

Women's Image on Youtube Content "Sexual Price Survey": Gender Identity Perspective and Artificial Intelligence

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Abstract— The purpose of this study is to evaluate and find YouTube video content that violates the principles of gender justice and evaluate and find forms of legal protection for the rights of commercial sex workers who are used as content on YouTube videos. This study uses a socio-legal research type. The focus is on 3 (three) research approaches the Per-UU approach, the VOSViewer application approach, and the discourse approach. The data used in this study are primary data in the form of 2 (two) videos of "Survey of Sexual Workers Prices" obtained from YouTube sources. The data obtained were analyzed using these three approaches as well as two main theories, namely the theory of feminism and the theory of legal protection. The results showed that the image of women on YouTube content " Survey of Sexual Workers Prices " in terms of gender identity perspective has shaped women's character as poor performance, cheap and do not have dignity and dignity. The words of YouTubers on content making themselves from commercial sex workers negatively label female commercial sex workers and place women in a marginal, violent and subordinate position. However, from the point of view of feminist post-modernism, the view is that commercial sex workers are not the original gender identity of these women but these women have been transformed into other people due to economic factors. Likewise, from a review of the theory of legal protection related to YouTube content, it was found that from the aspect of legal protection, the state and YouTube company were still not firm and implementing gender equality principles in the media sector, namely the principle of substantive equality, the principle of non-discrimination and the principle of state obligation. This can be found from YouTube's policies that have not adopted the principles of gender equality and even policies tend to be abstract, passive complaints, indecisive, especially from sanctions for violations of women's rights in YouTube content. The implication of neglecting the principles of gender equality has the potential for YouTube content to violate the law and shape the image of women in the YouTube media to become bad, marginal and subordinate.

Keywords—*Women's Image, Legal Protection, Gender Identity, YouTube*

I. INTRODUCTION

Discussions about YouTube and gender identity are the main topic of discussion. It is called the main thing because people depend on YouTube to create podcasts that people

can watch anywhere in the world. YouTube makes people both producers and consumers as prosumer. Through YouTube, Prosumer reflects on themselves, through conversations, the clothes used, even what is said and not said, represent their identity.

One of the objects that become consumers of prosumers is women. This woman is depicted in a YouTube show as a commercial sex worker or another term, namely a prostitute. In a YouTube broadcast, Prosumer makes a price transaction at the "SEXUAL WORKERS" price. This transaction is used as a joke (funny) to attract subscribers to watch YouTube content shows.

This prosumer's behavior, which displays the gender identity of a prostitute, gives a negative and positive stigma from the image of women. In terms of gender identity, this action includes violence against women. Women are made as objects of sex and objects of sensation. Even in subsequent developments, women are made a commodity by the media which stands on an ideological basis. This situation puts women in a condition of experiencing discriminatory, marginal behavior known as gender injustice.

This study also uses another approach, namely by using the Artificial Intelligence VOSviewer to document the latest studies on the latest gaps (gaps) about women and the media which will be studied substantively using a discourse perspective. The Gender Identity and Artificial Intelligence approach, namely VOSviewer, is a differentiator from previous studies. These studies are research by Andi Dwifatma in 2018 with the research title Binary Opposition Representation of Women and Men in the Webseries "Part-Time Wives" on Youtube, then Bahrudin Hasan's research in 2019 with the title Gender and Injustice, the last research from Mega Yudha Nur Rokhmah Saptari, Kelik Wardiono in 2020 entitled Judicial Review of Child Legal Protection Against Animated Content on the YouTube Platform. Andi Dwifatma's research in 2018 and Mega Yudha Nur Rokhmah Saptari in 2019 only discussed women from a media point of view, while research from Mega Yudha Nur Rokhmah Saptari only examined child legal protection, did not specifically discuss women as the main study.

Based on previous studies, this study has differences in the research and the research object. And there is a novelty

Women's position influences the general public regarding the way the state and society views women in positioning.

Regarding the image of the gender identity of commercial sex workers, through a feminist approach, it can be found that the root causes of this image emerge. The feminist approach begins by combining things like race, class, ethnicity, nationality, ability, sexuality, ethnicity, colonial history, etc. This approach is categorized as an analysis activity representing the same and different way of thinking about the problem taken from the power relationship. Therefore, if viewed from the feminism theory of sex identity, sex workers are formed due to 3 (three) first things are:

- First, "ask women". That is what one needs to ask is often a mute (silence), an isolated voice. According to Barlett, this leads "by looking at the legal surface to identify the implications of gender rules and assumptions that do not perpetuate women's subordination.
- Second, this method privileges a "feminist practical understanding" that can cover all aspects of deductive logic, but considers the logic of the concrete and unique experiences of the repressed. This approach does not consider a picture of one-dimensional phenomena, but views them "as dilemmas with multiple viewpoints, contradictions and inconsistencies". This approach contradicts the courts' dichotomization, namely the question of yes or no in the trial process. This method is contextual in nature, but the new situation presents a greater possibility for understanding and "imaginative integration and reconciliation.
- The third aspect is the arising of consciousness. The goal is for individual and collective empowerment, not for personal grudges. Again, this awareness is gained by integrating the concrete experiences of the repressed, self-reflection and theory. It is always sensitive to multiply the forms of consciousness in existence. In summary Barlett's offer of a legal feminist method focuses on both deconstruction and reconstruction.
- Based on the feminism theory, it is clear and clear that the YouTube video content "Survey the Price of Sexual Workers" has created a gender identity with a bad image, is weak and has no dignity as a human being. Of course, this theory if returned to self-righteousness from women are two different things. Youth on YouTube do not fully understand gender and feminism, resulting in violence and labels for female commercial sex workers.

The reason is that the community, especially YouTube youth, do not live together with this woman, so they do not know this woman's true life. The category of women is an identity that is impossible to determine. The reason is that women on YouTube video content draw the identity of an individual to their identity as a woman. Another term is feminism views women in terms of how they live, not how they meet their needs.

B. Legal Protection of Female Identity on Sex Worker YouTube Video Content

The birth of the postmodernist view of feminism about women's image on YouTube's "Survey the Price of Sexual Workers" does not mean that women on the show have a bad and weak idea. This shows that women have the same position as men. Gender equality between men and women has been guaranteed legal protection by the state. The meaning of legal protection is to provide protections for human rights that have been harmed by others and the protection is given to the community so that they can enjoy all the rights guaranteed by law or, in other words, legal protection is a variety of legal steps that law enforcement officials must take. Law provides a sense of security, both mentally and physically, from disruptions and various threats from everywhere].

Basically, the theory of legal protection is a theory related to providing services to the community. Roscou Pound argues that law is a social engineering tool (law as tool of social engineering). Human interest is a demand that is protected and fulfilled by humans in the field of law. Roscou Pound divides the human interest protected by law into three types, which include:

- Public Interest (public interest)
- Social Interest (public interest)
- Private Interest (individual interest)

The entire list of interests presented by

In the framework of legal protection, women sex workers who are objects in YouTube content can be seen from several existing regulations, namely:

- Universal Declaration of Human Rights;
- Law Number 39 of 1999 concerning Human Rights;
- Convention Concerning the Elimination of All Forms of Discrimination Against Women;
- Law Number 7 Year 7 Year 1984 Concerning Ratification of the Convention Regarding the Elimination of All Forms of Discrimination Against Women;
- Law Number 11 of 2008 concerning Electronic Information and Transactions.

These five regulations have normatively regulated the fulfillment of the guarantee of women's human rights. The previous study's findings were that the questions asked by youth in YouTube video content tended to undermine the dignity of a woman. Especially the words "are you strong at playing or not, have you ever been anal or not". Leterleitly (grammar) has the potential to violate Law Number 7 of 7 of 1984 concerning Ratification of the Convention on the Elimination of All Forms of Discrimination Against Women jo. Law Number 11 of 2008 concerning Electronic Information and Transactions.

According to the provisions of Article 1 of Law Number 7 Year 1984 Concerning Ratification of the Convention Regarding the Elimination of All Forms of Discrimination Against Women, it provides that "discrimination against women" means any differentiation, exclusion or restriction

made on the basis of sex, which has the effect or purpose of reducing or eliminate the recognition, enjoyment or use of human rights and basic freedoms in the political, economic, social, cultural, civil or otherwise by women, regardless of their marital status, on the basis of equality between men and women. The provisions of Article 1 mean that discrimination against women occurs if there is discrimination, exclusion or restrictions made on the basis of sex. On YouTube content, the words expressed by YouTubers are like the words "Are you strong at playing or not, have you ever been anal or not".

These words contain discrimination against women and show men's dominance in this interview, which leads to symbolic violence. This symbolic violence is subtle, invisible and unconscious [19]. These words have the potential to violate the law violating human rights within the framework of media law. In this context, violations of human rights are electronic media so that the reference is Law Number 11 of 2008 concerning Electronic Information and Transactions. Violations committed in YouTube video content qualify as prohibited actions according to Article 27 of Law Number 11 of 2008. The provisions of Article 27 of Law Number 11 of 2008 stipulate that:

"Anyone knowingly and without right distributes and/or transmits and / or makes accessible Electronic Information and / or Electronic Documents that have content that violates decency"

Violation of the provisions of Article 27 of Law Number 11 Year 2008 in terms of legal protection theory is subject to the threat of criminal law as regulated in Article 45 of Law Number 11 Year 2008, namely 6 years and a maximum fine of 1,000,000,000 (one billion rupiah). The threat of imprisonment of 6 years and a maximum fine of one billion can be applied to this YouTuber if the elements in Article 27 are proven legally and convincingly. Application of Article 45 of Law no. 11 of 2008 on YouTuber can provide a deterrent effect as well as a form of state legal supervision of YouTube content that violates the rights of women who are content of YouTuber content.

Although the provisions of article 27 and article 45 can only be active if there are reporters who feel disadvantaged, the state as the governing body has full responsibility for the fulfillment of human rights, especially the fulfillment of women's human rights which are used as the object of YouTube content (Meaning of points 2 and 3 of the Preamble. Declaration of Human Rights). Based on this, the state in the responsibility to fulfill human rights needs to apply the principles of gender equality in all levels of legislation, especially Law no. 11 of 2008 in particular YouTube policies related to content. The principles of gender equality are:

1) *The Principle of Substantive Equality;*

The principle of substantive equality guarantees the implementation of the following

- Actions to realize women's rights aimed at addressing differences, disparities / disparities, or detrimental conditions to women.
- Actions to change the environment, so that women have equality with men in terms of opportunities and access, and enjoy the same benefits.

- State obligations that base policies and actions:
 - a) equality of opportunity for women and men;
 - b) equality of access for women and men;
 - c) women and men enjoy the same benefits from the benefits of using these opportunities and access
 - d) The same legal rights for women and men:
 - e) in nationality;
 - f) in marriage and family relationships; and
 - g) in child guardianship.
 - h) Equal position in law and equal treatment before the law.

2) *Principles of Non-Discrimination;*

Article 1 of the CEDAW Convention provides that discrimination against women is: "... any distinction, exclusion or restriction made on the basis of sex, which has the effect or purpose of reducing or eliminating the recognition, enjoyment or use of human rights and basic freedoms. in the political, economic, social, cultural, civil or otherwise by women, regardless of their marriage status, on the basis of equality between men and women. Definition of "discrimination against women" - Article 1 of the CEDAW Convention "For the purposes of this Convention , the term "discrimination against women" means any distinction, exclusion or restriction made on the basis of sex which has the effect or purpose of preventing / reducing or eliminating the recognition, enjoyment or exercise of Human Rights and fundamental freedoms in the political, economic, social, cultural fields , civil or anything else by women, regardless of the status of the case

With General Recommendation 19, 1992, it is determined that violence against women is a form of discrimination in accordance with the provisions of Article 1. This is reinforced in the Declaration and Program for Human Rights Action, the result of the World Conference on Human Rights in 1993. The United Nations issued a Declaration on the Elimination of Violence Against Women , 1993. The three provisions constitute a complementary unit, concerning "Discrimination Against Women".

3) *Principles of State Obligations;*

According to the CEDAW Convention, the basic principles of State Obligations include the following:

- Guarantee women's rights through laws, regulations and policies, and guarantee the results.
- Ensure the practical exercise of this right through measures or special temporary rules, creating a conducive environment to increase women's opportunities and access to existing opportunities.
- The state not only guarantees, but also realizes women's rights.
- Not only guarantee de-jure but also de-facto.
- The state must be accountable and regulate it in the public sphere and in the private sphere (family) and the private sector.

The principles of gender equality are the main values that exist in laws and regulations in realizing gender equality in various fields. In the context of women's legal protection in

YouTube content, these principles must be adopted and used as the main legal value in providing gender justice for women who are the object of YouTube content. YouTube companies that enter Indonesia should adapt and apply these gender equality principles.

YouTube's policy regarding YouTube content from a gender identity perspective is still considered weak in providing women legal protection. In particular, commercial sex workers are the object of the YouTube content. The state, in this case the Ministry of Information and Technology of the Republic of Indonesia, the Ministry of law and human rights of the Republic of Indonesia, the Police, the Ministry of protection and women's empowerment need to work together to emphasize the principles of gender equality in YouTube media.

YouTube companies and related Ministries need to uphold the principles of gender equality in their policies. This is important to guarantee women's rights within the frame of the media. The absence of gender equality principles that apply to YouTuber policies has the potential to give birth to gender injustice, especially commercial sex workers. Whereas from the viewpoint of legal protection theory and postmodernism, feminism views that women have the same position as men. So in their treatment in cyberspace, women, especially commercial sex workers, must be treated the same as men.

The YouTube company must improve its YouTube content policy by adopting the principles of gender equality. One of these changes is to apply the concept of cyberfeminism which is a women's praxis movement with the media in liberating patriarchal domination [21]. Cyberfeminism can make YouTube policy to anticipate violations of women's rights in YouTube content. Cyberfeminism adopts the principles of gender equality, namely the principle of substantive equality, the principle of non-discrimination and the principle of state obligations. This principle will later become the formation of norms, especially policies and sanctions if there is a violation of cyberfeminism.

IV. CONCLUSION

The image of women on the YouTube content "Survey the Price of Sexual Workers", viewed from the perspective of gender identity, has shaped women's character as a bad image, cheap and devoid of dignity and dignity. The words of YouTubers on content make themselves from female commercial sex workers to make women become marginalized, experienced violence and subordinate. However, from the point of view of feminist postmodernism, women's view in commercial sex workers is not actually the woman's self. This flow views that women cannot be given a bad and weak gender identity because they have changed due to economic factors. So that creates a bad image of women. Likewise with the review of the theory of legal protection related to YouTube content, it was found that from the aspect of legal protection, the state and YouTube companies are still not firm in applying the principles of gender equality in the media field, namely the principle of substantive equality, the principle of non-discrimination and the principle of state obligation. This can be found from YouTube's policy which is still abstract, procedural and weak in regulating YouTube

content related to women's rights. Disregard for the principles of gender equality in YouTube policies has the potential to generate YouTube content that triggers content that contains discrimination against women through the media. It takes commitment and cooperation between the Ministry related to the YouTube company to uphold the principles of gender equality in the media field. This is important to achieve the goal of gender justice for women on YouTube.

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