

ABSTRACT

The era of information technology that is so dynamically developing has brought significant changes in the way of communicating and mobilizing the masses. Public space which was previously limited by space and time, is now removed by the latest technology. To bring up a public space called digital space. The sophistication and effectiveness of this digital space is increasingly visible when a new social movement is able to take advantage of it. Student social movement is a collective social movement that is structured and has a complex space. Student or youth movements often occupy an important part in the momentum of social change that occurs. It can be said that youth are initiators in a movement towards better change. In today's digital era, it seems very easy to carry out various social control actions. There are many examples of issues or problems raised in today's digital era through their social media accounts. In this study, the author took the title Student movement in the digital space of analysis studies. Social movements of students of the Faculty of Social Sciences, Political Science, Siliwangi University on the Instagram social media platform. The transformation of this social movement can be seen in issues or a social movement that was previously carried out in the public space, is now carried out in the digital space where social media is a means of student social movements.

The purpose of this research is to find out the social movement of Siliwangi University students to the role of social media in the transformation of the student movement. The phenomenon of social movements carried out by students through social media is interesting to study.

The theory used is the theory of the new social movement and the theory of social media, which will later be used as an analytical knife in the research conducted by the author. This study uses a descriptive qualitative study procedure. Methods of returning information through interviews and related documentation. The sampling method used purposive sampling and snowball sampling. By using the method of data validity, namely data triangulation.

Based on the results of the study, the transformation of social movements for FISIP Siliwangi University students in the Instagram Media Platform is quite active by making posts and hashtags so that they are reposted by the Student Nation. Then this Instagram media makes it easier for students to move in a movement.

Keywords : Social Media, Instagram, Social Movement.

