



The Influence of Anti-violence Program of the “CSR” Carried Out by Media Institutions on Family Empowerment

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Abstract. Discussions about domestic violence are very often done in various activities, such as seminars, workshops, and research. Various efforts of the government and non-governmental organizations have also been carried out. With a number of these actions, the phenomenon of domestic violence should no longer exist or at least decrease, but this phenomenon still exists. The aims of this article entitle The Influence of Anti-Violence Program of the “CSR” carried out by Media Institutions on Family Empowerment are to describe a research to find what variables can reduce domestic violenc. Through Empowerment Theory, Structural Functional Theory, and Learning Process Theory, it is estimated that the main cause is because the anti-violence movement was not properly socialized, so that people do not have the provision to have the power to reduce domestic violence. There are two media institutions in Yogyakarta, namely Rakosa Female Radio, and Jogja TV which carry out corporate social responsibility programs in the form of anti-violence socialization through radio broadcasts, television broadcasts, anti-violence consultations services, and out bonding. Through the distribution of questionnaires and in-depth interviews, it was found that the intensity of socialization of the anti-violence CSR program by the media institutions had an influence on family empowerment to reduce domestic violence.

Keywords: Media · Domestic Violence · Family Empowerment

1 Introduction

Discussions about domestic violence are very often done in various activities, such as seminars, workshops, and research. Various efforts of the government and non-governmental organizations have also been carried out. With a number of these actions, the phenomenon of domestic violence should no longer exist or at least decrease, but this phenomenon still exists. In connection with that, this study aims to find out what variables can reduce domestic violence. The formulation of this research problem: How much influence the intensity of socialization of the anti-violence “CSR” program by

media institutions on the level of community empowerment in reducing domestic violence. Based on several journals written by Umbu Saraswati on Sexual Violence in Surakarta and Wonogiri (2002); Rita Serena on Violence against women (2002); World Health Organization (2009) entitled *Violence Prevention The Evidence: Promoting Gender Equity to Prevent Violence Against Women*; Siti Hariti Satriyani (2007) and through Empowerment Theory (Jim Ife, 2014), Structural Functional Theory (Meta Spencer, 1989 and Poloma, 2000), Journalism Paradigm (Ashadi Siregar, 2006), Media Theory (Moh Rafiq, 2012) and Learning Process Theory (Gredler, 1986), and also it is estimated that the main cause is because the anti-violence movement was not properly socialized, so that people do not have the provision to have the power to reduce domestic violence. There are two media institutions in Yogyakarta, namely Rakosa Female Radio, and Jogja TV which carry out corporate social responsibility (CSR) programs in the form of anti-violence socialization through radio broadcasts, television broadcasts, anti-violence consultations services, and out bonding. Through the distribution of questionnaires and in-depth interviews, it was found that the intensity of socialization of the anti-violence CSR program by the media institutions had an influence on family empowerment to reduce domestic violence.

2 Methods

This research begins by determining Yogyakarta as the research area, with the reason that at the time the research was conducted, Yogyakarta had a high violence rate. After determining the research area, it is continued by selecting two media institutions, namely Rakosa Female Radio, and Jogja TV, because both have anti-domestic violence programs. Thus, the research population is the listeners of Rakosa Female Radio and viewers of Jogja TV. Determination of the sample by purposive-area-stratified random sampling. Data was collected through observation, in-depth interviews, and distributing questionnaires. Data processing is done by categorizing similar data, tabulation, recapitulation, cross tabulation, Data analysis was carried out using the chi square difference test formula, product moment correlation and path analysis. The intensity of the socialization of the anti-violence CSR program by media institutions is measured by: (1) the frequency of socialization of the anti-violence CSR program; (2) The nature of the socialization content of the anti-violence “CSR” program; (3) Various forms of socialization of the anti-violence “CSR” program by the media. Meanwhile, the variable level of community empowerment in reducing domestic violence is measured through: (1) Courage to stop violence; (2) Courage to report acts of violence; (3) Ability to collect evidence.

3 Results

Through research, processing, and data analysis, the following results were obtained.

3.1 Calculation of Chi Square, This Research Produces

Relationship between Frequency of socialization and Courage to stop violence.

From the calculations carried out, the results of the Chi Square calculation are obtained as follows.

$$X^2 = F02/FH - N = -16,96$$

$$X^2_{0,01}(df 2) = 9,210$$

$$X^2_{0,05}(df 2) = 5,991$$

Since the calculation result is smaller than the table, it can be concluded that there is no difference between respondents who stated that the frequency of anti-violence socialization was frequent, and those who stated that they were rarely, in terms of their courage to stop violence. This means that the frequency of socialization of the anti-violence CSR program by the media will not distinguish whether someone is brave or not to stop violence.

The relationship between the nature of the content of socialization and the courage to stop violence. Since the calculation result is smaller than the table, it can be concluded that there is no difference between respondents who stated that the frequency of anti-violence so.

With the same calculation method as 3.1. Above, the results of Chi Square 2×2 are obtained as follows.

$$X^2_{0,01}(df1) = 6,635$$

$$X^2_{0,05}(df1) = 3,841$$

Since the calculation result is larger than the table, it can be concluded that there is a convincing difference between respondents who feel they have received the contents of the anti-violence "CSR" program socialization, which contains notifications and invitations (persuasion), and respondents who only receive news with. The results of this different test have provided evidence of the validity of the Effect Dependency theory Mass Communication, developed by Sandra Ball Rokeach and Melvin L.

De Fluier which explains the tendency of a mass media effect to occur. This theory is related to the condition of modern society which places the mass media as having an important role in the process of maintaining, changing, and conflicting at the level of society, groups, and individuals in social activities. Changes in society towards the courage to stop acts of violence have provided evidence that through the nature of the content of socialization it turns out that in people's lives there have been changes, in this case not only cognitive changes, but also affective, conative, and behavioral or psychomotor changes. The core of this theory states about the important role of the media, about the capabilities of the media creating something and negating something, as well as allowing a sense of courage or fear to change, accompanied by the presence of cognitive, affective, conative, and psychomotor/behavior elements. Media content, which

is sometimes multi-interpretative, can be interpreted differently between the purpose of exposure by the media, and the thoughts of the reader or listener. With the result that there is a significant difference, this means that it has signaled to the implementers of the program socialization about anything, including the socialization of the anti-violence program, that in its implementation it should not only consider the frequency, but also pay attention to the nature of the content of the socialization, which must contain an invitation so that the socialization is not only just to know, but proceed to internalization or absorption, and institutionalization or application of behavior, in this case is the application of behavior to reduce acts of violence. When the respondents were asked further about what form of courage was, a number of respondents stated that the form of courage, they answered, among others: Advise. To intervene, or to ask for help from other parties if they are unable to cope on their own, the important thing is that the violence must not be stopped.

The Relationship between the Frequency of Socialization of the Anti-violence CSR Program by the Media and Community Courage to Report Violence. From the calculations carried out, the results of the Chi Square calculation are obtained as follows.

For this part the calculation cannot be continued until the calculation of Chi Square because in the cells of the table there are numbers less than 5, i.e. cells about moderate frequency and lack of courage to report, which only amounted to 2 respondents (1.33%).

Relationship Nature of Content Socialization of “CSR” Anti. Program Media Violence and Courage to Report. Through the calculation of Chi Square 2×2 , with the following results:

$$X^2 = \frac{244992600}{12019806} = 20,382$$

whereas

$$X^2_{0,01}(df1) = 6,635$$

$$X^2_{0,05}(df1) = 3,841$$

Since the calculation result is greater than the table 0.01 it can be concluded that there is a convincing difference between those who feel that they receive the nature of the socialization content in the form of notifications and invitations, and those who only feel that they only get news, in terms of their courage to report violence, with the level of 99% significance. This proves that the nature of the content of anti-violence socialization by the media contributes to growing one's courage to report acts of violence.

Frequency of socialization of the anti-violence “CSR” program by the media and Ability to Collect Evidence of Violence. Chi Square calculation results.

$$X^2 = 4,30$$

whereas

$$X^2_{0,01}(df2) = 9,210$$

$$X^2_{0,05}(df2) = 5,991$$

Since the calculation result is smaller than the table, it can be concluded that there is no difference between those who stated that the frequency of socialization of the anti-violence “CSR” program by the media was frequent, moderate and infrequent, in terms of their ability to collect non-violent evidence. This is no different from the previous situation. Therefore, it is also necessary to see whether the factors contributing to the nature of the socialization content of the anti-violence “CSR” program by the media, through observations and Chi Square calculations against the following table.

Relationship Nature of “CSR” Program Socialization Content Anti-violence by Media and Capabilities Collecting Evidence of Violence. Calculation of chi square can be seen below.

$$X^2 = \frac{908478510}{30532696} = 29,75$$

whereas

$$X^2_{0,01}(df1) = 6,635$$

$$X^2_{0,05}(df1) = 3,841$$

Since the calculation result is greater than table 0.01, it can be concluded that there is a difference between those who feel that the nature of the anti-violence socialization content by the media is in the form of notifications and invitations and those who feel that the content of the socialization is just news, in terms of their ability to collect evidence. Acts of violence, with a significance level of 99%.

The Form of Socialization of the Anti-violence “CSR” Program by the Media and Courage to Report Violence. Calculation of Chi Square 2 × 2, results as follows.

$$X^2 = \frac{\{(axd) - (cxb) - N/2\}^2 \cdot N}{(a + c) \cdot (b + d) \cdot (a + b) \cdot (c + d)}$$

$$X^2 = \frac{\{(81 \times 17) - (42 \times 10) - 150/2\}^2 \cdot 150}{123 \cdot 27 \cdot 59 \cdot 91}$$

$$X^2 = \frac{116688600}{17830449} = 6,34$$

whereas

$$X^2_{0,01}(df1) = 6,635$$

$$X^2_{0,05}(df1) = 3,841$$

Based on the results above, it can be stated that there are significant differences in 95% level, so it can be concluded that among those who get socialization in various

forms, differences are found with them which states that socialization is only carried out in the form of broadcasting, in terms of courage to report violence.

The Form of Socialization of the Anti-violence “CSR” Program by the Media and Courage to Report Violence. Calculation of Chi Square 2×2 , results as follows.

$$X^2 = \frac{\{(axd) - (cxb) - N/2\}^2 \cdot N}{(a+c) \cdot (b+d) \cdot (a+b) \cdot (c+d)}$$

$$X^2 = \frac{\{(81 \times 17) - (42 \times 10) - 150/2\}^2 \cdot 150}{123 \cdot 27 \cdot 59 \cdot 91}$$

$$X^2 = \frac{116688600}{17830449} = 6,54$$

whereas

$$X^2_{0,01}(df1) = 6,635$$

$$X^2_{0,05}(df1) = 3,841$$

Based on the results above, it can be stated that a significant difference was found at the 95% level, so it can be concluded that among those who get socialization in various forms, differences are found with them which states that socialization is only carried out in the form of broadcasting, in the courage to report acts of violence.

The Form of Socialization of the Anti-violence “CSR” Program by the Media and Courage to Collect Evidence of Violence. Calculation of Chi Square 2×2 , results as follows.

$$X^2 = \frac{\{(axd) - (cxb) - N/2\}^2 \cdot N}{(a+c) \cdot (b+d) \cdot (a+b) \cdot (c+d)}$$

$$X^2 = \frac{\{(58 \times 41) - (33 \times 18) - 150/2\}^2 \cdot 150}{76 \cdot 94 \cdot 59 \cdot 91}$$

$$X^2 = \frac{438102150}{30195256} = 14,51$$

whereas

$$X^2_{0,01}(df1) = 6,635$$

$$X^2_{0,05}(df1) = 3,841$$

Since the calculation result is much larger than table 0.01, it can be concluded that between those who felt they received socialization in various forms, and those who only received socialization in the form of broadcasting, there was a convincing difference in

their ability to collect evidence of violence. This means that those who receive various kinds of socialization have different abilities to collect evidence of violence, compared to those who only use broadcasting.

From a series of calculations and descriptions above, it can be concluded that the Intensity of Socialization of the Anti-Violence “CSR” Program by the Media has a role in determining the level of Community Empowerment to Reduce Violence. In other words, it can be stated that: Variable Intensity of Socialization of Anti-Violence CSR Program by Media have a relationship with the variable level of community empowerment Reducing Domestic Violence.

3.2 Calculation with Product Moment Correlation

In calculating the correlation between variables used in this study, the following formula is used:

$$r_{xy} = \frac{n \cdot \sum xy - \sum x \cdot \sum y}{\{n \cdot \sum x^2 - (\sum x)^2\} \{n \cdot \sum y^2 - (\sum y)^2\}}$$

The Influence of Anti-Violence Socialization Intensity by Media (X1) on Community Empowerment Level Reduces Domestic Violence (Y).

Through computer calculations obtained the following path coefficients:

$$P^{51} = 0,307772(\text{signifikan})$$

$$P_{51}^2 = 0,094723603 = 9,47\%$$

$$\text{TIE} = 0,252966$$

The results of the above calculations show that the direct influence between the Intensity of Anti-Violence Socialization by Media and the Level of Community Empowerment Reducing Violence is 9.47%, while the indirect effect is 25.3%. From the facts above, it can be seen that the direct effect of the Intensity of Anti-Violence Socialization by Media on the Level of Community Empowerment in Reducing Violence, is smaller than the indirect effect (9.47% < 24.3 &).

Thus, the variable intensity of socialization of anti-violence by the media will have a greater influence on the level of community empowerment in reducing violence if it is through the variables of public response to media, level of public knowledge about violence, and public perception of anti-violence programs.

4 Discussion

Based on the results of the previous research, it can be discussed that at first it was theoretically stated that the main thing in socialization was frequency, as described by communication theory and media theory, that the more often the socialization is carried out, the more the expected results will be achieved. it is not proven that the frequency of

socialization has no effect on the courage of families to stop violence, on the courage to report acts of violence, and on the ability of families to collect evidence. This situation is in line with David A. Goslin’s statement that through socialization a person will experience a process of learning, understanding, instilling in himself (internalization) to acquire knowledge, skills, values and norms, so that he can play an active role in living his life. And in order to achieve what Goslin said, it is necessary to pay attention to the content of the socialization. Therefore, this study seeks to see what actually has an effect, and it turns out that.

What matters is the content of the socialization, namely whether the socialization is just news or notification or an invitation to do something. If it is only in the form of news or notifications, it does not have any effect, but if it contains invitations and news or notifications, then the family will be encouraged to have the courage to stop violence, have the courage to report acts of violence, and have the ability to collect evidence. In addition to looking at the frequency and nature of the socialization content, this study also looks at the effect of the form of socialization on the courage to stop violence, report acts of violence, and the ability to collect evidence. The results show evidence that if the form of socialization is only in the form of broadcasting then there is no relationship, but if it is in the form of interactive, consultative, and out-bond, it is strongly related to courage the family to stop violence, the courage to report violence, and the ability to collect evidence. This is in line with the theory of community empowerment put forward by Toto Mardikanto (2013: 243) that empowering the community must provide opportunities to work, feel the results, and relate to other activities (associative). Likewise, according to Anthony Bebbinton, socialization must create an atmosphere of growth, strengthen potential, empower through CSR (in Totok Mardikanto: 155).

5 Conclusion

Through the presentation of data and discussion in advance, the following conclusions can be conveyed:

1. At first, the family and society thought that acts of violence were actions that left a mark, so if you do something to a family member that doesn’t leave a mark, it’s not violence.
2. After the media institutions socialized the “CSR” program and followed the family’s response to the program, the family’s knowledge about violence increased.
3. Through knowledge about the concept and types of violence, the family has changed its perception which was originally considered normal and even entrenched to have a negative perception.
4. After having a negative perception of violence, the family ultimately has the power to reduce domestic violence.
5. This study has proven that between the variables of the Socialization Intensity of the “CSR” Program of the Media Institute, a strong influence was found on family empowerment to reduce acts of domestic violence.
6. So far, the substance of the “CSR” program from various institutions has only been in the form of physical assistance, such as: construction of bridges, building irrigation canals, providing scholarships, and so on. Also important.

7. The novelties of this research are: First, in the past, families considered violence as a normal thing, especially if it didn't leave a mark. Now that has changed, and the second thing is that the substance of the "CSR" program is not only physical, but social.

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