

## ABSTRAK

Penelitian ini merupakan studi terhadap gerakan sosial yang merupakan protes melalui akun Instagram #allengland2021unfair pada 18 Maret 2021 menyusul dipulangkannya tim nasional All England Indonesia oleh dan tidak mengikuti tournament. Dibatalkannya kepesertaan tim nasional All England Indonesia menghapus kesempatan Indonesia menjuarai kompetisi bergengsi tersebut. Alasan NHS Inggris adalah, Inggris merasa khawatir Tim Nasional All England Indonesia terinfeksi Corona Virus karena berada satu pesawat dengan penumpang yang positif covid. Gerakan protes sosial dari Indonesia melalui Instagram memunculkan nasionalisme dari tanah air.

Metode framing Robert Entman digunakan untuk membedah gerakan sosial ini. Ada 271 slide Instagram menjadi objek dari penelitian ini yang kemudian diseleksi menjadi beberapa isu menonjol dan penting sebagai perhatian utama warganet. Hasilnya adalah, warganet menganggap keputusan resmi NHS melalui Badminton World Federation (BWF) sebagai keputusan tidak adil dan merugikan Indonesia.

Kata kunci: Instagram, Indonesia, All England 2021, Framing, Social Movement Digital, BWF, Robert Entman



## **ABSTRACT**

*This research is a study of social movements as a social protest through the Instagram account #allengland2021unfair on March 18, 2021 following the repatriation of All England Indonesia National Team (TAEI) by UK National Health Service (NHS) and not participating in the tournament as consequences. The cancellation of the participation of the TAEI stopped Indonesia's opportunity to win this prestigious competition. The NHS worried that TAEI infected Corona Virus after they were on the same plane with passengers who indicated positively covid. The social protest movement from Indonesia through Instagram had risen the nationalism from the homeland.*

*Robert Entman's framing method is used to dissect this social movement. There are 271 Instagram slides that became the object of this research which were then selected into several prominents and important issues as the main concerns of netizens. The result is, netizens consider the official decision of the NHS through the BWF as an unfair decision and detrimental to Indonesia.*

*Keyword: Instagram, Indonesia. All England 2021, Framing, Social Movement Digital, BWF, Robert Entman*

