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EMOTIONAL DOMINANCE AND DISCURSIVE FRAGILITY IN INDONESIA'S DIGITAL SOCIAL MOVEMENT

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ABSTRACT

This study examines how emotional dominance contributes to discursive fragility in digitally mediated social movements. The study specifically analyzes how discourse is constructed, circulated, and reproduced across digital platforms. Grounded in Norman Fairclough's Critical Discourse Analysis (CDA), it conceptualizes discursive fragility as a structural condition in which visibility is sustained primarily through affective amplification rather than argumentative consolidation. The Brave Pink Hero Green movement in Indonesia serves as a case study due to its rapid viral escalation and subsequent sharp decline, offering insight into the sustainability of algorithmically amplified activism. A qualitative research design grounded in Critical Discourse Analysis (CDA) was employed, supported by digital trace data collected through the Intelligence Socio Analytic (ISA) system. The monitoring system recorded 15,655 exposure events related to the movement across X (Twitter), TikTok, Instagram, Facebook, and YouTube between 1 and 30 September 2025, including 10,050 unique social media posts that were thematically analyzed across textual, discursive practice, and social practice dimensions. Rational indicators (policy articulation, 17+8 agenda references, regulatory citation) and emotional indicators (affective hashtags, symbolic visuals, moral framing, virality appeals) were systematically classified. Emotional content accounted for 76% of total exposure events (11,833 items), while rational articulation comprised 24% (3,822 items). Participation was dominated by redistribution, with retweets representing 82.28% of activity. Discursive authority clustered around emotionally expressive accounts, and exposure peaked on 5 September 2025 before declining sharply. Emotional amplification accelerated mobilization but narrowed deliberative depth, centralized authority, and weakened institutional anchoring. Emotional dominance generates rapid visibility yet produces discursive fragility, limiting the long-term sustainability of digital activism within algorithmically structured public spheres.

KEYWORDS: Digital Social Movements; Emotional Dominance; Discursive Fragility; Critical Discourse Analysis; Digital Activism; Networked Public Sphere; Indonesia.

1. INTRODUCTION

The expansion of digital activism has fundamentally reconfigured the communicative architecture of contemporary social movements, shifting collective action from organizational consolidation toward algorithmically accelerated visibility. Mobilization that once relied on durable organizational infrastructures and sustained physical gatherings is now mediated through networked platforms privileging speed, affective resonance, and viral diffusion (Milan & Beraldo, 2024; Woodly, 2022). In such environments, political efficacy is frequently measured through exposure metrics, hashtag circulation, and engagement intensity rather than institutional negotiation or policy implementation. The widely circulated expression "No Viral, No Justice" encapsulates this transformation by positioning virality as a mechanism of political leverage (Samanta & Banerjee, 2025). However, while emotionally resonant communication enhances visibility and short-term mobilization, it does not necessarily guarantee discursive continuity or institutional impact. The increasing dependence on affective amplification raises a critical question: does algorithmic acceleration strengthen democratic deliberation, or does it structurally constrain the sustainability of policy-oriented discourse within digital public spheres (Alvarez et al., 2015; Gerbaudo, 2024)?

Existing scholarship recognizes that digital social movements possess remarkable mobilizing capacity yet frequently exhibit temporal volatility. Algorithmic amplification and connective action enable rapid participation with minimal organizational infrastructure, but engagement often declines sharply once emotional intensity dissipates (Bak-Coleman et al., 2021; Danesh & Athari, 2024; Miconi, 2023). Emotion functions as a powerful adhesive for solidarity, generating moral resonance and collective urgency. However, sustained political transformation requires coherent rational articulation capable of stabilizing demands within institutional arenas. Castells (2011) argues that movements driven predominantly by affect may struggle to consolidate durable communicative frameworks. Despite these insights, much of the literature treats virality primarily as an outcome of participation rather than as a structural force that reorganizes discursive hierarchies and redistributive practices. Consequently, limited research has

systematically examined how emotional dominance reshapes discursive architecture across textual construction, circulation dynamics, and actor centralization in algorithmically mediated publics.

To address this conceptual gap, this study advances the concept of discursive fragility, defined as the structural vulnerability of digitally mediated collective action in which visibility is sustained primarily through affective amplification rather than argumentative consolidation. Discursive fragility differs from slacktivism or episodic decline because it focuses on imbalances within discourse production, authority formation, and redistributive practices rather than participation levels alone. It emerges when emotionally charged hashtags, symbolic visuals, and moral polarization disproportionately shape textual construction, accelerate circulation through retweeting practices, and concentrate legitimacy around affectively expressive actors. Under such conditions, rational policy narratives struggle to maintain continuity once affective momentum subsides. By introducing discursive fragility as a diagnostic category, this study extends Critical Discourse Analysis (CDA) into algorithmically structured public spheres and foregrounds discursive sustainability as a central dimension of movement endurance (De Cock et al., 2024; Girsang & Hasugian, 2025; Penney, 2015).

The Brave Pink Hero Green movement in Indonesia provides a compelling case for examining emotional dominance and discursive fragility within a Global South digital public sphere. Emerging in early September 2025 as a coordinated response to perceived policy inconsistencies articulated through the 17+8 agenda, the movement rapidly achieved viral visibility across X (Twitter), Instagram, TikTok, Facebook, and YouTube before experiencing a sharp contraction in engagement. Its communicative identity relied heavily on color symbolism, emotionally charged hashtags, visual templates, and calls for mass amplification, while structured policy articulation remained comparatively limited. This trajectory reflects an affectively intense yet structurally unstable mobilization shaped by algorithmic acceleration. By analyzing how emotional and rational orientations operate across textual, discursive, and social dimensions, this study contributes to broader debates on the limits of virality-driven activism and offers a theoretical framework for understanding the sustainability of digital movements beyond the Indonesian context.

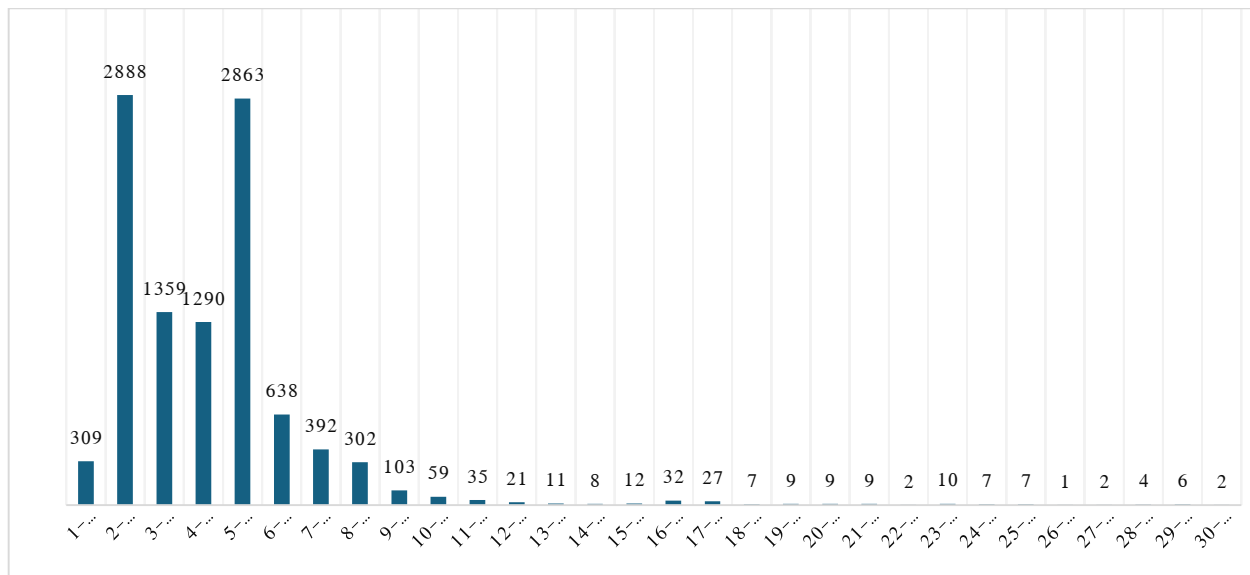


Figure 1: Exposure Trend of Brave Pink Hero Green Conversations on Social Media (1–30 September 2025)
 Source: Data analyzed using the Intelligence Socio Analytic (ISA) Big Data system, 2026.

To illustrate this structural imbalance empirically, Figure 1 presents the temporal exposure trend of the Brave Pink Hero Green movement across social media platforms between 1 and 30 September 2025. The data reveal an intense surge in activity between 2 and 5 September, with peak exposure reaching 2,888 posts in a single day, followed by a sharp and sustained decline throughout the remainder of the month. After 6 September, engagement dropped dramatically, falling below 400 posts and progressively approaching minimal levels toward the end of the observation period. This highly concentrated cycle of escalation and contraction indicates that mobilization was driven by short-term affective acceleration rather than durable discursive consolidation. The absence of a stabilization phase following peak virality suggests limited argumentative continuity and weak institutional anchoring. Consequently, the temporal pattern visualized in Figure 1 provides empirical grounding for conceptualizing discursive fragility as a structural condition of algorithmically amplified digital activism.

2. OBJECTIVE

This study aims not only to examine how emotional dominance contributes to discursive fragility in Indonesia's digital social movements, but also to conceptualize discursive fragility as a structural condition of algorithmically amplified activism. Using the Brave Pink Hero Green movement as a case study, the research analyzes how emotional and rational orientations interact across the three dimensions of Norman Fairclough's Critical

Discourse Analysis framework: text, discursive practice, and social practice. At the textual level, it investigates lexical choices, symbolic constructions, hashtags, and narrative framing that reflect affective resonance or policy-oriented reasoning. At the level of discursive practice, it examines patterns of content production, retweeting, redistribution, and engagement to assess whether participation fosters deliberative exchange or primarily accelerates circulation. At the level of social practice, it explores actor centralization, power positioning, and ideological framing within digitally networked communication structures. Through this multi-layered analysis, the study seeks to identify the mechanisms through which emotional amplification restructures discursive hierarchies and conditions the durability of policy-oriented engagement.

Theoretically, this research extends Critical Discourse Analysis into algorithmically structured public spheres by foregrounding discursive sustainability as a diagnostic indicator of movement endurance. Rather than evaluating mobilization solely through visibility metrics or participation volume, the study reframes success in terms of argumentative continuity, reflexive engagement, and institutional anchoring. Empirically, it assesses whether digitally mediated communication can sustain policy articulation beyond peak virality or whether affective acceleration structurally predisposes movements to episodic contraction. By systematically examining the interaction between affective expression and rational articulation, the research advances debates on the limits of virality-driven activism and contributes a conceptual

framework for understanding how emotional dominance may simultaneously enable rapid mobilization and generate structural fragility in contemporary digital public spheres.

3. METHODOLOGY

This study employs a qualitative research design grounded in Critical Discourse Analysis (CDA) was employed, supported by digital trace data collected through the Intelligence Socio Analytic (ISA) system. This study adopts Fairclough's (1995, 2013) three-dimensional CDA model, which consists of (1) textual analysis, (2) discursive practice, and (3) social practice. This framework enables a systematic examination of how meaning is constructed, circulated, and embedded within power relations in digitally mediated environments. The qualitative approach is appropriate because the research seeks to interpret meaning construction, symbolic representation, ideological positioning, and power relations embedded in digital texts rather than to test causal relationships or produce statistical generalizations (Creswell, 2013). Fairclough's three-dimensional framework, text, discursive practice, and social practice, provides the analytical structure for examining how discourse is produced, circulated, and reproduced within networked communication environments. In this study, digital indicators such as exposure trends and redistribution patterns are treated as contextual traces that support interpretive analysis rather than as variables for statistical inference. By integrating digital trace mapping with critical interpretation, the methodological design enables a systematic examination of how affective amplification reshapes discursive hierarchies and conditions discursive sustainability in digitally networked public spheres. The analytical procedure was conducted in three stages. First, data familiarization was carried out by reviewing the entire corpus to identify dominant themes and patterns. Second, coding was applied based on predefined analytical categories derived from CDA dimensions. Third, interpretive analysis was conducted to examine how emotional and rational orientations shaped discursive structures across textual, interactional, and social levels.

Data collection was conducted between 1 and 30 September 2025, capturing the emergence, peak, and decline phases of the Brave Pink Hero Green movement. The Intelligence Socio Analytic (ISA) monitoring system recorded 15,655 exposure events related to the movement during the observation period. Within this corpus, 10,050 correspond to unique social media posts, while the remaining items

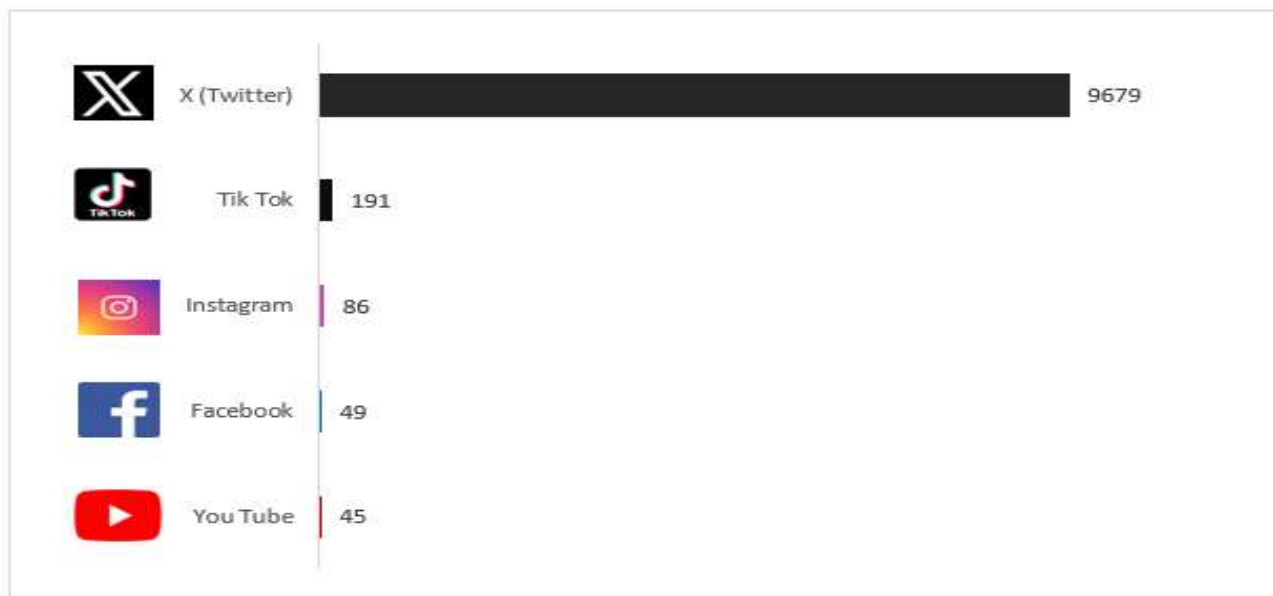
represent redistribution events generated through platform interaction mechanisms such as reposts, retweets, or repeated mentions. In this study, the term "exposure event" refers to a recorded public occurrence of a post or mention containing the monitored keywords across digital platforms, captured through platform APIs and automated retrieval protocols. Exposure events therefore represent textual occurrences identified by the monitoring system rather than estimated views or impressions.

The unique posts were distributed across five platforms: X (Twitter) contributed 9,679 posts, TikTok 191 posts, Instagram 86 posts, Facebook 49 posts, and YouTube 45 posts. Data retrieval was facilitated through the ISA system using predefined keyword combinations, including "Brave Pink Hero Green," "Brave Pink," "Hero Green," and "#BravePinkHeroGreen." ISA functions as a digital monitoring tool that aggregates publicly available conversations across platforms through API integration and automated keyword-based retrieval. In this study, ISA was used exclusively to identify, collect, and structure relevant textual materials for qualitative analysis. The resulting dataset therefore represents the complete corpus of accessible posts matching the keyword criteria during the observation period, ensuring comprehensive textual coverage without selective sampling. This approach ensures that the dataset reflects the full scope of discourse related to the movement and minimizes potential sampling bias, thereby enhancing the transparency and robustness of the analysis. To ensure transparency in dataset structure and analytical denominators, figure 2 summarizes the principal metrics used in this study. The distinction between exposure events and unique posts enables the analysis to capture both the construction of discourse (unique posts) and the circulation of discourse through redistribution mechanisms (exposure events) within digitally networked environments.

Figure 2 presents the distribution of unique posts across platforms, indicating a strong concentration of discourse on X (Twitter), which accounts for 9,679 posts. In comparison, TikTok generated 191 posts, Instagram 86 posts, Facebook 49 posts, and YouTube 45 posts. Although the movement circulated across multiple digital environments, communicative intensity was structurally centered within X's retweet-oriented architecture. This distribution does not function as a statistical comparison but as contextual information supporting qualitative interpretation. The dominance of one platform

suggests that discursive circulation and amplification were shaped by specific platform affordances, particularly redistribution mechanisms. Nevertheless, the inclusion of cross-platform data ensures that the analysis remains attentive to

variations in communicative expression across different media environments. The distribution pattern therefore contextualizes the discursive field within which emotional and rational orientations were articulated.



Metric	Definition	N
Exposure events	Recorded textual occurrences captured by the ISA monitoring system, including original posts and redistribution events	15,655
Unique posts	Distinct social media posts collected across all monitored platforms	10,050
Platform X posts	Posts originating from X (Twitter), representing the dominant site of discourse circulation	9,679
Comments	Reply interactions recorded within the dataset, primarily on platform X	373
Retweets	Redistribution actions on platform X contributing to exposure events	82.28% of X activity

Figure 2: Distribution of Brave Pink Hero Green Posts Across Social Media Platforms
 Source: Data analyzed using the Intelligence Socio Analytic (ISA) Big Data system, 2026.

Table 2: Operationalization of Variables within the CDA Framework.

CDA DIMENSION	ANALYTICAL CATEGORY	OPERATIONAL INDICATORS	ANALYTICAL FUNCTION
TEXT	Rational Orientation	References to 17+8 agenda; structured policy articulation; regulatory citation; chronological explanation; deliberative problem-solution framing	Measures argumentative consolidation and policy anchoring
TEXT	Emotional Orientation	Affective hashtags; symbolic visuals; moral shock; anger expressions; virality appeals; binary moral framing	Measures affective amplification and symbolic mobilization
DISCURSIVE PRACTICE	Redistribution Dynamics	Original posts; retweets; reposts; comments; engagement ratios	Assesses circulation intensity and deliberative versus distributive participation
SOCIAL PRACTICE	Discursive Authority Formation	Actor centralization; mention frequency; network prominence; oppositional framing; legitimacy claims	Evaluates concentration of discursive power and structural hierarchy

Following data retrieval, the corpus of 10,050 unique posts was imported into Qualitative Data Analysis Software (Q-DAS) for systematic coding in accordance with CDA dimensions. Analytical units

included lexical choices, hashtags, symbolic visuals, captions, narrative framing, and interaction patterns. Within the textual dimension, discursive fragility was operationalized through comparative

identification of rational and emotional orientations. Rational orientation was defined through references to the 17+8 agenda, structured policy articulation, regulatory citation, chronological explanation, and deliberative problem-solution framing. Emotional orientation was identified through affective hashtags, moral shock expressions, symbolic visuals, virality appeals, and binary moral framing. Coding was conducted thematically and iteratively, with category refinement through constant comparison. A subset of the dataset (15% of the corpus) was independently reviewed to ensure interpretive consistency, and discrepancies were resolved through analytical discussion. This process strengthened reliability and transparency while maintaining the interpretive depth required for qualitative inquiry. In addition, intercoder discussion was conducted to ensure consistency in interpretation, further strengthening the reliability of the analytical process.

At the level of discursive practice, analysis focused on how texts were redistributed and engaged within digital environments. Indicators such as original posts, retweets, reposts, and comments were examined qualitatively to assess whether participation reflected deliberative exchange or predominantly distributive circulation. Rather than calculating statistical ratios, the study interpreted redistribution patterns as discursive phenomena revealing how communicative energy was directed. Within the social practice dimension, attention was given to actor centralization, legitimacy claims, oppositional framing, and the formation of discursive authority. The analysis examined whether emotionally expressive accounts became central nodes shaping narrative visibility and ideological positioning. Through this multi-level qualitative examination, the study identifies how emotional amplification restructures textual production, circulation dynamics, and power

relations, thereby generating conditions of discursive fragility within digitally mediated activism.

4. RESULT

4.1. Text

Within Norman Fairclough's Critical Discourse Analysis framework, the textual dimension examines how linguistic choices, symbolic forms, and narrative framing construct meaning and shape discursive visibility (Fairclough, 2013). In digitally mediated activism, text does not merely transmit information but organizes prominence within algorithmically structured environments where emotional intensity and visual immediacy often receive greater amplification (Milan & Beraldo, 2024; Woodly, 2022). Therefore, the key analytical concern is not simply whether policy discourse exists, but whether it achieves structural centrality relative to affective expression. In networked public spheres characterized by rapid redistribution and high-arousal communication, resonance frequently outweighs elaboration (Alvarez et al., 2015; Gerbaudo, 2024).

Assessing discursive fragility at the textual level requires examining whether argumentative consolidation or affective acceleration functioned as the dominant organizing principle of visibility. To evaluate this balance, the analysis first examines rational indicators, followed by emotional indicators and hashtag aggregation patterns within the communicative corpus. To determine whether policy-oriented articulation functioned as a stabilizing textual anchor, the distribution of rational indicators is presented in Figure 2. This mapping enables assessment of whether argumentative consolidation achieved proportional prominence within the broader communicative field or remained structurally marginal.

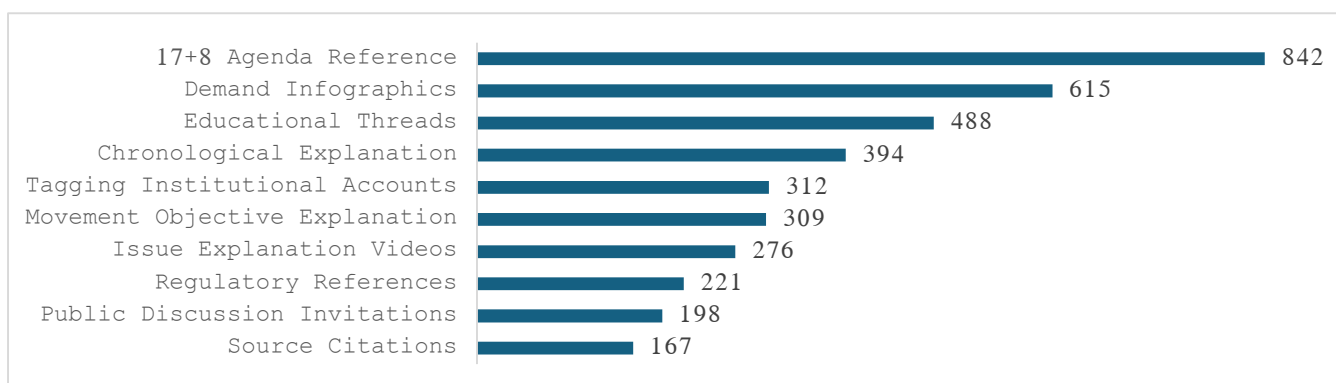


Figure 2: Distribution of Exposure Based on Rational Indicators

Source: Data analyzed using the Intelligence Socio Analytic (ISA) Big Data system, 2026.

As illustrated, references to the 17+8 agenda appeared in 842 posts, followed by demand infographics (615), educational threads (488), chronological explanations (394), and regulatory citations (221). These indicators demonstrate that structured policy discourse was visibly embedded in textual production. Rational posts frequently employed declarative modality and institutional references, such as formal regulatory citations and enumerated demands, signaling procedural orientation. Expressions such as “must implement” or “in accordance with regulation” suggest attempts to anchor mobilization in institutional legitimacy, consistent with Castells (2011) emphasis on structured communicative frameworks for movement durability. Despite their presence, rational indicators did not achieve structural dominance within the textual hierarchy. Rational posts were more likely to adopt explanatory and informational formats rather than visually replicable templates, limiting their shareability in algorithmically driven environments. Elaborated policy articulation requires sequential reading and

cognitive engagement, which may reduce redistribution intensity compared to condensed emotional slogans.

Consequently, rational discourse functioned as a discursive layer within the movement but did not shape the hierarchy of textual prominence. Its visibility was episodic rather than sustained. While segments of participants attempted to consolidate institutional demands through coherent argumentation, these efforts lacked proportional amplification within the broader communicative ecosystem. This suggests that policy-oriented articulation existed but did not structurally organize collective attention, rendering it vulnerable to displacement by more emotionally resonant forms of textual expression. While rational discourse reveals attempts at deliberative anchoring, assessing structural imbalance requires examining affective amplification. To evaluate whether emotional expression reorganized textual visibility, Figure 3 presents the distribution of emotional indicators across the dataset.

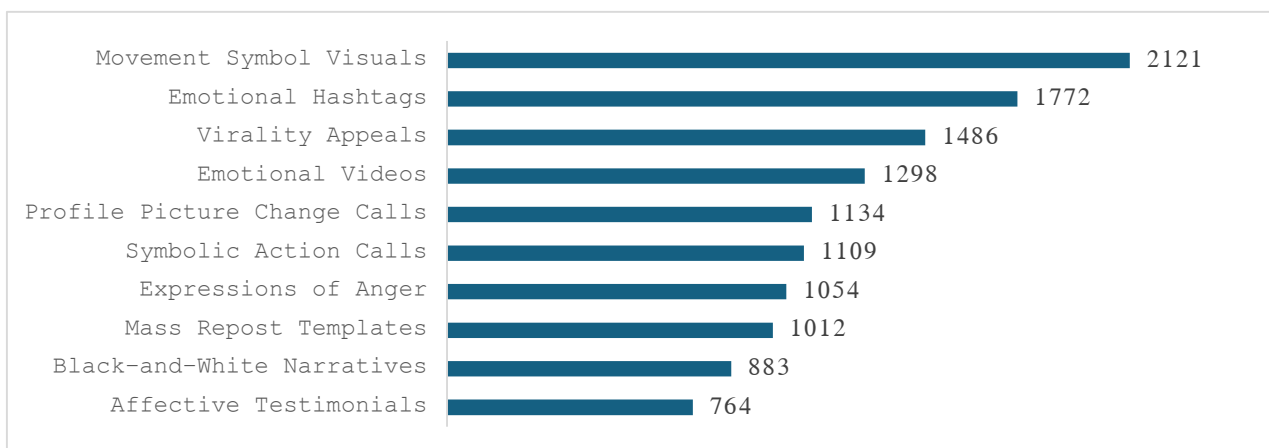


Figure 3: Distribution of Exposure Based on Emotional Indicators
Source: Data analyzed using the Intelligence Socio Analytic (ISA) Big Data system, 2026.

Movement symbol visuals accounted for 2,121 posts, followed by emotional hashtags (1,772), virality appeals (1,486), emotional videos (1,298), and profile picture change calls (1,134). These figures clearly exceed the distribution of rational indicators, demonstrating that affective expression constituted the primary driver of textual visibility. Unlike rational texts that elaborate institutional mechanisms, emotional posts condensed grievances into visually recognizable and easily replicable forms, enhancing redistribution potential within algorithmic environments (Milan & Beraldo, 2024). The predominance of emotional indicators reflects more than numerical imbalance; it signals structural

reorganization of textual hierarchy. Emotional posts were embedded in formats optimized for rapid recognition and replication, aligning with digital affordances that privilege immediacy and engagement (Alvarez et al., 2015; Gerbaudo, 2024).

Visual templates, slogan-based captions, and high-arousal language functioned as amplification devices that facilitated collective alignment. Emotional discourse also displayed semantic openness, allowing diverse interpretations while maintaining affective cohesion. This openness enhanced inclusivity and participation but reduced policy specificity. Consequently, affective expression achieved hierarchical prominence within the

communicative ecosystem. Rational articulation remained present yet comparatively peripheral, suggesting that textual visibility was governed primarily by resonance rather than deliberative elaboration. Emotional amplification thus operated not as a complementary rhetorical strategy but as the central organizing force of textual prominence.

Beyond individual posts, hashtag usage reveals how discourse was semantically aggregated and publicly framed. Because hashtags function as semantic anchors guiding collective alignment, Figure 4 examines the most frequently used hashtags to determine whether textual cohesion was grounded in policy articulation or affective macro-signifiers.

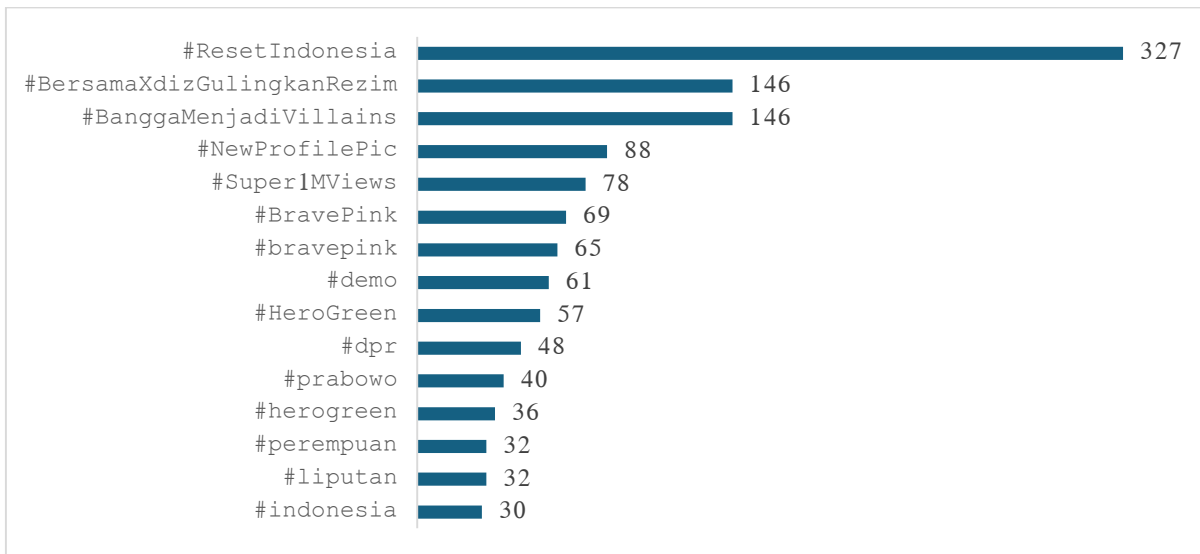


Figure 4. Top Hashtags Related to the Brave Pink Hero Green Movement on Social Media
 Source: Data analyzed using the Intelligence Socio Analytic (ISA) Big Data system, 2026.

The data show that #ResetIndonesia appeared 327 times, followed by #BersamaXdiGulingkanRezim and #BanggaMenjadiVillains (146 each). Notably, explicit references to the 17+8 agenda were absent from the dominant hashtags. These leading hashtags function as expansive affective signifiers that compress complex political grievances into emotionally resonant shorthand expressions. While such semantic compression facilitates rapid identification and participation, it reduces institutional specificity and deliberative clarity, reflecting symbolic intensification in digital activism

(Alvarez et al., 2015). The absence of policy-specific hashtags indicates that discursive aggregation prioritized emotional cohesion over argumentative precision. Hashtags such as #ResetIndonesia operate as macro-signifiers capable of unifying diverse grievances under a shared emotional frame without detailing regulatory pathways or institutional mechanisms. This semantic breadth enhances mobilization speed and symbolic alignment but weakens policy anchoring. In algorithmically mediated environments, such compressed signifiers benefit from high redistribution potential due to their

clarity and affective charge. However, their interpretive openness limits argumentative continuity and deliberative depth.

As a result, textual cohesion becomes dependent on shared sentiment rather than structured policy discourse. The dominance of emotionally expansive hashtags therefore reinforces the structural marginalization of rational articulation within the semantic core of textual aggregation. Taken together, the distributional patterns, linguistic features, and hashtag structures reveal a structural imbalance within the textual dimension. Emotional forms not only outnumbered rational articulation but shaped the hierarchy of prominence through visually replicable and semantically expansive expressions. Rational discourse remained present yet insufficiently amplified to stabilize policy-oriented narratives beyond peak affective intensity. In algorithmically mediated public spheres, resonance often supersedes deliberative consolidation (Alvarez et al., 2015; Gerbaudo, 2024). As Castells (2011) argues, movements lacking sustained communicative anchoring risk dissipation once emotional momentum declines. In this case, emotional dominance reorganized textual visibility around symbolic intensity rather than policy coherence. Discursive fragility therefore emerges at the textual level when argumentative articulation lacks proportional amplification relative to affective expression, constraining the movement’s capacity for sustained institutional engagement. These findings indicate a consistent structural pattern across all analytical dimensions, confirming that emotional dominance operates not merely as a communicative feature but as a systemic mechanism shaping digital discourse.

4.2. Discursive Practice

Within Fairclough’s framework, discursive practice concerns how texts are produced, circulated, and consumed within specific socio-communicative contexts (Fairclough, 2013). In digitally mediated activism, this dimension is crucial because it reveals whether mobilization fosters deliberative engagement or merely accelerates circulation. Unlike the textual dimension, which examines meaning construction, discursive practice exposes the structural mechanics through which visibility is reproduced. Algorithmic environments tend to privilege rapid redistribution, low-cost participation, and symbolic alignment over reflective exchange (Ngaji et al., 2025). Therefore, the key analytical question is whether participation in the Brave Pink Hero Green movement reflected dialogic interaction or reproductive amplification. By examining the balance between original posts, comments, and redistributive actions, this section evaluates whether communicative energy was invested in argumentative development or concentrated on accelerating symbolic circulation. This distinction is central to understanding how emotional dominance may become operationally visible as structural fragility within networked public spheres. To assess whether participation exhibited deliberative depth or expressive inflation, Figure 5 presents a comparison between netizen posts and comments throughout September 2025. This distribution allows evaluation of participatory symmetry and the extent to which communicative interaction moved beyond mere expression toward dialogic engagement.

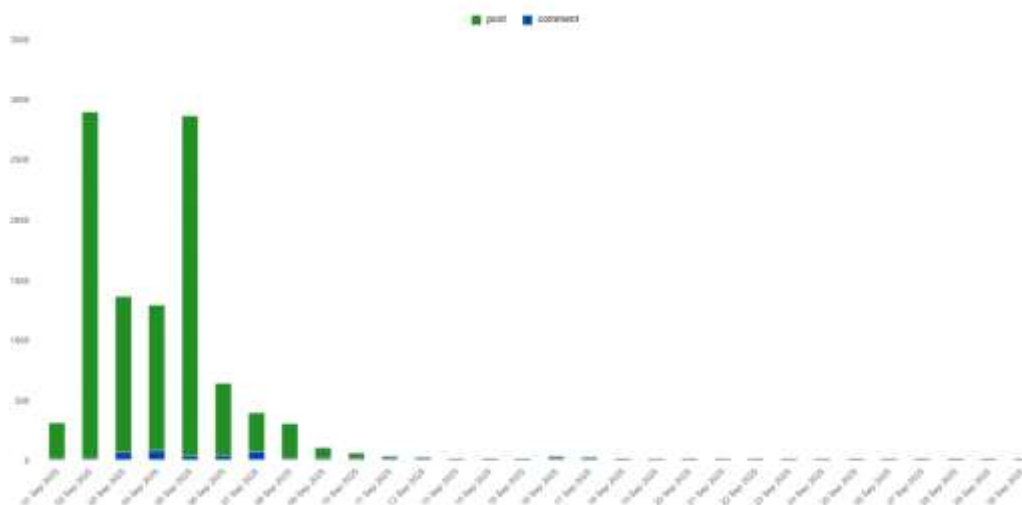


Figure 5. Comparison of Netizen Posts and Comments on the Brave Pink Hero Green Movement
Source: Data analyzed using the Intelligence Socio Analytic (ISA) Big Data system, 2026.

The data show a stark imbalance: 10,053 posts were recorded compared to only 373 comments. This disparity indicates that participation was overwhelmingly oriented toward message production and amplification rather than discursive negotiation. In digitally mediated contexts, posting increases visibility and signals alignment, but commenting often reflects dialogic engagement and interpretive exchange. The pronounced asymmetry suggests what may be termed a dialogic deficit, where expressive activity expands without proportional deliberative interaction. Rather than fostering sustained discussion, communicative participation appears structured around visibility accumulation and symbolic reinforcement. The imbalance between posts and comments reveals a structural condition of participatory asymmetry. High posting volume reflects engagement intensity, yet the scarcity of comments signals limited dialogical exchange. This pattern suggests that communicative practices were primarily distributive rather than deliberative. Fairclough (2013) argues that when discourse reproduction outweighs the creation of new meanings, the reflexive capacity of

public communication declines.

Similarly, Castells (2011) observes that networked communication privileges speed and connectivity, often at the expense of sustained argumentative engagement. In this case, expressive inflation occurred without equivalent dialogic development. Participation was characterized by alignment and repetition rather than critical negotiation. Such asymmetry indicates that emotional dominance extended beyond textual construction into interactional structure, transforming mobilization into a process of circulation rather than deliberation. Under these conditions, high engagement metrics do not necessarily indicate discursive depth but instead reflect accelerated symbolic reinforcement (Abdu Nugraha et al., 2023; Anwar, 2015; Lo Piccolo, 2025). While participatory asymmetry signals limited dialogic interaction, the internal composition of posting behavior further clarifies the structure of circulation. To evaluate whether discourse production or redistribution shaped communicative prominence, Figure 6 presents the breakdown of post types and temporal trends, particularly on platform X.

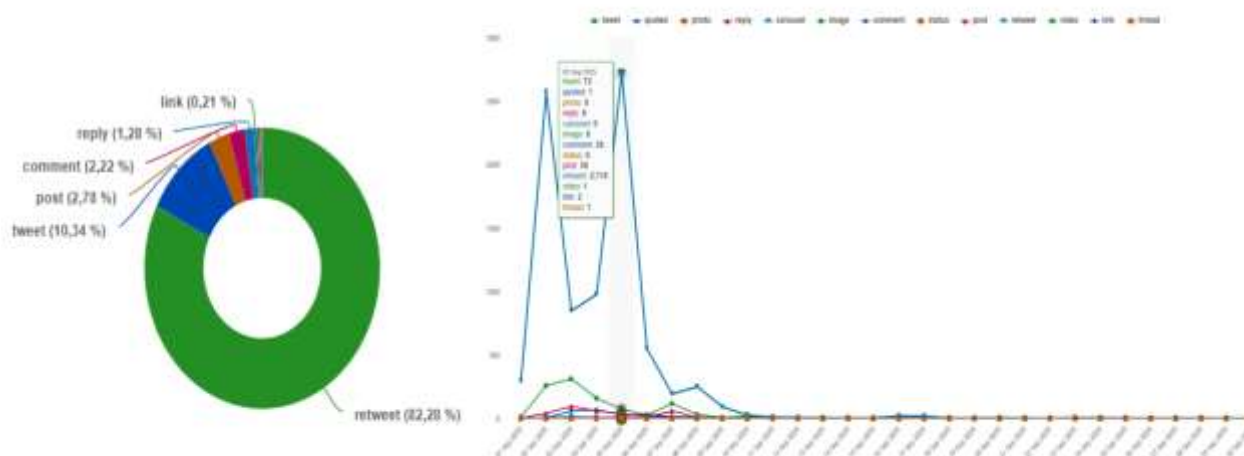


Figure 6: Trend of Netizen Posts on the Brave Pink Hero Green Movement on Social Media
 Source: Data analyzed using the Intelligence Socio Analytic (ISA) Big Data system, 2026.

The data reveal that retweets accounted for 82.28% of total activity, whereas original tweets comprised only 10.34%. This overwhelming dominance of redistribution indicates that participation was structured around reproductive engagement rather than narrative development. Retweeting functions as low-cost amplification, enabling rapid diffusion without requiring substantive contribution. Such redistributive dominance aligns with what Bak-Coleman et al. (2021) describe as connective action, where

networked participation prioritizes circulation over authorship. Amplification thus becomes more central than discursive production, reinforcing a communicative architecture oriented toward acceleration. The prevalence of retweeting suggests a structural dependency on reproductive participation. When redistribution overwhelmingly exceeds original authorship, communicative visibility becomes concentrated on circulating existing content rather than generating new arguments. This dynamic intensifies emotional

amplification, particularly if the most redistributed content contains affective appeals and symbolic slogans.

Circulatory engagement strengthens alignment but weakens argumentative continuity. In such contexts, participation operates through replication rather than deliberation. The dominance of retweets indicates that communicative energy was invested in extending reach rather than elaborating demands. Emotional narratives thus gained disproportionate visibility through rapid reproduction, while rational articulation remained comparatively under-amplified. This pattern reinforces the earlier textual findings, demonstrating that emotional dominance was not confined to symbolic construction but embedded within interactional structure. Redistribution became the primary mechanism of engagement, privileging speed and resonance over reflective discursive development. Temporal trends further illuminate the implications of redistributive dominance. Figure 6 shows that participation peaked sharply around 5 September 2025 before declining rapidly in the following days.

The contraction phase occurred without evidence of sustained dialogic expansion or increased original authorship. This trajectory suggests that communicative intensity was closely tied to affective momentum rather than stabilized by argumentative consolidation. As emotional resonance subsided, redistribution declined proportionally, revealing the fragility of engagement sustained primarily through amplification. Movements structured around reproductive circulation may achieve rapid visibility but remain vulnerable to episodic contraction once emotional intensity diminishes. In the absence of durable dialogic exchange and sustained policy articulation, discursive continuity weakens. Discursive fragility thus becomes operationally

visible at the level of discursive practice, where redistribution-driven mobilization produces acceleration without durability, reinforcing the structural vulnerability of digitally mediated collective action.

4.3. Social Practice

Within Fairclough’s Critical Discourse Analysis framework, social practice situates discourse within broader power configurations, ideological formations, and institutional structures (Fairclough, 2013). At this level, analysis moves beyond textual construction and interactional circulation to examine how authority is organized within communicative networks. In digitally mediated environments, visibility is not evenly distributed but structured through algorithmic amplification and follower hierarchies (Gutberlet et al., 2023). Consequently, discursive prominence often reflects concentrated authority rather than horizontal participation. The central question is whether the Brave Pink Hero Green movement operated as an open deliberative sphere or as a hierarchically clustered communication network dominated by particular actors. By analyzing actor centralization and exposure dynamics, this section evaluates how emotional dominance became embedded within authority formation. Social practice thus reveals whether mobilization translated into institutional consolidation or remained confined to symbolic resistance structured by algorithmic visibility regimes. To assess whether discursive authority was evenly distributed or concentrated within specific nodes, Figure 7 presents the ten most frequently mentioned accounts in the Brave Pink Hero Green conversation network.

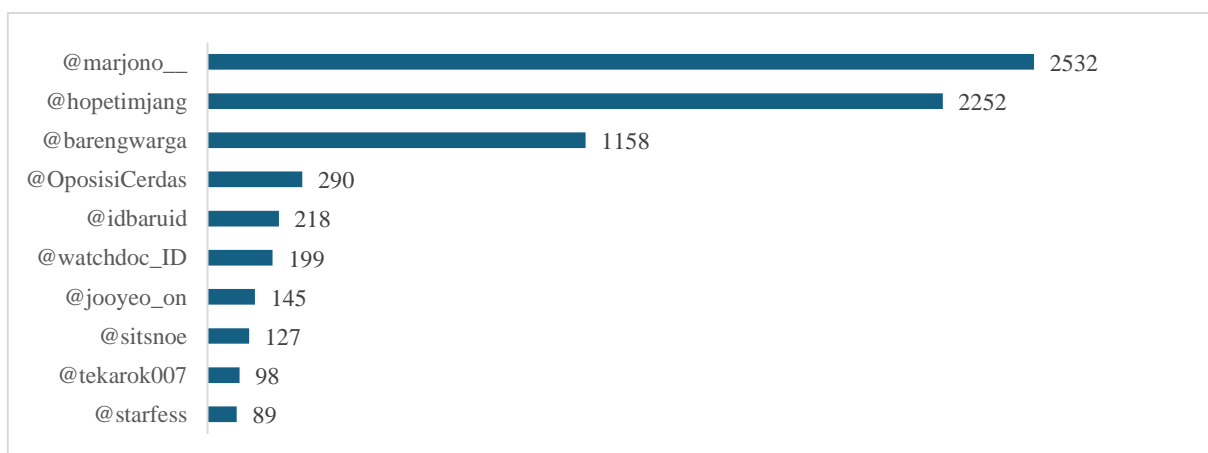


Figure 7: Top 10 Mentioned Accounts in Posts on the Brave Pink Hero Green Movement on Social Media
Source: Data analyzed using the Intelligence Socio Analytic (ISA) Big Data system, 2026.

The data reveal strong hierarchical clustering. The account @marjono_ accumulated 2,532 mentions and retweets, followed by @hopetimjang with 2,252 interactions. Such concentration indicates that communicative visibility was structurally centralized rather than horizontally diffused. In algorithmically mediated environments, central accounts function as discursive gatekeepers whose narratives gain disproportionate amplification. This clustering suggests that the movement's public sphere was not fully decentralized but stratified through authority concentration. Discursive legitimacy became anchored in specific actors, enabling particular narratives to dominate communicative prominence. Rather than reflecting distributed deliberation, the network exhibited a layered structure in which central nodes shaped interpretive direction. The clustering of discursive authority signals the emergence of a hegemonic communicative configuration.

When specific accounts accumulate disproportionate visibility, they shape the boundaries of acceptable interpretation and define

the symbolic tone of mobilization. Authority centralization transforms emotional resonance into institutionalized prominence within the digital sphere. In this case, central actors primarily circulated emotionally charged narratives rather than structured policy articulation. As a result, affective framing became hegemonic within the movement's communicative architecture. Rational discourse, while present, lacked comparable amplification through central nodes. This stratified structure reinforces the earlier findings: emotional dominance extended beyond textual construction and interactional reproduction into the configuration of authority itself. When discursive power concentrates around affectively expressive actors, alternative rational frames struggle to achieve comparable reach, reinforcing structural imbalance within the digital public sphere. To examine whether central actors privileged emotional symbolism or policy articulation, Figure 8 compares accounts dominated by emotional activity with rationally oriented content.

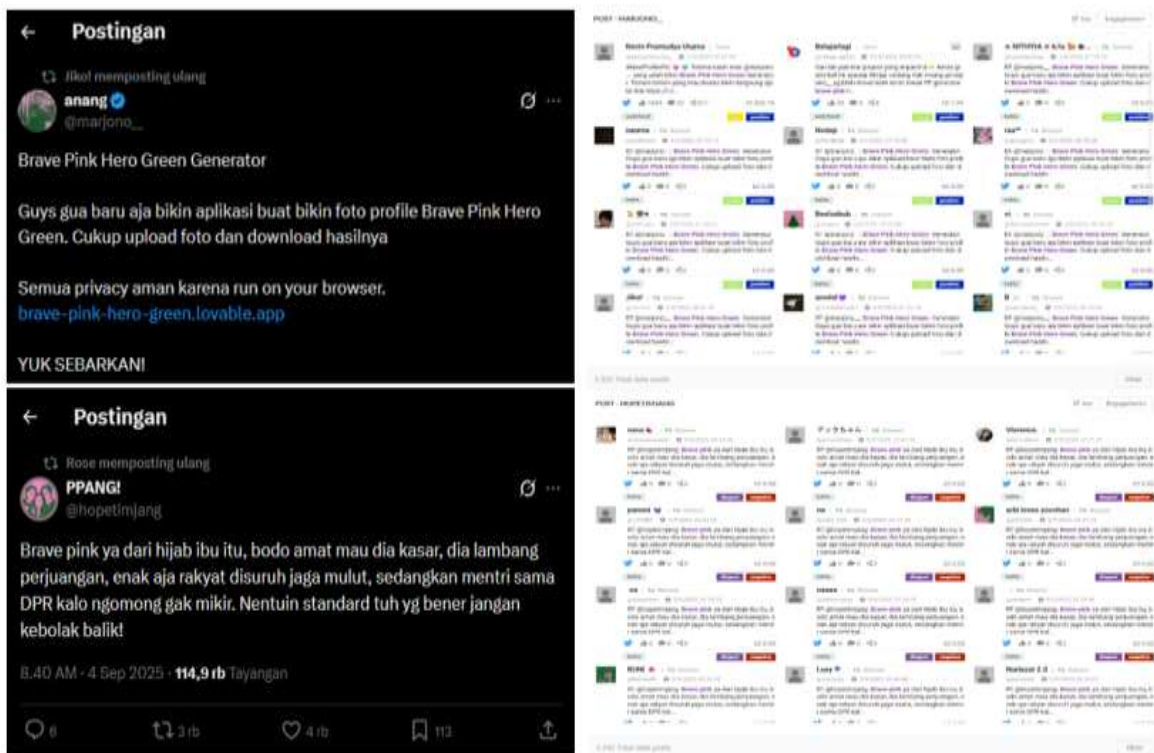


Figure 8. Accounts Dominated by Emotional Activity Compared to Rational Content in the Brave Pink Hero Green Movement

Source: Data retrieved via platform X, 2025.

The findings indicate that highly amplified accounts primarily circulated symbolic visuals, moral framing, and identity-based calls to action. For example, @marjono_ provided tools for generating

movement-themed profile pictures, emphasizing symbolic participation rather than policy elaboration. Similarly, @hopetimjang disseminated narratives centered on collective identity and oppositional

sentiment without systematically referencing structured demands such as the 17+8 agenda. This pattern demonstrates that emotional authority became discursive authority. Visibility was sustained through affective alignment and symbolic performance, not argumentative consolidation. In such contexts, institutional anchoring weakens as communicative prominence becomes tied to emotional intensity. The dominance of emotionally expressive central accounts reinforces a structural imbalance between affective resonance and rational consolidation. When emotional authority occupies central network positions, it shapes agenda visibility and interpretive framing.

This dynamic amplifies symbolic cohesion while marginalizing policy-oriented discourse. Authority clustering thus intensifies short-term mobilization

but simultaneously increases structural vulnerability. Emotional prominence depends on sustained resonance; once affective intensity declines, centralized authority may rapidly lose influence. Without durable rational anchoring, mobilization remains episodic. The social practice dimension therefore reveals that discursive fragility is not accidental but structurally embedded within authority formation processes. Emotional dominance reorganized not only what was said and how it circulated, but also who possessed interpretive power within the network. To evaluate the structural magnitude of emotional dominance within the broader communicative architecture, Figure 9 compares exposure levels between emotional and rational content.

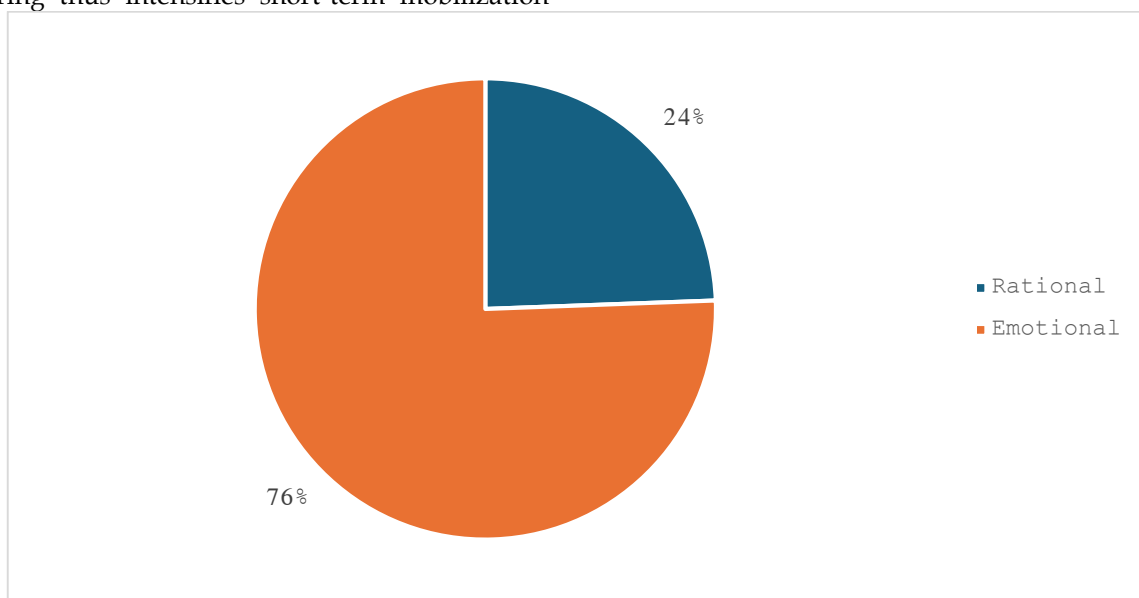


Figure 9. Comparative Exposure of Rational and Emotional Content in the Brave Pink Hero Green Movement on Social Media

Source: Data analyzed using the Intelligence Socio Analytic (ISA) Big Data system, 2026.

Emotional content accounted for 76% of total exposure (11,833 posts), whereas rational articulation comprised only 24% (3,822 posts). This disparity confirms that affective expression was constitutive of the movement’s visibility regime. Exposure patterns reveal that emotional narratives consistently achieved greater amplification across platforms. Rather than functioning as complementary rhetoric, emotional discourse structured the hierarchy of prominence. Such predominance indicates that communicative architecture privileged immediacy and resonance over argumentative continuity. Rational articulation remained present but lacked proportional exposure necessary for sustained institutional consolidation. The quantitative

imbalance between emotional and rational content reflects a structural predisposition toward discursive fragility. When visibility regimes overwhelmingly amplify affective expression, policy articulation struggles to maintain sustained prominence.

Emotional acceleration may generate rapid mobilization but does not inherently produce institutional anchoring. In algorithmically structured environments, high-arousal content spreads efficiently, yet its durability depends on continued resonance. The movement’s communicative infrastructure thus favored symbolic escalation over deliberative consolidation. Without balanced integration between emotional and rational dimensions, discourse risks becoming episodic

rather than durable. The dominance of affective exposure reinforces conditions under which mobilization intensity exceeds institutional impact. To assess whether emotional authority translated

into sustained communicative pressure, Figure 10 illustrates the temporal exposure trend across September 2025.

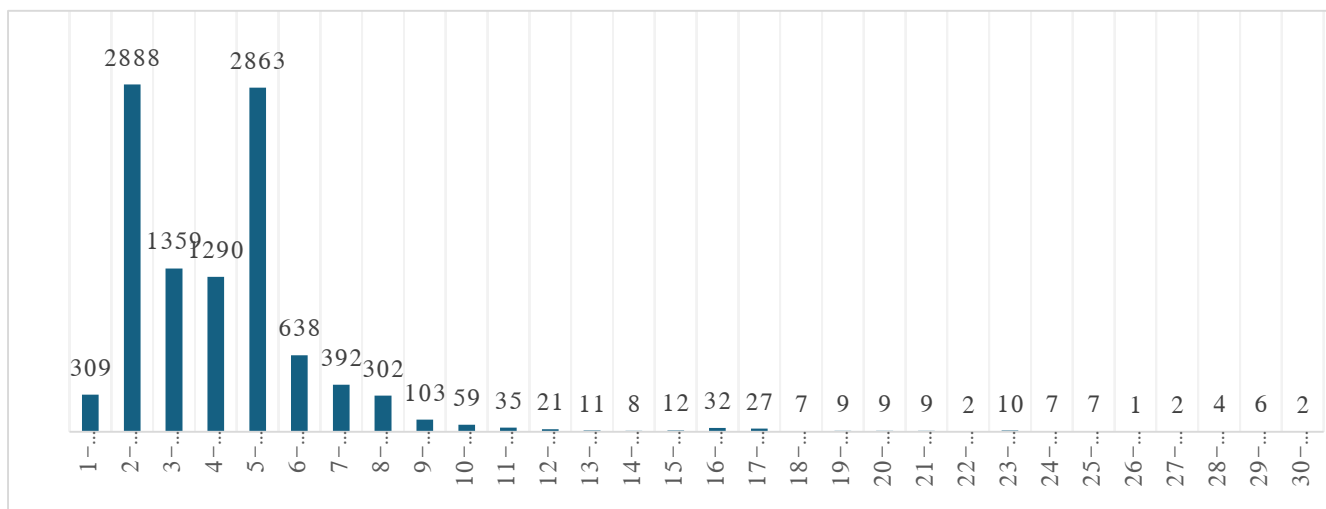


Figure 10. Temporal Exposure Trend of the Brave Pink Hero Green Movement on Social Media
 Source: Data analyzed using the Intelligence Socio Analytic (ISA) Big Data system, 2026.

The viral phase was concentrated between 1 and 5 September, followed by rapid contraction. This trajectory demonstrates that communicative intensity was closely tied to affective momentum. As central accounts lost amplification velocity, overall visibility declined. The network’s dependence on emotionally charged authority nodes limited its capacity to sustain discursive pressure beyond peak virality. The rapid decline in exposure following peak intensity underscores the structural fragility embedded within centralized emotional authority. Without sustained rational articulation and institutional anchoring, mobilization remained temporally concentrated. Emotional dominance enabled swift alignment but failed to stabilize discourse within institutional channels. As resonance subsided, centralized authority lost traction, and communicative intensity dissipated. This pattern confirms that emotional dominance, when coupled with redistributive dependency and authority concentration, produces visibility without durability. At the level of social practice, discursive fragility becomes evident as mobilization accelerates rapidly yet struggles to translate symbolic resistance into enduring structural transformation within Indonesia’s digital public sphere.

5. DISCUSSION

The findings reveal that emotional dominance was not confined to isolated textual features but operated systematically across all three dimensions

of Critical Discourse Analysis. At the textual level, affective expressions reorganized visibility hierarchies by privileging symbolic condensation over policy articulation. At the level of discursive practice, participatory asymmetry and redistributive dominance transformed engagement into reproductive circulation rather than deliberative exchange. At the level of social practice, discursive authority clustered around emotionally expressive actors, institutionalizing affective prominence within network hierarchies. Taken together, these dimensions demonstrate a process of emotional structuration in which affective intensity became embedded in meaning construction, circulation mechanics, and authority formation simultaneously. Discursive fragility therefore emerges not as a sudden collapse but as a structural condition produced through the alignment of affective prominence, reproductive participation, and centralized emotional authority within algorithmically mediated public spheres.

This study advances digital activism scholarship by conceptualizing discursive fragility as a visibility regime structured by emotional dominance. Rather than treating virality as merely an outcome of participation, the findings suggest that algorithmically amplified affect reorganizes communicative hierarchies and redistributes discursive authority. Emotional dominance functions as a structuring force that privileges resonance over argumentative consolidation. While affect accelerates

mobilization and broadens participation, it simultaneously narrows deliberative depth and weakens institutional anchoring. The study thus extends Castells (2011) argument regarding emotionally driven mobilization by demonstrating how affective acceleration becomes embedded within interactional reproduction and authority clustering. By integrating textual prominence, redistributive participation, and centralized authority, this research proposes a multi-level model of emotional dominance that explains why visibility-driven activism may struggle to sustain long-term institutional impact.

The case of the Brave Pink Hero Green movement illustrates a structural sequence of fragility. First, emotional condensation dominates textual prominence, marginalizing policy specificity. Second, redistribution outweighs original authorship, producing reproductive engagement characterized by amplification without elaboration. Third, authority clusters around emotionally expressive accounts, consolidating affective framing within network hierarchies. Finally, when emotional momentum declines, communicative intensity contracts rapidly due to the absence of durable rational anchoring. Fragility thus results from structural interdependence between emotional visibility, redistributive dependency, and centralized authority. The rapid decline following peak virality confirms that mobilization intensity was sustained primarily by affective momentum rather than argumentative continuity. Discursive fragility is therefore embedded within the communicative architecture itself, not merely triggered by external political constraints.

These findings carry broader implications for the study of digital public spheres. First, they challenge the assumption that high engagement metrics indicate deliberative vitality. Visibility may expand while argumentative depth contracts. Second, they demonstrate that algorithmic amplification may inadvertently privilege emotionally resonant content over policy-oriented articulation, reshaping the conditions under which digital activism operates. Third, they suggest that horizontal participation does not eliminate hierarchical authority; instead, digital networks may produce new forms of affective centralization. Sustainable digital mobilization may therefore require balanced integration between emotional resonance and structured rational articulation. Without such integration, movements risk remaining episodic bursts of symbolic intensity rather than enduring mechanisms of institutional transformation.

This study is limited to a single movement within a specific temporal window and relies on publicly accessible digital trace data. Future research may conduct longitudinal comparisons across multiple movements to evaluate whether similar patterns of emotional structuration and fragility emerge in different political contexts. Additionally, qualitative interviews with key actors could deepen understanding of intentional framing strategies and perceptions of institutional impact. Comparative cross-platform analysis may also clarify how algorithmic architectures differentially shape affective dominance. Expanding the analytical scope beyond exposure metrics toward institutional response analysis would further illuminate the relationship between digital discourse and policy outcomes. Such directions would strengthen the conceptual model of discursive fragility proposed in this study.

The Brave Pink Hero Green movement exemplifies how emotional dominance can simultaneously empower and constrain digital mobilization. While affective amplification generated rapid visibility and collective alignment, it also reorganized communicative hierarchies in ways that marginalized rational consolidation and concentrated discursive authority. As emotional intensity subsided, mobilization contracted due to the absence of durable argumentative anchoring. Emotional dominance thus produces a paradox: it accelerates visibility but weakens sustainability. Discursive fragility emerges when affective prominence, redistributive dependency, and authority clustering converge within algorithmically structured environments. Understanding this dynamic is essential for rethinking the long-term political implications of emotionally amplified communication in contemporary digital public spheres.

6. CONCLUSION

This study examined how emotional dominance shapes discourse within digitally mediated social movements and contributes to what this research conceptualizes as discursive fragility. Using the Brave Pink Hero Green movement as a case study and applying Fairclough's Critical Discourse Analysis framework, the findings show that affective amplification reorganized the communicative structure of the movement across textual construction, discursive practice, and social practice. At the textual level, emotional expressions—manifested through symbolic visuals, affective hashtags, and moral framing—dominated discursive

visibility, while rational policy articulation appeared less prominent and less frequently amplified. At the level of discursive practice, participation was largely redistributive, with retweets significantly exceeding original authorship and dialogic interaction. Within the dimension of social practice, discursive authority clustered around emotionally expressive accounts that received disproportionate algorithmic amplification.

These patterns reveal a structural configuration in which visibility was sustained primarily through affective resonance rather than argumentative consolidation. Emotional dominance therefore operated not only as a communicative style but also as a structural mechanism shaping prominence, circulation, and authority within the digital public sphere. While affective expression facilitated rapid mobilization and collective alignment, it also constrained the durability of policy-oriented discourse. As emotional momentum declined,

communicative intensity contracted rapidly due to the absence of sustained rational anchoring, illustrating the structural vulnerability described here as discursive fragility.

Theoretically, this study contributes to research on digital activism by introducing discursive fragility as a conceptual framework for understanding the sustainability of networked mobilization. Rather than interpreting virality and engagement metrics as indicators of democratic deliberation, the findings suggest that algorithmically amplified affect may privilege symbolic resonance while limiting argumentative continuity and institutional consolidation. Future research may extend this framework through comparative and longitudinal studies across different movements and platforms to further examine how algorithmic architectures influence the balance between emotional amplification and rational articulation in contemporary digital public spheres.

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