

ABSTRACT

This study explores how Indonesian audiences of @indonesiafeminis identify, interpret, and negotiate values associated with American liberal feminism in digital feminist content. Using an interpretive qualitative approach with a single case study design, data were collected through a questionnaire involving thirty respondents and in-depth interviews with nine informants. The analysis draws on Hall's encoding/decoding model, Robertson's glocalization theory, and Crenshaw's intersectionality framework. The findings show that audiences recognize liberal feminist values mainly through experiential closeness rather than theoretical knowledge, and most do not explicitly identify the American origins of the discourse. Glocalization appears as an active audience practice through empirical resonance, personal narrative translation, and sub-local contextualization, although it also generates resistance when global narratives do not match local lived experiences. Religion, gender, and geography interact in shaping reception, with religion functioning both as a supportive reference and as an epistemological basis for oppositional readings depending on each informant's social position.

Keywords: American liberal feminism, audience reception, encoding/decoding, glocalization, digital feminist activism, intersectionality, Instagram, Indonesia