**ABSTRACT**

*Empowerment of women is a development priority, including the quality of life of women in the fields of health, education, economy and politics. However, until now there are still many problems that hinder the achievement of equality, one of which is the result of gender-based injustice faced by women and men in Indonesia.*

*The United Nations (UN) took part in addressing this gender issue, addressing the injustices of women, creating an organization that focuses on gender. The United Nations created a women's empowerment organization, namely United Nations Women to further facilitate the achievement of their goals, they created a campaign program called the He For She campaign, this campaign is a form of solidarity for gender equality that aims to involve men and boys as agents of change to achieve gender equality and women's rights.*

*This study explains how the He For She campaign is implemented in Indonesia with the aim of explaining how this campaign program has an influence in increasing gender equality in Indonesia. The author uses descriptive analysis method.*

*Keywords: Gender Equality, He For She*