

Digitalization of Social Movements in the Metaverse Era: A Study on Mining Resistance in Salipolo, Pinrang Regency, Indonesia

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Abstract

The social movement in Salipolo Village, Pinrang Regency, Indonesia, opposing the development of sand mining, reflects a response to development policies perceived as environmentally destructive and threatening to the livelihoods of the local community. This study aims to explore how digitalization influences the dynamics of this social movement, focusing on the use of social media and data-based technologies as advocacy tools. The research findings show that digital transformation has opened new avenues for the Salipolo community to organize, document environmental impacts, and expand the reach of their movement more broadly. The use of visual data, such as maps of affected areas and environmental impact simulations, has strengthened their position in negotiations with the government and mining companies. This collaboration not only provides moral and material support but also introduces more effective advocacy strategies, broadening the impact of the social movement. The study demonstrates that digitalization has empowered the Salipolo community to fight for justice and policy changes that align more closely with their interests. Therefore, this social movement is not limited to mass actions but also involves the use of technology to strengthen the community's bargaining power in the face of detrimental development policies.

Keywords: Social Movement, Digitalization, Mining Rejection, Cross-Community Collaboration, Digital Advocacy.

Introduction

Digitalization brings change to how communities voice aspirations and advocate for their rights. In Salipolo, the social movement opposing sand mining demonstrates how technology transforms traditional resistance into a more strategic approach through digital spaces. Previously, social movements were often limited to physical actions such as demonstrations or meetings with government officials. However, with technological advancements, digital spaces have become a new arena to expand the reach of advocacy. Social media, online platforms, and even virtual spaces in the metaverse provide opportunities for the people of Salipolo to raise local issues on a broader scale, including national and international levels. This transformation is crucial, especially in a world increasingly connected and reliant on communication technology (Anderson, 2023).

One of the primary issues faced by the Salipolo community is the environmental impact of sand mining activities. The Saddang River, which flows through the region, bears witness to environmental degradation caused by uncontrolled resource exploitation. Mining activities have triggered risks such as flooding, erosion, and landslides, which notably submerged villages in 1998 and 2010. In this context, digitalization offers solutions to document these impacts through data visualization, videos, and photos. This information can be disseminated via digital media, strengthening the community's position in demanding justice from authorities (Rahim, 2024). The anti-mining movement highlights the importance of data as a tool for advocacy. Through digital technology, communities can systematically collect evidence of environmental damage. For instance, maps of affected areas, social impact reports, and water quality analyses can be presented in accessible formats for wider audiences. This data not only serves as an awareness tool but also as compelling evidence in legal processes or negotiations with the government. By leveraging digitalization, the people of Salipolo can present arguments that are more credible and convincing (Fahmi, 2023).

The era of the metaverse opens new opportunities in digital advocacy. Virtual spaces enable interactive simulations of the impacts of mining on the environment and community livelihoods. With this technology, the people of Salipolo can deliver stronger visual experiences to policymakers or a global audience. For instance, a virtual model of the Saddang River showing the effects of erosion or flooding could be an effective educational tool. This approach can foster greater empathy from external parties toward the community's struggle (Junaidi, 2024). However, the transition to digitalization is not without challenges. Access to technology and digital literacy remain significant barriers in rural areas like Salipolo. Unequal internet infrastructure, the high cost of digital devices, and a lack of technological skills are major obstacles. Therefore, support from various stakeholders, including the government, non-governmental organizations, and technology communities, is essential. By strengthening technological access, rural communities can more easily utilize digital spaces for their advocacy (Alliance Report, 2024).

On the other hand, digitalization also facilitates more effective cross-community collaboration. Social movements in Salipolo can connect with other groups facing similar issues, both in Indonesia and abroad. This collaboration not only strengthens solidarity but also creates opportunities to share strategies, resources, and experiences. In this context, digital spaces become crucial mediums for bringing together various actors with shared interests (Local Media Pinrang, 2024). An important innovation in digital-based social movements is the ability to convey messages more effectively through visual narratives. Infographics, short videos, and mini-documentaries can be produced to explain the issues faced by the Salipolo community. Additionally, these media can highlight local wisdom and the importance of protecting their region from exploitation. In digital spaces, these messages can touch the hearts of many, including those previously uninvolved in the issue (Usman, 2023).

Beyond storytelling, digitalization allows communities to garner support through crowdfunding campaigns or online petitions. These platforms enable local communities to gain financial or political support from a broader audience. For instance, an online petition opposing sand mining could unite thousands of voices from various regions in support of

Salipolo's struggle. With this pressure, governments and mining companies may be compelled to reconsider their policies (Fahmi, 2023).

Virtual spaces in the metaverse can also serve as tools for education and community empowerment. The Salipolo community can use these platforms to organize seminars, discussions, or training sessions on digital advocacy and environmental conservation. These activities not only raise local awareness but also build capacity for engaging in broader public discourse. Thus, social movements in Salipolo can not only endure but also evolve (Junaidi, 2024). The anti-mining movement in Salipolo exemplifies how communities can self-organize to resist natural resource exploitation. By leveraging digital technology, they can present stronger and more structured arguments. This demonstrates that social movements no longer rely solely on mass actions but also employ evidence-based and technological approaches to strengthen their position against authorities (Salipolo People's Alliance, 2024).

The metaverse also presents potential for democratizing advocacy. Anyone with internet access can participate in discussions or support social movements. This opens new opportunities for the involvement of younger generations, who are more familiar with digital technology. By involving young people, social movements in Salipolo have the potential to become more innovative and sustainable (Rahim, 2024). However, the digitalization of social movements must be balanced with efforts to maintain the integrity of data and information. In digital spaces, threats such as disinformation and data manipulation can undermine social movements. Therefore, the Salipolo community needs to build capacity to manage and protect their information. With the right approach, technology can be a tool that not only supports but also safeguards social movements from external threats (Fahmi, 2023).

Digitalization also creates opportunities to build global solidarity on environmental issues. By utilizing technology, the people of Salipolo can communicate their struggle to an international audience. Well-structured digital campaigns can capture the attention of global media, international environmental organizations, and other global communities. Support from abroad can increase pressure on governments and mining companies to halt environmentally destructive activities (Anderson, 2023). The transition to digitalization does not mean abandoning traditional approaches. Instead, combining on-the-ground actions and digital advocacy can create stronger and more diverse social movements. In Salipolo, this approach can enhance the efficiency of the community's efforts to protect their environment. By leveraging the strengths of each method, social movements can be more effective in achieving their goals (Alliance Report, 2024).

Social movements in Salipolo illustrate the immense potential of the metaverse era. This transformation not only broadens the scope of their advocacy but also introduces new approaches to environmental and community rights advocacy. If well-managed, digitalization can make Salipolo a model for other communities in addressing natural resource exploitation. This movement proves that with technology, local communities have the potential to create real change at both local and global levels (Junaidi, 2024). Research Questions are how does digital transformation influence the strategies of the Salipolo community's social movement in opposing sand mining activities?; What challenges do the people of Salipolo face in utilizing digital technology for environmental

advocacy?; To what extent does cross-community collaboration through digital spaces strengthen their social movement locally and globally?

This article aims to analyze how digital transformation influences the strategies of the Salipolo community's social movement in opposing sand mining activities. The focus is on understanding the shift from traditional methods to technology-based approaches, including the use of social media and virtual spaces like the metaverse, to strengthen environmental advocacy. Additionally, the study seeks to identify the main challenges faced by the Salipolo community in adopting digital technology for advocacy, such as limited internet access, digital literacy, and supporting infrastructure. Finally, the research explores the extent to which cross-community collaboration through digital platforms can expand the scope of social movements, strengthen solidarity, and enhance the impact of their struggle at local and global levels.

Literatur Review

Studies on social movements reveal the dynamics and strategies communities employ to advocate for their rights across environmental, social, and economic domains. Research by Izudin and Suyanto (2019) on the eviction of Parang Kusumo residents in Yogyakarta highlights how the defeat of social movements is often tied to a lack of legal support for affected communities. In this case, the weakness of land ownership certificates emerged as a major reason for the failure of the movement initiated by the Alliance of Citizens Against Eviction (ARMP). This underscores the importance of legal legitimacy as a key element in the struggle of social movements.

Gunawan et al. (2015) offer another perspective through their study of environmental movements opposing the construction of a waste-to-energy plant (PLTSa). They found that institutionalizing movements through organizations such as LPTT-BGC and Walhi Jabar shifted the approach to a more persuasive one. However, institutionalization also allowed activists to enhance their capacity through networking, media engagement, and access to resources. This case illustrates that strategic collaboration with larger institutions can strengthen social movements in the long term. More complex dynamics are observed in Lestari's (2019) research on the Traditional Fishermen Community (KNT) of Muara Angke resisting the reclamation of Jakarta Bay. The success of KNT in halting the reclamation was determined not only by legal advocacy but also by layered strategies, public education, and collaboration with various government agencies. Resource mobilization became a crucial element in this movement, demonstrating that the success of social movements requires thorough planning and coordination.

Dharmawan (2020), in his study of community resistance against leather factory waste, shows how internal factors such as the integrity of leaders and members influence the dynamics of social movements. In a case from 2001, bribery and co-optation by companies weakened the community's resistance. In subsequent years, external pressures persisted, but the movement sought to endure despite infiltration. This highlights the critical importance of internal solidarity in sustaining social movements. In the case of opposition to mining in Salipolo, the dynamics reflect various elements from the cases studied above. Like Izudin and Suyanto's (2019) findings, the Salipolo community faces

legal challenges as mining permits were issued without adequate environmental assessments, hindering their legal position to oppose the mining activities.

As described by Gunawan et al. (2015), the Salipolo social movement can learn from institutionalization approaches to strengthen their struggle. By involving non-governmental organizations and institutions with extensive networks, the community can access greater resources, including legal aid, community education, and media support. This step has the potential to enhance their bargaining power against mining companies. Regarding strategy, Lestari's (2019) research provides inspiration for how the Salipolo community can leverage layered advocacy and education. By educating local residents about the environmental impact of sand mining, the movement can expand support from both local and national communities. Collaboration with authoritative environmental agencies can also strengthen their arguments against mining.

Dharmawan's (2020) study of leather factory waste resistance also provides valuable lessons about internal risks that can weaken social movements. The Salipolo movement must maintain the integrity of its members and leaders to prevent co-optation or infiltration by parties with vested interests in mining. Internal solidarity should be a priority to ensure the movement stays true to its objectives. In the context of digitalization, Salipolo's social movement has opportunities to adopt strategies relevant to the modern era. As Gunawan et al. (2015) demonstrated, using media networks and public participation can have a significant impact in raising awareness of environmental issues. Digital technology enables the Salipolo community to advocate for their cause more broadly through social media and virtual platforms.

Additionally, lessons from the Jakarta Bay reclamation case highlight the importance of proper issue framing. The Salipolo movement can frame their struggle as an effort to save the environment, with impacts that extend beyond the local community to a broader ecosystem. This approach could garner greater public sympathy, including from academics, environmental activists, and policymakers. Collaborative approaches are also key to the success of social movements. The studies by Lestari (2019) and Gunawan et al. (2015) emphasize how partnerships with governmental and non-governmental organizations can enhance advocacy effectiveness. In Salipolo's case, building alliances with organizations such as Walhi or LBH could help strengthen their legal position and mobilize more resources to support their cause.

However, the main challenge for Salipolo's social movement remains in the legal aspect, as identified by Izudin and Suyanto (2019). Without a solid legal foundation, it will be difficult for the community to succeed in the public or judicial arenas. Strengthening legal documentation to support their claims over the territory should be the first step. In the digital age, Salipolo's social movement must also anticipate the risk of misinformation that could harm their image. As Gunawan et al. (2015) pointed out, mass media can be a double-edged sword if not used carefully. The community must manage their narrative professionally to ensure that their message is well-received by the public.

Salipolo's social movement can draw inspiration from the dynamics in other cases. While internal and external challenges are often inevitable, organized strategies, strong collaboration, and technological utilization can provide new opportunities to continue their struggle. This shows that adaptive social movements have a greater chance of achieving

their goals. By studying relevant literature, Salipolo's social movement can identify the best strategies to overcome the challenges they face. Each case offers valuable lessons on how communities can resist resource exploitation and injustice. By integrating lessons from previous cases, the Salipolo community has the potential to strengthen their movement and create a greater impact on the environment and their lives.

Theory of Social Movements

David Meyer and Sidney Tarrow (1998) define social movements as collective challenges that emerge through sustained interactions between groups within society and elites, rivals, or authorities to achieve shared goals. This definition emphasizes the importance of the collective aspect of social movements, highlighting the organized efforts to create change, whether in public policies or in the institutional structures of society and politics. The focus of social movements often relates to the redistribution of power or fundamental changes to specific institutions. In this context, collective challenges become the core of social movements, encompassing efforts designed to influence the distribution of resources, authority, and legitimacy within a social system. Thus, social movements do not merely react to certain conditions but also systematically strive to reform or revolutionize the system.

The first element identified by Meyer and Tarrow as characteristic of social movements is collective challenges. These challenges differ from other forms of collective action as they aim to disrupt or oppose established elites, authorities, or cultural values. Collective challenges signify a conflict faced by certain groups against other parties with greater power. These challenges are often unstable, particularly because social movements usually have limited resources in terms of funding, access to power networks, and organizational capacity. However, this instability often becomes a defining feature of social movements as they arise in response to injustices or imbalances of power.

The second aspect of social movements is shared goals. While individuals may have differing personal motivations, social movements can only grow when the claims or demands put forth are collectively agreed upon by their members. Shared goals are not always linked to class or economic conflicts but can involve specific values, cultural identities, or moral beliefs. For instance, social movements opposing environmental damage or human rights violations are often driven by goals that transcend individual interests, aiming to create broader change for the benefit of the community or society at large. Without shared goals, social movements lose direction and cannot effectively mobilize their members.

Solidarity and shared identity constitute the third element of social movements according to Meyer and Tarrow. This solidarity is not merely a sense of togetherness but also the ability to integrate individuals from different backgrounds into a cohesive movement. Shared identity is often built on values rooted in nationalism, religious beliefs, or other collective experiences. By strengthening the sense of shared identity, social movements can foster a sense of collective responsibility that motivates members to remain engaged, even in risky situations. Shared identity also acts as an emotional bond that allows the movement to remain solid despite significant external pressures.

The final element of Meyer and Tarrow's theory is the importance of sustaining contentious politics. Contentious politics refers to the ability of movements to consistently challenge the status quo through strategically organized collective actions. Sustained resistance requires not only courage but also well-organized strategies. Contentious politics often involve tactics such as demonstrations, political lobbying, media campaigns, and leveraging social networks to mobilize support. If movements fail to sustain resistance effectively, they risk losing momentum and eventually dissolving. Conversely, by maintaining contentious politics, social movements can persist over the long term and continue advocating for their goals.

In collective challenges, the stability of movements is heavily influenced by the resources they possess. For example, movements with limited access to funding or institutional support tend to struggle more compared to those with extensive networks. However, Meyer and Tarrow emphasize that while limited resources can be an obstacle, they do not necessarily determine the success or failure of a movement. Instead, creativity and solidarity in managing resources often become decisive factors. Successful social movements usually find ways to turn these limitations into opportunities to strengthen their narrative and garner public sympathy.

Solidarity also plays a crucial role in building the strength of social movements. When individuals feel connected to a larger community through shared identity, they are more likely to actively engage in collective actions. Meyer and Tarrow highlight that solidarity is often built through shared experiences, whether they involve injustice, marginalization, or even small victories in the struggle. These experiences strengthen the emotional bonds among members of the movement and create a sense of collective responsibility that drives greater participation.

In the context of sustaining contentious politics, it is essential to understand that social movements are not just about opposing authority but also about building legitimacy. Meyer and Tarrow point out that effective social movements are those that can demonstrate that their goals align with widely recognized societal values. Therefore, social movements must be able to articulate their demands in a language that is acceptable to various groups, including those outside the movement itself.

Contentious politics also requires adaptive and flexible strategies. In facing pressure from authorities or other groups, social movements often need to change their approaches to remain relevant. Meyer and Tarrow stress that the sustainability of social movements depends on their ability to continuously innovate in their methods of struggle. For instance, social movements in the digital era can leverage social media and technology to expand their reach, although this also brings new challenges such as disinformation or cyberattacks.

One potential weakness of social movements is the risk of losing focus when solidarity and shared identity are no longer maintained. Meyer and Tarrow note that social movements that fail to preserve these key elements often devolve into small, isolated groups or even sects based on specific beliefs. To avoid this, social movements must ensure that they remain inclusive and relevant to the issues faced by society at large.

The challenge of mobilizing resources is also a significant factor in the success or failure of social movements. Meyer and Tarrow emphasize that movements without adequate access to resources often have to rely on creativity and solidarity to sustain

themselves. For example, social movements that utilize local networks or community support often last longer compared to those entirely dependent on external funding.

The shared identity built within social movements often reflects the values the movement seeks to advocate. In this regard, Meyer and Tarrow argue that shared identity can be a powerful tool for attracting public sympathy and broadening support. However, this identity must also be carefully managed to avoid exclusivity that could harm internal solidarity. Meyer and Tarrow assert that elements such as collective challenges, solidarity, shared goals, and contentious politics are the core components of any successful social movement. Without these elements, social movements risk losing direction and failing to achieve their objectives. Therefore, understanding Meyer and Tarrow's theory can help activists and scholars analyze the dynamics of social movements more deeply.

In analyzing social movements, it is important to consider how these elements interact within specific contexts. For instance, social movements in the digital era may face challenges different from traditional movements, but the fundamental principles outlined by Meyer and Tarrow remain relevant. By combining this theory with empirical analysis, we can understand how social movements adapt to social and technological changes. Meyer and Tarrow's theory provides a comprehensive framework for understanding social movements, in terms of their goals, strategies, and internal dynamics. By applying this theory, we can evaluate the successes and failures of social movements and identify the factors that contribute to their sustainability. This is highly relevant in an increasingly complex world where social movements play a vital role in advocating for justice and social change.

Stages of Social Movements

The stages of social movements play a crucial role in illustrating how a movement evolves to respond to social changes or injustices. Within a more complex theoretical framework, these stages also include political and bureaucratic processes aimed at consolidating governmental organizations as institutional tools and public policy executors. These stages focus on strengthening institutional structures and support to reinforce the legitimacy of social movements. This political process involves formal interactions with elite groups, decision-makers, and authorities to influence public policy. In this phase, political relationships create opportunities to advocate for change and introduce policies favoring the movement's objectives.

Once political and institutional consolidation is achieved, the next stage is the process of socialization and mobilization. This phase marks the point where social movements begin raising public awareness and tapping into the potential for mass mobilization to reinforce their demands. Socialization is crucial because social movements must educate the public about the issues raised, build solidarity, and prepare communities to participate in more organized collective actions. The mobilization process involves techniques to gather opinions and support from various societal elements to foster specific social behaviors that align with their struggle. At this stage, actions such as demonstrations, boycotts, strikes, sit-ins, or blockades become expressions of mass power aimed at addressing policies perceived as harmful.

Each stage in social movements has interrelated roles and functions to support the sustainability of the movement. During these mobilization processes, not only are on-the-ground actions necessary, but the use of mass media and other communication channels is also vital to attract public attention. Media holds power in shaping public opinion and increasing the visibility of social movements. Activist-led organizational efforts aim to expand the support base by involving more individuals or groups, either through direct participation or indirect solidarity. At this stage, social movements strive to expand their influence and build momentum to impact public policy and capture the attention of political elites.

According to Macionis's theory (Sukmana, 2016), social movements evolve through four distinct stages:

1. *Emergence*

The first stage is the emergence of the social movement. At this stage, a movement begins with a general perception that existing social conditions are inadequate or unjust. Widespread dissatisfaction, either among specific groups or the general public, triggers the rise of social movements. Movements such as human rights advocacy or feminist movements often emerge as responses to perceived injustices experienced by marginalized groups. They aim to drive changes in social or legal policies deemed oppressive or unfair.

2. *Coalescence*

The second stage is coalescence, where social movements start defining themselves more clearly and formulating strategies to gain public attention. At this stage, movement leaders play a crucial role in setting the movement's direction and developing policies and tactics to achieve their goals. Leaders decide whether to emphasize violent tactics or peaceful approaches in influencing public policy. They also focus on recruiting new members to strengthen the movement. This stage often involves direct actions, such as large-scale demonstrations, to attract media and public attention and raise broader awareness about the issues being addressed.

During the coalescence stage, it is vital for social movements to form alliances with other organizations sharing similar goals or capable of providing support in terms of resources, both financial and material. These alliances serve as essential tools for gathering strength to counter opposition pressures. A movement that successfully builds strong alliances gains broader access to necessary resources, such as funding, volunteers, and media coverage, which can expand the movement's influence. Such alliances also allow movements to achieve broader objectives by collaborating with various groups with aligned interests.

3. *Bureaucratization*

The third stage is bureaucratization, where social movements develop into more established and structured organizations. For long-term sustainability, social movements require a clear organizational structure and systems that enable efficient resource management, member coordination, and more organized strategies and tactics. During

this stage, social movements form internal bureaucracies to manage various operational aspects, including communication, funding, and relations with external parties like governments or international institutions. Bureaucratization allows movements to become more effective in achieving their goals by having well-managed resources and strategically influencing public policy.

However, during bureaucratization, movements face the challenge of maintaining the original spirit that motivated their formation. As movements grow into larger and more structured organizations, they risk losing the spontaneity and creativity that initially made them appealing. Bureaucratization can sometimes lead to diminished collective energy within the movement. Hence, movement leaders must balance effective organizational management while preserving the movement's original spirit and principles.

4. Decline

The final stage in Macionis's theory is decline, where social movements lose their influence and momentum. This decline can occur due to various factors, such as the achievement of most movement goals, changes in policies or social conditions that support the movement, or internal friction leading to fragmentation. Social movements that achieve peak success sometimes risk fragmentation due to differences in goals or strategies among members or leaders. When this happens, the movement may experience a decline in public support and effectiveness in achieving its objectives.

Decline can also result from an inability to adapt to changing social or political conditions. For instance, movements driven by issues that have faded or become less relevant in contemporary contexts are more likely to decline. To avoid sharp declines, social movements must continuously innovate in their strategies and approaches to maintain relevance. Decline does not always signify the end of a social movement; it can serve as a transitional phase toward a new form or broader influence.

Furthermore, decline can also be caused by opposition from more powerful entities or groups opposing the movement's goals. When social movements face strong resistance through legal pressures, violence, or negative campaigns, they risk losing public trust and support. Therefore, effective and innovative defense strategies are essential for movements to remain relevant and powerful enough to counter efforts to suppress their influence. The stages of social movements illustrate how movements evolve and navigate various challenges. From emergence triggered by social dissatisfaction, coalescence to build collective power, bureaucratization for achieving organizational stability, to decline marking the peak and conclusion of a movement's struggle cycle, these processes are highly dynamic and often influenced by numerous external and internal factors that can accelerate or hinder their progress.

While decline may be an inevitable stage for some social movements, it is worth noting that certain movements can experience a resurgence, depending on favorable social and political conditions. Movements with flexible structures and the ability to adapt to changes can avoid sharp declines and continue in forms more relevant to contemporary contexts. Such resurgence may involve strategic shifts, expanded issues, or adjustments to evolving demands. The life and development of social movements heavily depend on their

ability to organize members and ensure each phase of change is carefully executed. At every stage, the role of leadership and effective organization is crucial in determining a movement's success in surviving and growing. Therefore, analyzing social movements requires attention to how their structures and strategies address challenges and capitalize on opportunities within broader social dynamics.

Indicators of Social Movement Success

According to Meyer, the impact of a social movement can be assessed through the policy changes or decisions it produces. A social movement is considered successful if it can influence relevant public policies or even bring significant changes to existing social and political structures. In this context, policy change serves as a primary indicator of success, as it reflects the authorities' response to the demands presented by the social movement. Public policy shifts resulting from social movements demonstrate that the voices of marginalized communities or groups have been heard and acknowledged, indicating their success in influencing critical political decisions.

Meyer identifies two key aspects for measuring the success of social movements: new achievements and the level of societal acceptance. New achievements refer to tangible outcomes achieved by the movement, such as policy changes, implementation of new programs, or recognition of previously denied rights. This aspect highlights that the movement has succeeded not only in gaining attention but also in generating real change on the ground. On the other hand, societal acceptance is equally important, as it indicates whether the movement has successfully raised awareness and garnered widespread support. Without societal acceptance, even with policy changes, the sustainability of the movement might be at risk.

New achievements focus on visible results, such as favorable new policies for the group advocating for their rights or structural changes that benefit them. For example, a social movement that succeeds in altering labor rights policies, providing protections for women, or advocating for previously neglected minority rights exemplifies this achievement. Such outcomes demonstrate the movement's relevance and significant influence on public policy. However, these achievements alone may not guarantee that the movement is considered successful. Meyer emphasizes the importance of the second aspect: societal acceptance.

A social movement that influences policy but fails to gain widespread societal support or acknowledgment from other involved groups may struggle to sustain its success. Societal acceptance reflects the extent to which the values and objectives of the movement are embraced across various social, political, and cultural layers. Thus, while new achievements are a crucial indicator, broader social acceptance also plays a pivotal role in determining the movement's long-term success and viability.

Meyer further develops a typology of social movement success, divided into four categories:

1. Achievement and acceptance simultaneously, considered the ideal form of success. Here, the movement not only achieves practical goals, such as policy or regulatory changes, but also gains widespread recognition and support from society. In this scenario, policy changes attained by the movement are not merely a response to their

demands but also a reflection of broad societal acknowledgment and acceptance of the movement's goals. Movements in this category often continue to grow with increasing societal support.

2. Recognition without achievement, where the movement gains broad societal acknowledgment or recognition from specific political groups but fails to achieve tangible policy changes. Although the movement is recognized as a social or political force, this recognition is not accompanied by substantial accomplishments, such as policy or structural changes. This could result from strong opposition or a lack of resources to overcome challenges. Recognition without achievement indicates significant social impact but also highlights substantial hurdles in achieving the movement's goals.
3. Achievement without recognition, in which the movement achieves practical goals or favorable policy changes but does not gain widespread societal acknowledgment or support. This can occur when policy changes made in favor of the movement are not widely recognized or accepted by the broader public. Although these changes are implemented, they may fail to secure long-term societal legitimacy or even face resistance from the majority. This category suggests that the movement succeeded in some aspects but failed to establish the necessary social legitimacy to bolster its position.
4. Neither recognition nor achievement, where the movement fails to attain its goals, either in the form of policy changes or societal acknowledgment. Movements in this category may lack sufficient influence to enact the desired changes or garner support from their target audience. Despite this, such failures can serve as stepping stones for future movements by providing lessons on overcoming limitations or adopting alternative methods. This category highlights the constraints faced by social movements in challenging more substantial political or social forces.

These four typologies illustrate the varied outcomes of social movement success, depending on the context and dynamics at play. Not all social movements will achieve the ideal combination of achievement and acceptance. Nonetheless, each typology offers insights into the potential of social movements to influence societal and policy change. Regardless of the outcomes, social movements are part of a broader, ongoing process of driving more significant social change.

In practice, most social movements may not immediately achieve complete success in all desired aspects. For instance, many movements succeed in reaching short-term goals, such as introducing an issue to the public agenda or securing policy changes, but struggle to gain full societal acknowledgment. However, even partial successes often lay the groundwork for the continuation of their struggles or inspire similar movements. Thus, the success or failure of a social movement is not only measured by its final outcomes but also by its impact on broader societal change.

Method

This study employs a qualitative research method with a descriptive research design (Hardani, 2020) to provide an overview of the dynamics of social movements opposing the proposed mining activities in Sungai Saddang, Salipolo Village, Cempa District, Pinrang

Regency. Primary data were collected through in-depth interviews with purposively selected informants (Moloeng, 2021), while secondary data were obtained from various sources such as journals, news articles, and relevant documents related to the research topic.

The data collection techniques utilized in this study include interviews and documentation. Interviews were conducted with community leaders, movement leaders, and individuals directly involved in the social movement to gain a comprehensive perspective on the dynamics at play. Additionally, documentation was used to collect written evidence or archival materials that enrich the information related to the movement (Sugiono, 2014). The data analysis technique employed in this research involves systematic data collection and analysis to identify emerging patterns and provide an in-depth understanding of the dynamics of the social movement.

Digital Transformation and Social Movements in Salipolo Village

The social movement of Salipolo villagers opposing sand mining reflects a collective response to policies perceived as unjust. The proposed sand mining activities, which have the potential to damage the environment in the Saddang River, have sparked serious concerns among the local community, most of whom rely on the river for agriculture and fishing. Development policies favoring the exploitation of these mines are viewed as prioritizing corporate economic gains over the well-being of local residents. In this context, the social movement aims to halt mining activities while advocating for environmental protection and the rights of the local community.

Technological advancements and digital transformation have played a significant role in strengthening the social movement in Salipolo. By leveraging social media and digital tools, the community has systematically documented environmental damage and disseminated this information to a broader audience. Maps of affected areas, environmental impact reports, and videos and images of the damage caused by mining have been used as effective advocacy tools. These visual data not only bolster the community's position in discussions with the government and mining companies but also draw support from people beyond Salipolo, amplifying the movement's reach.

Social media has become the primary platform for the Salipolo community to mobilize support. Using visual narratives and data-driven campaigns, they have successfully attracted national and international public attention. Infographics and short videos illustrating environmental impacts have become powerful communication tools that evoke empathy and solidarity from various stakeholders. Consequently, an issue that was initially local has gained wider traction, creating significant pressure on the government and companies to reconsider their policies.

This digital transformation also aligns with the resource mobilization theory, which emphasizes the importance of managing and utilizing resources to build social movements. Digital technology has become a vital resource that enables the Salipolo community to organize themselves and communicate with their support networks. With the help of technology, they can share information, strategies, and collaborate with environmental organizations and other activists concerned about similar issues. In this context, technology

serves not only as a communication tool but also as a critical means to enhance the legitimacy of their movement.

In addition to expanding support networks, digital transformation has opened opportunities for broader collaboration with various communities. The Salipolo social movement has captured the attention of environmental organizations, activists, and academic groups committed to environmental sustainability. These collaborations allow them to share experiences, advocacy methods, and resources that strengthen the Salipolo community's efforts. With support from diverse parties, the movement has become part of a larger initiative to protect the environment from destructive exploitation.

However, this effort is not without challenges. In rural areas like Salipolo, limited access to the internet and technology poses significant barriers. Not all residents have sufficient knowledge or digital literacy to optimize the use of technology. Therefore, support from assisting organizations or the government is needed to improve technological infrastructure and provide training to the community. By overcoming these challenges, more community members can actively participate in digital-based social movements.

One of the most notable elements of digital-based advocacy is the use of visual data. Digital maps illustrating erosion impacts, flood simulations, and water quality reports serve as concrete evidence that strengthens the community's demands. This data not only provides a clear picture of the environmental damage but also enhances the community's credibility in discussions with relevant stakeholders. By integrating this data into their campaigns, the Salipolo community has successfully strengthened their bargaining position with the government and mining companies. Additionally, the movement has fostered a collective awareness among the Salipolo community. Awareness of the importance of protecting the environment has become a driving force for growing social solidarity. This solidarity enables the community to unite in facing the threats of exploitation that jeopardize their livelihoods. Support from communities outside Salipolo further proves that cross-community solidarity can amplify social movements, resulting in more significant impacts.

The impact of this social movement has begun to be seen in policy changes. Pressure from the community and broad public support have encouraged the government to reconsider the sand mining policy. If successful, this movement could lead to new policies that prioritize environmental protection and local community welfare. It also demonstrates that digital-based collective action can be an effective means to influence public policy and drive fairer changes. The case of resistance to sand mining in Salipolo offers valuable lessons on how digital technology can empower social movements. Digitalization enables communities to mobilize support more strategically and with broader reach. It also shows that in the digital era, social movements no longer rely solely on mass actions but also on leveraging technology and data as advocacy tools. By maximizing the potential of technology, the Salipolo community has demonstrated how social movements can become transformative forces in the pursuit of social and environmental justice.

Challenges in Adopting Digital Technology

The social movement in Salipolo Village opposing sand mining policies can be analyzed through the lens of conflict theory, which emphasizes the tensions between social groups with conflicting interests. In this case, the community's dissatisfaction with mining policies reflects an imbalance between those who benefit economically from natural resource exploitation and those who bear the environmental damage. The government and mining companies are perceived as prioritizing short-term profits, while the local community, which relies on the sustainability of natural resources—particularly the Saddang River—must face the risks of environmental degradation that threaten their livelihoods, such as agriculture and fisheries.

This dissatisfaction arises because government policies fail to deeply consider the long-term impacts on local livelihoods. Mining activities that damage the environment can lead to erosion, flooding, and water pollution, endangering the community's survival. Without adequate mitigation policies, the community feels abandoned and exposed to loss and uncertainty. This has sparked the emergence of a social movement as a form of resistance against policies perceived as unjust. This movement is not merely a protest against government policies but also a reflection of the collective awareness among the community of the importance of protecting their environment. In this context, the social movement in Salipolo represents the social tensions stemming from injustice in resource distribution. The local community feels that mining policies disproportionately benefit certain parties, such as mining companies and their government supporters, while those living near the mines must bear significant losses. This dissatisfaction deepens as the community feels neglected and excluded from decision-making processes that affect their lives. This inequality in power distribution is a fundamental driver of the social movement in the village. Social solidarity emerges as a response to these grievances. Social solidarity theory emphasizes the importance of close relationships among community members who share common interests—in this case, the struggle to protect their environment. In Salipolo's case, social solidarity is formed as a collective effort to resist harmful policies. This solidarity manifests not only in direct participation in protests but also in mutual moral and material support among community members.

The solidarity among Salipolo residents is not only driven by their shared experience of the mining's impact but also by a collective awareness of the importance of preserving their natural resources. With the shared goal of protecting their environment, the community has successfully built a strong social network. This network strengthens their position in negotiations with the government and mining companies, as their collective strength cannot be ignored. Here, social solidarity plays a crucial role in bolstering the social movement and enhancing its collective capacity to mobilize for change. Awareness of the importance of social solidarity has also led to the formation of advocacy groups that actively fight for policy changes. These groups often organize anti-mining campaigns, gather data to support their claims, and coordinate with larger environmental organizations. Through these collaborations, the social movement in Salipolo has gained support from various influential parties, such as environmental NGOs, activists, and even international groups concerned with environmental issues.

Furthermore, the social solidarity fostered by this movement has helped raise broader awareness beyond Salipolo about the importance of their struggle. Through social media and digital technology, information about the mining's impact and the community's resistance has spread widely. This has not only increased public awareness but also attracted the attention of more influential stakeholders at national and international levels. With external support, the social movement in Salipolo has grown stronger and gained greater legitimacy in its struggle. This solidarity also encourages the Salipolo community to seek more sustainable collective solutions. As the social movement evolves, the community has shifted its focus beyond rejecting mining to exploring alternative, environmentally friendly resource management approaches that can support their livelihoods sustainably. This process involves discussions and collaborations among community members, local governments, and civil society organizations to formulate fairer and more sustainable policies. Thus, social solidarity becomes the key to creating positive change for both the Salipolo community and their environment.

The role of social solidarity in this movement is vital, as without strong bonds among community members, the movement might not have developed into a force capable of influencing government policies. Solidarity forms the foundation for more organized and directed collective action. The success of the Salipolo social movement in challenging the sand mining policy demonstrates that dissatisfaction with harmful policies can transform into a significant social force, particularly when supported by strong solidarity and collective awareness of the importance of environmental protection. The social movement in Salipolo is not merely a protest against unjust government policies; it is also a reflection of the struggle to achieve social and environmental justice. Initial dissatisfaction with harmful policies has grown into a movement that strengthens social solidarity and raises collective awareness about the importance of protecting the environment. This movement offers an important lesson in how social solidarity can empower movements and drive broader changes in policies and social structures.

This study reveals that the digital space plays a crucial role in expanding networks and fostering cross-community collaboration within the social movement in Salipolo Village. By leveraging digital technology, the people of Salipolo not only strengthen their movement locally but also connect with organizations concerned with environmental issues at national and international levels. Cross-community collaboration has become one of the keys to the success of their social movement, providing access to greater resources, including moral and material support, as well as knowledge of more effective advocacy strategies.

One tangible form of this collaboration is an online petition campaign that successfully garnered public attention. The petition not only collected signatures from the people of Salipolo but also from individuals and groups concerned about environmental issues, both within Indonesia and abroad. This online petition became an effective tool to demonstrate the widespread support for the movement opposing sand mining and to pressure the government and mining companies to heed the community's aspirations. With support from various parties, the petition had an impact not only at the local level but also became a topic of national discussion. Additionally, the use of crowdfunding platforms has

been a significant part of this cross-community collaboration. The Salipolo community successfully raised funds to support their advocacy activities, such as gathering evidence of environmental damage and organizing protests. Crowdfunding enabled them to access financial resources beyond government or large organizational budgets. The funds collected were used to mobilize actions and enhance their technical capacity in using digital media to disseminate information. This highlights how digital technology functions not only as a communication tool but also as a means to acquire practical support necessary for their struggle.

Collaboration with larger environmental activists and organizations provided the Salipolo community with opportunities to share proven advocacy strategies. Through these networks, they learned how to organize actions, leverage social media, and build coalitions with groups pursuing similar goals. This approach helped them focus not only on opposing the mining project but also on advocating for policy changes that emphasize environmental sustainability and community welfare. This exchange of knowledge and experiences has made the social movement in Salipolo more organized and better prepared to face challenges. The use of digital space also allowed the people of Salipolo to document the environmental damage caused by sand mining. Through photos, videos, and digital maps, they were able to illustrate the impacts faced by the community more clearly and attract greater attention. This visual documentation became a powerful tool for building their arguments in advocacy and enhancing the credibility of their social movement. With clear visual evidence, they could demonstrate to authorities and the wider public the realities they face and why the mining development policies need to be reconsidered.

Moreover, cross-community collaboration through digital spaces expanded the reach of Salipolo's social movement to a global scale. The Salipolo community did not rely solely on local media to voice their demands but utilized digital platforms to gain international attention. By sharing information through social media, blogs, and websites, they managed to garner sympathy and support from broader groups, such as international organizations focused on environmental or human rights issues. This gave their social movement a global dimension, strengthening their position against the government and mining companies with more significant power. International community involvement also had a positive impact by increasing pressure on the Indonesian government and the mining companies involved. Cross-border collaboration created global scrutiny of policies deemed detrimental to the Salipolo community. In some cases, this international attention expedited policy changes or at least delayed the implementation of controversial projects. When an issue gains global attention, governments and companies often feel compelled to revise or review their policies to avoid tarnishing their international image.

Social media played a central role in accelerating the dissemination of information about the social movement in Salipolo. Platforms like Facebook, Twitter, and Instagram allowed the Salipolo community to reach a broader and more diverse audience, including young people highly connected to the digital world. The use of social media also helped build solidarity among communities facing similar issues, creating larger networks to support their struggle. Information shared through social media often sparked broader discussions about development policies and their impacts on communities and the

environment. The success of the Salipolo social movement in utilizing digital space also serves as an example of how technology can empower marginalized communities in decision-making processes. The digital space gave them a stronger voice and greater access to resources that were previously difficult to obtain. Thus, technology functions not only as a communication tool but also as an empowerment tool, strengthening the community's position in advocating for their rights.

National media involvement in the Salipolo social movement further highlights the importance of cross-community collaboration in influencing public opinion. When petition and crowdfunding campaigns caught the attention of national media, they provided greater visibility for the struggles of the Salipolo community. The media did not only report the protests but also gave space for the community to share their narrative, introduce the challenges they faced, and propose solutions. This paved the way for more constructive dialogues between the government, mining companies, and the local community. Cross-community collaboration through digital spaces not only strengthened the social movement in Salipolo but also transformed the dynamics of social advocacy in Indonesia. By effectively utilizing technology, the people of Salipolo could voice their demands to a wider audience, expedite policy changes, and build stronger solidarity with communities with similar interests. The digital space opens many opportunities to strengthen social movements, expand networks, and create more inclusive and equitable change.

Conclusion

The social movement that emerged in Salipolo Village represents a collective response to sand mining development policies perceived as detrimental to the environment and the livelihoods of the local community. Dissatisfaction with these policies fostered strong social solidarity among the people, who united to protect their rights and the environment's sustainability. This movement highlights the crucial role of solidarity in strengthening collective action and advocating for policy changes that prioritize public interests.

Moreover, digital transformation has become a key element in broadening the reach and impact of this social movement. By leveraging social media and other digital platforms, the Salipolo community successfully established cross-community collaboration at both local and global levels. This collaboration provided not only moral and material support but also introduced more effective advocacy strategies, such as online petition campaigns and crowdfunding, which captured the attention of national and international media.

The social movement in Salipolo also illustrates how digital technology can empower communities to fight for their rights. With access to broader information and resources, the community can voice their demands more effectively at local and global levels. In this context, the digital space serves not only as a communication tool but also as a means of empowerment, enabling communities to advocate for justice and more equitable changes in development policies.

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