

# CHAPTER I INTRODUCTION

## 1.1. Background

In Indonesia, sexual violence continues to increase every day, especially early victims with an age range of 0-8 years both male and female, an age that is very vulnerable to various forms of violence, both physical, psychological, and sexual. Reporting from the website of the Ministry of Women's Empowerment and Child Protection (Ministry of Women's Empowerment and Child Protection), the Minister of Women's Empowerment and Child Protection (PPPA) said that from data from the Online Information System for the Protection of Women and Children (Simfoni PPA), there were 14,039 cases of violence against women and children until July 3, 2025, with a surge of more than 2,000 cases in just 17 days. However, this figure is still far from the findings of the SPHPN (National Women's Life Experience Survey) and SNPHAR (Child and Adolescent Life Experience Survey) 2024 surveys which revealed that the prevalence of violence is much higher.

The following is data on violence cases that occurred in East Java province in 2025, data taken from the SIMFONI PPA website which is updated on reported cases of violence, violence includes physical, verbal and sexual violence

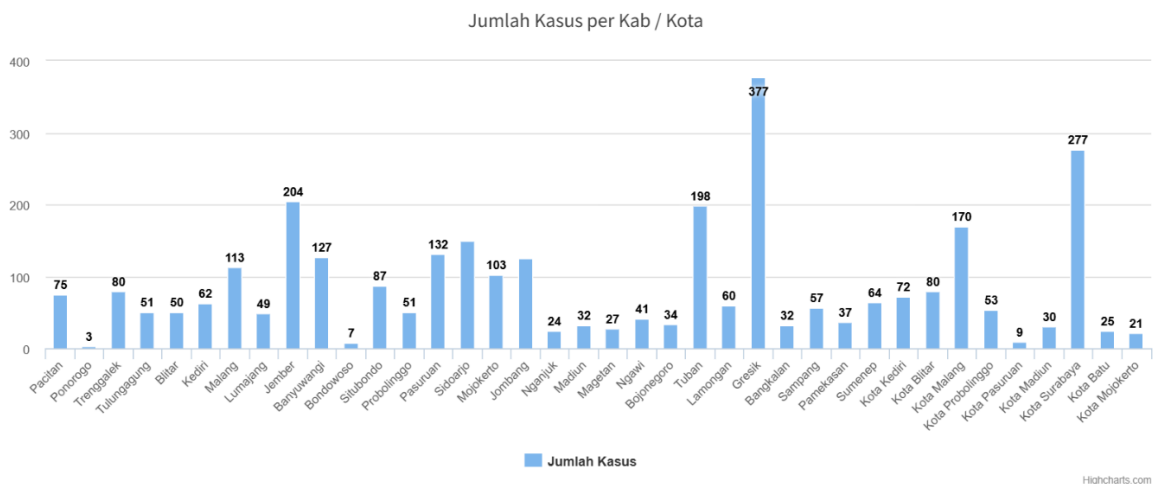


Figure 1. 1 Number of cases in East Java Province (source: SIMFONI PPA)

In figure 1.1 of the number of violence that occurred in East Java in 2025, data was taken until 2025, the number of cases of violence that occurred in Surabaya and that was recorded as many as 277 cases, the more detailed explanation is explained as follows

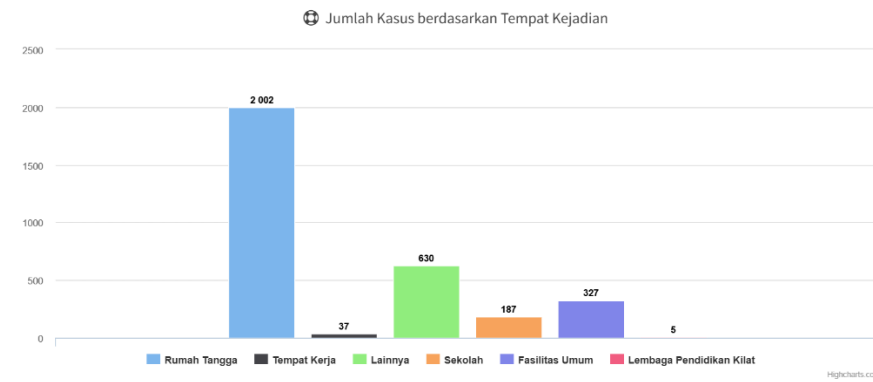


Figure 1. 2 Number of cases by crime scene in East Java  
(source: SIMFONI PPA)

Figure 1.2 shows the number of cases of violence by crime scene in East Java in 2025, as many as 2,002 cases of violence occurred in the domestic environment, as many as 327 were in public facilities, and 187 cases occurred in schools.

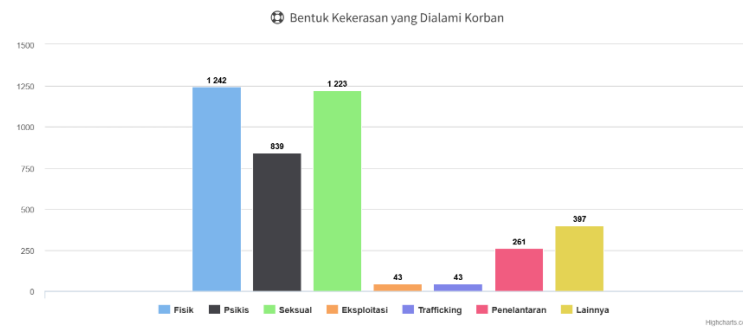


Figure 1. 3 Forms of violence experienced by victims in East Java  
(source: SIMFONI PPA)

Figure 1.3 shows the number of forms of violence that occurred in East Java in 2025, with the number of cases of sexual violence as many as 1223 cases and the number of physical violence that occurred as many as 1242 cases

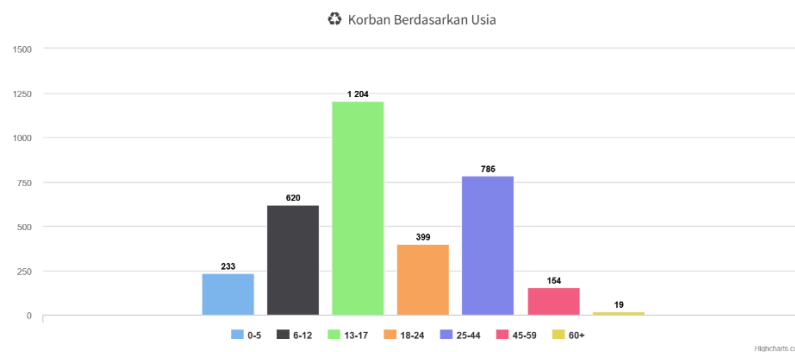


Figure 1. 4 Victims by age in East Java  
(source: SIMFONI PPA)

Figure 1.4 shows the age of victims of violence that occurred in East Java in 2025, as many as 233 were victims with an age range of 0-5 years, 620 victims were children with an age range between 6-12 years

Looking at the data presented on the SIMFONI PPA website, it shows that there are still many cases of violence in East Java, especially in the city of Surabaya with the number of violence that occurred and recorded as many as 206 cases, and not a few children experience violence in their lives.

Acts of child abuse usually start from trivial things that are rarely noticed by parents, actions such as the perpetrator approaching the child by trying to make inappropriate physical touch, such as touching, groping, or sticking certain body parts to the child (Novianti & Sapitri, 2023). According to (Nurhayati et al., 2025) Sex education in early childhood emphasizes more on understanding body conditions, association with the opposite sex, to understanding actions that lead to sex, as well as protection that must be emphasized, such as which parts of the body organs should not be touched by others.

When the child is familiar with the parts and functions of his body, the child must be introduced to which parts of the body are allowed and cannot be touched (Dusk, 2023: 40). According to (Justice, 2016) Parents are hesitant to provide sexual education to their children because they think that providing sexual education too early makes children more curious and makes deviations. Conveying sexual education to children from an early age is very important, because children need to know and understand things related to their bodies, family, social relationships, appropriate behaviors and not, and knowledge related to the signs of sexual abuse (Dusk, 2023:20). Parents' perception of sexual education that is still taboo must be eliminated, if negative perceptions of parents still exist, parents will not be able to explain to children related to sex education itself (Ciptiasrini & D. Astarie, 2020).

The urgency of the campaign is increasingly evident from one of the cases included in the sexual harassment case carried out by Gus Elham Yahya who kissed an early girl. Minister of Women's Empowerment and Child Protection Arifah Fauzi assessed that the act of kissing girls carried out by Gus Elham was inappropriate behavior and beyond the limits of reasonableness. Arifah also emphasized that the Gus Elham case is a warning for the public to understand the limits of interaction with children and not justify the actions that are done (MUI, 2025).

The psychological impact of sexual violence that occurs on children includes loss of appetite, becoming discouraged and tending to be introverted who does not want to blend in with people, fear of strangers or with new people and experiencing trauma to things that remind of the incident, children will also experience sleep disturbances and can experience depression. (Noviarinza & Santoso, 2022)

Parents have a primary responsibility in providing basic knowledge about their children's body ownership, limits on touching, and the right to refuse when touched, but there are still many parents who are awkward about the topic (Senja, 2023). Quoted from the statement of Irawan M. Hidayana, MA from the center for gender and sexuality studies FISIP UI, "Silence about sex in the family is very possible because many parents also do not have adequate knowledge about human sexuality. Even if they have adequate knowledge of sexuality, parents often do not know how to convey it appropriately to their children."

From this, the most effective approach is through Kader Surabaya Hebat (KSH) program. Through posga (family posyandu) which is routinely carried out every month, KSH has an important role in approaching the family, and of course it is easy to be accepted by the community. The Posyandu is no longer just a place to weigh toddlers, but has developed into an integrated service center that allows KSH to have personal closeness and high trust from the local community.

Although KSH has a similar structure throughout Surabaya, the focus of its work program often varies from region to region according to the needs and priorities of the respective environment. In the Kejawan Putih Tambak Village area, education about health and family has been running, one of which is through the Great Parents School (SOTH) program. However, so far sexual education provided in the region is still limited to the topic of early marriage and reproductive health for adolescent groups. Based on the results of interviews with the local KSH coordinator, there is currently no sexual education program specifically intended for parents with early childhood.

KSH in each region has a work program Although currently KSH does not have a special program regarding sexual education for parents who have early childhood, they do have an education program related to early marriage in adolescents. This condition shows that there is room to expand the role of KSH in providing basic sexual education to parents.

Through this campaign, it is hoped that it will be able to educate parents regarding the prevention and management of sexual violence, what to do if it has occurred, how to improve the mental health of their children, how to report it to the police authorities or to the

Social Service, and from the above cases, education for parents is important, for that an education campaign for parents is needed.

### **1.2. Problem Identification**

From the background that has been described, a number of problems are identified as follows:

1. Based on data from the SIMFONI PPA website, in East Java, cases of violence that include physical, sexual and verbal violence, the number of reported cases of violence reached 2,020. The most common form of violence experienced by victims is sexual violence as many as 838 cases
2. Most parents only rely on sexual education for their children only from school, this is because parents still feel taboo and embarrassed to provide sexual education to their children (Senja, 2023)
3. Based on a questionnaire distributed by the author directly to the elderly who came to the posyandu in Kejawen Putih Tambak, it was stated that as many as 62.5% of respondents felt confused or awkward when explaining sexual education to their children

### **1.3. Problem Formulation**

Based on the above background description, the problems in this study can be formulated as follows:

1. How to design an early childhood sexual education campaign for parents in KSH Kejawen Putih Tambak Village?

### **1.4. Problem Limitations**

Problem limitation is carried out to avoid deviations or expansion of the topic discussed, so that the design becomes more directed. The following are the limitations of the problems with planning in this study:

1. The design of this campaign is focused on one of the prevention of sexual violence in early childhood, namely through touching that is allowed and not done, as well as how to deal with it if it has occurred
2. The media used are motion graphic educational videos, as well as leaflets containing explanations about sexual education for children
3. This campaign is targeted at parents who have children in the early age range in Kejawen Putih Tambak Village
4. Campaign stakeholders focus on KSH in Kejawen Putih Tambak Village

### **1.5.Purpose of Design**

From the above formulation and explanation, the purpose of this design is as follows:

1. Provide education to early childhood about which parts of the personal body are and are not allowed to be touched by others, and encourage children to report to parents or family if a stranger touches their personal body parts
2. Provide parents with an understanding of the importance of sexual education in early childhood, and how to convey it so that it is not awkward and embarrassed, as well as how to prevent and deal with it if it has happened
3. Designing campaign media that is engaging, easy to understand, and receptive and easy for parents to use.

### **1.6. Benefits and Results of the design**

The results of this research are expected to provide benefits to the following related parties:

1. Children become more aware of the limits of the body that can and cannot be touched by others
2. Parents become more aware of sexual discussions with children, especially the limitations of the child's body that can and cannot be touched by just about anyone
3. Produce campaigns with interesting media so that children are easier to understand, and can be accepted and used by parents

## 1.7. Design Framework

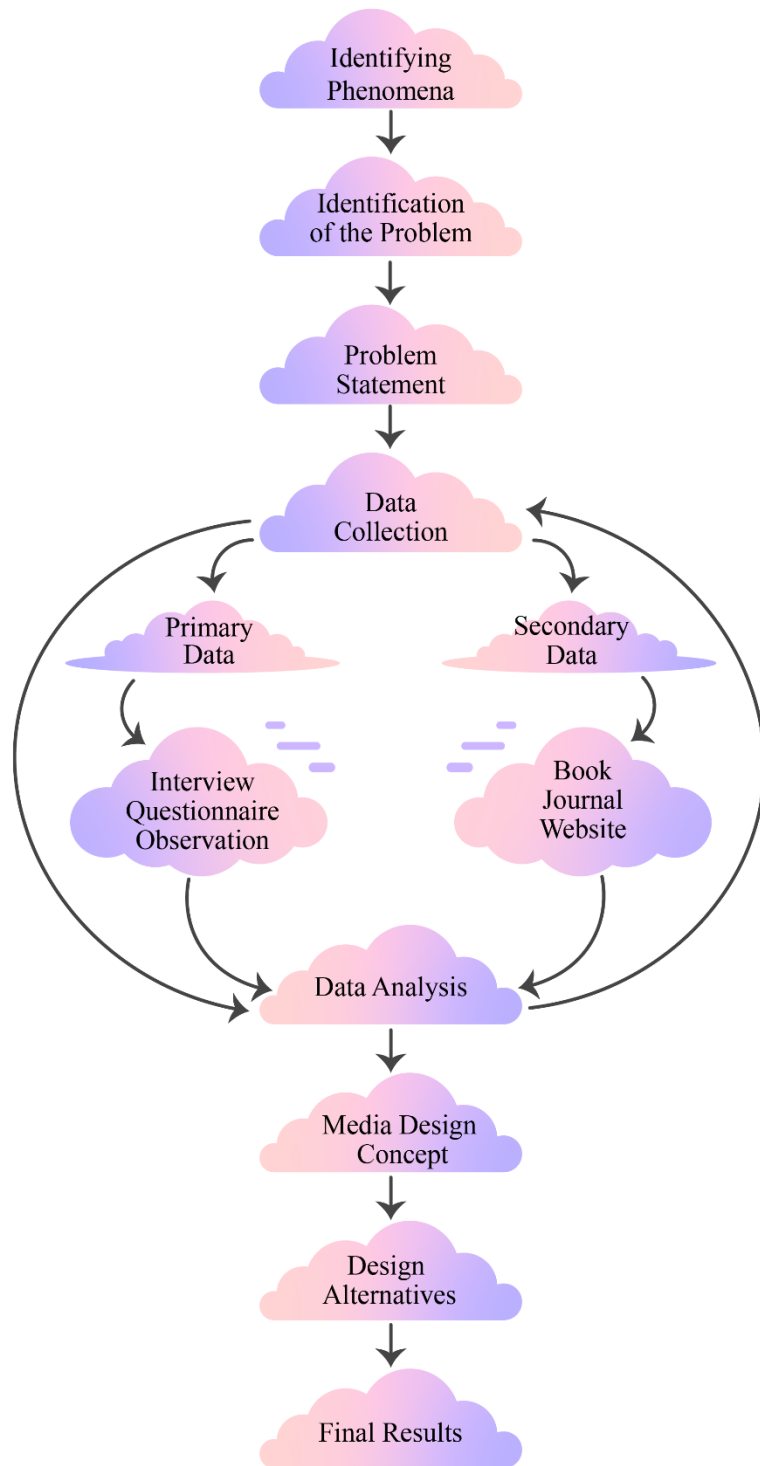


Figure 1. 5 Design Framework  
(source: personal documents)