most dominant in 2018, which was exactly when the Via Vallen case issue occurred. The impact of this movement itself is an incentive for people to share their experiences, and for organizations to help spread this movement through social media platforms. Even though many people have shared their stories, from year to year the response to posts made by people related to the hashtags #MeToo and #SayaJuga continues to decrease. In fact, the peak of collective mobilization carried out by the community occurred from 2018 to 2019.

Having mobilized with different dynamics from Indonesia, for this research, we managed to find around 45 posts discussing #MeToo and #SayaJuga in Malaysia. From the data above, it was shown that the peak of discussion also occurred in 2018, which was exactly one year after the Weinstein case in the United States. Even though there were both high levels of mobilization in 2018, there were several differences in the posts uploaded by the individuals. Almost half of the 45 posts were replies to events that might have occurred, and then the hashtag #MeToo was used. Despite this, many of the existing posts have been deleted, postings have been limited, and posts have disappeared, so that currently only people's responses to the initial post are visible.

Although the amounts of tweets available in Malaysia is much smaller than in Indonesia, the collective mobilization involved here is much more consistent where there are at least 2 posts per year using the tag #MeToo or #SayaJuga. Not only that, from the posts uploaded by the community from 2018 to 2023, there are only a few posts that use the hashtag #SayaJuga, where the community frequently uses only the hashtag #MeToo. The individuals that would use the hashtag #SayaJuga either limited their post or deleted it, whereas in Indonesia we can still see a few of the tweets.

From the data chart above, there is a difference in the course of the #MeToo and #SayaJuga movements in the two countries. One of the main obstacles to the mobilization of this movement in Malaysia can be caused by Malaysia's sedition act. Although Malaysian citizens' freedom of expression is protected by written regulations in Article 10(1) "every citizen has the right to freedom of speech and expression," the existence of this sedition act itself will become a limitation for the people. This law then prevents people from expressing their opinions on any social media site or public platform, as they fear being prosecuted under the sedition act. This restriction on freedom of expression hinders the mobilization of the movement in Malaysia, as individuals are hesitant to openly voice their support or dissent for certain causes, leading to a stifling of public discourse and limited participation.

The Sedition Act itself has become a source of controversy because it is thought that the government can use it to suppress the people's freedom of opinion and expression [22]. In the case of #MeToo itself, this regulation then became a limitation for the public to participate in spreading the #MeToo and #SayaJuga hashtags. With the special law in effect, this regulation

indirectly makes people not comment or even delete the posts they make. This is because discussions regarding sexual harassment and #MeToo among the public have also offended public figures and important institutions in Malaysia.

When compared to Malaysia, people in Indonesia have wider freedom of opinion and expression on their respective social media because of the laws that protect them. Freedom of opinion is one of the human rights (HAM) that is guaranteed by every country. In Indonesia itself, there are various regulations governing freedom of opinion. One of them is set in the *UU No.39 Pasal 23 Ayat (2) Tahun 1999* which stated

"Setiap orang bebas untuk mempunyai, mengeluarkan dan menyebarkan pendapat sesuai hati nuraninya, secara lisan dan atau tulisan melalui media cetak maupun elektronik dengan memperhatikan nilai-nilai agama, kesusilaan, ketertiban, kepentingan umum, dan keutuhan bangsa" [23].

While there are regulations regarding the public's right to express their opinion, this right is not given by the state but it is a fundamental right that each individual has since birth [24]. Thus, people have the right to express their expression and opinion on any issue. Even though freedom of expression is regulated in law, the people must still be wise in expressing opinions, especially on social media. This itself is regulated in the *UU ITE Pasal 45 ayat (3) Tahun 2016*, which states

"Setiap orang yang dengan sengaja dan tanpa hak mendistribusikan dan/atau mentransmisikan dan/atau membuat dapat diaksesnya informasi elektronik dan/atau dokumen elektronik yang memiliki muatan penghinaan dan/atau pencemaran nama baik dipidana penjara paling lama 4 tahun dan/atau denda paling banyak Rp750 juta" [25].

Even so, this regulation is often used by the government as a tool to stifle criticism and protests from its citizens [26]. When people make opinions or criticism that are considered "sharp", this can be considered as defamation to suppress inappropriate opinions when criticizing the authorities. The government often utilizes defamation laws to silence dissenting voices and discourage citizens from openly criticizing those in power. By labeling sharp opinions as defamatory, the government effectively restricts freedom of speech and undermines democratic values within the country.

With the right to a protected freedom of expression, it can be seen in the case of the #MeToo movement, where similar cases occur in Indonesia, most of the people express their respective opinions. Due to the existence of laws that protect the right to opinion and expression, this is what makes the community in Indonesia more freely to express their opinions on social media. This is also what caused various community reactions in the course of the #MeToo and

#SayaJuga movements. This is also what caused various community reactions in the course of the #MeToo and #SayaJuga moves to gain momentum.

Indonesia and Malaysia both have regulations that protect their right to express their opinion, but there are also regulations that can limit this freedom of opinion. Even though there are similarities in this matter, it is important to remember the differences in the course of #MeToo in these two countries can be due to differences in the cases that emerged and the public response. These differences in reactions highlight the cultural and societal nuances that shape the perception of freedom of opinion in Indonesia and Malaysia. In Indonesia itself, a case similar to Weinstein's own occurred with a public figure, resulting in public response and local news media reporting on the issue, raising awareness and causing sympathy among the public.

Meanwhile, in Malaysia, the case of sexual harassment that people speak out in social media posts involve important figures and institutions. The cases they discussed and responded to included cases of harassment to journalists, case of a radio broadcaster, and ALSA (Asian Law Students' Association National Chapter Malaysia). Due to the current regulations, the communities must be cautious in commenting on certain things, leading to restrictions, deletions, and account suspensions.

Conclusion

The #MeToo movement can create a feeling of solidarity among victims that crosses cultural and national boundaries. This movement serves as a platform for survivors to finally speak up and share their experiences. With this, #MeToo can break the societal stigma and continue to seek justice for victims of sexual harassment. Thus, this movement made a significant impact on countries in Asia, specifically Malaysia and Indonesia, where sexual harassment is still considered a sensitive topic.

With having enormous impact from the #MeToo, therefore emerged a localized tags goes as #SayaJuga. While #MeToo has impacted this movement in both Malaysia and Indonesia, reactions towards the movement varied due to factors such as existing cases, media coverage, and regulations. In Indonesia, various people participate on using the #SayaJuga and #MeToo with the help from media exposure and the Via Vallen case. In contrast, in Malaysia, a few individuals have made posts to the hashtags due to the issue involving important figures and the current laws such as sedition acts.

Despite the significant differences, the #MeToo movement has proven to have made changes in society, whether with the government, media, and the public where they have more awareness regarding issues sexual harassment. With this activism, local organizations continue to dedicate themselves to advancing women's rights for long-term change, where they aim to create a safer society for all.

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