ABSTRACT

The mainstream media could decrease the citizens’ sense of belonging, or nationalism. However, alternative media encourages digital activism to counter blatant hegemony of mainstream media as a mean to develop the alternative discourse towards a nation. This study aims to determine how an alternative media, Good News From Indonesia (GNFI), portrays nationalism through its Instagram account and what those portrayals mean to re-contextualize nationalism. The construction of nationalism discourse in GNFI is scrutinized with the concept of a nation as imagined communities and understanding of new media effects. Using qualitative approach and critical visual analysis, the study analyzed 52 images on GNFI Instagram account during the National Days of Indonesia in 2015. The result proves that GNFI develops a notion of pragmatic nationalism through its depiction of (multi)cultural identities; re-contextualization of prominent issues in global circumstances related to gender, multiculturalism, internationalization, and commodification of nature; and beneficial aspects of internet to educate Indonesia’s future generations and to reach the world. The idea within the images is strongly related to the mission of current government led by President Joko Widodo and shows significant differences with previous regimes. The portrayal of diverse cultural identities resembling pragmatic nationalism actually illustrates the maintenance of status quo in Indonesia.

Keywords: Good News From Indonesia, imagined communities, Instagram, nationalism