

Grassroots Movements through Creative Collaboration with Social Media in Indonesia

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ABSTRACT

Social Networking sites such as Facebook and Twitter have gained a colossal mass in Indonesia. Preceded and led by the critical mass of Indonesian bloggers, they have grown from casual users into power users that maximize the potentials of online networking and collaboration – a force to be reckoned with in the national mass media and “offline” livelihood.

The defamation lawsuits upon Mrs. Prita Mulyasari (2008) which exploited the new Act on Electronic Information and Transaction (UU ITE) were widely considered to be injustice, flawed and a threat to the freedom of speech and expression in Indonesia by many. Leveraged by the public sympathies over the imbalances and the distrusts towards justice and law practices in Indonesia, this case was instantly perceived as a contemporary David vs. Goliath story.

With this unprecedented exponential boom of nation-wide media influence, the real-time campaign through online social media tools has changed the mindset of how people could connect and collaborate with each other and provides the basic toolkit for the succeeding future movements inspired from it.

This paper accounts the movement’s timeline progressed for over the course of a year; from the initial campaign to the online-managed, coin-collecting activity and music concert in multiple cities – all of which were organized using the collaborative online social media platforms that might have been gone under the radar for the academic and business communities.

Keywords: *creative collaboration, grassroots movements, social networking, social media, blogging, twitter, facebook, social cause*