

Social Marketing Communication Activities to Anticipate Children's Sexual Violence

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ABSTRACT

Sexual violence in children increases in various regions. Efforts to prevent sexual violence are needed so that the number of sexual child violence does not increase. Prevention of child sexual violence must be done by involving various elements, one of which is an NGO (Non-governmental Organization). Social marketing communication carried out by some organization like government and NGOs plays an important role in educating the public. People who are aware of the dangers of sexual violence and understand how to prevent it can be a fortress for families and communities from the dangers of sexual violence. This research uses marketing communication theory and social marketing. The method used is qualitative with a descriptive approach. The result shows that Social marketing activities are usually carried out by the government or NGOs to reduce child sexual violence. Through social marketing activities, the government and NGOs provide education and outreach to various levels of Anti-child sexual violence social marketing is an activity that socializes the dangers of sexual violence against children and how to anticipate it. Communication strategies are needed so that the objectives of the activities can be achieved and right on target society. Conclusion: Suggestion: Efforts to prevent child sexual violence must involve various elements in the community. Social marketing activities against child sexual violence really need a communication strategy, including in choosing the right media and material packaging.

Keyword: *social marketing, communication, children violence*

1. INTRODUCTION

Violence and sexual abuse of children is a topic that needs to be the focus of many parties. Media reports show that violence against children has not decreased so far. Cases of violence against children are dominated by cases of sexual violence as a top-ranked case reported by lokadata.com according to Witnesses and Victims (LPSK) data. In 2019, there were 350 cases of sexual violence against children. At the beginning of 2020, cases of violence against children again arose. Among them are cases of sexual harassment against 12 primary school students in Sayegan, Sleman Yogyakarta involving unscrupulous teachers and which have occurred since August 2019, but were only revealed in January 2020. In 2019, the Indonesian Child Protection Commission predicted an increase in cases of sexual violence against children in school environments from January until October 2019, there were 17 cases with 89 child victims, of which 55 were girls and 34 were boys. The additional comment here, according to KPAI Commissioner for Education Sector Retno Listianti, said

that the level of violence has actually increased. Of the 17 cases above, 88% of the perpetrators were teachers, 22% were headmaster. Meanwhile based on education level, there were 64.7% of these cases or as many as 11 cases at primary school level, 23.53% or 4 cases occurred in junior high school and 11.7% or 2 cases occurred in high school. The occurrence of these cases is also caused by the child not yet understanding sexual activity, so they also do not know that they are victims of sexual violence(lokadata.id consulted on 26-04-2020 at 7.30 pm)Some cases of sexual violence are not only found in major cities, but in remote areas this case is still found to be widespread. In 2015, UNICEF reported that approximately 120 million girls under the age of 20 worldwide have experienced sexual violence problems. While 7 out of 10 children who were victims did not report and did not receive good help. (UNICEF, 2015).

So far, the government's attention to cases of violence against children has been quite high. However, there are many factors that lead to a lot of violence against children. Quoted from the pace online, since 2012-2015, many cases of violence and child abuse

have been committed by parents. With reference to pace indicators for the whole of 2015, child abuse by parents occurs in 3,235 cases, violence against children by teachers in no less than 709 cases. Some of the causes of violence against children that emerge from external or social factors, namely poverty (233articles), social problems and family style (80 articles), mental disorders (105 articles) and the low level of perpetrator violence will be the effect of their actions. (Tempo.co.id. Accessed 9/4/2015.At 9:20 PM).Child sexual abuse is described in various contact measures, such as kissing a child, stroking a child for satisfaction, inserting a finger into the penis or vagina, and having sex. Meanwhile the contactless action is an exhibitionist action, peeking a child while bathing or dressing, having sexual connotations and showing sexual movements in children. Although sexual violence against children is committed by children, in most cases it is done out of ignorance. Children usually follow scenes seen in their gadgets through images or videos. A high incidence of child abuse requires attention from the government and various levels of society, including the family as the main spearhead providing facilities for children to enter the wider social environment. As explained earlier, children often become victims of sexual violence because they do not understand sexual activity and therefore do not realize when they are victims of sexual violence. Therefore, literacy efforts Sexual education in children is very important. And it is hoped that children in the family environment will learn about the basic things about sex education they need to protect themselves.

future. Sexual violence tends to cause traumatic impact on the child. Even more difficult is if sexual violence occurs in children, because children are victims of sexual violence did not understand that he was a victim. Victims find it difficult to trust others so kept the incidents of sexual violence a secret. In addition, children tend to be afraid to report because they feel threatened will experience worse consequences when reporting, children feel embarrassed to tell events sexual violence, the child feels that incidents of sexual violence occurred because his own mistakes and violent sex incident make the child feel that he is embarrass the family name. The impact of sexual harassment that occurs is characterized by the presence of powerlessness, in which the victim feels helpless and tormented when revealing the sexual harassment incident. Acts of sexual violence against children bring emotional and physical impact to the victim. Emotionally, the child as victims of sexual violence experience stress, depression, mental turmoil, feelings guilt and self-blame, feeling afraid of connecting with other people, shadow incidents where the child received violence sex, nightmares, insomnia, fear with things to do with abuse includes objects, smells, places, doctor visits, self-esteem issues, dysfunction sexual, chronic pain, addiction, suicide desire, somatic complaints, and pregnancy the unwanted. Apart from that there were disturbances psychological issues such as post-traumatic stress disorder, anxiety, other mental illness like : personality disorder and identity disorder dissociative, a tendency to re-victimization in adulthood, bulimia nervosa, even the presence of physical injury to the child (Levitan et al.2003; Messman-Moore, Terri Patricia, 2000; Dinwiddie et al, 2000).Physically, the victim have decreased appetite, have insomnia, headache, discomfort around the vagina or genitals, the risk of contracting infectious diseases sexual, wounds on the body as a result of rape with violence, unwanted pregnancy and others. Meanwhile, sexual violence what family members do is forms of incest, and can have an impact more serious and term psychological trauma long, especially in the case of parental incest. Trauma from child sexual abuse will be difficult to remove if not immediately handled by experts. The child who gets sexual violence, its short-term effects will have nightmares, fear excessive in others, and concentration decreases which will eventually have an impact on health (2014: 8). To deal with emergencies with increasing cases of sexual violence against children, the government issued Presidential Instruction No. 5 of 2014 emphasizing the national movement against sexual crimes against children, targeting ministers, attorney general, police chief, governor of the regents and mayors. This shows the need for involvement and cooperation between different elements in anticipating

Impact of violence on children	
Physical health risks	Mental health risks
<ul style="list-style-type: none"> ▪ Physical health risks ▪ Genital urinary symptoms ▪ Irritable bowel syndrome ▪ HIV / AIDS ▪ Unwanted pregnancy ▪ Sexually transmitted disease 	<ul style="list-style-type: none"> ▪ Anxiety and Depression ▪ Inferiority ▪ Self-harm and suicide ▪ Post-traumatic syndrome ▪ Obsessive Compulsive ▪ Anger - hostility
violent output	Consequences for education and employment
<ul style="list-style-type: none"> ▪ Carrying weapons ▪ In violation of the law ▪ Partner violence ▪ Sexual harassment ▪ Negotiate 	<ul style="list-style-type: none"> ▪ Absent or drop out from school ▪ Unemployment ▪ Debt related ▪ Being in an exploitative work situation

Source : various of source

The impact of child sexual violence is a serious problem for the child and his future. The impact of child sexual violence is a serious problem for the child and his

sexual violence against children. In addition to the government's legal and regulatory efforts, the President's instructions show the seriousness of the treatment of child abuse cases. Complex cases of child abuse are also a concern and concern of NGOs (non-governmental organizations). NGOs assist the government in campaigns for violence against children. NGOs are institutions that usually use social marketing communications to introduce their institutions and programs. As a non-profit organization, efforts to address the public are very different from profit-oriented organizations. Marketing communication offers more products in the form of social direction, so that not everyone will be interested. Social marketing communication by social institutions plays an important role in increasing public awareness of the existence of these institutions. Efforts to introduce the program have several challenges because they affect the awareness or concern of the community. It is not easy to make the public aware of the importance of preventing sexual violence against children. There are times when parents don't realize that sexual violence against children can threaten anyone, even those around them and those around them. That is why we need many parties to anticipate the increasing cases of sexual violence in children. Social marketing communication against sexual violence against children needs to take place so that many people are aware of the dangers of child sexual predators and understand prevention efforts. This research uses marketing theory and social marketing communication. Communication activities are important activities to raise public awareness of the dangers and threats of the problem of sexual violence, especially in the development of young people in Indonesia (UNICEF, 2015)

2. LITERATURE REVIEW

Social marketing is the application of commercial marketing to sell ideas to voluntarily change people's behavior for the better. Philip Kotler presents the 4P marketing concept (product, price, location and promotion) for marketing activities. Marketing communication strategy is a form of strategic, binding and comprehensive planning designed to achieve marketing objectives, which is to directly and indirectly inform and convince consumers about the products or brands they sell.

Social marketing is the principle or marketing technique for social problems. Social Marketing is a process for designing, implementing and monitoring programs that aim to increase the acceptance of social ideas or behavior among a target group. Social marketing is the application of commercial marketing strategies, which are sold here, ideas aimed at changing the views or behavior of the community, especially in

the field of management, including analysis, planning, and how to implement this marketing are implemented and supervised [1].

According to Satrio Utomo, accepting the belief of public innovation will address the following issues:

1. Relative benefits (relative benefits), this is how innovation can bring benefits
2. Harmony (compatibility), namely whether the innovation is appropriate or compatible with the needs, cultural values it endorses and tastes of the brand in the community.
3. Complexity (complexity) whether the innovation is complicated, so difficult to accept
4. The ability to test (trialness), namely how innovation can be tested on a small scale before it is accepted as a whole
5. Being able to see (observability) how the results of innovation can be seen directly.

3. METHOD

The method in this research is a qualitative method with descriptive approach model According to Moleong (2011: 6) qualitative research is research that understands to understand the phenomenon of what is appropriate by holistic subjects, and by means of descriptions in the form of words and language, in a special natural context by utilizing various natural methods (2011: 6). Qualitative research aims to explain phenomena through in-depth data. This study does not prioritize population size or sampling, even the sampling is very limited. If the data collected is in-depth and can explain the phenomenon under study, it is not necessary to look for other sampling. Qualitative research puts more emphasis on the issue of depth (quality) data, not the amount (quantity) of data [2].

Perreault and McCarthy define qualitative research as a type of research trying to dig deep information, and open to everything responses and not just yes or no answers. This research is trying to ask people to share their thoughts about a topic without giving them much direction or guidance how to say what. (2006: 176)

Research respondents selected using purposive sampling techniques with the help of key person. In a purposive sampling technique, researchers choose research respondents and specific research locations with the aim of studying and understanding the main problems being studied. The selection of research participants and research locations chosen by this technique is adjusted to the research objectives. In this study, respondents from government institution and NGO (Rifka Annisa)

To avoid the possibility of errors in interpreting data, various procedures are used such as collecting data to redundancy of data gathering and debating explanatory procedures. Many researchers call this process a triangulation process [3]. Triangulation techniques usually refer to a process of utilizing diverse

perceptions to clarify meaning, verify the possibility of repetition of an observation or interpretation process [3].

Data collection methods using interviews, observation and literacy studies. Interviews are one of the most widely used methodological tools in qualitative research. The interviews used can be done through 3 types of interviews: structured interviews, unstructured interviews, and open interviews. Observation method is also used in this study where naturalistic natural observation is carried out in situations and social views as a model for data collection in this study. Literacy study methods are also used in this research. This study interprets written texts and physical evidence as sources of information.

In this case study research explained about the data analysis model used in this study as follows. First, qualitative research designs can basically be considered analytical designs. This is because the determination of the theoretical framework, the preparation of questions, the determination of samples, the determination of cases, and the determination of various research instruments are the most important stages in a data analysis. The qualitative research design is not easily imitated, has a unique pattern, but has a general form that needs to be directed.

Second, there is an important value in inductive research, especially in case study research in a new or foreign place and more exploratory description. However, deductive design can be used if this research has locations and objects that have been previously known, and have theories and concepts that tend to be carried out explanatory or confirmatory [3].

4. RESULT AND DISCUSSION

GN-AKSA which stands for the National Movement Against Sexual Violence against Children, which is a campaign against child sexual violence. GN AKSA involves the government as well as various related institutions, such as NGOs, schools and so on. The involvement of many elements is needed to reduce child sexual violence.

Margareth as the committee of KPAI stated that it is very important to make efforts to prevent child sexual violence. Apart from that, of course, it is hoped that various parties will take preventive measures. One of the preventive measures that can be pursued is through education, such as including moral, religious education, children's rights and obligations, and reproductive health into the curriculum.

Margareth said: "Its important to build awareness people to prevent children sexual violence. Margareth said that it is very important to build awareness of the people to jointly prevent child sexual violence.

Non-governmental organizations carry out violence prevention through various activities including campaigns and sexual education. The activities carried out by these NGOs are included in social marketing

activities that aim to raise awareness of the dangers of pedophilia and prevent it.

Social marketing activities are usually in the form of campaigns and child sexual education. The campaign aims to create awareness of the dangers of pedophilia by means of socialization so that the general public understands about sexual violence that threatens children. Sexual education is a form of social marketing activity with the aim of providing an understanding of how to prevent sexual violence against parents and children. All social marketing activities to anticipate sexual violence against children require a communication strategy. The application of a communication strategy is necessary so that social marketing activities achieve their goals All social marketing activities to anticipate sexual violence against children require a communication strategy. The application of a communication strategy is necessary so that social marketing activities achieve their goals.

Rifka Annisa, an NGO in Yogya, carries out social marketing activities by conducting campaigns. The campaign objective is to build public's awareness about the dangers of child sexual violence and how to prevent it. Rifka Annisa's target participants in the campaign consisted of the general public, teachers and parents. The campaign media used by Rifka Annisa were leaflets. Usually, leaflets were distributed during the campaign. The role of teachers is needed to be able to provide sexual education to children. Teachers also have a role in continuing socialization to parents and baby sister.

The sexual violence campaign activities will not run optimally without government support. NGOs need government support and cooperation in social enlargement activities, considering that this case is related to policy. GN Aksa (National Movement Against Child Sexual Violence), also strengthens institutions that focus on child protection to work together in anti-child sexual violence activities.

Based on the explanation above, it is relevant that anti-sexual violence activities against children are categorized in social marketing communications. [4] social marketing products divided into 3: ideas, practices and tangible objects.

1. The social idea is an idea that emerged because of the social problems that occur in the midst of society. Products in the form of ideas will form three things namely confidence (belief), attitude (attitude), and value (value).

d. Belief is a perception that is taken about things factual, something that does not require critical evaluation.

e. Attitude is positive or negative evaluation to people, objects, ideas or events.

f. Value (value) is the whole idea of a good thing or wrong. Value problems usually involve human rights issues.

2. The practice of social or social training is basically not a social product, but rather a way to promote social ideas.

a. Act or actions are actions taken to deliver social campaigns to the public.

- Single act or action of an individual is an individual action was taken.

- Sustain act tends to additional measures to support social campaigns undertaken a continuous or sustained.

b. Behavior; refers to a person's behavior or the behavior of society towards a social issue. For examples: the action of people who dismiss her from smoking and will not repeat the behavior.

Object intangible (tangible object) is a physical product that accompanies social campaigns. Tangible this object is a tool that is involved to achieve a goal of social change. This type of society can expect use these products so that the safety or avoid things that could harm either directly or indirectly on

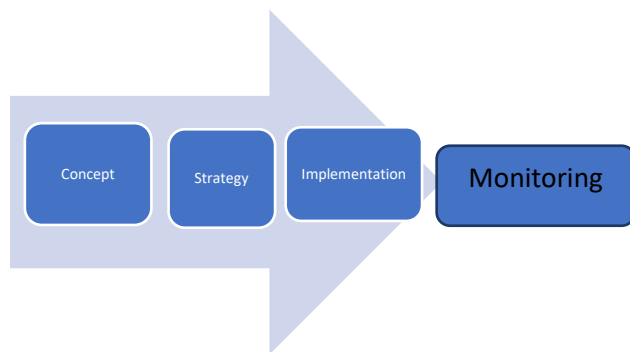


Figure 1.2. Social Marketing Chain Chart

Social marketing activities will be successful when considering implementation strategies, including communication strategies. Strategy is thought out in planning. The communication strategy should consider who the target audience is. In communication activities the target audience must be known earlier. This is because the target audience determines the type of media used and the message packaging chosen. From the data, the researchers found that the strategy has not been used in social marketing activities carried out by NGOs. A mature strategy makes media choices and activity methods more diverse. Activities will be more interesting and favored by audience targets.

5. CONCLUSION

Anti-child sexual violence social marketing is an activity that socializes the dangers of sexual violence against children and how to anticipate it.

Communication strategies are needed so that the objectives of the activities can be achieved and right on target. Social marketing against child sexual violence is usually carried out by the government or NGOs. The government's concern for cases of child violence that is getting higher is by carrying out GN AKSA (National Movement against Child Sexual Violence). One of the marketing communication strategies carried out by the government is to carry out a campaign involving many elements including NGOs. From the above discussion, it was concluded that if social marketing communications conducted by Rifka Anissa has been quite diverse strategically. Rifka Annisa's scope of marketing communication is still limited, given the limited funding. However, it activities has been diverse and involves many elements.

6. SUGGESTION

Efforts to prevent child sexual violence must involve various elements in the community. Social marketing activities against child sexual violence really need a communication strategy, including in choosing the right media and material packaging.

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