

CHAPTER 1

INTRODUCTION

1.1 Background

Sexual harassment has become a serious issue in today's digital age. With the development of increasingly sophisticated technology and the widespread use of social duality, interaction and communication patterns, there are opportunities for the misuse of this technology. According to (Zarkasih & Nugroho, 2019), Sexual harassment is an act that is expressly prohibited by religious teachings and the rule of law in the law and in this case, the perpetrator of the harassment and the victim who experiences it where most victims are women. Based on research (Rusyidi et al., 2019) In general, sexual harassment refers to behavior characterized by unwanted, inappropriate sexual comments, or sexually oriented physical acts committed in the context of the workplace, professional environment, or other social situations.

With the development of the times, the form of sexual harassment has also changed. If previously it only occurred in physical spaces, now with the advancement of technology and the internet, harassment is also rampant in the online world or often referred to as online sexual harassment which is commonly called Online Gender-Based Violence (OGBV). According to (Komnas Perempuan, 2021), Online Gender-Based Violence (OGBV) is any form of gender-based violence that involves, supports, or exacerbates the use of information and communication technology (ICT), which targets women as victims because of their gender, or that disproportionately impacts women. This violence can cause or potentially cause physical, sexual, or psychological suffering in women, including threats, coercion, or arbitrary deprivation of liberty, both in public spaces and in private lives.

This is based on data from National Commission (Komnas) Women 2023, The identified forms of OGBV include, cyber sexual harassment, revenge porn, malicious distribution, impersonation, cyber hacking, cyber grooming, online deformation, NCII or Non-consensual Intimate Images, morphing, voyeurism, and cyber recruitment. This has an impact on the condition

of women who are more vulnerable to becoming victims of sexual violence in the cyber world. With the presence of social media, sexual harassment is getting a new medium to be done more easily and anonymously. This creates space for sexual harassment on social media, which is an act that involves unwanted sexual comments, messages, or images on social media. According to (Sanjaya & Wirasila, 2021), Sexual harassment in social media or online is one example of verbal sexual harassment and the negative consequences of the development of information that are not accompanied by sex education, lack of morality and lack of rules that expressly regulate it also make the appearance of such acts. Harassment on social media is a form of non-physical sexual harassment that occurs against a person without the victim's consent on social media platforms (Sanjaya & Wirasila, 2021). The impact of OGBV, especially online sexual harassment that can be recognized, is the psychological impact, which includes, depression, anxiety, and fear. (Komnas Perempuan, 2021). This makes it difficult for victims to protect themselves or report it.

In English, sexual harassment is defined as "sexual harassment", with "harass" means to be seductive or annoying that makes the victim angry or disturbed. (Sanjaya & Wirasila, 2021). This is related to research (Hardianti et al., 2022), Which explains that online sexual harassment (cyber sexual harassment) is a form of internet abuse that brings many negative emotional impacts and has the potential to damage the mental health of adolescents. The phenomenon of online sexual harassment is now a serious threat, especially for female users.

According to data reported by KemenPPPA (2024), data obtained from SAFEnet Indonesia In 2024, cases of Online Gender-Based Violence (KBGO) in Indonesia will quadruple compared to the previous year, from 118 cases in the first quarter of 2023 to 480 cases in the first quarter of 2024. Minister of PPPA stated that the largest group of victims was in the age range of 18-25 years with 272 cases or 57%, followed by children under the age of 18 with 123 cases or 26%. It concluded that young women are the most vulnerable group to online sexual harassment. They are often targeted by abusers who take advantage of the psychological and social vulnerability that young women have experienced. Many of them experience mental disorders such as anxiety, depression, and trauma after being a victim of online harassment, but few report such incidents due to lack of education and fear of social stigma. Law Number 12 of 2022 on the Crime of Sexual Violence (TPKS) has regulated Electronic-Based Violence (KSBE) as a criminal act of sexual violence. This is regulated in Article 14 paragraph (1) of the TPKS Law in the form of; a. making recordings and/or taking sexually charged images or screenshots against the will or without the

consent of the person to whom the recording is the object of the recording or images or screenshots;
 b. transmitting electronic information and/or electronic documents of sexual content beyond the will of the recipient aimed at sexual desire; and/or c. Conducting stalking and/or tracking using electronic systems against persons who are the object of information/electronic documents for sexual purposes, Komnas Perempuan, (2024).

Table 1. 1 Characteristics and Relationships Between Perpetrators and Victims 2023-2024

NO REGISTRASI	USIA	RELASI ANTAR PELAKU-KORBAN	KETERANGAN
1653/XII/2023	22	Orang lain tak dikenal	KSBE (NCII)
1627/X/2023	20	Orang lain yang dikenal	KSBE (NCII)
1637/X/2023	27	Mantan pacar1 Mantan pacar2	KSBE (Impersonation, Sextortion, NCII , Online Defamation)-
1625/IX/2023	30	Mantan pacar (1.5bulan) satu tempat kerja	KSBE (NCII)
1587/V/2023	15	Orang lain tak dikenal	KSBE (NCII)
1663/I/2024	22	PDKT	KSBE (NCII)
1669/I/2024	22	Mantan pacar Mantan pacar	KSBE (NCII)
1671/I/2024	23	Pacar	KSBE (NCII)
1675/II/2024	26	Orang lain yang dikenal	KSBE (NCII)
1677/II/2024	22	Mantan pacar	KSBE (NCII)
1684/III/2024	27	Orang lain tak dikenal	KSBE (NCII)
1693/V/2024	23	Teman	KSBE (NCII)
1703/VI/2024	24	Teman	KSBE (sextortion)
1705/VI/2024	23	follower instagram	KSBE (NCII)
1708/VI/2024	27	Teman	KSBE (NCII)
1717/VII/2024	25	Orang lain yang dikenal	KSBE (sextortion, NCII)
1722/VIII/2024	19	Pacar & Mantan pacar	KSBE (NCII)
1726/IX/2024	21	Teman & Orang tidak dikenal	KSBE (NCII)
1729/IX/2024	24	Mantan pacar	KSBE (NCII)
1733/IX/2024	18	Orang lain tak dikenal	KSBE (sextortion)
1745/X/2024	22	Orang lain tak dikenal	KSBE (NCII)
1750/X/2024	20	Orang lain tak dikenal	KSBE (sextortion, NCII)
1754/XI/2024	20	Mantan pacar	KSBE (NCII)
1762/XII/2024	23	Mantan pacar	KSBE (sextortion)
1764/XII/2024	17	KSBE (sextortion)	KSBE (sextortion)

(Source: Savy Amira Data, 2025)

This design is supported by the NGO Savy Amira who is also a stakeholder. Savy Amira is a service facility that focuses on women and children. Its main objective is to provide information and meet needs in various fields such as education, health, economy, law, counseling, as well as the protection and handling of cases of violence and trafficking against women. The researcher conducted an interview with the Women and Children Protection Case Companion (PPA) at UPT PPPA Gresik on September 30, 2024, who will act as a resource person for the design of this research. This interview was conducted at the KBPPPA Gresik (Family Planning, Women's Empowerment, Child Protection) office. And on September 30, 2025, at Savy Amira. This interview aims to get a more in-depth picture of the facts and background of the problem of online

gender-based violence, particularly against women. Through these interviews, researchers obtained accurate information related to cases, causative factors, and challenges faced in protecting women from the threat of sexual harassment in the digital space. They stated that although there are already laws regulating sexual violence in cyberspace, handling it is not necessarily easy, and sometimes there are obstacles in continuing the process of collecting less evidence. And for victims, they are often reluctant to report their cases because of fear and they feel that existing legal support is still limited and has not been fully provided with effective protection or solutions to the abuse they experience.

According to a survey conducted behind closed doors through Google Form which was held on October 2, 2024, with 103 respondents consisting of women who have experienced and are vulnerable to being victims of online sexual harassment, it was found that the issue is increasingly widespread and requires serious attention. This questionnaire is specifically designed to collect direct data from victims and women who are active on social media, to understand the level of awareness, experience, and impact of sexual harassment in the digital space.

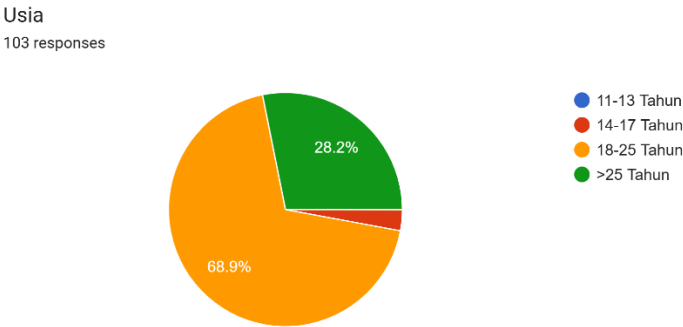


Figure 1. 1 Age Chart Questionnaire Results

(Source: Personal Documentation, 2024)

The researchers were able to conclude that the majority of respondents who filled out were mostly women between the ages of 18-25, with 68.9% covering most of the data collected. This age group is not only the most vulnerable but also the most likely to witness and experience online sexual harassment firsthand. The survey of this data also revealed that the majority of victims of online sexual abuse experience significant impacts, including severe trauma and mental health disorders. This data underscores how serious this problem is among young women, who are increasingly exposed to the threat of harassment in the sphere of social media.

This condition shows that it is very important to increase public awareness and knowledge, especially young women, about the threat of sexual harassment that occurs on social media. Digital education campaigns are one of the effective ways to provide information on how to prevent, recognize forms of sexual harassment in cyberspace, and steps to take if you become one of the victims. With adequate education, it can provide better protection for women so that they are wiser in using social media, especially by utilizing the interesting and informative science of Visual Communication Design to convey messages effectively.

According to (Arifianto et al., 2022) Visual Communication Design has a wide scope, ranging from digital advertising, animation and film support such as *special effects*. This is much different from graphic design that only focuses on static images. Through the use of engaging visual elements, such as infographics, animated videos, and other educational materials, DKV can help convey complex information in an easy-to-understand way. (Arifianto et al., 2022) said that, DKV needs additional tools as a means to translate ideas into specific media, according to the context, content, and targeted audience. One of the solutions in delivering educational campaigns is to use a creative and interactive approach, such as making educational videos with animations or *motion graphics* that can be distributed on various social media platforms such as Instagram.

According to (Jaya et al., 2020), Animation is the process of creating movement effects or shape changes that take place over a certain period of time. There are many types of animation, one of which is 2D animation. The technique of creating 2D animations can be done manually by drawing on paper, or using image processing software on a computer (Mulyadi et al., 2021). With the rapid advancement of technology, the design industry, the graphic designer profession has experienced significant changes in the use of its media included in the categorization of related technology use (Arifianto et al., 2022). The design of this educational video can present information on how to recognize the signs of online sexual harassment, preventive measures and actions that can be taken if you become a victim. Additionally, creating infographics that contain important information about online sexual harassment and how to deal with it can be easy to understand and share on social media. Hold webinar sessions or online discussions with experts in the field of women's protection, who can later share and ask some questions about their experiences. With a creative and informative approach, this campaign is expected to increase awareness and provide better self-protection education for women in cyberspace.

1.2 Problem Identification

Based on the above background, here are the identification of problems that will be the focus of this educational campaign design:

1. Based on research (Hardianti et al., 2022), Which explains that online sexual harassment (*cyber sexual harassment*) is a form of internet abuse that brings many negative emotional impacts and has the potential to damage the mental health of adolescents. The phenomenon of online sexual harassment is now a serious threat, especially for female users.
2. Online-based sexual harassment or online gender-based violence continues to increase according to SAFEnet Indonesia data, in 2024, cases of Online Gender-Based Violence (OGBV) in Indonesia will quadruple compared to the previous year, especially at the age of 18-25 years.
3. Based on interviews with UPT PPA Gresik, victims of online sexual harassment are reluctant to report their cases due to concerns about social stigma that can negatively impact their personal and professional lives. In addition, they feel that the legal support available is still limited and has not fully provided effective protection or solutions in handling such cases.
4. Based on the survey conducted behind closed doors, with 103 respondents who were women, the researcher was able to conclude that the majority of respondents with 68.9% , who filled in were women between the ages of 18-25, which covered most of the data collected. This age group is not only the most vulnerable but also the most likely to witness and experience online sexual harassment firsthand. The survey of this data also revealed that the majority of victims of online sexual abuse experience significant impacts, including severe trauma and mental health disorders.
5. The need for interesting and informative educational materials in conveying messages that are easy to understand.

1.3 Problem Formulation

Based on the identification that has been described, the formulation of the problem in the design of this educational campaign is, "How to create educational media for young women on how to prevent, recognize the signs of online sexual harassment, and the steps that can be taken if they become victims?"

1.4 Problem Limitations

In the design of this educational campaign, in order to maintain focus and effectiveness in achieving goals, the limits of the problem are determined as follows:

1. The campaign focuses on a female audience considering that this group is the most vulnerable to sexual harassment.
2. The campaign highlights the different forms of online sexual harassment in the form of unwanted messages, images, or videos, as well as threats and privacy violations.
3. This campaign is limited to providing information related to preventive measures and reporting methods, including education on the types of gender-based violence *online*, as well as about the rights of victims and legal support available based on UPT PPA Gresik and NGO Savy Amira.

1.5 Purpose of Design

The purpose of designing this educational campaign is as follows:

1. To increase public awareness about online gender-based violence, especially women.
2. To provide information about prevention and actions to be taken, such as how to prevent it, recognize signs of harassment, and steps to report.
3. To encourage women to be more courageous to report their cases.
4. To provide educational materials that are interesting, informative, and easy to understand through which will be disseminated on social media that can be accessed by the public.

1.6 Benefits of Planning

1.6.1 Benefits for Writers

1. Writers can improve their research, analysis, and problem-solving skills related to social issues such as online sexual harassment. Writers can also develop expertise in designing visual communication materials that are effective and relevant to the target audience.
2. Provide preventive information and measures by applying visual communication design science to compile clear and informative information.
3. Understand how to build visual communication that can encourage women to be more courageous to report cases of sexual harassment online.
4. Utilize and apply the knowledge and theory gained during their studies as a Visual Communication Design student by applying DKV theory to create interesting, informative, and easy-to-understand material.

1.6.2 Benefits for Audiences

1. Raise awareness about online sexual harassment and provide information that will help them be more sensitive to forms of online sexual harassment.
2. Provide information on prevention and actions, such as how to deal with and practical guidance on recognizing the signs, and knowing the steps to report. This provides them with knowledge that can be directly applied in their daily lives.
3. Encourage the courage to report by motivating women to be more courageous in reporting their experiences. Education accompanied by emotional support will build their confidence in taking action.
4. Provide engaging and accessible education with materials designed in visually appealing and easy-to-understand forms.

1.7 Design Framework

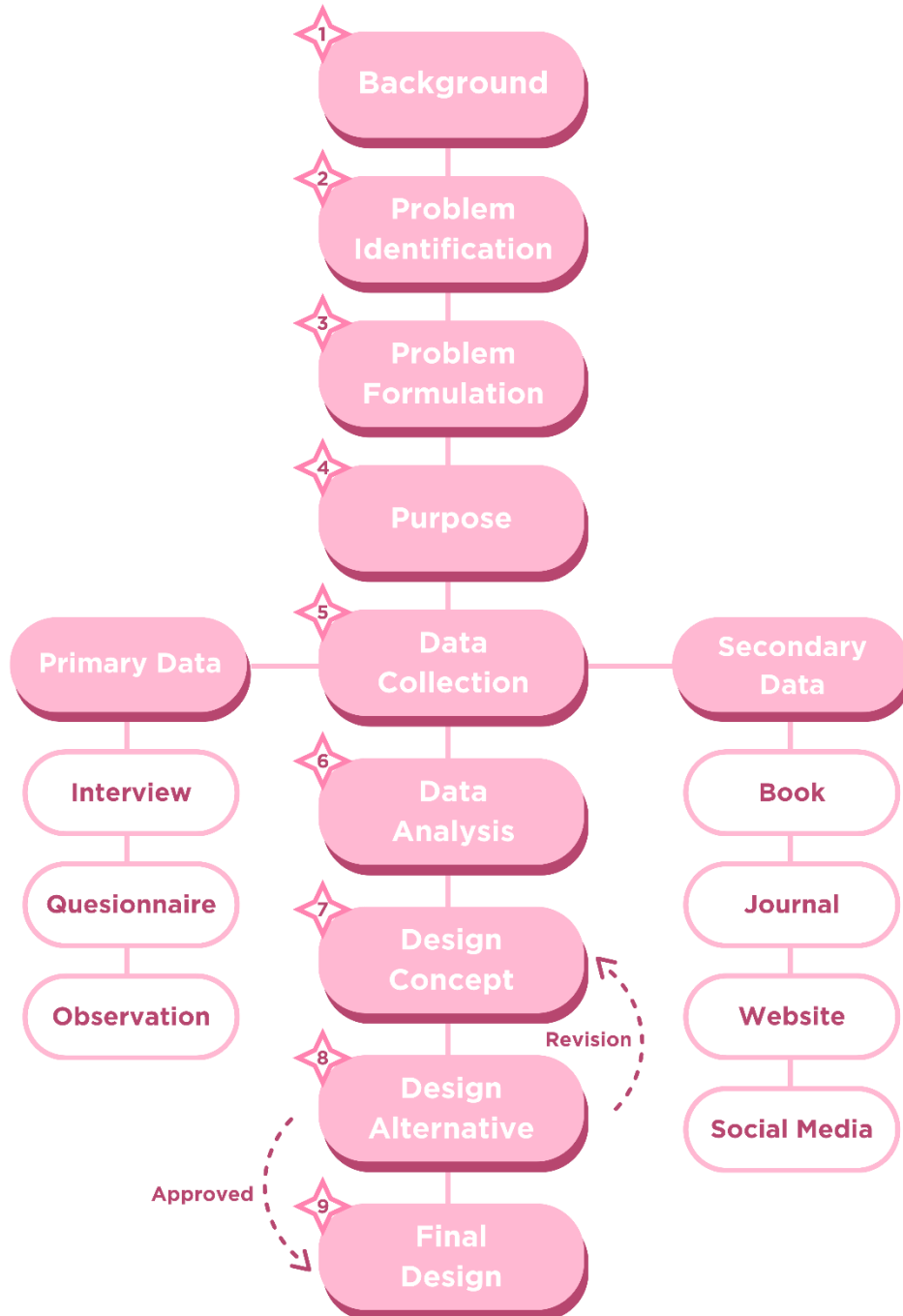


Figure 1. 2 Design Framework

(Source: Personal Documentation, 2024)