

ABSTRACT

#MeToo movement that was initially started in the United States, now has widely spread to countries over the world, including South Korea. This movement has regained its popularity after Hollywood actress, Alyssa Milano, made a tweet to encourage women who ever been experienced sexual harassment to reply her tweet by attaching the hashtag “#MeToo”. This hashtag is a form of solidarity for victims of sexual harassment to share their personal stories. It gave the victims the power to express, to communicate, to expose the magnitude of this problem. Although at the beginning this flow of information almost became a breeze through South Korea, however, Seo Ji Hyeon's confession has marked the turning point of #MeToo Movement in January 29th, 2018. Furthermore, #MeToo has grown into a new hope in South Korea to eliminate sexual harassment. By using the theory of Transnational Advocacy Network by Margaret Keck and Kathryn Sikkink, this paper seeks to explain the advocacy strategies launched by #MeToo movement including Information Politics, Symbolic Politics, Leverage Politics, and Accountability Politics, which ultimately succeeded in holding the government accountable to provide more protection to victims of sexual harassment by releasing new policy.

Keywords: *#MeToo Movement, Sexual Harassment, Transnational Advocacy Network, South Korea*