

## BLACK LIVES MATTER IN THE UNITED STATES OF AMERICA

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### Abstract

This paper examines affiliation with the Black Lives Matter (BLM) movement using the constructivism theory. The main finding presented in the paper is that the discrimination experienced by African Americans in the United States in the past two decades. The BLM movement's history was a response to the death of two black teenagers, Trayvon Martin and Michael Brown, who were both unarmed and shot and killed. The most famous one happened this year, the death of George Floyd for the brutal police action by pressing the victim's neck with his leg until Floyd died. The second key finding is that BLM organizations generated more to frame the movement as a struggle for individual rights. Still, many youths assume that this movement is just a trend on social media. Finally, social media's influence where the spread of news, content, videos is the important point of the black lives matter movement in the US.

Keyword: BlackLivesMatter, Social Media, Constructivism, Discrimination

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## 1. Introduction

Black Lives Matter has become a social movement against racism and discrimination against black people in the USA. Some literature addresses the problem of racialism and color-blindness against blacks, especially in the USA. We take literature that can be used to write this paper and draw conclusions on the renewal of this paper.

According to the journal #BlackLivesMatter: This Generation's Civil Rights Movement written by Tanika Siscoe from Portland State University, the writer discusses the BLM movement based on the history of racial formation in the US. The BLM movement's history was a response to the death of two black teenagers, Trayvon Martin and Michael Brown, who were both unarmed and shot and killed. Trayvon was shot by George Zimmerman, a community environmental guard who was found not guilty after being tried. Meanwhile, Brown was shot by white police in August 2014. Racial in the US today is happening because of the color-blind racism where the US's people consider everyone to be non-racist or not belonging to any race. This argument puts the black community's concern is considered insignificant or not a big problem. This also affects the criminal justice system, where criminal justice has a higher disparity among black citizens because they believe that there is no difference between black and white citizens. The All Lives Matter movement came out from the people of color-blindness perspective as a response to the Black Lives Matter movement where they consider all races are important, whether white or black. The theory used in her journal is the Race theory, Racist ideology in the Pre-Civil Rights Movement, and the Post-Civil Rights movement. The author pointed out the BLM movement in the race theory and the history of racial formation in the United States. Then addresses the relationship between the All Lives Matter as the response to the Black Lives Matter movement and the concept of color-blindness that affects the criminal justice system. Color-blind racism is a subtle form of racism that affects American society right down to the criminal justice system. All Lives Matter is a product of a color-blind society that tries to end the debate about racial discrimination, especially the black race in America. This journal is good in explaining the history and theory of racism in America and racism that occurred during the Pre and Post Civil Rights Movement. The drawback is the author did not explain the big influence of social media, especially used by young people where the spreading of information is highly fast and massive.

In this paper, we will explain more about social media's influence, where the spread of news, content, videos is one of the important points of the black lives matter movement in the US. As we know, the police atrocities that took place in Minneapolis with the victim George Floyd wherein a policeman held his neck, and he said "I can't breathe" several times until he finally died, was recorded through someone's video which finally went viral on the internet and caused public outrage. It caused massive demonstrations in almost all US regions, and the government had to impose a curfew to limit mass protests.

Black Lives Matter (BLM) was created in 2013 by three Black women Alicia Garza, Patrisse Cullors, and Opal Tometi, in response to the quittance of Trayvon Martin, murdered by George Zimmerman. The Black Lives Matter movement is a social movement constructed by human nature to consolidate with each other as a human being. Since the summer of 2014, the Black Lives Matter movement has developed into an organization representing more than 30 American urban areas and four nations outside of the United States. Also, the permeability of enormous Black Lives Matter fights in New

York City, Oakland, California, and Chicago, Illinois somewhere in the range of 2014 and 2016 collected impressive consideration from the US media and registered in the public awareness on general feeling overviews (Ransbay 2015). Besides, the permeability of enormous Black Lives Matter fights in New York City, Oakland, California, and Chicago, Illinois somewhere in the range of 2014 and 2016 earned impressive consideration from the US media and registered public awareness on public opinion surveys (Horowitz and Livingston 2016).

According to Alexander Wendt, constructivism is the actions of actors that are also affected by shared ideas. Rationalism treats identity and interest as external elements. In contrast, constructivism recognizes identity and interest as internal elements, specifically the dependent variables. According to Wendt's constructivism theory, identity and interest consist of shared ideas, and the system's material strength remarkably, shared ideas occupy the leading part. Contrary to constructivism theory, realism theory believes that states are the only actors on the political point. Its focus on social factors and the importance of ideas allows it to address problems that are not even in realism theory's capacity (Leander 2006).

As proposed by Hans Morgenthau, realism might be base on several key assumptions. First, the state is an important actor on the world point. Thus, for Hans Morgenthau, the indication is that international organizations and other non-governmental organizations, whether business or organize groups of individuals with the same belief, are necessarily reflective of established sovereign states' interests. Hence it would be cover under the general course of his classical realism. Second, the legitimate state of international politics is anarchy, not in the sense of a war of all against all but anarchy in the sense that there is no legal authority to unite a state when it recognizes that breaking any agreement or legal authority with other states is in its interests (Keaney 2006). Constructivism, however, points out the social and relational construction of what states are and what they want. These addresses might be the focus on power politics, collaboration, conflict, or any other substantive development. Thus, wrong to identify a substantive interest in power, especially with realism, is because all the international relations standard is interested in power as either motivation, cause, or effect. The noticeable difference between realism and constructivism rests in the approach to ideas.

As is regularly when new movements capture our attention and consideration, the Black Lives Matter movement is presently an intriguing issue of discussion in both the open arena and the scholarly community. The discussion in both quarters is focused on the strategies and organizational structures that BLM activists utilize to promote social change. Some critics of the movement have argued that its attention on protest strategies, decentralized organizational structures, and unwillingness to negotiate with political elites in the gradualist domain of public policy arrangement will, at last, restrict the achievement of the movement. What's intriguing about the BLM movement is that it could be an impulsion to a change movement. The work movement during the '30s was fundamental to moving the Democratic Party to one side. However, it was true during the '30s that the Democrats started to move away from Jim Crow. It required some investment, clearly, yet that is the point at which it began, and it was because work was interracial, and work was vital to the accomplishment of the Democrats during the '30s and '40s (Kazin 2019).

Black Lives Matter started as a comprehensive hashtag on social media, especially Twitter. The acquittal decision of George Zimmerman changed the way Alicia Garza, Patrisse Cullors, Opal Tometi, and others responded to it. This led to the social media

outrage getting regulated. The hashtag has a similar name to the organization. However, they are actually in different use. The hashtag implies a lot greater population of individuals who demand change. It has been utilized throughout social movements and formed the social move literature. With respect to BLM, there are contending belief systems between the center and the margins as a leaderless movement, and the nonappearance of intersectional talk restricts its effect on mainstream activism. There have been responses to BLM's activism at the government and state levels, implementing executive orders and legislation. Since the movement's initiation, BLM has affected more than 107 laws authorized to address police violence, with new legislation sanctioned in 41 states (Walach and Kupka 2020).

Black Lives Matter began to fight against and destroy the racism present in today's society. The Black Lives Matter Movement is aimed to end the racial persecution that the United States was started on. Years before this movement began, hundreds of thousands of Africans, both free and enslaved, encourage the formation of colonies in the Americas. But many believe a notable starting point to slavery in America to be in 1619, when the buccaneer The White Lion brought 20 African slaves aground in the British colony of Jamestown, Virginia. Throughout the 17th century, European immigrants in North America turned to suppress Africans as a cheaper, more productive labor source than apprenticed servants, who used to be mostly poor, indigent, and unsatisfactory Europeans. It is impossible to give accurate numbers on how many people were enslaved, but some historians and scholars have estimated that 6 to 7 million enslaved people were imported to America during the 18th century alone, rob the African continent of some of its healthiest people.

After the American Revolution, many colonists, mostly in the North, where slavery was relatively irrelevant to the economy, began to link enslaved Africans' injustice to their persecution by the British government and to call for slavery's abolition. Discrimination toward blacks is not just an issue that denies the core values of fairness, justice, and equality of opportunities and freedom in America.

The Black Lives Matter Movement didn't simply show up out of the blue and continued wherever Civil Rights Movement left off. Social movements' development through a progression of stages extra time and the Black Lives Matter movement is still in the beginning phases of improvement. Social movements start with an idea. For this social movement, it was the death of Trayvon Martin in 2012 that incited the idea that Black Lives Matter. For the Black Lives Matter Movement to make it to where there is a change in society, there needs to be civil disobedience, legal difficulties, and new laws. These three things all add to change occurring in general society. The Black Lives Matter Movement is currently causing common disobedience. Civil disobedience is utilized to gain the media's, politicians, and society's attention and consideration. The various sections across the United States are arranging protests that intrude people's lives and bring attention to the movement to get society to acknowledge that there is an issue.

The Black Lives Matter Movement is battling to end racism and believe that race is no longer significant in today's society. If race were unimportant and black lives mattered, there wouldn't be racial disparities present in the criminal justice system and other cultural. When slavery ended, black lives were still victimized due to the color of their skin. It was acceptable to discriminate based on skin color in the pre-Civil Rights era, but things have changed in the post-Civil Rights era. The dominating type of prejudice is not, at this point, obviously based on biological characteristics. It is a subtle form of racism and known as the prejudice that has impacted various parts of American

society, including the criminal justice system. People have utilized online platforms to spread awareness of the issue and, more recently, the state of protests, but then there's another side of the computerized sphere, where activism is a self-serving scene intended to help one's likes, shares, and following. They captioned their posts with #blacklivesmatter, but as a result, it drowned out users' feeds of assets and petitions and gave individuals a simple way out for responsibility. Soon, individuals and businesses who supported the initiative caught on and adapted it. BLM hugeness as a developing movement in the United States yet also illustrates logical inconsistencies and holes in our comprehension of how social media platforms form it.

## **2. Literature Review**

In this research, we use the Constructivism theory to analyze why the Black Lives Matter movement occurs in the USA. In this part, we focus on the theory of constructivism deeper. It includes the background of the theory, critique, and controversies, the theory from 4 scholars, the comparison, and the last is the literature review about the previous journal that talks about this issue.

The initial roots of the concept of constructivism grew from an old methodology, based on the writings of Giambattista Vico, an Italian philosopher in the eighteenth century. According to Vico, the world was originally created by God, but the world was historically created by humans. Men and women, as individuals, can create their own historical storylines. The state is also a construct of history. The state is an artificial creation, including the system in it, is artificial. It is man-made (whether female or male) that can be changed and developed in new ways (Jackson and Sørensen 2007).

The constructivism approach emerged in the early 1980s when the Cold War had a fairly clear pattern of the balance of power between the United States and The Soviet Union, which gave rise to new fluctuations. Then a social movement emerged out of concern about a possible nuclear war as a follow-up. The aim of this movement is to end or prevent nuclear war from occurring, but with different way approaches. A campaign movement for the freeze of US Nuclear Weapons emerged as a remedy for the Vietnam War protests and gave the meaning to achieve goals and decisions. The state needs reform in its behavior in conveying messages. This movement has a unique way of getting the attention of Central Americans. They wear neat suits and try to mobilize citizens to pressure their congressmen. Their invitations to attract citizens' attention made in a measured manner by minimizing differences between groups, so citizens' coverage was wider. In other areas, criticism was made together, and the demonstrators asked the two powers to disarm rather than stop them. This movement has the same goal, which is to change the nuclear status quo. Formed and carried out by politics in their respective locations and the broader Cold War context (Fierke, Constructivism 2013).

The idea that international relations are a social construction can be simply analogized. Constructing something is an action that makes a subject or object into existence, which if it is not done (not constructed), it will never exist, like silk. Silk thread is a protein fiber produced by farmed mulberry caterpillars. From silk threads, we can shape them into fabrics that have gone through the weaving process. From that thread, we can produce some stuff such as clothes and other textile products. If humans have never thought or imagined to take advantage of the caterpillar that has been created by God, maybe thread, cloth, textiles made from silk will never exist. Silk cloth does not exist in nature directly, or the mulberry caterpillar produces silk that is already shaped

naturally. It all exists after human action. Having been made in such a way as to function as a thing, this object (silk) has a particular meaning and use. In human interaction in the social world, a state or an alliance is a common product built on human nature but with different histories, cultures, and politics resulting from social interactions (Fierke, Constructivism 2013, 188-189).

## 2.1. Nicholas Onuf

"People and societies construct or constitute each other" (Onuf 1989). Nicholas Onuf is often referred to as one of the founding "fathers" of constructivism in international relations because he was the first to introduce this theory within the scope of international relations. In his book entitled 'World of Our Making,' Onuf created the term constructivism in international relations by reconstructing the field of IR through examining rules and regulations, both in social theory and international relations theory (Peltonen 2017).

Constructivists emphasize more on the interaction process. Therefore, in this theory, international relations are the result of social construction, not standing independently of human action. As an actor, the state not only reacts as a rational individual but also interacts in a world that has value. They make choices in the process of interacting with other parties that produce realities that are culturally, politically, and historically different (Fierke, Constructivism 2013).

Referring to Onuf's definition, the Black Lives Matter movement can be a process of interaction between individuals. Interactions that are built and form between communities. Black people who are in social interaction in society are the main actors of this movement. If there were no interaction between one another, the movements with a lot of people involved would never exist, and the problem of discrimination will always continue. The historical reality of discrimination against black people is one of the driving forces for this movement.

## 2.2. Alexander Wendt

"A fundamental principle of constructivist social theory is that people act toward objects, including other actors, on the basis of the meanings that the objects have for them." (Wendt 1992). The systems that exist in the world we live in are socially constructed due to patterns and casualties. There is a meaning of attachment between one individual and another as a result of the practice of interaction between people. However, 'value' is not a permanent thing because, over time, there will be ideas and various practices according to the current development of the situation, as in-state sovereignty. The state has rights and obligations over the territory and citizens of the state without any intervention from anyone. However, since 1945, the idea emerged that if there were large-scale human rights cases in a country, international law could be passed on to that country, and indirectly, other parties would interfere in the country's affairs. The 'meaning' (of sovereignty in this example) can change as circumstances develop globally (Hurd 2008).

In theory, put forward by Wendt, there is an emphasis on cause and effect. Actions taken by individuals have meaning. The Black Lives Matter movement is a result of the continuing discrimination against blacks. This movement has meaning for those who feel oppressed by police abuse or people who perceive black people as a second-class society.

As in this theory, this meaning can also change or shift according to individual circumstances and perceptions. Many white citizens joined this movement, which

demanded reforms in government so that everyone was equal. White people can also feel and understand what black people have experienced for a long time, so they participate in this action. Other minorities such as Latinos, LGBT activists also voiced their opinions in this movement. The meanings taken by these groups can be integrated into social movements as a form of new steps to end discrimination, especially in the US.

### 2.3. Friedrich Kratochwil

"Rules and Norms mold decision via reasoning process (deliberations)" (Kratochwil 1991). Kratochwil is a pioneer of modern constructivists. In his theory, Kratochwil emphasizes the rules and norms that can give meaning to one's actions. The role of language is very important in this theory because communication requires language, and language is used as a tool to relate to the world and other people in a constructed social. Kratochwil emphasizes reasoning rather than logical evidence. Logic is not sufficiently able to predict the context of the circumstances in which the rules or norms apply. There may be equally good solutions, but in practice, we still have to decide on a problem in practice. Like a judge who should decide even it is a difficult choice after he positioned himself in the situation, he still has to make a decision based on the law that exists. Rules and norms provide the basis for the decisions to be made, but still with clear reasoning.

In the Black Lives Matter movement, this theory sees social norms in society that have meaning that must take precedence. By carrying out demonstrations as a form of social communication, black people seek justice. It cannot be predicted with the logic that, in reality, it is globalization that makes this movement real and more meaningful. The development of time changes society's mindset and point of view of people seeing things. The reasoning process that shapes society becomes active in understanding social issues. Someone must take action if there are conditions that are considered not reflecting the actual social conditions in the community they live in.

Experts compile constructivist theories with different points of view but almost the same in several parts. First, Nicholas Onuf, in his book 'World of Our Making,' focuses on the interaction relationships that shape society and the people in it. International relations are considered as the result of a society built together, producing different patterns, cultures, and histories every time, not a condition that is created independently by individuals or institutions. Second, Alexander Wendt emphasizes the causality process, so an event can occur. The existence of meaning in society is taken as a characteristic of society itself. Third, the constructivist theory put forward by Friedrich Kratochwil emphasizes the norms and rules that apply in society. Language as a tool for communicating in social interactions and shaping society.

We can understand that the three theories above are similar in several ways. We are underlining the existence of history, interaction, meaning, which shape the construct of society. But there are some comparisons that we can look at. Onuf and Kratochwil's constructivist theory has the view that the social world will continue to be built and developed through human action based on norms, rules, and perceptions in society. In Wendt's theory, constructivists are seen in the presence of an event occurring because of a previous cause or trigger.

To summarize everything, Constructivist is an approach that emphasizes the meaning resulting from interactions between individuals who have similarities in patterns

and norms to build society. So humans act on meaning, and meaning is a result of social interactions.

### **3. Research Methods**

In this journal, we use a qualitative approach to research as a method. Qualitative research is empirical research where the data used in the study are not numbers (Punch 1998). Qualitative research puts forward explanations in the form of written data rather than data in the form of numbers as results. According to Michael Bloor, the ability in qualitative research is to contribute to addressing social problems because the research is focused on the everyday activities of the society. Compared to quantitative research, qualitative researchers are more likely to provide descriptive details in reporting research results. Qualitative research tends to look at social life processes, one of which is by showing how a pattern of events is revealed based on research over time. We use several sources in this journal, such as a book, journal, and more on the focus group discussion.

This journal addresses some questions about why there is still the perception that this movement is just a trend among the community, especially youth in the range of constructivism. They don't sympathize with the discrimination that black people receive, but only because many people do it. Then we pointed out the influence of social media like Twitter and Instagram on the Black Lives Matter movement in the US, especially with the use of hashtags in disseminating information. This is also related to the fast development of technology where the spread of information from one individual to another is very fast, even from one individual to many people. Afterward, we discuss the relationship between lockdown and community involvement in street actions to support the BLM movement. Next, we want to talk about the phenomenon of looting, which worsened the intention and initial image of the BLM movement. Finally, we can understand how globalization, in this case, impacts social media, which can affect the actions of others.

### **4. Results and Discussion**

We are not the only ones who live in this world. According to Worldometer, the current human population is approximately 7.8 billion, which means we live to coexist with other people. We are social beings, meaning that we need other people in our lives. Each individual is unique and has their respective characteristics. How beautiful and unique life would be if we all lived together in harmony with all the differences that exist.

However, not everyone thinks that way. Not everyone sees it that way. Some might be triggered by the difference, and some might not like it, more so if it is the minority or the small number of people. Those people might treat others unjustly or unfairly based on their race, gender, age, or sexual orientation. Up until today, discrimination could occur to anyone anytime and anywhere. We might have experienced discrimination once in our lives due to our characteristics. That is also what happens to black people, especially in the United States of America, and that is why the movement of Black Lives Matter exists.

Some people thought Black Lives Matter's movement is merely a trend due to the incident that happened to George Floyd last June. However, it is so much more than that. If we analyze the movement, we can know the theory used, which is the theory of

constructivism. The movement was constructed by the dark history where they call for change.

We have discussed that the movement began back in July 2013 using the hashtag #BlackLivesMatter on social media. Why do they use social media as a platform? Due to the development of information and technology, it is growing fast as time goes by, and social media is the main technology available. The information transmitted could be in the form of written, oral, or visual such as Twitter, Instagram, and Facebook, and we could access it through gadgets which makes it a lot easier to forward, rather than having to deliver the information face-to-face.

What is the use of the hashtag, and what does it do? All the contents and campaigns that use the hashtag will be collected, which makes the searching easier. As a result, the users can access and immediately find the information under the hashtag in no time. One clear evidence that social media plays an important role in the spread of the Black Lives Matter movement is also through the feature share and repost. The message can be heard, and education can be obtained to reach a wider audience.

Just think about the number of friends and followers we have on social media. Let's just say we have 100 active followers on Twitter, and we post one piece of information. Later on, we can assume that 100 people see the tweet, and half of them repost or retweet it to their followers. Then, their followers can see your tweet as well, and they might take action by retweet it, and so on. The chain is unbreakable, and your information is now spread outside your followers' range. That is how social media works and how fast they spread of information is.

It cannot be denied that social media becomes a source of news today, and social media has a huge impact on social movements in today's society. Before, not everyone had the privilege to have the technology and be able to access the information through the internet, especially things that are going on around the world, and some of them might not be aware of the situation due to different locations and the duration of the information dissemination process. It might take a few hours or even a day for a news article to be covered in newspapers or television. If it weren't for the developments in information and technology, we could not access and receive any information as easy and free as it is now.

Social media plays an important role in this movement because it provides not only information but also awareness and education about what is really happening beyond borders. We could easily access any information that we are not taught in school and are not shown on the news. Knowing that internet users spend an average of 2 hours and 22 minutes per day and young people in the age range of 16-24 years old spends 3 hours a day on social media, it has become a hub of useful data. Approximately 9,303 miles or 14,972 km away from Indonesia, we could know what is happening there in the United States.

We could find out that an innocent life had been taken. We could see that the authority figure was responsible for that. We could notice that there was police brutality against black people. We could know that there was a protest going on to fight what is right. We could tell that the information does not only spread in the entire region of the United States, but also to the world to show solidarity, to end discrimination, and start treating people humanely.

We could also educate ourselves why the movement exists and why the protest happens, and the history of discrimination and racism among black people through information and campaign that is spread freely. Not only that, we could sign and share petitions and fundraisers since these can make a huge difference.

It is so impactful that big box stores, gaming companies, clothing and accessories brands, food brands, beauty, and makeup companies, health and wellness companies, and many more give their support and also donate for this movement of Black Lives Matter, such as Walmart, Target, Wendy's, McDonald's, Gap brands, H&M, Levi's, Tom Shoes, Nike, Ubisoft, EA Games, Coca Cola, UnitedHealth Group, Glossier, Honest Beauty, etc.

The Black Lives Matter movement that occurred during the Covid-19 pandemic, which attacked all countries globally, is an important thing to discuss. This pandemic requires everyone to be at home, keep a distance from each other, reduce outside activity, wash hands, always wear masks, and so on. At home, social media is a way to communicate with one another. From social media, they are always presented with information about the dangers of the coronavirus, the number of deaths, the scarcity of staples, job cuts, and much more. Of course, this makes people face both stress and anxiety. Worried if they will contract the coronavirus, scared of losing their job, not being able to move outside and meet friends or family and this certain feeling can reduce the body's immunity due to excessive stress, even though is strongly needed good immune system in warding off the coronavirus.

Then came the news about the death of black man George Floyd by the brutal police action by kneeling the victim's neck with his leg until Floyd died. The video of this incident went viral on social media and caused a strong reaction against the public. Public concerns about Covid-19 are distracted by this news. The strong historical background regarding black discrimination in the United States, and the society for too long been restricted in its activities, seemed to explode by following the Black Lives Matter action on the streets. Communities no longer focus on lockdown to prevent coronavirus spreading, but they find the meaning of the right to life for all humans. They realize that the right to life must be fought for, especially after seeing the brutal police action that killed someone. They could become the next victim if the police were likely to take action like that when facing some condition. Therefore the community went down and demonstrated as if they were infected with Covid-19, it would be commensurate with the actions they took to voice their rights. They do so to contribute to justice and equality for all human beings in the future.

However, due to the fast spread of information, sometimes we have to filter it since we do not really know its credibility just yet. Some people on the internet felt tricked when the autopsy result of George Floyd came out. The result revealed that Floyd was positive for the virus that causes COVID-19, which is SARS-CoV-2, he had fentanyl and methamphetamine in his system, and there were no physical findings that support a diagnosis of traumatic asphyxia or strangulation. Thus, some believed that he died because of the drugs and the virus.

There was an unexpected bad incident in the BLM action, that is the phenomenon of looting in this movement. In the Black Lives Matter action, a small number of groups vandalized public facilities, violence, and looting. They took part in the action but took the opportunity to vent their anger by burning public facilities, looting shops, destroying buildings, and so forth because they assume that the property could be replaced and shops that were looted could apply for compensation to insurance. The impact of a pandemic where many people have lost their jobs and their lives becomes more difficult, with the mass action on the road may be considered one of the right moments. It will add to the state's burden to make improvements to public facilities, and business owners who have been looted will find it increasingly difficult to continue their business. This certainly undermines the original intention or basis of this movement. The Black Lives Matter

movement is a pure movement to voice justice for all people, especially black people whose races are the most frequently discriminated against.

Yet, the movement of Black Lives Matter is not in vain. It has raised awareness, shared education, and spread information to many. Nowadays, information spreads more easily because there is a place to spread news, videos, voice, namely social media. Almost all the time, people are always connected to their cellphones, whether for work, studying, communicating, or accessing news, especially in Stay at Home and Work from Home conditions where everyone shifts all their activities to be at home and technology and social media become intermediaries.

It is also from social media that the history of black racial discrimination has reappeared. Maybe before the existence of social media, people only knew a small part of the news about discrimination through television or newspapers, but nowadays, everyone can tell or share information about what they experienced as a form of discrimination. People can easily record, send, type, share, then everyone can access it easily, make comments, criticisms, responses, which further expand the direction of the conversation. People will believe something if there is accompanying video evidence, as in the George Floyd case. The police could not avoid it because it really happened and the people were angry with it. Many victims before the George Floyd case emerged due to police violence such as the case of Breonna Taylor, who was accused of possessing drugs even though the truth had not been proven, Tamir Rice, a 12-year-old boy who was suspected of having a gun which actually the gun was fake and was shot by the police because it was considered dangerous, even after the case George Floyd, the shooting also happened to Rayshard Brooks who fell asleep in his car in the parking lot of a restaurant after holding a birthday party for his daughter. This is certainly a series of terrible events that happened to black people in the United States, and the Black Lives Matter movement is one way to end it all.

We are aware that slavery occurred for a hundred years and the discrimination and racism against black still happen to this day. Therefore, to spread the awareness and to end it, the Black Lives Matter movement exists, which is driven by a historical past, and it is defined as a series of events in the past that affect the current condition of society. Dissatisfaction and anger due to the black community's unfair treatment have peaked and then were spilled out by this movement. Through this, we can analyze using the theory of constructivism because, in this theory, the aspects of international political conditions are constructed by the history and the society itself and implemented as social interaction between individuals. The history and society itself are the circumstances and perceptions that some communities do not get fair treatment. People speak their voice because of dissatisfaction and anger. Therefore, we could see from the constructivism theory that because of the circumstances that happened in the past that shapes perceptions, many demanded reforms in the government, so everyone was treated equally. Not only the black people who fight for their rights but also white people and other minorities took part and voiced their opinions in the movement.

The constructivism theory believes that the historical reality and the social interaction between individuals and communities are one of the triggers for this movement. Not only the historical events drive the movement, but also those who feel oppressed by the police abuse. This theory believes that there is an emphasis on cause and effect, which action taken has meaning. These are the meaning behind the movement.

We could wonder why using the movement to spread awareness and stop discrimination? There might be good options and solutions, and instead of doing the

movement, people could think that way. However, in the Black Lives Matter movement, the constructivism theory sees the social norms in society that have meaning must take precedence. Black people who feel discriminated and oppressed carrying out demonstrations as a form of communication. Through this, it helps society to understand social issues and shape their mindset from a different point of view.

The mindset that the white race is superior to the black race must be completely eliminated. Individuals as subjects who are directly involved in one association or society must respect each other. Maybe if a lot of discrimination is caused by brutal police, the government should review the conditions or signs if a person is deemed to have fulfilled a crime, not just because the mindset of differences in race and skin color is a sign that a person always commits a crime, even though in the end himself has committed the crime. Black people in America have felt the dark history of the past as a second-class society who became slaves to whites. It all proved wrong to see that all basically people are dependent on one another, inseparable from differences in race, religion, skin or eye color, language, etc.

## **5. Conclusions and Recommendation**

Based on constructivism theory, the Black Lives Matter Movement that occurred in the US was built socially because of the history that occurred in society. People interaction to reach out a value of equality is the aim of this movement. In this case, the black community, which has long been considered a second-class society in the US, has long been discriminated against by public sentiment, which affects the legal treatment that tends to be unfair to black people. The initial trigger for this problem emerged and caused a huge public reaction after the death of George Floyd at the hands of the police, which was caught and went viral. Social media is one of the important things in this action.

Social media played a very important role in spreading the Black Lives Matter Movement. As a way to fight discrimination of race and skin color in the USA, the Black Lives Matter movement received support from all over the country and even worldwide, including Australia, France, Germany, Spain, the UK, in no time when social media involved. The triggered case, the death of a black man because of white policemen, was not just a matter of a single country; it became a whole world matter. As it brought up human rights enforcement – racial justice, which is a fundamental issue, the movement itself would likely get attention and support from many. But social media did a much faster and wider boost.

More than ever, during the Covid-19 pandemic, social media power has been soared significantly. When people have to stay home and minimize crowd interaction, the internet becomes the most important access to the world. The number of social media users highly increased. The already blurred state boundary disappear even more. The age range of social media users widened. People connected to their gadgets or computer most of their time and read information or news from various platforms faster than before. Realizing such power, on the other hand, the movement organizers and activists strive for maximum exposure of social media to make their campaign, to raise awareness, and to seek support.

And their demand did likely lead to changes, such as law enforcement and police system, even though many were not sure that it would be permanent or long term. At least, a step forward has taken place. The breadth of social media apparently had another

impact. Awareness and courage rose beyond black people, which can be considered a good thing. In some places, there were more racially diverse protesters demanding equal rights. It was not about Black Lives anymore. It was much more than that. Even though there were some incidents, vandalizing public facilities, violence, and looting, actions that used to come with such protests or demonstrations, taking the opportunity as an impact of the pandemic, where people lost their jobs, the Black Lives Matter movement for some reason was a successful one, in the sense of a form of a contribution to justice and equality for all human beings in the future.

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