Communication Strategies For Sexual Violence Prevention and Handling In Higher Education on The YouTube Account of The Ministry of Education and Culture of The Republic Of Indonesia

Emi Salpiati
Universitas Budi Luhur, Jakarta, Indonesia
Email: iemi40475@gmail.com
*Correspondence

ABSTRACT

Keywords: communication strategy, sexual violence, higher education, YouTube

The research aims to determine communication strategies the Ministry of Education and Culture and Technology uses to prevent and handle sexual violence in universities on the YouTube channel Cerdas Berkarakter Kemdikbud RI. Using descriptive qualitative methods, the focus of research is to find communication strategies used based on elements of communicator, message, media, audience, and effect or result. The primary communicator is the Minister of Education and Culture, the highest leader. The target audience can be university leaders, lecturers, students, community leaders, religious leaders, mass media, and the general public. The effect is that there is controversy among netizens, as shown in comments that support and reject the policy. Another finding is that there was a selection of participation strategies in testimonial videos as support from representatives of various community groups showing the experience of participation as an equal in the process of different knowledge and skills.

Introduction

Sexual violence against women in educational settings is most prevalent in universities. Direct reports to Komnas Perempuan for the period 2015 to August 2020 show a high number of cases of violence that occur in the educational environment. This indicates that the academic environment is no longer safe for students. In 2015, there were 3 cases; in 2016, there were 10 cases; in 2017, there were 3 cases; in 2018, there were 10 cases; increased in 2019 to 15 cases, and until August 2020, there were 10 cases.
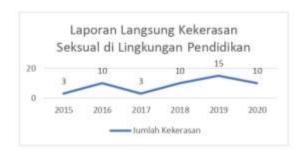
Figure 1

Sexual Violence in the Environment Direct report data

Source: Komnas Perempuan 2020 Fact Sheet

Sexual violence occurs at all levels of education, from early childhood education to higher education. Of the 51 cases of sexual violence and discrimination reported during 2015-2020, it appears that universities rank first at 27%. In its data recapitulation, Komnas Perempuan stated that in the 2015-2020 period, universities ranked first for sexual violence in educational environments, with 35 cases from 2015 to 2020.(Komnas Perempuan, 2020).

Figure 2
Sexual Violence and Discrimination-Based Data Education Level 2015 - August 2021
(Source: Komnas Perempuan 2020 Fact Sheet)

Data on sexual violence reports submitted to the Ministry of Education and Culture shows that sexual violence is the most frequent case in education. Sexual violence cases are the highest cases of violence that occur in education units. Data as of July 6, 2023, there are a total of 200 cases handled, with the most issue being sexual violence. The most loci in Higher Education. (Pradinantia, 2023). Several previous studies related to sexual violence have shown that the world of education is one of the places where sexual violence occurs.

The Ministry of Education and Culture has issued Regulation of the Minister of Education, Culture, Research, and Technology (Permendikbudristek) Number 30 of 2021 concerning the Prevention and Handling of Sexual Violence (PPKS) in Higher Education Environment, which was stipulated on August 31, 2021. This policy is then socialized through various channels, one of which is through YouTube channels. The Cerdas

Berkarakter Kemdikbud RI YouTube account is one of the official YouTube accounts within the Ministry of Education and Culture, created on May 29, 2020. The account is owned by the Character Education Center, one of the work units at the Ministry of Education and Culture and Technology. As of November 18, 2023, at 09.07 WIB, the Cerdas Berkarakter Kemdikbud RI YouTube account has 154 thousand subscribers, 548 videos, and 63,289,097 views.

Figure 3
Screenshot of the Smart Youtube account with the character of the Ministry of Education and Culture of the Republic of Indonesia (Source: youtube.com)

The issue of sexual violence is of concern to quite a lot of researchers. (Maliki &; Susanti, 2019) I researched how the implementation of 10 persuasive communication techniques of William S. Howell in the anti-sexual violence campaign by the Indonesian Lentera Sintas Community. The finding was that all of William S. Howell's persuasive communication techniques were implemented in the #Start Talking campaign by the Indonesian Survival Lantern Community.

Afiati (2022) examines the communication strategy of the Center for Women's Studies Solo (PUKAPS) in voicing gender issues and sexual violence. They found a communicator selection strategy based on the communicator's credibility, background, and attractiveness. The strategy of compiling and presenting messages is formulated informatively, educatively, and persuasively in Pukaps' social media content. Media selection strategies using Pukaps social media, be Instagram, Facebook, Zoom meeting media, or webinar activities. The strategy of selecting and introducing audiences in the form of observation to the general public to see if the education carried out by the Pukaps Community is right on target or not.

When victims of sexual violence are women and children with disabilities, particular communication strategies are needed. (Apriyani &; Rahmiaji, 2022) Found that efforts to prevent cases of violence against women with disabilities were carried out through several public communication strategies, such as establishing Peer Counselors with their online discussion and counseling programs to make women and children with disabilities recognize the signs of sexual violence and become a place to protect their rights; Conducting various seminars and trainings to prevent cases of sexual violence from occurring in disability groups.

Research on communication strategies has also been conducted (Cahyani, 2020). He found that the strategy carried out by Surabaya City Government public relations in conveying information on Surabaya City government activities through social media

implemented a management by objective (MBO) communication strategy by determining targets first before delivering messages, then monitoring developments in the community, then discussions before preparing content after that providing feedback to the target audience by giving appreciation to the audience in the form of Repost photos and awards.

In addition, content innovations and social media variants within the framework of effective message delivery regarding the activities of the Surabaya city government to the community are surefire steps to realize services to the community. Public relations hold social media competitions every month to invite the public to participate and get attention from the public. This can bring the community closer to the Surabaya City Government. This competition activity is also a facility to accommodate the aspirations and talents of the citizens of Surabaya (Cahyani, 2020).

Prasanti & Indriani (2022) describe the communication strategy of the Ministry of Health in dealing with the surge in the second wave of COVID-19 cases as follows:

a. Indonesian Minister of Health, Budi Gunadi Sadikin, as a communicator

b. The health message conveyed is about the communication strategy, which consists of three stages: detection strategies, therapeutic strategies, and vaccination strategies. This message is part of therapeutic communication techniques as a second strategy in handling COVID-19.

c. The media used to convey the health communication strategy is a digital media channel, namely an online press conference through video streaming on the YouTube channel of the Ministry of Health of the Republic of Indonesia.

d. The target audience of the health communication strategy is all Indonesians. Therefore, the press conference involved various parties from different circles throughout Indonesia, so that 4754 viewers watched it. The target audience can be classified as health workers, community leaders, district/village representatives, mass media, and the general public from various circles.

e. The result obtained is that there are pros and cons to the policy implemented by the Indonesian Ministry of Health to prevent the second wave of COVID-19 surge. The controversy was shown by netizens in the chat column during the press conference.

(Siddharta et al., 2017) researched President Joko Widodo's impression management strategy through communication of government priority programs on his YouTube account; using quantitative content analysis methods, he coded verbal messages (statements spoken by President Joko Widodo) contained in 169 sample videos. The results of this study show that the strategy most often displayed by President Joko Widodo is the strategy of *ingratiation*, where he wants to get the impression of being a favored leader. This strategy is predominantly shown through indicators of greetings, thanks, and expressing humorous statements.

Sexual violence communication strategies are essential to be investigated further, especially to find out how regulators such as the Ministry of Education and Culture communicate policies related to PPKS in universities. This study aims to determine the Ministry of Education and Culture and Technology communication strategy related to PPKS at PTN through the Smart YouTube account with the character of the Ministry of

Education and Culture of the Republic of Indonesia. The research uses the concept of communication strategy to determine the communication strategy used by the Smart YouTube account with the Character of the Ministry of Education and Culture of the Republic of Indonesia in preventing and handling sexual violence in universities.

Research Methods

This research is a descriptive qualitative research. Data was obtained from the YouTube account Smart Berkarakter of the Ministry of Education and Culture of the Republic of Indonesia and other credible sources Through observation and documentation. The research was carried out on the Smart Character YouTube channel of the Ministry of Education and Culture of the Republic of Indonesia from November to December 2023. The data were analyzed using Miles and Huberman's qualitative data analysis. According to Huberman & Miles (2014), qualitative data analysis consists of three co-occurring activities: data reduction, data presentation, and conclusion drawing/verification. Measurement of data validity using triangulation techniques. The study's author used source triangulation to test the credibility of data by checking the data obtained from various data sources such as interviews, archives, and other documents.

Results and Discussion

In socializing a policy, a communication strategy is needed. Anyone (institutions, companies, and people) needs a communication strategy that helps achieve their goals. (Olivant, 2016) Communication strategy is essentially planning and management to achieve a goal. Communication strategy combines communication planning and communication management to achieve a goal. According to a communications planning expert, Middleton, A communication strategy is the best combination of all communication elements from the communicator, message, channel (media), and receiver to influence (effect) designed to achieve optimal communication goals. Middleton's idea is what Lasswell stated: that there are 5 (five) elements of communication, namely the communicator (WHO), communicant (to whom), media (in which channel), message (says what), and effect (*with what effect*). (Lasswell, 1948)

Several communication strategies are commonly used, each reflecting a specific set of priorities for using communication to achieve development needs.

1. Media-based strategy.

Communicators who use this strategy usually group their activities around a particular preferred medium. This strategy is indeed the most straightforward, most popular technique.

2. Instructional design strategy.

The users of this strategy are generally educators. They focus their strategies on learning the intended individuals as a fundamental goal. This group strategy is based on formal learning theories and focuses on a systems approach to developing learning materials.

3. Participation strategies.

Community cooperation and personal growth are essential to organizing activities in this participation strategy. What is critical to this strategy is not how much information a person learns through communication programs but rather the experience of participating as an equal in various knowledge and skills. (Wijaya, 2017).

Before the author describes in more detail the communication strategy of the Smart Character YouTube account of the Ministry of Education and Culture of the Republic of Indonesia, the following is a description of the findings related to the Smart YouTube account with the Character of the Ministry of Education and Culture of the Republic of Indonesia. As of the end of December 2023, the account has 475 videos. This account is a channel. How is a YouTube account different from a YouTube channel? A YouTube account is created using a Google account and will be the default account to access YouTube, login, and log in. The YouTube channel is a channel for brands that contain video content that can be arranged as desired. Channels are usually given nicknames. Channel nicknames are a way to find and connect with creators on YouTube. (Source: YouTube) Channel nicknames are unique, short channel IDs that begin with the "@" symbol. The Smart Account with the Character of the Ministry of Education and Culture of the Republic of Indonesia has the nickname @CerdasBerkarakterKemdikbudRI.

Viewers of the Indonesian Ministry of Education and Culture's Smart Character YouTube account can see videos grouped in the Video, Shorts, Live, Podcast, Playlist, and Community menus. On the video menu is a collection of general videos from the Cerdas Berkarakter YouTube channel of the Ministry of Education and Culture of the Republic of Indonesia, including videos about the prevention and handling of sexual violence in universities. The author only analyzes the prevention and handling of sexual violence in universities, which contains elements of communication strategies, namely communicators (*who*), communicants (*to whom*), media (*in which channel*), messages (*says what*), and effects (*with what effect*. Furthermore, the author analyzed videos about the prevention and handling of sexual violence in universities to find out the priority of the communication strategy used, namely str.

Communication Strategy Elements

In total, 16 (sixteen) videos were found that contained elements of communication strategies, namely communicator (*who*), communicant (*to whom*), media (*in which channel*), message (*says what*), and effect (*with what effect*). All videos are placed in the Live menu and Playlist Menu. Live menus allow channel owners to interact with their audience in real-time through video feeds, chat, and more. Furthermore, on the podcast menu, there are no videos related to the prevention and handling of sexual violence in universities. The playlist menu, often called a playlist, collects several videos into one group. YouTube playlists allow all videos to be collected by certain types and categories. YouTube playlists will make it easier for others to find similar videos.

In the live menu, I found 3 videos containing elements of communication strategies as described in the following table.

Table 1

Identify Videos Containing Communication Strategy Elements on the Live Menu

No	Video Title
1	Webinar 16 – Campus Free from Gender-Based Violence
2	The highlight of the 16 Days of No Violence Against Women event
3	16 Days of Nonviolence Against Women Podcast

Source: Research results

On the playlist menu are 47 (forty-seven) playlists, 4 (four) containing videos about preventing and handling sexual violence in universities.

The four playlists are each titled #BersamaHapusKekerasanSeksual, which contains 32 videos; Permendikbudristek Education Series Number 30 of 2021 concerning Prevention of Handling Violence in Higher Education, which includes 11 videos; Behind the Scenes, which contains 4 videos; and Anti-Sexual Violence Webinar consists of 4 videos. From the four playlists, 13 videos contained elements of communication strategies described in the following table.

Table 2
Identify Videos Containing Communication Strategy Elements in the Playlist Menu

No	Video Title	Playlist Title
1	16 Days of Nonviolence Against Women Podcast	Sexual #BersamaHapusKekerasan
2	Let's #GerakBersama Prevent Child Trafficking	
3	PPKS Candy: Why We Should #Gerak Together	
4	PPKS Candy: Civil Society Network Support	
5	PPKS Candy: State Institution Support	
6	International Webinar "The Power of Unreasonable Women"	
7	International Webinar Highlights "The Power of Unreasonable Women"	
8	PPKS Candy Education Series: Introduction to the Minister of Education and Culture	Permendikbudrstek Education Series Number 30 of 2021 concerning the

No.		Information
9	PPKS Candy Education Series: Recognizing the Forms of Sexual Violence	Prevention and Handling of Sexual Violence in Higher Education
10	PPKS Candy Education Series: Closing by the Director General of Education and Technology and the Director General of Vocational Education	
11		Anti-Sexual Violence Webinar
12	Webinar 15 – Anti-Gender-Based Violence	
13	Intimate Chat: "The Young, Those Who Fight for Equality" with Mas Minister	
	Webinar International Women's Day	

Source: Research results

The communication strategy of the Smart YouTube channel with the character of the Ministry of Education and Culture of the Republic of Indonesia in the prevention and handling of sexual violence in universities can be explained in the table below into several main points, namely communicator elements, message elements, media elements, audience elements, and effect or result elements. 3 (three) Videos can be explained based on the concept of communicator communication elements, messages, media, audiences, and effects or results. The three videos are each judge

Based on Table 1, the author found that the primary communicator is the highest leader of the Ministry of Education and Culture, namely the Minister of Education, Culture, Research and Technology. In addition to the Minister of Education and Culture and Technology, other communicators were found, such as high-ranking officials within the Ministry of Education and Culture and Architects, representatives of professional experts, indigenous and religious communities, civil society networks, and state institutions. The findings are presented in the following table.

Table 3
Elements of Communication Strategy in PPKS Candy Education Video Series: Introduction by Mendikbudristek

No.	Communication Strategy	Description	Information
1	Communicator Elements	Minister of Education, Culture, Research and Technology Nadiem Makarim, as the primary communicator,	Minister of Education, Culture, Research, and Technology Nadiem Makarim, the highest leader to be the primary

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No	Element		
		delivered a message regarding policies for preventing and handling sexual violence in universities.	communicator, implies a high commitment to preventing and handling sexual violence in universities.
2	Message Elements	The message conveyed was Permendikbudristek Number 30 of 2021 concerning the Prevention and Handling of Sexual Violence in Higher Education Environment is the result of collaboration between the Ministry of Education and Culture and Technology from 2020 with various groups of university academics, civil society, and other relevant ministries and state institutions. In addition, it is also a collaboration between students, education staff, educators, and university leaders in creating an academic culture that is free from sexual violence and gender discrimination on its campus. At the national level, the Ministry of Education and Culture is ready to provide technical assistance for universities needing it to improve campus security from sexual violence.	This message is a form of participation strategy. Community cooperation and personal growth are crucial in organizing activities in this participation strategy. What is essential in this strategy is not how much information a person learns through communication programs but rather the experience of participating as an equal in the process of various knowledge.
3	Media Elements		Online speech through the Cerdas BerkarakterKemdikbud RI YouTube channel
4	Audience Element	The media used to convey communication strategies are digital media channels, namely online speeches through video streaming on the Youtube channel Smart with Character of the	The target audience can be classified from university leaders, lecturers, students, community leaders,

5		Ministry of Education and Culture of the Republic of Indonesia	religious figures, mass media, and the general public from various circles
	Effect/result elements	The target audience in the communication strategy is all Indonesian people. It can be seen from the data that as many as 3.9 thousand viewers on the video speech of Minister of Education and Culture Nadiem Makarim. The result obtained is the presence of pros and cons on policies for the prevention and handling of sexual violence in universities.	Controversy pointed out The netizens in the column Chat.

Source: Research results

Participation Strategy

In addition to using communication strategies that consider communicator elements, message elements, media elements, audience elements, and effect or result elements in socializing the prevention and handling of sexual violence at PTN, the Cerdas Berkarakter Kemdikbud RI YouTube account also uses a participation strategy. A lot of community cooperation and personal growth can be seen from the post of the Cerdas Berkarakter Kemdikbud RI YouTube account, displayed in a special playlist entitled #BersamaHapusKekerasanSeksual.

Three videos show the participation of various community groups. In the 3 videos, testimonials were displayed as a form of support for the prevention and handling of sexual violence in universities. What is essential in participation strategies is not how much information a person learns through communication programs but rather the experience of participation as an equal in various knowledge and skills. (Wijaya, 2017)The following table shows the results of identifying participation strategies in the 3 videos.

Table 4
Results of Participation Strategy Identification

No.	Video Title	Participating Community Groups
1	PPKS Candy: Why We Should #GerakBersama (2/4)	Chairman of Presidium-1 of the Indonesian Luhur Trust Council, Secretary of the National Management Board (BPN) of the Theological Educated Women's Fellowship (Peruati).

2	PPKS Minister: Civil Society Network Support (3/4)	Vice Chairman for Education of the Indonesian Women's Congress (Kowani), General Secretary of the Central Executive Fatayat Nahdatul lama (NU), Director of LBH APIK Jakarta, representative for Manpower of the Alliance of Independent Journalists (AJI), Coordinator of the Secretariat of the Service Providers Forum (FPL), Public Relations Manager of Yayasan Pulih (Recover) Foundation, Head of the Digital At-Risks Subdivision of safenet, Secretary General of the Council of Luhur Kepercayaan Tertegapa Allah YME Indonesia, Deputy Department of Empowerment and Protection of Women and Children LKK PBNU, representative of the Young Setara Network, representative of the Civil Society Coalition Against Sexual Violence (KOMPAKS), representative of Gerak Perempuan, representative of the Program and Advocacy Division of the Union of Journalists for Diversity, representative of the Presidium of the AKSI Network, Head of Law and
3	PPKS Candy: State Institution Support (4/4)	Advocacy of the Central Leadership Council of the Indonesian Blind Association, Women's Motion Academy Network, Healthy Soul Association, Kita Sama Network, Safe Public Space Coalition (KRPA), Indonesian Family Planning Association (PKBI), Online Gender-Based Violence Task Force (KBGO) Vice Chairman of the Indonesian Victim Witness Protection Institute (LPSK RI), Chairman of the Education Subcommittee of the National Commission on Violence against Women (Komnas Perempuan), Commissioner for Trafficking and Exploitation of the Indonesian Child Protection Commission (KPAI), Chairman of the Indonesian Women Ulema Congress (KUPI), Chairman of

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the Association of Indonesian Women/Gender and Child Study Centers (ASWGI), Chairman of the Honorary Board of the Association of Indonesian Gender Perspective Law Teachers and Enthusiasts (APPHGI)

Source: Research results

Conclusion

This study shows findings regarding communication strategies based on communicator, message, media, audience, and effect or result elements. The 3.9 thousand viewers proved netizens' enthusiasm for listening to the video. The primary communicator is the Minister of Education and Culture, the highest leader. The target audience can be university leaders, lecturers, students, community leaders, religious leaders, mass media, and the general public from various circles. The video also illustrates the selection of participation strategies in the prevention and handling of sexual violence in universities. The effect that arises is that there is controversy among netizens. The controversy took the form of comments supporting and opposing policies to prevent and handle sexual violence in universities. In addition, it can be seen that the Ministry of Education and Culture and Technology uses priority participation strategies. Testimonies from various community groups are displayed in several videos on the Cerdas Berkarakter RI YouTube account as a form of participation and support related to the prevention and handling of sexual violence in universities.

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