

# **Social Media's: Facebook, WhatsApp, Telegram, Twitter; Functions in Engaging Activists for Protest Movements**

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## **Abstract**

Social media refers to online platforms and websites that allow users to produce, share, and engage with content. These platforms have a significant impact on political participation, particularly in terms of protest behavior. To satisfy the wants and expectations of numerous competing social groupings, the state might not have the resources to do so. As a result, social media became a tool that allowed for the rapid organization of protests. The main research problem is how the protest movement is supported on social media and whether it is successful. The main objective of this study is to examine how social media has been supported in response to repression in protest movements, through an examination of the digital tactics protest leaders used to plan uprisings and persuade the uncertain. The main significance is that although there are many studies on social media and political protest separately, the research on the relationship between social media functions and protest movements remains limited. A more systematic and comprehensive analysis is required for identifying it. Considering the methodology, the whole research is qualitative research and secondary data will be used. Secondary data which are collected through journals, reports, news reports, interviews, and articles is the primary form of data used in this study. Content analysis and discourse analysis are the primary approaches to analysis. Therefore, the study's conclusions were obtained after an accurate review of the relevant data sources and literature. The whole discussion intends to focus on the relationship between the functions of social media and protest movements with relevant examples. In addition, that, this study inherently concluded that technological development and social media have a significant impact on the protest movement and immediate actions should be taken by the relevant governments and other organizations to avoid ongoing political conflicts and maintain the balance of power in the future.

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