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## Empowered Women & Social Media: Analyzing #YourBeautyRules in Cyberfeminism Perspective

### Perempuan Berdaya & Media Sosial: Telaah #YourBeautyRules dalam Perspektif Cyberfeminisme

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#### *Abstract*

*This research aims to explain about cyberfeminism. It is a part of the new media discourse, discussing mainly the context of the development and empowerment of women. The main approach of this research was a qualitative approach, which included research methods of literature and documentative studies. This method mostly analyzed content through the perspective of cyberfeminism and how the Female Daily Network built campaigns through #YourBeautyRules content. This research showed that the campaign was built with narratives based on the experiences of FDN employees and some vloggers in Indonesia. This campaign has the potential to educate, motivate, and develop women so that they can prioritize character and self-development.*

**Keywords:** *Cyberfeminism; campaign; female daily network*

#### *Abstrak*

*Penelitian ini bertujuan untuk memaparkan dan menjelaskan tentang cyberfeminisme yang masuk dalam diskursus media baru membahas tentang terutama yang berkaitan dengan konteks pengembangan dan pemberdayaan perempuan. Pendekatan utama penelitian ini menggunakan pendekatan kualitatif dengan menyertakan metode penelitian kajian literatur dan dokumentatif. Metode ini lebih banyak dilakukan dengan analisa konten melalui perspektif cyberfeminisme dan menganalisis bagaimana Female Daily Network membangun kampanye melalui konten Your Beauty Rules. Penelitian ini menunjukkan bahwa kampanye dibangun dengan narasi berdasarkan pengalaman karyawan FDN dan beberapa vlogger di Indonesia. Kampanye ini memiliki potensi untuk mengedukasi, memotivasi dan mengembangkan perempuan agar dapat mengutamakan karakter dan pengembangan diri.*

**Kata Kunci:** *Cyberfeminisme; female daily network; kampanye*

## Introduction

Female Daily Network (FDN) is a female community forum that often discusses beauty, health, parenting, works, and education. FDN aims to empower and educate women to be smart consumers. The majority of the FDN editorial activities theme, for example, beauty in general, beauty product discussion, and tips on women's health and parenting. FDN is the biggest virtual community forum for women in Indonesia. In 2018, FDN held a campaign theming #YourBeautyRules. The theme of the campaign was picked to promote Jakarta X Beauty. The theme of the event was added with a hashtag #YourBeautyRules to make the campaign spread vastly through social media. The campaign initiated by FDN also is educationally potential for women. It urged that women as an individual should not be confined in constructions of beauty.

Along with the campaign, FDN also released the same theme on its YouTube channel. The speakers in the video, composed of FDN's employees and vloggers, promotes the idea that women should be proud of themselves with their discrete advantages and disadvantages and be confident of their appearance. FDN released two videos in its YouTube channel that is in the category of #YourBeautyRules campaign, namely: "Be Proud of #YourbeautyRules | Jakarta X Beauty 2018 by Female Daily" and "Rachel Goddard, Soraya Hylmi, Allyssa Hawadi, Body-Shaming Experience Sharing #YourBeautyRules." The rationale of the campaign is the ubiquity of patriarchal constructions of women that at that time seemingly see women as a merely physical object, ranging from faces, body shapes, to appearance. It is suspected that this construction is responsible for bullying and cyberbullying that are experienced by women. #YourBeautyRules campaign by FDN, therefore, can be categorized as a form of cyberfeminism. This is because, in the campaign, the speakers encouraged anyone, especially women, to be confident of themselves and presenting it to the broader society. FDN hopes that Indonesian women that have the same condition as the speakers can be confident of their physique, appearance, and characters.

Cyberfeminism supports women empowerment through technology and helps them self-sustain amid the diversity of male-dominated discourse that controls technology use. Cyberfeminism creates an electronic online space that is capable of holding back the construction of dominant gender and empowering women throughout the world (Alatas & Sutanto, 2019). Cyberferminism encourages women that they should express themselves independently so that they can deliberate themselves from social construction stigmatized to women, and open room for women to be creative on digital media. Cyberfeminism emphasizes how women use digital media in their lives to improve themselves, express their opinion, and establish a virtual community. Kanai and Dobson (2016) mentioned that digital media could benefit women empowerment.

Firstly, women can be more creative and publish work. In 1970, the media represented women with a narrow definition. Women were described as housewife, mothers, sexual objects, and consumers of media and not producers. However, with the advent of the internet and digital media technology, women can produce and distribute media and create their discrete contents. Secondly, women can promote a feeling of respect for victims of women's exploitation and digital media culture. Previous activities in media digital are responsible for categorizing women in unequal categories, such as class, sexuality, and geographical location. With a high rate of activity and participation in digital media, the diversity mentioned can be revealed, retold, and shared. Also, it can be interpreted collectively to establish a feeling of respecting the same media users. Thirdly, women can have their space to express and love themselves. By exploiting

digital media, women can represent the image they wish suitable for their opinion. Digital media is deemed by cyberfeminism essential to open internet potential as space for women to express themselves creatively. According to Wilding, online communication space used by cyberfeminists is capable of addressing gender inequality of social transformation caused by information and communication (Mulyaningrum, 2015). Internet development and digital media have opened access to information and space for expressing their opinion for women. Women empowerment movements aiming to end gender inequality has proliferated, been creative, and various, and they have started to attract the attention of many women from different fields to consume information.

Current information technology is marked by the new media that can spread information digitally by using online service. This new media enables the users to not only consume information from media but also use it to represent themselves, interact with other users, create content, and share the information. Virtual social networks are also created virtually due to the advent of the new media. YouTube is a social media that meet the criteria of new media. YouTube has a characteristic of media sharing, whether in terms of video or audio (Setiadi, 2016). In Indonesia, YouTube as social media is potential and efficacious in transmitting any information, including information regarding women, such as campaign by Female Daily Network with a theme #YourBeautyRules. According to data presented by (Websindo, 2019), YouTube Indonesia users account for 88% as opposed to other social media. The development of online media become a capital for any woman to invite, educate, and disseminate creative ideas for other women to develop themselves, conduct dialog, and share experience in resolving other problems experienced by other women. In light of that, FDN YouTube channel can be called as a form of cyberfeminism.

According to *Women's Empowerment: Concept and Beyond* (Rahman M. A., 2013), women empowerment is a process of positive transformation that elevates women's position and capability in balancing position in patriarchal structure and identify transformative paths that would be used. Women empowerment can be seen through three dimensions, namely personal, rationale, and collective. The personal aspect includes character and capability development. The rational aspect of the development is based on negotiation development in the decision-making process. The collective aspect is the capability of involving oneself in collective movement. Empowered women are women that are capable of developing themselves and have a stance in spreading their influence and guide their group to collaborate. On social media, women are increasingly creative in using digital media. In that medium, they express their opinion, be expressive, and transmit creative ideas and useful information for women and general audiences.

In a virtual community like Female Daily Network, each woman sees progress in sharing information through digital media regarding life and daily needs. Based on the official website of [femaledaily.com](http://femaledaily.com), 99% of members of FDN are women, its page has seen 7,5 million views per month, and 18,000 canals are available in the forum of the Female Daily Network. As for social media account, FDN has 756.000 subscribers on YouTube, 41.500 followers on Twitter, and 153.556 followers on Facebook. The members and followers that are successfully attracted by FDN show that the forum has the strong potential to influence its member and general audiences. It is justified by the previous research that demonstrated that articles, reviews, and YouTube contents of FDN are capable of influencing its member and viewers in their decision-making

process to purchase a beauty product (Indrianingsih & Kurniadi, 2019; Rahman & Fuady, 2019). Studies entitled "Relation between Female Daily Network's Youtube Shows and Fulfillment of Netizens Informational Needs" (Putri & Fuady, 2018), and "Visitor Satisfaction in Online Media femaledaily.com in Eliciting Information: a Study of Student of Syiah Kuala University" showed that FDN had been a medium for fulfilling information regarding woman world. These previous studies indicate that FDN activity in digital media can affect internet users, especially students.

The majority of the content displayed by FDN discusses beauty products, but in #YourBeautyRules campaign, this platform directs its audiences to define the concept of beauty according to the users' opinion. The content does not discuss a product, but the character development of women. Women are encouraged to be confident and fight against bullying and cyberbullying they used to experience. Against that background, The research focuses on FDN's content videos with a theme #YourBeautyRules, which is deemed a form of cyberfeminism activity, and how the theme is developed in FDN's contents. The research used Symbolic Convergence Theory (SCT). This theory aims to describe how a symbolic meaning that starts from a group, believed by its group member, and then spread to the bigger audiences. The last research on SCT used in the group communication research and communication in digital media was "Construction of Symbolic Reality of Millenials through a Celebgram Fantasy Theme in Social Media" (Mutiaz, 2019). In light of that, the researcher analyzes cyberfeminism concepts in FDB's YouTube content, #YourBeautyRules, since a small number of studies analyze the concept of cyberfeminism, especially in YouTube and how the campaign of #YourBeautyRules is created in YouTube.

## Method

The method used in this research was content analysis, i.e., an analysis that interprets documentation material (Kriyantono, 2014). The data was retrieved from FDN's channel. Questions and answers in the video were interpreted and analyzed based on symbolic convergence theory. The research was designed to be descriptive-analytic because it aimed to explain the cyberfeminism concept and describe its campaign on social media. The research object was cyberfeminism and symbolic convergence happening on social media. The research was constrained only to FDN's YouTube content, namely "Be Proud of #YourBeautyRules - Jakarta X Beauty 2018 by Female Daily" released on March 17, 2018, and "Rachel Goddard, Soraya Hylmi, Allyssa Hawadi, Sharing Pengalaman Body Shaming #YourBeautyRules" released on May 22, 2018. The research analyzed those two videos with cyberfeminism perspective and the symbolic convergence theory. The researchers also reviewed literature to search for connection with concept and theory used.

The symbolic convergence theory of Ernest Bornmann is a theory that studies interpretations of the convergence of two or more personal symbols that eventually establishes shared awareness and nearness among groups. Bornman stated a principle in SCT as a fantasy that is shared or retold in a group that can create symbolic convergence (Griffin, 2012). SCT assumed that a human is homo narrans. A human is a social storyteller that shares fantasy to build social awareness (Suryadi, 2010). Fantasy here is a dramatic story or message without referring to fictional stories. As stated by Griffin (2012), "a dramatizing message is one that contains imaginative language such as a pun or other wordplay, double entendre, figure of speech (e.g., metaphor, simile, personification), analogy, anecdote, allegory, fable, narrative, or other creative

expressions of ideas." Fantasy is interpreted as a creative and imaginative conscious action in giving meaning to each event (Suryadi, 2010). It suggests that fantasy in this theory is not fictional, but meaningful and dramatic message considered correct, based on experience and knowledge possessing by the members.

SCT has two primary assumptions. Firstly, a reality is established by communication processes and, secondly, individual meaning of symbol experiences a convergence to grow and be a collective reality (Suryadi, 2010). In SCT, each member of a group shares stories, experiences, and events. Stories shared in the group are interpreted collectively. Meaning that is believed and fused in the group raise collective awareness, nearness, and cohesiveness among group members. Symbolic convergence theory is founded on a notion that each member of the group should share a fantasy to create a cohesive group.

Bornmann argued that a method in using his theory could be called Fantasy Theme Analyses (FTA) (Suryadi, 2010). Four aspects are essential in FTA research. The first is a fantasy theme. A fantasy theme is the content of a message that reawaken fantastical chains (Griffin, 2012). A fantastical theme is considered as the foundation to form another fantasy. A fantastical theme reflects culture and view believed by a group. Signs like emotion, meaning, motives, and actions can be seen in fantastical themes. The second is a fantasy chain. A fantastical chain is formed, when the dramatic message received opinions and responds from other individuals that caused intensity and desire of sharing a fantasy from each individuals (Suryadi, 2010). When intensity appears in telling a story, each member would respond and give feedback. Feedback shared would create empathy and a foundation to establish a collective awareness. The third is a fantasy type. Bornman asserts that a fantasy type is a fantastical theme repeatedly discussed in different situations, with different characters and backgrounds despite the same plot. If the message has the same narrative frame with different settings, it can be categorized as one fantastical type (Suryadi, 2010). The fourth is A rhetorical vision. According to Bornmann, a rhetorical vision refers to the spread of fantasy themes and types to broader communities (Griffin, 2012). At this stage, the fantasy has developed and transmitted outside the original group. From that development, a fantasy spreads to broader society and establish a form of rhetorical community.

## Results and Discussion

Female Daily Network is a female community that uses the internet as a sphere to empower and educate women. In that media, Female Daily Network produced YouTube content and conducted activities theming #YourBeautyRules. Two essentials videos are "Be Proud of #YourBeauty Rules | Jakarta X Beauty 2018 by Female Daily, Beauty Rules 5 Perempuan Cantik Indonesia!" and "Rachel Goddard, Soraya Hylmi, Allyssa Hawadi, Sharing Pengalaman Body Shaming #YourBeautyRules." In that videos, the employees and members of FDN were asked to answer some questions regarding their conditions, which for many internet users were considered difficult, such as body shape, skin health, skin color, and makeup preference in daily lives. Because those assumptions mentioned were deemed as problems, through content in #YourBeautyRules, they narrated and shared their beauty rules and methods to answer negative responses with a hope that other women who shared the same condition can be more confident of their physical appearances, fashion, characters. Also, FDN hoped that the beauty rules of each individual woman could be their strength. It is the reason, from the researchers' point of view, this movement can be categorized as cyberfeminism.

The process of delivering the information will be seen through symbolic convergence, in which the story regarding the condition of employees and members of FDN, which initially was internal stories in the group, becomes a public consumption. The result of FTA's method as the key to this theory is as follows:

### **Fantasy Theme**

The fantasy themes of the YouTube content of female daily can be seen when they narrated their experience regarding their conditions. It can be found in the video "Be Proud of #YourBeautyRules | Jakarta X Beauty 2018 by Female Daily" and "Rachel Goddard, Soraya Hylmi, Allyssa Hawadi, Sharing Pengalaman Body Shaming #YourBeautyRules."

#### **Video 1 (Be Proud of #YourBeautyRules)**

Ochel, who was an editor at Daily Female, said that because she had a relatively bigger body, people around her recommended that she should decrease her weight. Construction appeared in the statement was that an overweight woman deserved to be an object of body-shaming. The statement can be seen from 00:33 to 00:41

00:33-00:41 "The most disturbing one is that a person used to tell me to make my body slimmer because he saw me hard to move."

Another story came from Asya, a Client Service at Female Daily. Her statement can be a fantasy theme when she answered a question regarding the unique experience of her skin problem. Construction formed in the video is that women with pimples were a problem so that it can be an object of body shaming. The statement can be seen from 02:10 to 02:14.

02:10 -02:14 "Pimples are called pox. Pox is the pox."

Carol, an event manager at Female Daily, struggled with almost the same issue. She had dark skin, and it imposed her to accept a comment that was not shooting from her surroundings. Her friends often used the name "black" to call her when she was in school. Construction formed was that skin with dark color tendency was material for body shaming. The statement of Carol can be found between 01:43 and 01:49.

01:43-01:49 Carol (CL) "I am often called black, especially when I was in school. It was undoubted."

#### **Video 2 (Rachel Goddard, Soraya Hylmi, Allyssa Hawadi, Sharing Pengalaman Body Shaming #YourBeautyRules)**

In this case, a fantasy theme came from Soraya Hylmi's statement, an MC, comedian, and singer. She told her story when she posted her old pictures and got negative responses from the netizens. Construction formed was that overweight was not pretty and deserved to be an object of body shaming. This statement can be seen in the video between 00:41 and 01:13.

00:41-01:13 they are more into appearances, and not how I dress. The way I represent myself or appear in public with my confidences and my body shape, some people seem not to accept it. What is more interesting is that, when we posted throwback pictures of our old self, the netizens wrongly focus. They saw me at the time when I posted that. They said: "your old self is prettier when you

were still thinner, as opposed to now." Many people negatively assume that way. Conversely, the aim of sharing about the past is for being grateful for the process we have experienced.

Minyo, a beauty influencer, got bullying comments due to her dark skin color. Construction formed was that skin with darker color deserved to be bullying material or body-shaming. This statement can be seen in 01:42-01:58.

01:42-01:58: I have been different since I was a child. My skin is darker than average, than other people. Since I was a kid, I had got bullying. In Bandung, I was called similar to the hideung before my face and was shouted before other people.

From those videos above, it can be said that fantasy themes formed by social construction to women were women with overweight, pimples, and dark skin. The construction made women got ridicule and their disadvantages used as bullying or body-shaming materials. This is because women with imperfection in terms of physique were not considered a beautiful girl.

### **Fantasy Chain**

A fantasy chain was formed when the speakers were asked to respond to people's comments on the speakers' condition. It can be seen from the answers of the speakers of the comments.

### **Video 1 (Be Proud of #YourBeautyRules)**

In the video, Ochel said that after people around her talked about her, she became to be more intense in conducting working out, although Ochel's focus was not to make her body slimmer but healthy. The statement was found from 00:48 to 01:04 in the video.

00:48-01:04 Now, I have started to reduce my food and start to work out. However, it is not about I want to be skinny. I just want to keep fit so that I am not quickly getting sick and fatigue. The result so far almost two months; many people said I am skinner.

Asya responded to people's statements by saying that although women may have disadvantages and problems with pimples, they should still be confident. That was Asya's beauty rules. This statement can be seen from 08:00 to 08:06 in the video.

08:00-08:06 "You do not be not confident because of pimples. With pimples, we can still do many things."

### **Video 2 (Rachel Goddard, Soraya Hylmi, Allyssa Hawadi, Sharing Pengalaman Body Shaming #YourBeautyRules)**

Soraya Hylmi answered questions from people who gave negative comments to her. She said that some people naturally have inappropriate manners so that it is easy for them to comment on someone's condition. Ignoring people who love to bully is the wisest action. Hylmi said it in 03:03-03:33:

03:03-03:33 "For me, they should not be given a stage. That is the right thing to do. Do not tell me that "they envy you." Big no! No one envies me. It is just their

attitude. So, some people were born evil. There is always someone that has that attitude; they are not jealous of me or envious of me. It is their character that is cruel, that is rotten. So, do not worry about the people and never lurk behind defensive phrases, such as "they envy you." That is wrong. No one envy. They are just evil."

Minyo said that initially, bullying made her not confident. Up to a point, she started to beautify her looks and mindset of complexion she possessed. Eventually, Minyo accepted her complexion. This can be seen in the video in 04:25-04:47

04:25-04:47 "To be honest, when I was in elementary school, I was bullied, and the bully made me hate myself. Nevertheless, when I was in high school and college, I tried to improve myself in terms of appearance and mindset of my skin. Now, I love my complexion so much.

Against the fantasy chains that were formed, the researchers conclude that the speakers were not concerned too much with the construction given by society, nor making them less confident. By contrast, the comments were transformed to motivate them to accept and respect themselves. This is the rationale of #YourBeautyRules. The format of the video contents, question and answer, aimed to facilitate the audiences to understand more comfortable experience with social constructions of women, solutions to reply negative comments, and messages for Indonesian women. A more profound question and answer format created ambient that is supportive of sharing one's experience. As a result, the opinions that emerged would be more meaningful and put forward theme #YourBeautyRules as a new beauty concept for Indonesia women that emphasized the character development of Indonesian women.

### **Fantasy Type**

A fantasy type here figured in reviewing narrative expressed repeatedly and professional background of the speakers in the two videos FDN analyzed. The profession of the speaker consisted of FDN employees from various divisions, namely: Ochel (Female-Editor), Putri (Female-Video Editor), Carol (Female-Event Manager), Sela (Female -Senior UI/UX Designer), Dori (Female -Account Executive), Tia (Female -Senior Graphic Designer), Asya (Female -Client Service), Dende (Female -Client Service), Dara (Female-Editor), Gilang (Male-Make-up artist), Imani (Female-Business Development associate), Anetta (Female-Senior Editor), Gyanda (Female-Video Editor). On the other hand, in the second video (Rachel Goddard, Soraya Hylmi, Allyssa Hawadi, Sharing Pengalaman Body Shaming Your Beauty Rules), the speakers, Rachel Goddard, Soraya Hylmi, Allyssa Hawadi, Cheryl Raisa, Lizzy Parra, Minyo, Clarissa Atmaja, worked as vlogger. Although the speakers have a different professional background, each speaker has the same experience regarding the construction of beauty amid society.

Based on the narrative structure, the videos are similar. #YourBeautyRules as a theme is also expressed repeatedly in FDN's second video. The second video is partitioned to four parts, namely: (1) each speaker answered the question "Do you think beauty standard is not applicable for beauty influencer?", (2) "How do you deal with it?" (3) "Your message to all Indonesian women out there with some insecurities?", (4) "Your Beauty Rules is, the new concept of beauty." Each speaker started by sharing her personal experience, resolution of the problems, messages to Indonesian women, and definition of #YourBeautyRules. A narrative established in the second video of FDN

began by collecting the almost similar experience experienced by the speakers. The experience was around body-shaming. Each narrative narrated her experience on beauty standards that cannot be realized out of physical disadvantageous. The beauty standard that was defined there is beauty construction adhered to in Asia, such as white skin, a slim body, and free from pimples face. Consequently, the speakers who do not meet the criteria attracted people to shame their bodies, personally or through social media. Instead of countering them, the speakers responded to the comment politely. They believed that through social media, they could promote an understanding that body-shaming is wrong and can have undesirable effects on women.

After that, the narrative was followed by the way they deal with body-shaming. The solution of the speaker in coping with body-shaming was that neglecting the actors of body-shaming and developing character, such as self-acceptance, being humble, being confident, and being competent. Every speaker emphasized the importance of self-acceptance and believed that there is no beauty standard. What is essential is that women should improve their skills and potentials and represent themselves as confidently according to their strengths and weakness. Appearance should not be problems because character and competence are vital. With the videos, FDN hoped that the audiences could internalize values and meaning conveyed by the speakers since the values conveyed were self-development principles. They hoped that the message could be heard by Indonesian women who have almost the same problem with the speakers, especially for Indonesian women. It was expected that Indonesia women could cope and dispense with body-shaming problems and enhance their capability. The question, which starts with "your beauty rules is" was expected to be defined as a new beauty definition of Indonesian women. Beauty, for FDN, should not always follow the existing construction. Conversely, beauty should be determined by women in proportion to their character, personality, and capability.

The same experience regarding body shaming and motivation to revive women from the negative comment they used to witness makes #YourBeautyRules vital to develop the character of Indonesian women. #YourBeautyRules aims to create a new concept of beauty for Indonesian women. Negative experiences experienced by the speakers showed that construction made by society as for beauty is still clung in and negatively affect daily communication in the virtual sphere. Definition regarding #YourBeautyRules that was given by the speakers asserted that Indonesian women should prioritize self-development than following the existing construction. For the speakers, self-development and character are more vital since those factors can motivate themselves to express themselves freely, both when they work or create something.

### **Rhetorical Visions**

#YourBeautyRules video is available on YouTube's account of the Female Daily Network (FDN). The phrase #YourBeautyRules spread and get appreciation from the audiences. The use of the hashtag (#) for completing #YourBeautyRules makes this theme easy to find on Youtube. The use of the hashtag (#) makes every sentence become a link and then expedite searching of contents related to #YourBeautyRules. With that combination, YouTube, as a communication medium, has spread fantasy (dramatizing message), whether for FDN members or the general audiences who are not FDN members. This is because, whether as an individual, group, or institutional, social media users can act as transmitters or receivers of messages in virtual sphere communication (Susanto, 2017). The receivers on social media have no fixed rule in

expressing and responding to the message that is conveyed through social media.

The videos discussed received many responses and comments from internet users. From #YourBeautyRules video, FDN invited its audiences to develop themselves through self-acceptance. This video did not use model but FDN employees and vloggers. By shooting the FDN employees in the videos, it was hoped that the audiences could have speakers that were equal to them. Indeed, many FDN audiences were also women workers that experience the same experience as the FDN employees. The audiences that shared the same experience would feel connected and build empathy between audiences and speakers. The audience that accepted the definition of #yourBeautyRules showed their acceptance with positive comments.

Furthermore, this video put forth not only problems faced by women in terms of physique but also how to respond and fight against bullying and negative response. Every woman in the video asked the audience to do self-acceptance. Self-acceptance is a form of accepting strength and weakness of oneself and believe in the potential they possess (Pillay, 2016). By recognizing the disadvantages and advantages of oneself, women can build their confidence and improve the capability, knowledge, and insight they have, as well as exploring the potential or talent they have.

### **Cyberfeminism and Further Criticism**

Based on the finding described above, it can be said that reality happens on social media is not the real reality. As stated by Yusuf Amir Piliang (2004), cyber identity can eventually be called a development from what occurs in the real world. Social sphere development that moves to the cyber world can affect three levels of human beings, namely, individuals, groups, and society.

On the individual level, boundaries of personal identity are shifted and become chaotic. The cyber identity will affect mindset, perception, personality, and lifestyle. On the group level, social territories have shifted. Group communication does not need spheres and conventional territorial, pushing the occurrence of social value shifting within it. In that situation, what is close can be far, and vice versa. It is in line with the epistemology of symbolic convergence theory. The last stage is society, in which an imaginary community is formed. In that position, communities do not need real place and communication anymore. They merely call for imaginary communication through technology (Piliang, 2004).

This cyber identity is suspected to be misused by certain parties to reach its target. It is not easy to thoroughly find out the parties behind dialog on social media, which in the case of this research, gender-bias. Gender bias happening on social media is a representation of an individual or group that believes that their genders are superior compared to other genders. Indirectly, it can be seen as communities' effort to affect the mind of internet users to accept a superiority concept of a particular gender. Eventually, not all internet users aware of their broad effect in influencing other users on social media flourishing gender superiority

The virtual world as a communication medium can transform the construction of gender inequality. Patriarchal views often weaken women's voices, when they try to speak up their views and opinions. However, in cyberspace these strengths do not affect the potential of women to speak, create and act based on women's perspective (Mulyaningrum, 2015). The virtual world, for cyberfeminism, has opened new opportunities and hopes to emancipate women from construction that weakens the real character and capability of them in many aspects.

Cyberfeminism assumes that the new development of information and communication is new media for women. Women can do many activities through digital media by building communities, platforms, contents, and places to represent themselves in proportional to identities they wish to create. Women also have the same equal opportunity to build and design programs that can fulfill their needs in many aspects, ranging from education, social, economy, politics, and self-development. Through cyberfeminism concepts, the multifarious activities conducted by women through new media are women's means to deliberate themselves from gender inequality and empower other women.

### Conclusion

#YourBeautyRules aims to develop women's character. With that theme, FDN hoped that Indonesian women could inspire and motivate other Indonesian women to be not constrained in construction that can weaken their characters. Cyberfeminism is presented as a space of digital information that can be accessed freely and spread quickly. This room is an information center that results from various scientific development, and anyone can access and use the information offered provided in the digital room. Cyberfeminism has provided this space for women to produce, spread, and use information so that each woman is more open-minded and eventually inspires other women to move and establish herself in a more promising direction.

#YourBeautyRules campaign initiated by Female Daily Network through YouTube is a form of cyberfeminism of FDN to educate and enhance the character of the audiences, as well as accepting women characteristics ranging from physical to appearance. This campaign is also a form of persuasion to empower women through personal dimension (Rahman M. A., 2013). It is done by developing the character and capability of women. The experience of each speaker showed that they had a common objective, namely deliberating women from negative construction of women's physical disadvantages that always are put as bullying material or ridicule. Opinions and experiences of speakers that support other women to be more confident in their physical aspects and capability can be the inspiration of other women to grow in a more promising direction. #YourBeautyRules campaign invited its audiences, mainly women, to fight against construction that caged them. With that, FDN encouraged women to be more confident in creating something and doing activities. FDN used YouTube as a means to communicate and diffuse the meaning of #YourBeautyRules for Indonesian women. This campaign had the potential to educate teenagers and Indonesian women in general in addressing the threat of cyberbullying and developing women to have superior characters. Community forums like FDN also had the potential to educate Indonesian women. The audiovisual format displayed on YouTube was attractive, easy-to-understand, and capable of reaching audiences from different parties.

The research is limited only on how #YourBeautyRules was established and spread through YouTube. The efficacy of YouTube's content can be verified, considering that Indonesian internet users were active. Currently, smartphones have been equipped with various applications that ease the user to search for information. Active internet users can be seen from their duration, frequency, and routine in using the internet through smartphones (Luthfia, Triputra, & Hendriyani, 2019). FDN also possessed application in smartphones that was actively used by the member of the Female Daily Network community. Considering the communication channel, FDN had the potential to broaden range in developing the character of Indonesian women. The

research would be beneficial for FDN to develop content that can support Indonesian women. For academicians, the research can also be developed to analyze activities imitated through digital media to empower Indonesian women.

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