



Digital Activism Communications and Gender Equality Efforts: The #WeRaceAsOne Movement in Media Social by F1 Fans

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Abstract

The Formula 1 or F1 community is characterized by cases of gender discrimination and sexual harassment, such as the assumption that women do not deserve to like F1 and the Christian Horner harassment case that was not followed up. The purpose of this study is to analyze the form of digital activism used by F1 fans in addressing issues within the F1 community. The research method used is with a qualitative approach and focuses on content analysis. Content analysis of social media posts shows two main purposes for using the hashtag: (1) supporting victims of sexual harassment and (2) rejecting double standards against women in the F1 community. This research concludes that the #WeRaceAsOne hashtag initiated by F1, can be used by fans as a digital activism movement to solve the problems experienced by women in F1. With digital activism movements such as the use of the #WeRaceAsOne hashtag, it is expected to raise awareness, audience solidarity, support victims, ask F1 to be more assertive, and defend female fans who experience discrimination.

Keywords

digital activism, gender discrimination, sexual harassment, formula 1, #WeRaceAsOne

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INTRODUCTION

Digital activism is a campaign movement or social and political change movement on social media (Joyce 2011; Sivitanides & Shah, 2011) so that communication becomes faster and reaches more people (Pathak, 2014). Digital activism has become more prevalent after the advancement of communication technology such as social media. Examples of digital activism are the use of the hashtag #WIIWY to provide support to victims of *cyberbullying* during the Covid-19 pandemic. Research shows that the #WIIWY hashtag can increase students' mental health awareness through anti-cybercrime movement messages uploaded on TikTok. In addition, the use of the #WIIWY hashtag can also increase public awareness about the importance of making social media spaces safe from cybercrime such as cyberbullying and online gender-based violence (GBV).

Social media has evolved to make people more educated and enrich themselves with information. One of the areas affected is sports. Technological advances have made sports fans increase, F1 is one type of sport that has increased quite rapidly, especially the increase in female fans. A Global Survey conducted by *Motorsport Network* in 2021, shows that female participation has doubled in four years. In 2021, 18.3% of the overall sample were women, as opposed to 10% in 2017.

However, there is a problem that the difference between male and female fans is still quite large. Sport is still often perceived as the preserve of men. According to Birrell (2000), sport is a gendered activity because, in addition to embracing boys and men with greater enthusiasm than women, it also serves as a platform to celebrate qualities and attitudes that are considered "masculine". Therefore, gender biases and stereotypes about women's roles in sport continue to exist (Newland & Hayduk, 2020).

Such a narrative has been very developed in society, especially with the advancement of social media making it easier for men to make derogatory comments to women. Racing is considered too "extreme" for women to enjoy and women themselves are considered unable to understand how the race itself will run. Female F1 fans were upset by X's post from the *@nogger_balls* account which has now changed its account name to *@pie_ghastly*. He wrote "F1 is now filled with *FOMO* girls. Don't go far" deh, did anyone care when leclerc went to Bali 2018? there were some comments on leclerc's live *chat ig*. Why? want to get angry given the fact that many support the driver because of his face". The post immediately made female fans feel upset and sent replies to defend themselves. Female fans feel unfair because when there are men who like *kpop* idols, they never make an issue of it.

Not only that, a female fan from the Netherlands also wrote about her grievances as a female fan. In an article titled "*The Austrian Grand Prix Was a Nightmare for Female Fans*" Carleen wrote that she and her friend received degrading comments and verbal abuse from male fans.

This traumatized her, but it turns out that such things are very common at the *Austrian Grand Prix*. In addition, there was also a harassment scandal committed by Christian Horner as *Red Bull Racing* team boss to his female staff. But the case was left to float and harmed the female party. Discrimination like this is often enough for female fans to become uncomfortable.

Utama (2023) highlights how the hashtag #WeRaceAsOne is utilized by businesses in building their identity and audience on social media. The study found that the #WeRaceAsOne campaign is a form of performative activism and Formula One Group has carried out audience commodification practices towards the Formula 1 World Championship audience. The results show that Formula One Group and its partners have carried out greenwashing and sportswashing practices and there are inconsistencies in the organization of the #WeRaceAsOne campaign. Meanwhile, our research aims to fill the gap from previous studies by focusing on digital activism carried out by audiences through utilizing the hashtag #WeRaceAsOne to build solidarity with F1 fans regarding women's issues.

This research aims to analyze the form of digital activism from F1 fans in responding to the case in F1 and the use of the hashtag. The contribution obtained in the field of communication is to add insight that in today's digital era with ease everyone can be a producer or consumer of messages on social media. Activists can use this to campaign with movements, etc., as a form of digital activism on existing problems. It is hoped that audiences can learn about this and be critical of existing issues and changes in order to wisely respond to them.

In relation to the current digital era, one of the problems in the digital world can be overcome by means of *audience awareness*. *Digital activism* can help and create *awareness* and education for audiences to be more open to existing problems and issues in the form of education, information, and even the initiation of digital movements on various platforms, especially social media to reduce certain problems. Through hashtags such as #WeRaceAsOne, one of the digital activism movements initiated by the F1 official account can be a forum for female fans to convey their aspirations as well as efforts to establish unity among *F1* fans. With such a digital activism movement, it is hoped that it can form *awareness*, audience solidarity, with the aim of supporting victims, urging F1 to be more assertive, and defending female fans who are discriminated against.

Digital Activism in Digital Age Communication

Communication in the digital age marks a major shift in the way humans interact and exchange information. This phenomenon covers various aspects, including changes in communication methods, tools, and platforms used to interact. DeVito (1999) in his book "The Interpersonal Pyramid" explains that interpersonal communication is the process of exchanging information, ideas, and feelings between two or more people directly, both verbally and nonverbally. In the digital age, interpersonal communication is still relevant even though it

happens more often through online platforms. With the adoption of digital technology as the main medium of communication, well-known communication theories can be applied to understand the dynamics of communication in the digital era. Interpersonal communication is still relevant despite occurring more often through online platforms. Interactions through text messages, video chats, or social media still require mutual understanding between the communicating parties.

In addition, mass communication theories also have applicability in the digital era. In an article written by Wati (2021) in Katz and Lazarsfeld's "Limited Effects" theory, they state that mass media has a limited effect on individuals. In the context of the digital era, this theory can be used to understand that social media does not always have a direct and strong effect on individual views and behavior, but is influenced by various other factors such as personal values, social norms, and interactions with others. Digital era communication has undergone a significant transformation with the adoption of digital technology as the main medium of interaction. Communication theory as expressed by West and Turner (2007, as cited in Aminullah, 2020) states that communication occurs in interactions between individuals or groups assuming a common understanding of the language used. However, with the advancement of digital technology, communication is no longer limited to direct face-to-face exchanges, but also through digital platforms such as Facebook, Twitter, Instagram, and LinkedIn.

Lipschultz (2020) notes that this phenomenon includes changes in the methods, tools and platforms used to interact. The use of social media as a primary means of communication has become the norm, changing the way we interact with friends, family and colleagues. Digital activism has also emerged as the use of digital technologies, particularly social media, to mobilize support for campaigns and social movements in various domains, including economic, social and political.

The use of hashtags (#) has become a hallmark of digital activism, used to organize around issues and mobilize support. This underscores how digital technologies have expanded the space for people's participation in social and political agendas. This research aims to understand the role of communication through social media in facilitating digital activism and social change, as Ringenson et al. (2018) argued in a study of digitization related to environmental issues. Communication is an important part of everyday life and occurs during interactions between two or more people. communication can be done assuming the group included has a common understanding of the language used. This research aims to understand the role of communication through social media in facilitating digital activism and social change. Previous studies by Ringenson et al. (2018) discussed digitalization related to environmental issues. This research will fill the gap by focusing on analyzing the tweets of the #wargaasatu movement specific to Indonesia.

Joyce (2010) divides the elements of digital activism into several parts, namely: 1) Infrastructure-connectivity (internet penetration, social media access, and digital literacy); 2) Economy-services (internet and medium access fees); 3) Social norms, which consist of habits, identities, and characteristics (gender background, age, ethnicity, race, and religion); and 4) Views related to politics, law, ideology, and regulation. Digital activism is part of the actualization of digital political practices in society. The definition of digital politics has multiple interpretations, but the crystallization of these various concepts refers to the formation of public space in *cyberspace* (Khatami, 2022).

Some previous studies, have discussed digital activism, such as the one conducted by Ismahani (2023) discussed This study found that the use of social media such as Twitter, Facebook, and Instagram is very effective in disseminating information and increasing digital activism. Awareness about sexual harassment. It also helps in mobilizing people to take action and demand change. Where in his research entitled *#MeToo Movement Digital Activism Strategies in the United States*. This study explains that the use of social media in the #MeToo movement campaign is effective in shaping public opinions and attitudes regarding sexual harassment.

The research that the researcher wants to conduct is related to the meaning of the use of the hashtag #WeRaceAsOne which is often used by F1 fans. Currently, the hashtag has reached thousands of users on Instagram, which shows that this is a digital activism movement used to help fans, especially in overcoming some of the challenges faced by female fans.

Women's Double Standard as F1 Fans

Formula 1 (F1) captivates millions of fans around the world with the thrill and speed it offers. However, behind the hustle and bustle of racing, women who love F1 are often faced with the harsh reality of the so-called "double standard". They are often treated unequally and faced with demeaning attitudes compared to male fans. In this presentation, we will analyze the double standard phenomenon faced by women as F1 fans through the lens of relevant theories and real examples.

Double standards in the context of F1 are reflected in various aspects, including sexist comments, discrimination within the F1 community, and underrepresentation of women. Sexist comments are often directed at female F1 fans, denigrating their knowledge of the sport, their physical appearance, or their ability to drive. Women may also face discrimination within the F1 community, where they are denied access to certain events or even intimidated by male fans. They may also find it difficult to fit into the community and struggle to build relationships with other fans.

To overcome the double standard faced by women as F1 fans, efforts are needed from various parties. First, education and awareness about gender equality need to be improved.

Through education, people can understand the importance of respecting the interests and knowledge of each individual, regardless of gender. Second, campaigns and advocacy for inclusivity and gender equality in F1 are also important. Through these campaigns, we can encourage cultural change within the F1 community and ensure that everyone, regardless of gender, feels welcome and supported. Third, the role of the media is also very important in overcoming this double standard. The mass media must take responsibility in representing women positively and accurately in the context of F1. They should also support women involved in the sport by giving them an equal platform with their male counterparts.

This can be seen in some cases on social media, where male fans often make derogatory comments about women. Sometimes there are even male fans who seem to patronize female fans by testing their knowledge of racing regulations. Because of such cases, many female fans posted their opinions using the hashtag #WeRaceAsOne. The hashtag was issued by F1's own official account as a form of campaign to fight global issues such as racism, LGBT, women's discrimination, and many more. This campaign was started by F1 in 2020 and until now the hashtag #WeRaceAsOne is still widely used by fans who want to post their opinions.

#WeRaceAsOne itself is used by fans to voice their hearts against the discrimination that occurs in the racing world. They expressed the opinion that women deserve a comfortable place in F1 and are not afraid to express themselves as F1 fans. The hashtag was also used by female fans to support female staff who had been victims of sexual harassment by Christian Horner. They protested to the FIA with the hashtag to investigate the case further. In the end, the hashtag can be a platform for people who are discriminated against by other fans.

There is an evolution of communication in the digital age and the role of digital activism in changing social dynamics. Various studies have revealed the development of communication through social media and digital platforms, such as Facebook, Twitter, Instagram, and LinkedIn, which have been the main drivers in this transformation (Lipschultz, 2020). Meanwhile, previous research such as that conducted by Ringenson et al. (2018) explored digitalization in the context of environmental issues, while research by Ismahani (2023) revealed the effectiveness of social media in mobilizing the #MeToo movement related to sexual harassment.

Participatory Culture F1 Fans

Digital era communication also creates space for a strong participatory culture. Like the participatory theory developed by Henry Jenkins, the concept of participatory culture was first introduced by him in 1992 in his book entitled *Textual Poachers: Television Fans & Participatory Culture*. This participatory culture is not only limited to fans, but also includes various aspects of culture, such as the involvement of individuals and groups of individuals who join a community, as well as relatively low civic involvement in expressing content or art. Jenkins also categorizes

the elements of participatory culture into four categories, namely: (1) Affiliations: formal and informal memberships in online communities; (2) Expressions: Participatory culture is an expression that involves the production of new work; (3) Collaborative Problem-Solving: this activity occurs when individuals work together to build and develop something; and (4) Circulations: involves establishing media flows to sharpen information.

In this theory, Jenkins also explains that fans are not only limited to being consumers, but also as producers of messages that can contribute to the formation of their own creative culture. Fan activism can be understood as a media engagement or cultural engagement that is characterized by activities or tactics. Jenkins' participatory theory is also further developed in the book *Convergence Culture: Where Old and New Media Collide*, Jenkins explains that in the internet era, fans develop not only limited to choosing media as happened in the television era, but fans are also involved in creating, shaping, reshaping and disseminating media content.

In synthesis, Jenkins' participatory theory describes participatory culture as a culture that allows individuals or groups of individuals to actively participate in various aspects of culture, including involvement in the production of new works, collaboration, and circulation of information, and allows fans to contribute to the formation of their own creative culture.

The double standards experienced by female fans in the context of Formula 1 (F1) highlight gender inequalities in the sports fan experience. This is reflected in the differential treatment of female fans, both in interactions with fellow fans and in perceptions of their knowledge and support of the sport. Female fans are often faced with stereotypes and doubts about their knowledge and involvement in the world of F1, even if they have a deep interest and understanding of the sport.

This research is important to dig deeper into how these double standards affect the experiences and participation of female fans in the F1 community, as well as how digital activism can be a response to these gender inequalities. As such, this research is expected to contribute to the understanding of the complex dynamics between digital activism, fan participation, and gender inequality in the context of sports, as well as broaden insights into how digital technologies can be used to address existing social problems.

METHODS

This research uses a type of qualitative approach that aims to explore and understand the meaning made by a number of individuals or groups of people who come from social or humanitarian problems. Researchers use primary data sources, namely data sources that directly provide data to data collectors and secondary sources, namely sources that do not directly provide data to data collectors. Primary data sources are screenshots of tweets using the #WeRaceAsOne *hashtag* on the X application *platform*. Researchers took the *posts* with the most

likes and the highest engagement that represented support for *digital activism hashtag* #WeRaceAsOne. Then for secondary data sources using related scientific articles.

The data collection technique used by researchers is the documentation technique. Document studies emphasize the interpretation of written materials based on context. Written materials can be in the form of published records, textbooks, newspapers, magazines, letters, films, diaries, manuscripts, articles and the like (Abdussamad, 2021). Researchers use the documentation method of screenshots of forms of digital activism that use or are related to the *hashtag* #WeRaceAsOne on the X application *platform*. With a date range of March 07-18, 2024, the number of impressions is more than two hundred views, likes more than 5, reposts of content more than 2, then the top ten posts are taken. In addition, researchers also took various content such as personal posts, official account posts, and posts containing *reposts* from other accounts.

Researchers also use *content* analysis as a data analysis, in the form of an in-depth discussion of the content of information or printed on mass media. Content analysis is sensitive to context so that it can process symbolic forms and then interpret their meaning (Asfar, 2019). Researchers see content not limited to text but also context. To understand and understand the meaning of the interpretation, we must analyze the relationship between texts, in this case between tweets on *platform X* and one another, then look for significant meanings and grouped in certain categories so that they can be interpreted clearly. The researcher focuses on a descriptive approach to provide a description of the aspects or characters of the message or text. The researcher conducted a content analysis related to screenshots using the *hashtag* #WeRaceAsOne on the X *platform*. Triangulation includes triangulation of methods, triangulation between researchers, triangulation of data sources and theories. In this study, we used inter-researcher triangulation which was carried out in the data equipment process to obtain complex information and knowledge.

RESULTS AND DISCUSSION

#WeRaceAsOne hashtag

Formula one or commonly abbreviated to F1 is the highest class car racing championship regulated by the *Fédération Internationale de l'Automobile (FIA)*, the world's automotive sports body. F1 has diverse fans and is spread all over the world. The championship is held in various countries with the best circuits from different parts of the world, creating an extraordinary atmosphere and attracting global media attention. Since F1's change of ownership in 2017 to *Liberty Media*, the involvement of younger and female audiences has been a major goal of F1's new owners (*Motorsport Network et al.*, 2021). Before *Liberty Media*, interviews with drivers and teams could only be conducted by major television companies, however, drivers and teams can now go *live*, create content, and communicate with their fans online. As a result, the target

audience increased rapidly and made F1 record the highest year-on-year engagement increase among major leagues and sports in 2020.

On the other hand, there is the emergence of the hashtag #WeRaceAsOne which is massively used by *Formula One* fans. The hashtag was initiated as a form of campaign issued by F1 Group in June 2020 through the Formula One car racing event to address the Covid-19 problem and issues in society such as racism, women's rights, LGBT, and many more. The enthusiasm of fans and the influence of Formula 1 *brand-wise* and socially, is one of the reasons behind Formula One Group's intention to launch the #WeRaceAsOne hashtag. Fans who feel there is an issue that needs to be voiced will use the hashtag to write their opinions. The hashtag is also a symbol of solidarity for Formula 1 fans.

The efforts to use the hashtag #WeRaceAsOne carried out by F1 fans with this hashtag include a form of *participatory culture*. Jenkins (1992) discusses participatory culture by emphasizing that individuals are not only passive recipients of messages from the media (consumers), but can also be creators and modifiers (producers). This is reflected in F1 fans who are involved in the distribution of #WeRaceAsOne hashtag content on the X *platform*. In addition, the efforts made by F1 fans by using this hashtag can also be referred to as digital activism. Utilizing the X platform and using the hashtag #WeRaceAsOne as an insistence on the case of women and solidarity with fellow F1 fans. (The point is to say that this form of digital activism of the fans is in the form of using the hashtag which is an insistence on the case of women and solidarity with fellow F1 fans)

The following table analyzes the results of the tweets with the most *engagement* found on *platform X* as of April 26, 2024.

Tabel 1. Hasil Pengumpulan Data

| No | Content Type | Content |
|----|-----------------|---|
| 1. | Private content | <p>@leclercsletters : #weraceasone</p> <p>women 🙌 deserve 🙌 a 🙌 safe 🙌 place 🙌 in 🙌 F1 🙌 #WeRaceAsOne</p> <p>#WeRaceAsOne As an F1 fan, I am against SA & Harassment. - I do not condone the suspension of the victim. - I do not condone what the drivers said about it being a "noise" or "distraction" - I do not condone drivers downplaying this matter in any sort of. Women deserves a better place & treatment in this sport & I will continue to stand by that statement. As F1 fans, we deserve transparency & accountability of these issues. These issues are not meant to be kept in the dark, these issues are meant to be talked about & is meant to raise awareness.</p> <p>i've never been more frustrated as a female f1 fan in my life. #WeRaceAsOne should be MEANT in this sport and PROUDLY used.</p> |

| No | Content Type | Content |
|----|--------------------------|---|
| | | <p>yet it's not...and we're in 2024...</p> <p>For every woman who has been catcalled. For every woman who had unwanted sexual advancements. For every woman who said no. For every woman who didnt consent. For every woman who felt they didn't have the power to speak up.</p> <p>And for those who did, but still suffered. #WeRaceAsOne</p> <p>Picture: F1 fans stand with survivors. SA and harassment are NOT "noise" "distractions" or "drama". We support the victim. "We race as one" doesn't mean anything until everyone is safe and supported. Women deserve a safe place in F1"</p> <p>Also remember why speaking up and showing solidarity is important. This is from Megan, at Aston Martin.</p> <p>We need to make ourselves heard on the fact that no these women, not any other women are alone.</p> <p>#WeRaceAsOne</p> <p>"We are here to stay, and we are right where we belong." #WeRaceAsOne</p> |
| 2. | Official account content | <p>Sexual assault and harassment have no place in the Formula 1 community.</p> <p>#WeRaceAsOne</p> |
| 3. | Repost content | <p>Let's not quit, we need to talk until it doesn't happen to a child, until it doesn't happen to a young girl, until it doesn't happen to a woman!!!!</p> <p>No one means no one!</p> <p>#WeRaceAsOne</p> <p>Actions speak louder than words. All it takes is all of us.</p> |

Elements of Digital Activism

There are four elements of digital activism according to Joyce, A. (2010), but based on the data found by researchers, there are only two elements of digital activism that are appropriate. They are infrastructure-connectivity (internet penetration, social media access, and digital literacy) and social norms, which consist of habits, identity. The first element, infrastructure- connectivity, emphasizes the involvement of social media as one of the characteristics of activism in the digital world. Digital activists using the hashtag #WeRaceAsOne utilized platform X as a place to conduct campaign activities. Access to social media that has a wide reach and anyone can become a content producer makes the hashtag #WeRaceAsOne even more massive. So that researchers mapped the data collected from platform X with the most engagement which became the focus of researchers, as evidenced by the number of likes and impressions.

Second, social norms, which consist of customs and identities. Social norms can influence gender by regulating how people act, perceive and feel. In addition, social norms can reinforce or undermine gender roles, depending on how society treats women and men. For example, in

patriarchal cultures, women are often placed in a lower position than their husbands, thus affecting women's reproductive health status. Gender is a socio-cultural construct or social category, including femininity and masculinity, that is reflected in behavior, beliefs, and the way society is organized. Gender is a socially and culturally constructed "trait" in men and women. Gender issues call for recognition of the role of women as subordinated to various aspects that were previously considered exclusive to men (Darmastuti, 2017). This results in more actors than before, which was only dominated by men, which then increased with the intervention of women. In a patriarchal culture, the responsibility of running the domestic sphere is held by women.

Double standards and sexual harassment fall under gender issues. Double standard refers to the social custom of viewing the same sexual behavior differently depending on the gender of the perpetrator. For example, sexual behavior that is considered normal and valued in men may be considered abnormal and blasphemous in women. Sexual harassment, in turn, is a form of using power or pressure to elicit unwanted sexual behavior. Sexual harassment can occur when gender roles and sexual scripts established in society are brought to campus and the workplace. Gender issues experienced by women in fandoms are often controversial and gender injustice. In fact, it is not uncommon for women to experience discrimination in the realm of mass media. Like in the research (Silfia, 2020) on discrimination of women's fandom in mass media, the F1 fandom case is one form of discrimination and sexual harassment that occurs to women. Female fans are considered by men to be unsuitable for racing because racing is considered masculine. Women will get insults and even harassment just because they like something that is considered masculine. This makes female fans become frustrated and voice their feelings through social media such as X. The F1 car racing event is no exception, which has the hashtag #WeRaceAsOne as a means of digital activism.

Utilizing #WeRaceAsOne as Digital Activism

Sexual Harassment Case

Digital activism efforts carried out by F1 Fans, namely by enlivening the #WeRaceAsOne hashtag to defend themselves and provide support to fellow female fans who get cases. The case in question is the disgraceful actions of Christian Horner as the boss of the Red Bull Racing team where Horner himself is a suspect as the person who sent indecent messages to female staff in the team. But the case was not properly investigated, leaving a question mark for the public. In the end, female fans flocked to urge the FIA using the hashtag #WeRaceAsOne. The article explains that Christian Horner was eventually reinvestigated after the victim appealed again. The case was eventually reinvestigated after fans rallied around using the hashtag #WeRaceAsOne.



Figure 1. @leclercsletters account post

There is a tweet *post* from @leclercsletters using the hashtag #weraceasone under which an image is added containing text and a ribbon symbol with a slightly greenish color. Posts that narrate the support of F1 fans to support survivors. They emphasized that harassment and SA (referring to the abbreviation *sexual abuse* or *sexual assault*, namely sexual abuse, sexual assault) cannot be considered a nuisance. F1 fans support the victims and build morale with the narrative "We race as one" until all victims feel safe and supported. F1 fans emphasize that women deserve a safe place as F1 *fans*. The @leclercsletters account uploads images that are widely used by F1 *fans* as a form of concern for victims of sexual harassment and wants victims to feel "safe" for the actions taken by the perpetrator. The intended "safe" narrative is an effort to protect from acts of sexual violence that might happen again. He also wants victims to get full support to get justice. It is evident that this sexual harassment case was not investigated thoroughly as we can read from an article by Newsweek entitled "Christian Horner Investigation Completion Expected Imminently". By uploading this image, the @leclercsletters account agrees with what is contained in the image. And showed solidarity in the form of similar images that were also used by other F1 *fan* digital activists.

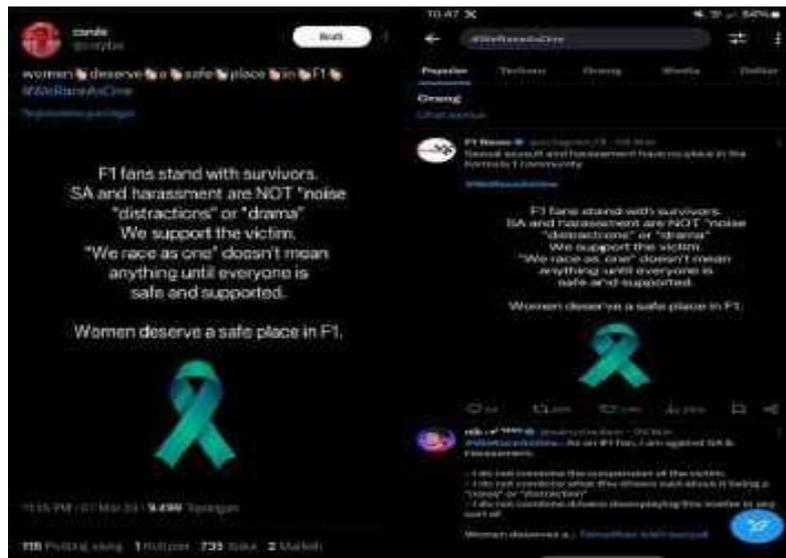


Figure 2. Posts of @carplec account and official F1 News account

X account @carplec also used the same hashtag by quoting back the text in the picture. Added a *reaction* like a hand clap in each word space. Showing support and agreeing to what was written in the picture, namely "Women deserve a safe place in F1". Women deserve a safe place in F1. Not only *personal accounts*, but the official F1 News account also uses the hashtag #WeRaceAsOne and the same image as a manifestation of the same desire for the case that occurred. F1's official account emphasizes the sentence "Sexual assault and harassment have no place in the Formula 1 community". It looks like a condemnation of the perpetrators with acts of sexual harassment and violence are not allowed to join the Formula One (F1) community.

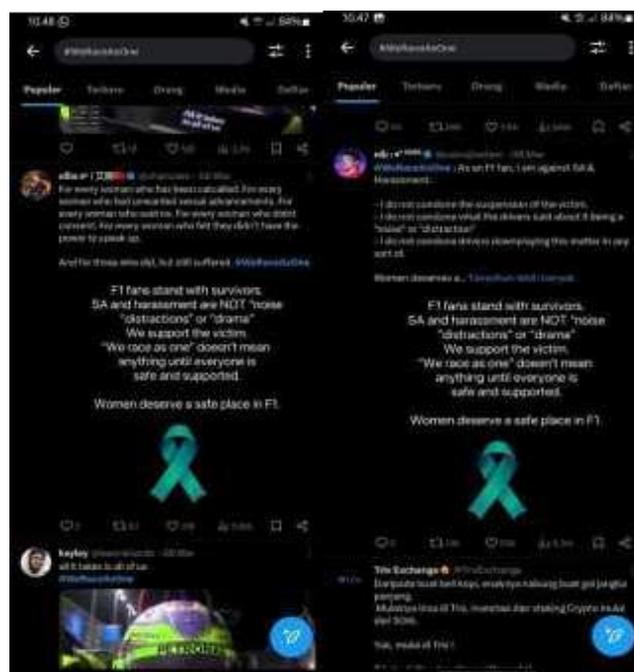


Figure 3. Posts of @sainzzleclerc and @charlclerc accounts

@sainzzleclerc's X account used the hashtag #WeRaceAsOne to support victims of sexual harassment. He wrote that he would not forgive anyone who belittled and did not follow up on the sexual harassment case that Christian Horner had committed. The account owner also urged the FIA to immediately reveal the truth of the harassment case. He also said that women deserve a better place in this sport which means he wants women not to get indecent actions such as sexual harassment either verbally or nonverbally. The @charlclerc account also joined the #WeRaceAsOne hashtag to support victims of sexual harassment. He wrote supportive messages for women who have been catcalled, sexually harassed, and women who don't have the strength to say what they feel. This effort with the hashtag and the image that was shared widely was a means to build awareness of cases of sexual violence and harassment against women, support victims, urge that sexual harassment cases be investigated thoroughly.

Cases of double standards experienced by women as F1 fans

The hashtag is also used by fans to reject the double standard that occurs among female fans. The double standard in question is how female fans are considered "weird" when they like racing, while sport is *genderless*. X account @finelineleclerc used the hashtag #WeRaceAsOne to express her frustration as a female F1 fan. She felt that women should be able to openly and proudly be in F1. At the end she wrote "yet it's not...and we're in 2024..." which questions why in 2024 there are still people commenting on female fans in sports. She also said that the hashtag is very meaningful and should be used well.



Figure 4. Upload @finelineleclerc account and official F1 News account

X account @Bel_Block used the hashtag #WeRaceAsOne on international women's day to call on women to unite and stand up for themselves. She said that we as women should speak up for our rights and that no woman should stand alone. In addition, she also posted a picture saying that men should respect women and protect women. Finally, the account owner shared that she is lucky to be surrounded by good men and hopes that all women can find good men. X account @H4LoInReverse also joined the #WeRaceAsOne hashtag to satirize men who do women unequally. He quoted someone's post who wrote that Mercedes AMG-Petronas driver Lewis Hamilton is a kind and polite person towards women. The account explained that actions speak

louder than words. He also said that everyone needs action like Lewis did. The sentence is used to satirize men who can only say nice things but don't treat women well.

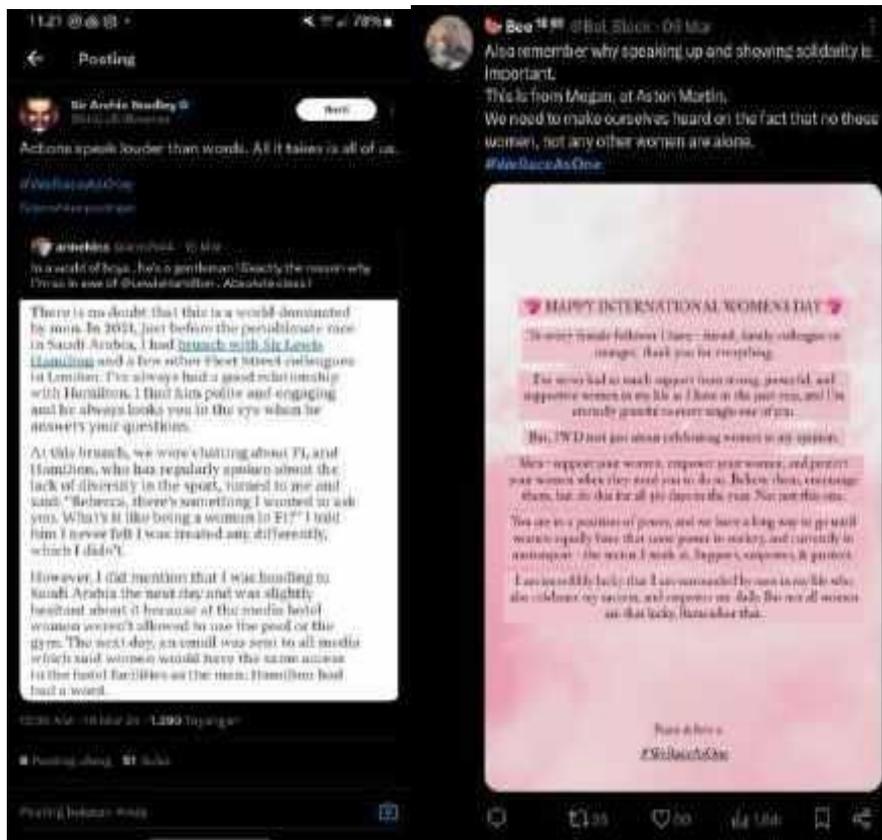


Figure 5. Posts of @Bel_Block account and @H4LoInReverse account

X accounts @sainzc55 and @Vettel5fancore2 used the hashtag #WeRaceAsOne to encourage other women to unite and persevere. They both quoted a video of a female F1 journalist telling her life story in support of women who have experienced adverse circumstances. @sainzc55 said that women must persevere until they get their rightful place. The phrase "proper place" means that women can freely show their identity as F1 fans and can get the same treatment as F1 fans. While @Vettel5fancore2 said that women should not stop defending themselves so that the different treatment received by women does not happen again. He wrote "Let's not quit, we need to talk until it doesn't happen to a child, until it doesn't happen to a young girl" which emphasizes that the different treatment must stop so that children and young girls are not affected. So the hashtag #WeRaceAsOne can be used to encourage female fans to express their feelings and bring understanding to men who are still practicing double standards.

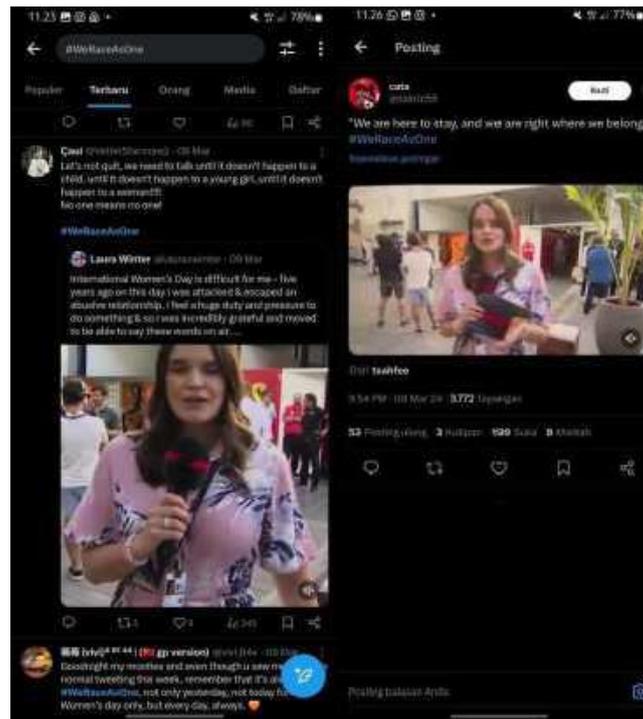


Figure 6. Posts of @Vettel5fancore2 account and @sainzc55 account

CONCLUSION

The digital activism movement in the F1 community emerged because the *FIA* could not handle Christian Horner's sexual harassment case properly. The victim, who had tried to provide evidence, felt aggrieved because the case was left for so long. In addition, male fans continue to discriminate against female fans. Joyce (2010) divides the elements of digital activism into several parts. Based on the data obtained by researchers, there is conformity with 2 elements, namely Infrastructure-connectivity and social norms with a gender background. Hashtags such as #WeRaceAsOne, one of the digital activism movements initiated by the F1 official account, can be a means for fans to convey their aspirations as well as a form of *participatory culture* carried out by fans.

This research uses a type of qualitative research which in the data collection process uses the technique of documenting screenshots of tweets on platform X with the most *engagement*. Then analyzed using *content analysis* by processing symbolic forms and seeing the relationship between texts and then interpreting their meaning. Researchers found a form of digital activism carried out by F1 fans using the hashtag #WeRaceAsOne. There is a *participatory culture* carried out by these F1 fans by using the hashtag #WeRaceAsOne as an urgent campaign in cases that occur with women. Social media platforms now give everyone the freedom to act as producers and consumers of messages.

Many accounts also used this hashtag, mentioned in this study are the top ten accounts with the highest number of *engagements*. There are images uploaded multiple times by different accounts but contain the same message, support for victims and provide a safe place for women

as F1 Fans. Even F1's official account also uses hashtags and emphasizes that acts of sexual harassment and violence are not allowed to join the Formula One (F1) community. The upload in the form of a *repost* contains support for the victim and the spirit of solidarity among F1 fans to prioritize action over talk. The hashtag #WeRaceAsOne became a digital activism movement carried out by F1 fans with the aim of solving problems experienced by women as F1 fans.

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EDITORIAL NOTE

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