

## **COMMUNITY INSTAGRAM @PHDMAMAINONESIA AS A MEDIA SHARING FOR WOMEN IN UNDERTAKING DOCTORAL STUDIES**

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### **ABSTRACT**

The emergence of Instagram has now become a platform that is used as a medium of information and education for its audience, especially women. Instagram allows someone express their opinion and be seen by many people, one of which is to support women in education. In case of education, many women in Indonesia face challenges in pursuing doctoral studies, especially for those who are married or have children. This is because they have to do the academic assignments while they have also the responsibility to take care of their children and family. In view of the above, the Instagram @phdmamainonesia was established as a social media for women to motivate them and sharing learning experiences. Through a qualitative research method using Fairclough content analysis, the objective of this study is to analyze the content of Instagram @phdmamainonesia as a media sharing for women in undertaking doctoral studies. The researchers analyzed three contents with the most likes in 2022 and as a result, all content represented a visual form that matched the upload description, such as experience and motivation. Most of the content used the hashtag #phdmamainonesia as their identity, as well as #womensupportwomen, #perempuanberbagi, #perempuanssekolahlagi to show their support for fellow women. The forms of comments mostly agreeing to the contents, sharing their experiences through comments, and expressing opinions about how education system should support women to continue their studies.

**Keywords:** Community, Instagram, Media Sharing, Doctoral Studies