

## Visual Meaning in Digital Protests: The Use of Brave Pink and Hero Green in Social Media after the August 28–30, 2025 Demonstration

### *Makna Visual dalam Protes Digital: Penggunaan Warna Merah Muda Berani dan Hijau Pahlawan di Media Sosial setelah Demonstrasi 28–30 Agustus 2025*

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#### *Abstrak*

*Penelitian ini membahas makna visual dalam protes digital pasca demonstrasi 28–30 Agustus 2025 di Indonesia, dengan fokus pada penggunaan warna Brave Pink dan Hero Green di media sosial. Fenomena ini menunjukkan bagaimana warna berfungsi sebagai medium komunikasi simbolik yang membentuk solidaritas digital dan kesadaran kolektif masyarakat. Melalui pendekatan kualitatif dengan metode analisis isi visual, penelitian ini menelaah bagaimana kedua warna tersebut diartikulasikan dalam unggahan publik serta bagaimana maknanya dikonstruksi dan direproduksi secara partisipatif di ruang digital. Hasil penelitian menunjukkan bahwa Brave Pink merepresentasikan keberanian yang lahir dari empati dan kelembutan, sedangkan Hero Green menggambarkan harapan, keseimbangan, dan daya hidup sosial. Kombinasi keduanya melahirkan wacana visual yang menandai pergeseran dari protes konfrontatif menuju ekspresi reflektif dan inklusif. Penelitian ini menegaskan bahwa warna dapat berfungsi sebagai bahasa moral yang memperkuat keterhubungan sosial dalam dunia digital. Dengan demikian, makna visual dalam protes digital tidak hanya merefleksikan sikap politik masyarakat, tetapi juga menunjukkan transformasi budaya komunikasi di era media baru.*

**Kata Kunci:** *Brave Pink, Hero Green, Makna Visual, Media Sosial*

#### **Abstract**

This study discusses the visual meaning of digital protests after the August 28–30, 2025 demonstration in Indonesia, focusing on the use of Brave Pink and Hero Green colors on social media. This phenomenon shows how color functions as a medium of symbolic communication that shapes digital solidarity and collective consciousness of society. Through a qualitative approach with a visual content analysis method, this study examines how the two colors are articulated in public uploads and how their meanings are constructed and reproduced participatively in the digital space. The results showed that Brave Pink represents courage born of empathy and tenderness, while Hero Green represents hope, balance, and social vitality. The combination of the two gives birth to a visual discourse that marks a shift from confrontational protest to reflective and inclusive expression. This research confirms that color can function as a moral language that strengthens social connectedness in the digital world. Thus, the visual meaning in digital protests not only reflects the political attitudes of the community, but also shows the transformation of communication culture in the new media era.

**Keywords:** Brave Pink, Hero Green, Visual Meaning, Social Media

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## **Introduction**

The phenomenon of communication in the digital era has undergone a very significant transformation. Public space is no longer only physically present, but also transformed into a virtual space full of symbols, colors, and visual signs. Social media has become a new arena for people to express opinions, negotiate meanings, and voice their political and social attitudes (Heryanto, 2018). In this context, digital protests emerged as a new form of resistance that was not always manifested through mass action in the streets, but through visual symbols circulating on the screens of millions of people's devices.

The large demonstration that took place in Indonesia on August 28-30, 2025 became one of the important moments that showed how symbolic power works in the digital space. The action was triggered by public disappointment with government policies that are considered not to be in favor of social welfare and public transparency issues (Ahmad Arif, 2025). Thousands of people took to the streets, while millions more echoed their support and solidarity through social media. After the action took place, the digital timeline was filled with various forms of poster visuals, illustrations, and dominant color uploads that were loaded with emotional and ideological meanings.

The two most prominent colors after the demonstration were Brave Pink and Hero Green. Both not only became visual aesthetic elements, but also developed into symbols of collective solidarity. In the context of communication, color is a nonverbal language that can convey a message without words (Kusumawati, 2019). The choice of a particular color is often not random, but rather has its own purpose and message. Brave Pink is often interpreted as a symbol of courage and care, while Hero Green symbolizes hope, steadfastness, and the spirit of social change (Jati Mahatmaji, 2025). When these two colors are used massively by Indonesian netizens, their meaning expands to become a form of representation of values and the identity of new social movements.

Digital space makes visual meaning able to move quickly and across borders. Every upload, hashtag, or profile color change

becomes part of an interconnected stream of mass communication (Radjaguguk & Andriani, 2025). This process shows that protest in the digital age no longer relies on physical mobilization, but rather on the power of visual symbols in creating emotional resonance. Color, in this case, serves not only as a design element, but also as a political medium that builds collective consciousness and strengthens social solidarity.

This phenomenon is interesting to study more deeply because it shows how Indonesian people reinterpret the concept of protest in the digital era. Protests are no longer solely in the form of direct confrontational actions, but can be present through visual expressions spread on social media. Every color, symbol, or upload becomes part of the discourse of resistance to the power structure. This change in form shows a shift in the communication paradigm from verbal communication to symbolic communication based on visual perception.

In Indonesia's highly pluralistic social context, color is a tool that is able to penetrate ideological and geographical boundaries (Rafa et al., 2025). When thousands of social media accounts use similar colors in their posts, a collective image is formed that represents one social attitude. The phenomenon of Brave Pink and Hero Green shows how digital identity can be built through mutually agreed visual symbols. This identity not only describes who they are, but also what they stand for: social justice and public transparency.

Social media provides space for these symbols to continue to be produced and reinterpreted. Each user doubles as the creator of the message as well as the receiver. In such a rapid circulation of messages, colors undergo a dynamic shift in meaning. Brave Pink and Hero Green may have a personal meaning to the individual, but at the same time form a collective consciousness that transcends personal boundaries. This is where the power of visual communication works, it is able to bind many sounds into one simple but meaningful symbol.

This phenomenon also shows that visual culture is now an integral part of political and social communication. Political messages in modern Indonesia are no longer only

conveyed through speeches or long texts, but also through images, colors, and symbols that are easy to remember and go viral (Pureklolon, 2016). Thus, color is no longer just an aesthetic choice, but an effective communication strategy in influencing public perception. The combination of visual symbols and social media algorithms makes digital protest a complex and layered communication practice.

In addition, digital protests in Indonesia show people's ability to adapt to changing media landscapes. In limited space or certain social situations, social media is an alternative for people to remain vocal. The use of color in this context becomes a symbol of presence and courage to speak. Each upload of Brave Pink and Hero Green colors represents alignment and a form of participation in a larger movement.

The strength of digital protest also lies in its ability to build cross-regional solidarity. The same color can connect social media users from Sabang to Merauke in one emotional awareness. This is where social media plays a role not only as a communication tool, but also as a space for the formation of symbolic communities. Through color symbols, people can affirm their common identity while expressing their feelings towards emerging social issues.

However, the spread of visual symbols on social media also brings its own challenges. In an open communication space, the meaning can change depending on who is interpreting. Brave Pink and Hero Green can be interpreted positively as symbols of struggle, but they can also be interpreted cynically or even reduced in meaning by different groups. This shows that digital protest is always in the process of negotiating meaning that never stops.

Seeing these dynamics, it is important to examine more deeply how people interpret color symbols in the context of digital protests in Indonesia. Social media users are not only consumers of messages, but also producers who actively build visual narratives. This phenomenon shows that digital communication is participatory, where meaning is formed collectively and continues to change according to the social context that surrounds it (Mahyuddin, 2019).

This research is expected to provide a broader understanding of how color functions as a symbolic language in digital communication. An analysis of the use of Brave Pink and Hero Green will reveal how Indonesian people use visual symbols to convey criticism, empathy, and social solidarity. This study can also enrich perspectives on visual communication and the transformation of the way people participate in public issues in the age of social media.

Thus, this background confirms that the phenomenon of digital protest in Indonesia cannot be seen as just a media trend, but as part of a larger evolution of social communication. Color has become a new language for the digital generation in expressing opinions and building solidarity. Through this research, it is hoped that it can be further understood how visual symbols such as Brave Pink and Hero Green work to shape meaning, build collective awareness, and reflect the communication dynamics of Indonesian society in the digital space.

### **Research methods**

This research uses a qualitative approach because it focuses on understanding the meaning behind visual phenomena that emerge in the context of digital protests. The qualitative approach was chosen because it allows researchers to explore experiences, interpretations, and symbols that cannot be explained only through numbers or statistical data. In this study, social media is understood not solely as a communication space, but as an arena for the production of meaning where visual symbols such as colors, shapes, and designs are created and disseminated. Through this perspective, researchers try to understand how the colors Brave Pink and Hero Green are used, interpreted, and translated by Indonesian netizens after the August 28-30, 2025 demonstration.

The method used is visual content analysis, focusing on the representation of colors and design elements in social media posts related to the event. This analysis includes the process of collecting visual data in the form of screenshots, digital posters, illustrations, and

uploads using the dominant colors of Brave Pink and Hero Green. Data was collected from various social media platforms such as X (Twitter), Instagram, and TikTok, which are the main spaces for the dissemination of digital protest discourse. The analysis stage is carried out by identifying visual patterns, tracing the context of color use, and interpreting the meaning contained behind these symbols. The researcher also paid attention to aspects of public interaction such as comments, hashtags, and forms of user participation to strengthen the context of interpreting meaning.

In the research process, the researcher plays the role of the main instrument that makes observations, interpretations, and draws conclusions. The validity of the data is maintained through triangulation of sources and contexts, namely by comparing visual findings from various platforms and examining them with relevant literature on visual communication and digital culture. The entire process of analysis is carried out gradually and reflectively, to ensure that the resulting interpretation is not only subjective, but also scientifically accountable. The results of the research are expected to be able to describe in depth how visual meanings are formed, moved, and play a role in building awareness and solidarity of the Indonesian people in the post-demonstration digital space.

## **Theoretical Framework**

### **Visual Communication and the Meaning of Colors**

Visual communication is a form of conveying messages through nonverbal elements such as images, colors, shapes, and typography (Basiroen et al., 2024). In the context of digital media, visual communication plays an important role because messages are conveyed not only through words, but also through symbols that can trigger certain emotions and associations. Color is one of the most powerful elements in visual communication because of its ability to build psychological and cultural meaning. Color can influence perception, elicit emotional responses, and shape the visual

identity of a social movement (Handayani et al., 2025).

In digital protests, color is often used as a tool to affirm position, solidarity, and collective identity. For example, pink is no longer solely associated with softness or femininity, but has also become a symbol of courage and struggle (as in the term Brave Pink). While green is often associated with hope, life, and the spirit of social change (as in Hero Green) (Angel Rinella, 2025). These two colors are a powerful means of communication to mark moral values, political aspirations, and the direction of movements that are being built by society in the digital space.

### **Social Media as a Digital Protest Space**

Social media has become a new arena for the practice of protest and symbolic resistance. In the digital age, protests no longer rely on the physical presence of the masses on the streets, but can occur in the form of online campaigns, symbolic uploads, or hashtag movements that spread massively. This phenomenon is known as digital activism, a form of activism that harnesses the power of networks and message visualization to build collective awareness (Farid, 2024).

The digital space provides an opportunity for citizens to express discontent, criticize policies, and build cross-regional solidarity across geographical boundaries. In the Indonesian context, digital protests are often a response to socio-political tensions that are not conventionally channeled. The August 28–30, 2025, demonstrations, for example, became an important point that triggered a wave of digital expression, in which certain colors became markers of the moral and ideological positions of community groups. Through visual uploads on social media, the public participates in "symbolic demonstrations" of collective action that affirm political aspirations while creating an alternative narrative to official discourse

### **Color Symbolism in Social Movements**

Color has a long history as a symbolic medium in social movements. In many contexts, color becomes a tool to distinguish group identities and convey ideological messages (Prayoga et al., 2024). The use of color in digital protests is not just an aesthetic choice, but also a communication strategy. Colors are able to unite the masses through visual similarity, evoke emotions of solidarity, and reinforce the message of struggle.

In the context of the digital protests after the August 28–30, 2025 demonstration, Brave Pink and Hero Green emerged as a unique form of symbolism. Pink represents gentle courage, empathy-based solidarity, and resistance to symbolic violence. While green symbolizes the spirit of life, resistance to stagnation, and the call for more just social change (Angel Rinella, 2025). The combination of these two colors forms a contrasting but complementary visual narrative of courage and hope, assertiveness and empathy, resistance and healing. These meanings develop on social media through repetition, reinterpretation, and broad public participation.

### **Relevance of Research to the Indonesian Context**

In the socio political context of Indonesia, the symbolic meaning of color has strong cultural and ideological roots. Indonesian people are used to expressing their identity, emotions, and political aspirations through visual symbols ranging from party colors, action clothes, to digital ornaments on social media (Ardiyanto & Melisa, 2025). Therefore, the study of visual meaning in digital protests becomes relevant to understand how the Indonesian public negotiates with power and social discourse in the online space.

This research seeks to fill the gap in the study of the relationship between color, meaning, and political expression in Indonesia's digital landscape. Most previous research has focused on text, narrative, or verbal discourse analysis in social media, while the visual aspect is often overlooked. In fact, in the midst of the dominance of image and visualization culture,

color plays a major role in shaping public opinion and marking the ideological position of a movement. By analyzing the meaning of the colors Brave Pink and Hero Green, this research contributes to enriching the understanding of how visual communication shapes social meaning, solidarity, and resistance in the Indonesian digital space.

### **Results and Discussion**

#### **Color as a Language of Digital Solidarity**

After the demonstrations on August 28-30, 2025 in various major cities in Indonesia, the digital world turned into a massive stage of social expression. Social media is filled with visual uploads that depict collective emotions, from grief to resistance (Aryo Bimo Prasetyo, 2025). In the vortex of content, two colors stood out and soon became symbols along with Brave Pink and Hero Green. Both are not just colors, but visual articulations of people's moral attitudes towards the situation that is happening. This is where color transforms into a new language that is concise, emotional, and capable of transcending the boundaries of words.

In the context of digital communication, color serves as a sign system that conveys a message without the need for long text (Musliadi et al., 2025). It speaks to the senses, pierces distance, and brings meaning together instantly. This phenomenon shows how Indonesian people use visual aesthetics to mark political attitudes in a safe yet still strong way. Through Brave Pink and Hero Green, the public builds an alternative narrative to social reality, creating a space for resistance that is not destructive, but still has great moral impetus.

Digital solidarity is not formed only because of the same political views, but because of the similarity of tastes (Sulianta, 2024). When thousands of accounts replace their profile pictures with pink or green, a collective identity is born from shared emotional experiences. Color becomes a bridge between individuals of different backgrounds, uniting them in the same symbolic space. The simple

act of replacing a photo, sharing a poster, or uploading a similarly colored emoji represents a meaningful form of participation in digital democracy.

Picture 1.1 Netizens simultaneously changed



pink and green profile photos

Source: <https://newsday.co.id/warganet-serentak-ganti-foto-profil-pink-dan-hijau-ternyata-ini-alasannya/>

This phenomenon shows how citizen participation in the digital era is no longer dependent on physical presence on the streets. Protests can take place in visual form, which are widespread and indefinite. This digital action expands the definition of "demonstration" itself from a space-bound mass action, to a cultural expression rooted in cyberspace. The colors pink and green function like invisible flags that are flown together by millions of internet users, creating an atmosphere of solidarity that feels real even without face-to-face.

The success of color in uniting public discourse also shows a paradigm shift in protest culture. If in the past the power of social movements was measured by the number of masses taking to the streets, now that power can be measured by how far visual symbols spread and resonate (Sachari, 2007). In this case, Brave Pink and Hero Green are a sign that aesthetics

can be a political tool. Colors not only beautify the appearance of the upload, but also contain a narrative that moves awareness (Achmad Fauzi, 2023).

Social shows that pink and green are used in consistent patterns and are meaningful. Pink is often chosen as the background of text containing messages of support, while green is used for designs that highlight a collective call or inspirational quote. This pattern signifies that social media users are not simply copying trends, but actively participating in building shared symbolism. This process shows the dynamics between individuals and communities in shaping digital identities that are political but still aesthetic.

Apart from being a sign of solidarity, color also serves as a symbolic protection mechanism. In a digital climate that is sensitive to political issues, the use of color allows people to convey messages without having to mention specific names, institutions, or figures (Zein, 2019). Color becomes a subtle form of resistance that is gentle but effective. That way, pink and green not only unite, but also protect their users from potential digital repression. Visuals become a safe language that disguises criticism in beauty.

This phenomenon also indicates that visual meaning is not static. Brave Pink and Hero Green continue to evolve through diverse public interpretations. On the one hand, they both symbolize empathy and hope, on the other hand, they are also expressions of frustration with socio-political conditions. The meaning of color is formed through public dialogue strengthened by likes, comments, and shares that continue to roll in cyberspace. In this dynamic, the community becomes the creator of common meaning, not just the recipient of the message.

Interestingly, the power of the two colors lies in their symbolic balance. Pink brings warmth and empathy, while green offers coolness and vitality. The two do not negate each other, but complement each other. The combination of Brave Pink and Hero Green forms a complex visual language containing

messages of courage, love, and life in one harmony. Behind their simplicity, these colors convey a profound social vision that change doesn't have to be harsh, and courage can be born from empathy.

Thus, the use of color as a language of digital solidarity shows that Indonesian society has entered a new stage in the culture of political communication. Protests are now not only in the form of shouts or banners, but also aesthetics that are meaningful. Color is becoming a new arena for emotional democracy, a place where solidarity grows out of beauty and collective consciousness. Through Brave Pink and Hero Green, the public shows that the courage to care and the hope to change can be conveyed through gentle yet evocative symbols. In the digital space, color has become a sound.

### **Brave Pink: Courage in Gentleness**

The color of Brave Pink emerged as an emotional and political response from the public who witnessed the post-demonstration situation on August 28-30, 2025 in various Indonesian cities. When physical space is filled with tension between the apparatus and the masses, the digital space presents a softer but still assertive spectrum of expression. The color pink, which was previously considered feminine and apolitical, is now resemantized as a sign of moral courage, the courage to remain humane in the midst of social conflict.

This change in meaning does not occur spontaneously. It grew out of a collective experience that brought together a sense of empathy and solidarity on social media. Thousands of users choose pink not just because of aesthetics, but as a visual communication strategy that conveys the message of "resistance with love". In the context of digital communication, pink works as an emotional language it suppresses hatred, while channeling concern for injustice in a gentle yet meaningful way (Erlyana et al., 2023).

Semiotically, Brave Pink serves as a signifier that reverses traditional gender

connotations. If in patriarchal culture pink is associated with weakness, then in the digital protest space, it becomes a symbol of the reflective power of the courage to be gentle in a harsh world. Here, the social media user community is indirectly challenging the old structure of meaning and creating a more inclusive counter-narrative.

In visual practice, Brave Pink appears in various forms of poster backgrounds, illustrated borders, or color filters on profile photos. Each appearance presents a calming feel, but at the same time contains moral tension. When thousands of uploads display the same color, an emotional resonance is created that strengthens digital solidarity. This shows that color, although seemingly simple, is able to mobilize collective affectation and build a sense of community across spaces and social classes.

**Picture 1.2 Brave Pink and Heron Green Revive Solidarity**



Source: <https://rri.co.id/surabaya/daerah/1816810/brave-pink-dan-hero-green-hidupkan-solidaritas>

From the perspective of visual communication theory, the Brave Pink phenomenon shows the power of affective design in building social meaning. Color is not just an aesthetic element, but a message in itself that is able to evoke and move. The success of pink as a symbol of courage shows that mass

communication does not always have to be aggressive. He can captivate through empathy and subtle aesthetics.

Culturally, Brave Pink also represents a paradigm shift in protest culture. If previously harsh colors such as red or black dominated the symbol of resistance, then pink offers a new alternative to resistance that is not hostile, but reminding. He invited the public to think, not just react. This is a form of soft power activism that grows along with the expressive, empathetic, and image-conscious characters of the digital generation.

In Indonesia's digital space, this color has become an articulation space for many groups from activists, artists, to ordinary people who want to show support without having to take to the streets. Through pink, they participate in an inclusive moral movement. This confirms that visual communication is no longer just a complementary tool to political discourse, but rather is at the core of how collective consciousness is built and disseminated.

### Picture 1.3 Influencers Using Brave Pink and Hero Green



Source:

<https://www.idntimes.com/hvpe/entertainment/artis-dan-influencer-ganti-pp-brave-pink-hero-green-00-sd4vv-9c9q0k>

The color pink also works as a visual counter-narrative to symbolic violence in the media. When the flow of information is full of hate speech, pink visuals become an oasis that offers a calm yet empowered emotional

alternative. He marked that resistance does not have to be destructive; It can be present in a form that fosters social empathy. Thus, pink acts as an ethical medium that not only communicates messages, but also shapes the way the public feels and thinks.

In addition, the choice of the term "Brave" in Brave Pink emphasizes its political intentions. The word emphasizes that courage is not synonymous with physical violence, but rather with moral fortitude to remain empathetic. This is a moral turn in the culture of digital protest of the courage to love in a context full of hate. In this case, Brave Pink is a form of affective communication that brings together aesthetics and ethics in one visual symbol.

Finally, Brave Pink can be read as a mirror of the communication dynamics of Indonesian society that is increasingly mature in articulating differences of views through visual symbols. He proved that color is not only a decorative tool, but also a medium of social reflection. When thousands of people choose the same color to voice solidarity, they are building a new language of courage in tenderness. A language that may have been born from the digital world, but whose resonance touches the deepest realms of humanity.

### Hero Green: Hope and Social Vitality

If Brave Pink represents the emotional dimension of gentle courage, then Hero Green emerges as a rational symbol of collective constancy and hope. The color green in the context of the post-demonstration of August 28-30, 2025 in Indonesia is not only present as an aesthetic choice, but as a manifestation of the social vitality that is to be restored. In the midst of public exhaustion due to conflict and disinformation, Hero Green presents an impression of coolness, stability, and moral renewal.

Historically and culturally, green in Indonesia is often associated with nature, fertility, and balance. In the context of digital protest, that meaning is revitalized into a

symbol of social regeneration (Alim, 2024). While other colors represent anger or disappointment, Hero Green signifies the spirit of rebuilding and fostering mutual awareness. It becomes a metaphor for a society that chooses to heal social wounds through dialogue, not confrontation.

In the digital communication landscape, Hero Green works as a visual antidote to polarization. It restores the atmosphere by offering a peaceful and hopeful feel. When thousands of social media users share posts in the dominant green, a collective impression is formed about life that continues despite the deteriorating social situation. This color seems to function as visual therapy to provide emotional pause in the heat of public discourse.

Semiotically, Hero Green represents a sign of moral and social renewal. He does not reject conflict, but transforms the energy of conflict into a space for reflection. In the context of visual culture, the color green invites the eye to rest and the heart to weigh. This is where his power is not just a political symbol, but a medium of collective contemplation that helps people reorganize the meaning of solidarity after a wave of demonstrations.

The color green also marks the ecological dimension of the digital social movement. In several uploads, Hero Green is combined with a symbol of leaves, earth, or hands holding each other depicting the connection between humans and nature and others. This visual message implies that social struggles are not only about policy or power, but also about the sustainability of living together. Thus, Hero Green expands the discourse of solidarity to the ecological and spiritual realms.

From the perspective of visual communication theory, Hero Green shows how color can be a medium of reconciliation tool to bridge divided public emotions. While red or black is often associated with anger, green is present as a sign of compromise and wisdom. It brings together two extreme sides in a soothing

visual dialogue. This makes Hero Green not only a representation of color, but a smart political communication strategy.

The phenomenon of Hero Green can also be read through affect theory, where color works not only on a cognitive level, but also on bodily sensations (Saras, 2023). Green calms the gaze, lowers tension, and fosters collective confidence. In the digital space, this effect produces an emotional resonance that strengthens the spirit of virtual mutual cooperation. In other words, Hero Green is a color that "heals the screen" it improves social relations through affective influence.

In the Indonesian context, green use also has a deep cultural and spiritual dimension. This color is often associated with purity, equanimity, and religious values. When used in digital protest spaces, green conveys a grounded sense of morality. He reminded that social struggles must remain based on human values and peaceful justice. Thus, Hero Green became an ethical symbol of a moral movement rooted in local culture.

The use of the term "Hero" in this color emphasizes the narrative of collective heroism that the public wants to build. The hero in this context is no longer a single figure who stands out, but a collective consciousness that grows among the people. Through the color green, the public affirms that heroism is not always about the courage to resist, but also about the willingness to forgive, organize, and continue life together.

Finally, Hero Green became a symbol of the balance between taste and ratio in the digital protest space. If Brave Pink speaks through empathy and tenderness, then Hero Green speaks through wisdom and calmness. The two complement each other in forming a new aesthetic of solidarity born from Indonesia's digital generation, a generation that understands that color can be a political language, as well as a language of social healing. In the visual dialogue between pink and green, society finds new ways to talk about courage, hope, and humanity.

### Brave Pink & Hero Green: Two Colors, Two Stories of Humanity

The August 28–30, 2025 demonstration is remembered not only for its political tensions, but for the two anonymous figures who later became public moral symbols. A mother wearing a pink hijab and a Gojek driver who died were run over in the midst of chaos. From these two figures were born two colors that shook the digital space, Brave Pink and Hero Green. Each color carries a true story of courage and sacrifice, uniting the grief and spirit of ordinary people caught between the currents of power.

The figure of a mother in a pink hijab has become an unexpected icon. He stood in the front row, with a stern face and a loud voice, challenging the authorities to stop firing tear gas. The pink hijab she wore was initially just a personal choice, but was captured on camera and viral on social media as a symbol of moral courage. The color pink, which has been synonymous with softness, changed its meaning to "gentle courage" brave without rage. She does not represent an organization or a party, but the conscience of a mother who wants to protect the future of her children.

#### Picture 1.4 The Brave Pink and Hero Green Phenomenon



Source: [https://www.instagram.com/p/DOD8-6qjxB8/?hl=id&img\\_index=1](https://www.instagram.com/p/DOD8-6qjxB8/?hl=id&img_index=1)

On the other hand, a Gojek driver wearing a green jacket is a symbol of working-class sacrifice. He was reportedly killed by a vehicle when he fell. The incident was recorded briefly, but it was enough to arouse a sense of

public humanity. His green jacket was later dubbed the Hero Green color which symbolized the hard work, courage and silent devotion of those who lived on the streets of the city. In the tragedy, the public finds the meaning of heroism that is not built from rank or position, but from empathy and spontaneous actions.

The story of a mother in a pink hijab and a green Gojek driver seems to be two sides of one narrative of courage and sacrifice. In various social media uploads, the two are often juxtaposed in one visual frame of pink and green side by side, as if talking without words. The color pink represents a brave heart, while green is a sign of a sacrificial body. This combination presents a kind of "emotional dialogue" between the rebellious mother and the fallen worker, two small figures who unconsciously write a great chapter in human history.

The hashtags #BravePink and #HeroGreen then spread in cyberspace. Netizens turned the two colors into a symbol of solidarity, many replaced the profile photo with a pink-green combination, and digital artists created simple tribute posters for both. This visual narrative shows that society is finding new ways to express grief and resistance not through violence, but through color and empathy. Social media has become a digital memorial space, where color serves as a language of grief and respect.

From one mother and one motorcycle taxi driver, two colors were born that transcended their shape. Brave Pink and Hero Green are metaphors for courage born of love and sacrifice born of sincerity. They are not great figures, but represent the most sincere faces of the people who dare to speak out and are willing to sacrifice. In Indonesia's visual history, those colors will always remind us that change sometimes starts not with a tall building or a loud speech, but from two ordinary human beings who refuse to be silent.

#### The Dynamics of Meaning and Public Participation in Social Media

The post-demonstration phenomenon of August 28–30, 2025 shows how Indonesian society is building a new form of political participation through visual symbols. In a fast paced digital world, meaning is no longer determined by a single authority such as the government, mainstream media, or public figures (Ambardi et al., 2025). On the contrary, meaning is now the result of horizontal interaction between citizens. The colors Brave Pink and Hero Green are concrete examples of how the public takes over the space of interpretation, making it an arena of visual democracy that is open and fluid.

No party can claim full ownership of these symbols. Precisely its main strength lies in its ability to be reinterpreted. In the hands of social media users, Brave Pink can mean bold tenderness, but it can also be a symbol of feminist resistance, even a form of solidarity with minority groups. Likewise, Hero Green, which on the one hand represents hope and social balance, but on the other hand is also used to affirm the value of sustainability and ecological concern. This flexibility shows that color is not just an aesthetic element, but a lively social text.

The process of remixing and reinterpretation is part of the participatory culture that marks the digital era. Every user who creates posters, shares illustrations, or simply adds color filters in uploads, actually contributes a new layer of meaning. Thus, the meaning of Brave Pink and Hero Green is formed through a decentralized collaborative mechanism. In modern communication logic, this is referred to as distributed authorship where the writing is dispersed, but the resonance is fused.

This kind of public participation also indicates a shift in the function of social media from just a tool of sharing to an arena for the production of political meaning (Ashariana, 2024). When thousands of people use these two colors, what is formed is not only a uniform aesthetic, but also an emotional solidarity built from the similarity of social experiences. The uploads create an awareness that each

individual has a symbolic role in the collective struggle, even without a physical presence on the demonstration grounds.

In the context of political communication, this phenomenon can be understood as a form of symbolic resistance of symbolic resistance that does not directly challenge power, but shifts the boundaries of meaning controlled by the state or the dominant media (Khamdan, 2022). Color is a subtle communication strategy, but it has a big impact. It does not require loud orations or banners on the street, just through visuals spread in cyberspace, messages of resistance can spread widely and spark public empathy.

Interestingly, this process also fosters the dynamics of discourse among social media users themselves. Some groups interpret the color as a symbol of humanity and peace, while others interpret it as a representation of political morality. This difference in interpretation does not obscure the main meaning, but rather enriches public discourse. Social media, in this case, serves as a social laboratory where people openly negotiate, agree, or even reject certain meanings.

The phenomenon of Brave Pink and Hero Green also shows that digital protests in Indonesia have evolved from just an emotional reaction to a structured and reflective expression. Social media users not only express anger, but also design symbols that are communicative and easily accepted by a wide audience. Color is a bridge between political messages and inclusive human values. This is where the advantages of visual protest over traditional forms of protest lie, it is adaptive, collaborative, and sustainable.

From the perspective of social meaning theory, this dynamic shows how modern society practices collective meaning making. This process involves emotions, aesthetics, and technology simultaneously. Colorful digital uploads are not only the result of design, but the result of dialogue between individuals and communities. Within the framework of mass communication, it expands the concept of participation no longer limited to the act of

speaking or writing, but also through visual actions that convey collective meaning.

Furthermore, these colors become an alternative form of narrative to the mainstream media that often emphasizes conflict and chaos. Through Brave Pink and Hero Green, the public builds a counter-narrative that emphasizes empathy, courage, and hope. This visual narrative proves that in the digital era, people are no longer passive as consumers of information, but are active as producers of discourse that are able to influence the direction of public opinion in a real way (Nugroho, 2023).

Thus, the visual meaning of the digital protest after the August 28-30, 2025 demonstration cannot be separated from the dynamics of public participation on social media. The colors Brave Pink and Hero Green became a language of solidarity that transcended text and ideology. It is a new form of communication that combines emotions, symbols, and technology to create a more democratic discursive space. In Indonesia's increasingly digital communication landscape, these two colors will be remembered not only as visual trends, but as milestones in the emergence of a new awareness of the power of symbols in shaping a more reflective and humane social future.

The participatory phenomenon in interpreting colors on social media does not stop at the process of reinterpretation alone, but develops into a collective practice that gives birth to new meanings. The interaction between symbols, the public, and the social context creates space for more complex visual synthesis. It is in this context that the appearance of Brave Pink and Hero Green can no longer be understood separately, but rather as two axes of meaning that complement each other and form a new symbolic configuration. Therefore, the following section will outline how the two colors interact semiotically to give birth to a visual discourse that represents the courage and hope of Indonesia's digital society.

### **Synthesis of Visual Meaning of Brave Pink and Hero Green**

The phenomenon of Brave Pink and Hero Green shows how two visual symbols born from the same social context can develop into complementary representations of meaning. Both not only serve as identity colors in the digital protests following the August 28–30, 2025 demonstrations, but also as a sign system that reflects the dialectic between courage and hope. In the digital space, these two colors are alive and continue to change their meaning as public participation increases, making them part of the fluid and collaborative dynamics of visual culture.

Brave Pink represents an expression of courage that emerges from emotional and empathic space. He rejected the old view that courage has always been synonymous with masculinity and violence. Through the color pink, which has been associated with softness, the public has found a new way to express resistance without losing the human side. In the context of digital protest, Brave Pink became a symbol of resistance that was full of courage to care, speak out, and demand justice in soft but firm language.

In contrast, Hero Green presents a more calm and contemplative visual narrative. The color green in this context represents not only life and tranquility, but also post-crisis social resilience. It appears in response to a tense emotional situation, becoming a symbol of recovery and reconciliation. In every upload, digital poster, and design that circulates on social media, Hero Green builds a visual atmosphere that invites reflection on an invitation to keep thinking clearly in the midst of the chaos of public discourse.

The relationship between Brave Pink and Hero Green forms a productive opposition. These two colors are not just a visual contrast, but also symbolize two dimensions that live with emotions and rationality, empathy and constancy, action and recovery. In semiotics, this kind of opposition creates meanings that cannot stand alone, Brave Pink finds its relevance precisely because of the presence of

Hero Green, and vice versa. These relationships form a new collective narrative of solidarity that courage does not have to be hard, and hope is not always passive.

When the public adopts these two colors simultaneously, they are actually building a form of symbolic communication that crosses borders. Brave Pink and Hero Green are used in various digital expressions of Instagram uploads, infographics, posters, and camera filters. Through this participatory process, color is no longer a product of individual aesthetics, but a tool of social communication. Each user gives a new meaning through personal interpretation, making color a negotiating ground between personal experience and public discourse.

From the perspective of digital culture, the use of these two colors shows a paradigm shift in the way people convey social criticism. If in the past protests were synonymous with physical masses in the streets, now visual symbols such as Brave Pink and Hero Green serve as a more subtle but far-reaching form of resistance. Protests no longer demand the presence of a body, but rather the presence of a sign. Color becomes a "political avatar" that represents moral positions while expanding the space for participation for those who cannot go directly to the field.

In addition, Brave Pink and Hero Green also reflect the ability of the digital society to independently produce meaning without a single authority. There is no official institution, figure, or organization that determines the meaning of these two colors. Its meaning is formed by the public through the ongoing practice of remixing, reposting, and reinterpretation. This process signifies the democratization of meaning in visual culture where each individual has the right to interpret, recreate, and distribute symbols.

When viewed from the social semiotics approach, these two colors can be read as a relational sign system. Brave Pink marks the affective realm of emotions, empathy, and personal expression while Hero Green marks the social realm of recovery, harmony, and

collective sustainability. When the two come together in one visual space, a new meaning is born a synthesis between courage and serenity, between individuality and solidarity. This is a form of visual communication that goes beyond the representative function, becoming an affective language that unites public feelings.

In terms of representation politics, the synthesis of Brave Pink and Hero Green shifts the meaning of protest from just "rejection" to "the creation of empathy spaces." Colors are no longer used to separate, but rather to connect. In a situation where political expression is often restricted, color is a safe but still critically charged symbolic strategy. She blurs the line between aesthetics and activism, showing that in the digital age, struggles can be conveyed through emotional design, color, and form.

Thus, Brave Pink and Hero Green are visual expressions that not only mark social events, but also mark the transformation of the consciousness of Indonesia's digital society. Through the combination of the two, a new discourse on empathy, reflective, and sustainable solidarity was born. This synthesis proves that in the midst of the rapid flow of information and polarization of discourse, color still has the power to unify, soothe, and move. Brave Pink and Hero Green are not just symbols of protest, both are the language of hope that continues to pulse in Indonesia's digital space.

## **Conclusions and Suggestions**

### **Conclusion**

This research shows that the digital protests after the August 28-30, 2025 demonstration in Indonesia are strong evidence of how people use social media as a symbolic space to voice social and political aspirations. In this context, the colors of Brave Pink and Hero Green appear as the dominant visual elements that shape the collective narrative in the digital realm. The two colors not only serve as aesthetic ornaments, but become visual language that represents the public's feelings, attitudes, and moral

awareness of the ongoing social situation. This phenomenon confirms that visual communication on social media has the power to mobilize solidarity, articulate resistance, and build social awareness that transcends geographical and physical boundaries.

The meaning of Brave Pink confirms the emergence of a new paradigm in the digital protest culture of courage born of tenderness and empathy. This color presents a reflective resistance that does not reject conflict frontally, but affirms the moral position of society in the face of injustice. Meanwhile, Hero Green has become a symbol of social vitality and collective hope. Green signifies sustainability, balance, and the strength of community in the face of social pressures. The combination of these two colors forms a visual dialectic that reflects the two essential sides of contemporary social movements: emotional power and communal vitality.

The phenomenon of Brave Pink and Hero Green also shows how digital society in Indonesia is increasingly active in the process of producing meaning. Public participation in interpreting and disseminating symbols suggests that digital protests are no longer just spontaneous actions, but part of a symbolically organized communication consciousness. Color is used not to distinguish groups, but to unite human aspirations and values. Thus, visual meaning becomes a form of social dialogue that is constantly moving, building a bridge between the virtual world and social reality.

Overall, the results of this study reveal that the main strength of digital protest lies not only in the speed of message spread, but also in the visual ability to create emotional connection. Brave Pink and Hero Green serve as representational tools that expand the practice of participatory democracy in the digital space. Through these visual symbols, the Indonesian people prove that courage and hope can be expressed in a peaceful, creative, and inclusive way. This research also emphasizes the importance of reading color as a social text

that reflects the values, emotions, and collective consciousness of contemporary society.

### Suggestion

This research is expected to be a reference for academics and communication practitioners to expand the study of visual symbolism in the Indonesian digital space. The phenomenon of Brave Pink and Hero Green opens up new opportunities for visual communication analysis, especially in understanding how society constructs political meaning through symbolic aesthetics. Further studies can deepen the semiotic, psychological, and sociological dimensions of color, as well as explore how social media is shaping new patterns in message delivery and social mobilization.

Practically, this research is also a reflection for media activists, communication designers, and social activists to be able to utilize visual power more strategically and ethically. Colors and symbols can be a bridge to voice justice without creating polarization. Therefore, understanding visual meaning is not only a matter of aesthetics, but also a matter of social responsibility in managing public messages. In the fast-paced digital era, awareness of the meaning behind symbols is key to the formation of more empathetic, intelligent, and meaningful communication for the wider community.

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