Digital Campaigns to Prevent Sexual Abuse in Early Childhood
(Case study: Video Geni and Aksa in YouTube)

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Abstract

Nowadays, Children sexual abuse is increasing. News in various mass media informed that sexual violence threatens not only girls but also boys under 7 years old. KPAI (Komisi Perlindungan Anak Indonesia) as a government institution in child protection said that early childhood sexual abuse in was already an emergency stage. At present the sexual abuse are not only girls but boys under 7 years old. All of society element need collaborate to find solve problem. Prevention efforts need to be done so that the number of victims of violence against early childhood does not increase. Digital campaign is one of way to prevent children sexual abuse. Video Geni and Aksa is produced by Unicef to social campaign. This video often use government, NGO and school to educate many people like children, parents, teacher other.The purpose of this study is to find out how to use Geni and Aksa videos as a media campaign to anticipate children sexual abuse. This study uses communication theory, new media and campaign. This research uses qualitative methodology. The technique of data collection is done by conduction in-depth interviews to 3 (three) people like government, parents, teacher and children. The results of this study, video Geni and Aksa is effective as education media to build awareness people. YouTube as a digital media has many advantages to disseminate information on sexual violence against early childhood. Suggestion: To effective result, its better Video of Geni and Aksa can be informed to many elements because not everyone can access YouTube.

Keywords: Digital Campaign; You Tube; Sexual Violence

Introduction

Preface

Children sexual abuse is increasingly alarming. The Ministry of Empowerment of Women and Children (KEMENPPA) declared that sexual violence on children was in the "emergency" stage, considering that the number of victims every year continued to increase. Reportage of mass media also inform that sexual violence against children occurs not only in big cities but also in almost all cities in Indonesia. Nowadays, child sexual abuse are not only child girl but also boy. Data from the Indonesian Child Protection Commission (KPAI) there were 2509 reports of violence in 2011, of which 59% were sexual violence which then increased in 2012 where there were 2637 reports, 62% of them were sexual violence. KPAI informed that the number of children sexual abuse increased by 100 percent.

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Case of children sexual violence can be handled in 3 ways:
1. Advocacy : the handling of cases of sexual violence against children in the legal sector
2. Rehabilitation : recovery of victims of sexual violence.
3. Prevention is : prevention of sexual violence

The focus of study is prevention of children sexual abuse. Education is one way of prevent child sexual abuse. Education must done at the all of level like family, school and society. The purposes of educations are aware of the dangers child sexual abuse and understand how to anticipate it. Campaign is needed to build awareness people. The government and NGO conduct a campaign to build awareness in many elements about the dangers of children sexual abuse. The video of Geni and Aksa are one of media campaign. The story of Geni and Aksa tells parts of body that cannot be touched. Children are also taught to be able to take care of themselves. The story of Genie and Aksa have the same plot of story, only the characters are different. The story of Genie and Aksa shows that sexual abuse occurs not only in girls but also in boys. In simple Geni and AKsa videos describe bad people can appear in good form. He will give candy, toys, and all the fun things. But that's all to lure children to a quiet place. Accompany the child while watching this video, so he knows the guidelines that must be done when making sexual abuse. Video of the Story of Geni and Aksa is produced by Unicef for child sexual abuse. The story of Geni and Aksa is packaged in an animated form to be liked by children. The story of Geni and Aksa is played on YouTube as a media campaign so that many people can access. The progress of the digital world makes You Tube as a strategic media campaign. Other animated videos containing sex education material were also found easily on YouTube video sharing sites.

YouTube's existence is not separated from the progress of communication technology in the digital world. The advantages of using you tube as a campaign media:
- can see and upload videos
- promotion
- download video
- Learn to stream in many useful videos
- Wide coverage

YouTube made Video of Geni and Aksa known and popular in all cities in Indonesia. There are many similar videos that contain sexual education. Parents or teacher can choose videos. Teacher or parent can choose the type of video needed. There is a choice of similar videos that can be used as sexual education.YouTube is one of the popular social media in the digital era. About 50 million people access YouTube every day. Compared to other social media, YouTube is more popular because people can see pictures and voice. On YouTube people can not only see short duration shows but also long duration, like movies. YouTube offers various shows from entertainment to education.According to McLuhan, media technology has created a revolution in the society because they are very dependent on technology. Changes in communication mode form a culture through several stages:

a. Discovery in communication technology
b. Changes in types of communication
c. Equipment for communication

McLuhan & McLuhan they also proposed a concept called Tetrad, as an effort to understand media law which consists of four media laws, namely strengthening. Backwardness , discovery and reversal:

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• Enforcement. The law states that the media strengthens the community. The internet has the potential to strengthen and provide broader access to information , the internet can strengthen class distribution in the community because groups of rich and poor alike can access the internet.

• Obsolescence. The second media law is that the media is able to make things become left behind or out of date and useless.

• Retrieval. The third law states that the media rediscovers and stores something that was once lost. What was once considered useless or out of date, reappeared and used again.

Litelature

Social Media

You tube is one of new media. You tube is popular and liked many people. In 1990, Mark Poster launched his big book. The Second Media Age, which marks a new period in which interactivity technology and communication of the handles especially the virtual world will change society. The idea of a second media era that has actually been developed since the 1980s to date marks a very important change in media theory. For one, this loosens the concept of "media" from "mass" communication to various media ranging from a very wide range to a private one. Second, the concept draws our attention to new forms of media usage that can range from individual information and knowledge ownership to interaction. Third, the thesis of the second media era brought the media theory and the relative paranoia of the 1960s on the new popularity in the 1990s and beyond.

New media is a medium that offers digitization , convergence, interactivity, and development of network related to the messaging and messaging. Its ability to offer this interactivity allows users of new media to have a choice of what information is consumed, as well as controlling the output of the resulting information and making the choices it wants. The ability to offer an interactivity is the central concept of understanding new media. (Flew, 2002: 11-22)Social media is liked a lot of people considering its features are very interesting. Social media is an online medium, with its users being able to easily participate, share and create content. There are various types of social media like Face Book, Instagram, Path, YouTube and many more. Andreas Kaplan and Michael Haenlein define social media as "an internet-based application group that builds on the foundation of Web 2.0 ideology and technology, and which enables the creation and exchange of user-generated content". (Kaplan: 2010: 52)

In digital era, people can use social media as a tool of campaign. Social media have benefit to reach wide coverage. Organization use social media as media of campaign to prevent children sexual abuse. In Indonesia, Its not all people can talk freely about sex education. Their perception, sexual education is porn. One side, phenomenon of sexual abuse is increasing. They are afraid but they don't know what they can do. Video of Geni and Aksa can use to learn early sexual education. Video is one form of audio visual media that is used as a medium of communication. The form of video is almost similar to the form of a film. Video can use as learning media is a tool. Below the definition of media from experts.

Learning media is a tool, means or various types of components in the student environment that can stimulate learning (Djudju Sudjana, 2007: 205). Learning media also means a set of tools or equipment used by teachers or educators in order to communicate with students or students (Sudarwan Danim, 2010: 07). According to Leslie J. Briggs also argues that learning media is a tool both in the form of books, films, videos and so forth to provide incentives for students to occur in the learning process (Dina Indriana 2011: 14).

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Gerlach and Ely said that the media can be understood in broad outline are humans, material, or events that build conditions that make students able to obtain knowledge, skills, or attitudes. Regarding this definition, teachers, textbooks, school environments are also media. In particular, the notion of learning media is a graphical, geographical or electronic tool for capturing, processing and reconstructing visual or verbal information in the teaching and learning process. (Azhar Arshad, 2011: 03)According to the understanding of learning media above, learning media is a form of communication tool used by people or organization in the learning process to convey messages that are easily accepted by the students' senses. Creative use of media will increase the possibility for students to learn more, keep in mind what is learned better, and improve appearance in performing skills according to learning objectives.

Methodology

This study used a qualitative approach. Qualitative research is not concerned with mathematical logic or numbers of research. Qualitative research aims to maintain the shape and content of human behavior and conduct analysis on the existing qualities.

Wimmer and Dominick in "Teknik Praktis Riset Komunikasi" said: approach is
paradigm is a set of theories, procedures and assumptions that are believed to how researchers view the world. (Kriyantono, 2006:48)
  Creswell (in Herdiansyah, 2010: 8), said:

"*Qualitative research is an in This approach describes the media not in the form of information, interaction or dissemination, but in the form of ritual or how humans use the media as a way of creating society. Media is not just an instrument of information or a way to achieve self-interest, but unites us in some form of society and gives a word of mutual ownership. (Littlejohn, stephen W and Karen A. Fross, 2009).quiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The researcher builds a complex, holistic picture, analizes words, report detailed views of information, and conducts the study in a natural setting".*

The type of research is a qualitative descriptive. The report of research is describing result of research in a words. Researcher got descriptive data from result of interview and some documents.
The technique of collect data

1) Primary Data

A. Interview

Esterberg, dalam Sugiyono (2012) mendefinisikan interview sebagai berikut: "*a meeting of two persons to exchange information and idea through question and responses, resulting in communication and joint construction of meaning about a particular topic*".

Esterberg,in Sugiyono(2012) said : there are several types of interview : structured interviews (researcher prepare questions and alternative answers), semi-structured interviews (researcher is implementing more free interviews and aims to find problem more openly and Unstructured interview (free interview where researcher did not use a structured interview guide that has been systematically).And in this study, researcher use Unstructured interview to education practioner. In this study, researchers conducted in-depth interview to the informant, Rika (p2tpa), Bunda Siti (PAUD) and Ety (mother has 3 kids)

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B. Observation

Observation is carried out on an object. In this study, researcher observed to phenomenon of children sexual abuse.

2) Secondary Data

Taken from the literatures which are relevant to this study, such as books, magazines, newspapers, and so on.

Result

In Indonesia, many people think sexual education is taboo. People can't talk freely about sex education. They think that sexual education is not for childhood. Their perception that sexual education is porn and related to sexual relationships.

Ety (38) said that she has never talk about sexual education with her children. Ety explains that she thinks children under 7 years of age do not need sexual education.
"I am confused what topic of sexual education"said Ety.

The phenomenon of child sexual abuse that makes teachers and parents realize that sexual violence in children cannot be tolerated. They worry that the number of children who are victims has increased. They think there must be an effort to anticipate. Many educators and parents are confused about how to anticipate child sexual abuse. They do not understand how to teach sexual education.

Ety and Ina, mothers have children under 7 years told that they are confuse to explain of sexual education. They don't have knowledge of sexual education.
"I don't know how to teach sexual education. I am confused about the material that must be delivered"said Ety.

"We have no knowledge of sexual education. I'm worried about talking wrong,"Nina.

Ety and Nina think early sexual education is taboo. First, they don't know video of Geni and Aksa. The parenting classes informed videos..

"I knew Video of Geni and Aksa from youtube"said Ety

"I knew Video of Geni and Aksa from teacher. I rarely access YouTube.

"I think the Geni and Aksa videos need to be more socialized. We are not a millennial generation that understands all social media. I just found out if there was a video of Geni and Aksa. Less socialization.

P2TPA use YouTube as digital campaign to prevent children sexual abuse. P2TPA is organization under Kemenppa (Kementrian Pemberdayaan Perempuan dan Anak). They use media digital as a media campaign. Rika, P2TP said everyone knows YouTube. And she thinks YouTube is effective as learning media or media campaign. Base on the results of interviewees that digital campaigns (online) need to be balanced with offline efforts. Every media have limitation. We need use some media and event to reach a big result.

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On the other hand YouTube is a very detailed work of art and can influence all of society. This can be proven by sharing human works that are videos and inserted into YouTube. YouTube has become a phenomenon and improvement throughout the world with internet access. (Fralinger & Owens, 2009) According to Schiffman, the learning process can be interpreted as a process in which a person will find knowledge and experience that he will apply to the future (Sangadji, Etta Mamang, 2013). As a learning tool, YouTube makes it easy to access information.

New media theory is a theory developed by Pierre Levy, who argued that new media is a theory that addresses the development of media. In new media theory, there are two views , the first is the view of social interaction, which distinguishes the media according to their proximity to face-to-face interactions. Pierre Levy views the World Wide Web (WWW) as an open, flexible and dynamic information environment, which enables humans to develop new knowledge orientations and also engage in a democratic world of mutual sharing and empowerment that is more interactive and based on society (Wikipedia, 2007).

The category of New Media consists of 6 parts:

1. Interactive (Interactive), now new media is more popular than old media. new media is called the most interactive because the media process can be accessed by everyone easily and only with internet network. Everyone can use, exchange information, business and so on only with this new internet or media. Information is available openly for people who can access it.

2. Hypertextual (Hypertextual) means that any information that already exists in old media such as television, radio, and newspapers is re-entered into new media with a display that has been adjusted to the appearance of new media. This is used as a database for transferring media from old media to new media so that the information that did not just disappear. So when people want to access information that only exists in old media, it can also be accessed in new media.

3. Network (Network), network means that in the new internet media there are several mutually reinforcing networks to make it easier for people to find and use the internet in finding information. These networks include The World Wide Web (www), company / state / official websites, educational websites, MPORPGs, "persistent worlds", social media sites, blog networks, online forums and so on. This network strengthens new media and also becomes one of the keys to new media.

4. Virtual World (Virtual), This characteristic is a debilitating characteristic for new internet media, because of its virtual nature so that the identity of a person or group in this new internet media becomes unclear and cannot be trusted completely. The free process of gatekeeping resulted in this being a problem for the new internet media. The range of information dissemination on the internet is very free, there is no limit, so that the dissemination of information is easily obtained by anyone.

5. Simulated. In the digital age it has a close relationship with imitation or simulation. New media mimics some of the old media that can still be lifted into new media. The audience of new media users will also emulate what information he gets in the new media to the real world that affects his life. Simulation means doing imitation or imitation of something into his life so that it can be more useful for him.

6. Digital, in the digital world all are processed using machines that are driven by information systems that are processed by codes or numbers made by humans.

New types of media have been expanded and changed from socio-technological possibilities to public communication. There are important changes related to the emergence of new media, namely: (McQuail, 2011)

1. Digitization and convergence of all aspects of the media.
2. Increased interactivity and network connectivity.
3. Mobility and relocation of sending and receiving (messages).
4. Adaptation of publications and public roles
5. The emergence of a variety of new forms of media "gateway", namely the entrance to access information on the Web or to access the Web itself.
6. Fragmentation and escape of "media institutions".

Conclusion and suggestion

Conclusion: YouTube makes stories about Geni and Aksa becoming popular in many children, educators and parents. YouTube as a media campaign has succeeded in providing an understanding of how to protect your children from child sexual abuse.

Suggestion: It is important that more people know the video of Geni and Aksa. The socialization is needed so that the videos are more popular. In fact, many people to access YouTube more for entertainment rather than educational media. The story of Geni and Aksa is a part of sexual education. Parents and teachers need to add insight to be able to apply sexual education to children.

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