

The Effectiveness of Counseling by Activists Through Social Media TikTok in Preventing Sexual Harassment of Women

Retno Puji Rahayu
UIN Syarif Hidayatullah Jakarta
retnopuji_21@mhs.uinjkt.ac.id

Nabila Elvana
UIN Syarif Hidayatullah Jakarta
nabila.elvana21@mhs.uinjkt.ac.id

Dr. Wahyunegsih M.Pd
UIN Syarif Hidayatullah Jakarta
wahyu.nengsih@uinjkt.ac.id

Abstract

The purpose of our study is to find out how much influence and effective counseling through social media TikTok in preventing sexual harassment to Women. TikTok is a popular social media application in Indonesia and is used as entertainment only and as a means of learning and disseminating information. Many content creators from their respective fields start to carry out their roles through this application, one of which is extension. There are many extensions who spread their counseling by making TikTok videos by taking issues that are being crowded on TikTok. Like about sexual harassment in women that currently occurs very often. The object of our research is the followers of extension content creators on the TikTok application. We wanted to find out if there was any influence from watching the extension content creator video to his followers. This type of research uses qualitative methods with a phenomenological approach, data sourced from primary data with questionnaire techniques involving 63 respondents. From the results of the research conducted showed that by watching counseling videos from TikTok made them affected and changed their perspective regarding the things discussed in the video itself. One of the things discussed in the video is the sexual harassment of women that will be discussed in this article.

Keywords: extension, female, TikTok

A. Introduction

Social media is growing rapidly. Now more and more people are accessing social media with various purposes according to their needs, such as to find entertainment, find information, and share information. In addition to snapchat, and Instagram there is a social media that is popular, namely the TikTok application.¹

¹ Ahmad Fahri Ramadhan, Muhammad Ramdhani, and Wahyu Utamidewi, "Pengaruh Media Sosial Tiktok Terhadap Kebutuhan Informasi Seks Edukasi Pada Generasi Z," *JISIP (Jurnal Ilmu Sosial dan Pendidikan)* 6, no. 1 (2022): 2382–2395.

TikTok is a popular app in Indonesia and has many users of all ages. TikTok is an application that displays short videos that are made so interesting by each content creator. In addition to watching, users can also give a like sign on the video, give a comment, download it and even make their own video. Now TikTok has been downloaded by more than 300 million users. There are many TikTok content creators from their respective fields starting to carry out their roles through this application because they see many people who are more interested in TikTok than other applications. TikTok in addition to being used as a means of entertainment is also used for educational events and sharing information in the form of short videos displayed on TikTok. We chose the TikTok application for this research because we saw the many interests of people who use the TikTok application in their daily lives, be it for entertainment, learning facilities or sharing information. There are many people who are more interested in seeing information and education on TikTok. In addition, on TikTok we can see and interact with our research objects, namely the followers of content creators on TikTok. We can see the followers who commented on the video and we can assess whether it can be the object of our research or not.

Cyber sexual harassment or better known as Cyber Grooming is an act of assault to arrest and exploit someone through offline or online media.² Sexual harassment is something that is being talked about today, the problem of sexual harassment is not easy to reveal but many experience, happen to women and men. But what often and many cases occur especially these days is to happen to women. Women are often the object of sexual harassment. Violence that occurs in women due to the view of women's values as a weak and more demeaned than men.³ Forms of violence against women exist directly in the traditional form (traditional sexual harassment) and there are forms of sexual violence through mass media such as mass media or online media called cybersexual harassment. This discussion will discuss the forms of sexual violence in both traditional forms of sexual harassment and cybersexual harassment.⁴

² UTAMI ZAHIRAH NOVIANI P et al., "Mengatasi Dan Mencegah Tindak Kekerasan Seksual Pada Perempuan Dengan Pelatihan Asertif," *Prosiding Penelitian dan Pengabdian kepada Masyarakat* 5, no. 1 (2018): 48.

³ Ibid.

⁴ Ira Lusiawati and Cevi Taufik, *Perempuan Dan Media*, vol. 2, 2021.

The formulation of the problem in this article is whether there is an influence for followers of content creators when viewing sexual harassment prevention videos on TikTok. Do followers get information about sexual harassment? Whether videos about preventing sexual harassment in women changes perspectives on women? Whether through the TikTok application can be more effective for TikTok activists in disseminating information and counseling about sexual harassment prevention. This study uses and effect theory. This theory connects users, media, audiences, and effects (results). The Uses and Effect theory is a synthesis between traditional theories of effects and the theory of uses and gratification, so this theory explains that need becomes a factor in the use of media. The most important part of this thinking is the concept of use or use itself. If attributed to research, this theory emphasizes the use of the TikTok social network, whether its use is effective and has an effect on its users. Knowing the effects of the use of social networks will make it possible to understand and predict the outcome of the communication process, Sven Windahl in.⁵ Therefore, based on the background above, through this article the author has the goal to find out whether the counseling carried out by TikTok activists who discuss the prevention of sexual harassment in women can be effective. To find out how much influence there is counseling in the form of videos in the TikTok application carried out by content creator activists in an effort to prevent sexual harassment in women.

Previous research on the prevention of sexual abuse through the media has been conducted by Nafi' and Kustiningsih.⁶ Their research shows that anti-sexual violence campaigns through Instagram by @indonesiafeminis and caring @perempuan successfully imparted anti-sexual violence knowledge to social media users. Research on the prevention of sexual harassment on social media was also carried out in community service activities by Adiyanto using Instagram social media (virtual talkshow) in collaboration with the Yogya Feminist community and Women Today. Talkshows are conducted by discussing various forms of sexual violence and their effects, social constructions that normalize violence and how to prevent and

⁵ Riyanto, "EFEKTIVITAS MEDIA INTERNET TERHADAP KEPUASAN KHALAYAK MEDIA," *INTER KOMUNIKA Jurnal Komunikasi* Vol 2, No.1 (2017).

⁶ Implikasi Wacana Kekerasan, "Mutiah, Hidayatul, Implikasi Wacana Kekerasan ..." (n.d.).

handle when sexual violence occurs in an academic environment.⁷ Previous research on TikTok and its influence was conducted by Satria Aji Kamajaya, 2020, with the title: "The Influence of TikTok App Usage on Self-Actualization Among Generation Z". The results of this study found that the attractiveness of using the TikTok application affects the self-actualization of Unsika Communication Science students, while the intensity and content of messages using the TikTok application has no effect on the self-actualization of Unsika Communication Science students.⁸ The difference with this study is that in our research this time we focused the object of our research on the followers of content creator activists on TikTok to find out directly whether the videos they see can have an effect on them or not.

This research uses qualitative approach methods. Qualitative approach according to Bodan and Taylor is a research process that produces descriptive data in the form of written or oral words and behavior that can be observed from humans, with an overall focus on the background and individuals. So, the qualitative research process begins by compiling basic assumptions and rules of thinking that will be used in research and then the data collected in the research will be interpreted.

The survey conducted in this study used the TikTok application as a place to look for objective data used to answer questions that have been set in the study. TikTok is a social media platform that is trending at this time, in the TikTok application TikTok users can express ideas freely in the form of short videos, not only that titok users can also see videos, like, and comment in videos uploaded by others.

The data source is done by looking for content from creators (activists) who contain about the prevention of sexual harassment, the content in the TikTok content, the interaction of TikTok users on the content, as well as the views of TikTok users in the prevention of sexual harassment. Data collection techniques for this study spread questionnaires to TikTok application users and followers of creator content containing sexual harassment prevention. In the results of questionnaires conducted by TikTok users, they can understand about sexual harassment prevention but videos

⁷ Yayan Sakti Suryandaru, "Pelecehan Seksual Melalui Media Massa" (n.d.).

⁸ Ramadhan, Ramdhani, and Utamidewi, "Pengaruh Media Sosial Tiktok Terhadap Kebutuhan Informasi Seks Edukasi Pada Generasi Z."

about sexual harassment prevention are still not too much so that TikTok application users rarely comment in videos about sexual harassment prevention.

B. Finding Research

Abuse sexual to woman still so tall case violence to they so that Indonesia enters in the list of 10 countries at least safe for female . So from that important his education about prevention abuse one of the sexes in Indonesia method prevention that is with using digital platforms. development of digital platforms in the era of information and technology has appear tremendous impact normal that is give useful and interesting education on social media , because social media no only people who are around we can see but whole indonesia until the whole world can see what we upload to social media network that . Ongoing social media one of them is widely used is application TikTok . so from that the object we take that is application TikTok . Result of collection of questionnaire data that has been carried out and has been answered about 63 people. Answerers most questionnaires 19 years old , user more TikTok in Indonesia dominated by teenagers with range ages 14-24 years . use TikTok start increase in 2020 to moment this . Teenagers ' reasons use application TikTok for fill in time and users TikTok feel the media can entertaining, interesting , and exciting. ⁹ about 84.1% of respondents answer that they often open application TikTok . Based on data from the Central Statistics Agency (BPS), Indonesia has total resident about 266.79 million soul with more than 50 percent of them is user active internet. However unfortunately 87.19 percent from 143.26 million Indonesian people use it only for social media ¹⁰

Inside application TikTok variety type short video content example his about educational videos, videos music,videos entertainment , dance videos, cooking videos, video games, video challenges and more . But the video about prevention abuse sex on TikTok not yet too many , 63.5% of respondents answer that no a lot of videos they watch about abuse sexual . In study analysis influence TikTok to teen below 18 years of age during the pandemic A total of 30 respondents use TikTok for

⁹ Rahmat Hidayat5) Dhafin Firdaus1), Shelzia Grayxena2), Az Zahro Qonita3), Nur Aini Rakhmawati4), 'Analysis of the Influence of Tiktok on Adolescents the Influence of Tiktok To Adolescents Below 18 Years Of', *Proceedings of the SITASI Seminar 13 November 2021 Journals.* , November, 2021, 10–20.

¹⁰ Delila Putri Sayadi and others, 'WOMEN PROTECTING SYSTEM (WPS): DIGITAL START UP APPLICATION PROTECTING FROM VIOLENCE AND SEXUAL CRIME AGAINST WOMEN', 7 (2020), 12–22.

see dance content , as many as 24 respondents see cooking tutorial content on TikTok, 27 respondents use TikTok for see content knowledge , as many as 26 respondents see content containing tips and tricks, 9 respondents use TikTok for see content about animals , as many as 16 use TikTok for see online shop or endorse content , as many as 21 respondents see content regarding the review of goods , and as many as 10 respondents use TikTok app for see content other .¹¹

In the application TikTok users TikTok can interact with method follow their content creator like and like as well as can comment , if interaction the walk between users TikTok so approach one each other walk with smooth , no only that they can share experiences about prevention abuse sexual or they can support and invite for prevent abuse sex on TikTok this . However sadly because of the video about prevention abuse sexual this not yet many content creator raised theme that . There are 84.1% of respondents answer no follow content creators who discuss about prevention abuse sexual , as well as there are 50.8% answered yes and 49.2% answered no for like on prevention video abuse sexual , 96.8% of them no give comment to videos about prevention abuse sexual .

No too many uplifting content creator theme prevention abuse sexual , but one content creators that are liked by many users TikTok about prevention abuse sexual is husain basyaiban with TikTok id his is @basyasman00 he is is TikTok content creator with content about da'wah Islam for among child young . Husain basyaiban also often make content about da'wah moderate islam much discussed one of them about lift case prevention abuse sexual . In the content husain more tell or explain with story who knows that from somebody or news current news circulating , then in the video input mark mark islam with bring explanation with simple way or easy to understand . As for users TikTok commented with perception each has its pros and cons someone asked in the column comment on the video . So from there comes the feedback from the viewers of the video they feel satisfaction do it fun action whereas communicator get reply positive from communication and have effect or influence big to interest together .

¹¹ Dhafin Firdaus1), Shelzia Grayxena2), Az Zahro Qonita3), Nur Aini Rakhmawati4), "Analisis Pengaruh Tiktok Terhadap Remaja the Influence of Tiktok To Adolescents Below 18 Years Of."

Characteristics from social media TikTok also decides part of the effect that will happen . Therefore there is two processes working in unison, at the same time cause happening something yasil called " coneffect " (combination of Among concerns and effects). Way to minimize number incident violence sexual that is with give education that has objective equip target related with prevention abuse sex so that it can be applied in life his for create safe environment , election method in education also has an impact important to effectiveness enhancement knowledge target , delivery information could use various types of media examples his like print media or booklet¹² about prevention abuse sex , webinars organized by the organization or volunteer about prevention abuse sex , social media , education community , internet and so on . So many information that can be obtained where just about prevention abuse sexual proven in the result data questionnaire 88.9% respondents answer that previously watch a video about prevention abuse sexual they already got information about prevention abuse sexual on the spot another .

¹² Windi Chusniah Rachmawati, Suci Puspita Ratih, and Zubaidah Wahyuni, 'Education on Prevention and Control of Sexual Violence Based on Media Booklets in the Dian Mutiara Women's Crisis Center Working Area, Malang City', *Promotif: Journal of Community Service* , 1.2 (2021), 112–24.

Table 1 . Questionnaire Results Use TikTok

No	Question	Answer " yes "	Answer " no "
1.	is you often open application TikTok ?	84.1%	15.9%
2.	In use TikTok is many videos you watch about abuse sexual ?	36.5%	63.5%
3.	is you push " like " button on videos about prevent harassmt in app TikTok ?	50.8%	49.2%
4.	is you often comment on the video about prevent harassmt in app TikTok	3.2%	96.8%
5.	is you follow content creators who discuss about prevent harassmt in app TikTok ?	15.9%	84.1%

Source : respondents ' survey results

Table 1 shows results from the questionnaire carried out to 63 respondents . The first thing we ask is related with use application TikTok . 84.1% of respondents answer that they often open application TikTok . 36.5% answers respondent related with lots of TikTok videos about abuse sexual . On question is respondent push knob like the video about prevention abuse sexual intercourse on TikTok , respondents who answered yes about 50.8% and 3.2% answers yes to question related is often comment . Final about is respondent follow content creators who discuss about prevent abuse sexual answer yes is 15.9%

Table 2. Sexual Harrasment Questionnaire Results

No	Question	Answer " yes "	Answer " no "
1.	is you know the meaning of abuse sexual ?	98.4%	1.6%
2.	How response you about perpetrator abuse sex in Indonesia , is it? punishment his already worth it or no ?	11.1%	88.9 %
3.	is prevention abuse sexual through application TikTok effect on life you ?	76.2%	23.8%
4.	According to you , is it a TikTok video about prevention abuse sexual circulating wide and amount much ?	58.7%	41.3%
5.	Is the video about abuse sexual that you watch change perspective you about woman ?	60.7%	39.3%
6.	when you see woman wearing _ skimpy clothes , are you pay attention and touch woman that ?	100%	0%
7.	How opinion you when watch women's videos TikTok find comments abuse from a Men is that reasonable or no ?	12.7%	87.3%
8.	Example case there is woman currently walk in a lonely place and	11.1%	88.9 %

	pass the men , then Men the whistle to direction female . according to you is treatment carried out Men is reasonable thing _ or no ?		
9.	Example case , Andi is be on the train he see Barrel currently talk with man which not known . _ In look her face Barrel seen feel no comfortable be beside _ man the because man that hold thigh Laras , but Andi doesn't reprimand man that and let so just because no want follow mix is Andi 's action is right or wrong?	Correct : 3.2%	False : 96.8%

Source : respondents ' survey results

In table 2 some question that can we draw conclusions that the respondents already can understand or know about abuse sexual that is 98.4% of respondents can know the meaning of abuse sexual . respondents can complete cases that we have given in the questionnaire about prevention abuse sex in life daily example case the i.e. " when " you see woman wearing what skimpy clothes you pay attention and touch woman the "100% respondents " answer no , in case the including into the abuse doing sexual verbally or directly , the paradigm that is formed in public think that majority abuse sexual occur because revealing clothes or inviting weather lust .

Based on Survey Abuse Sex in Public Space in 2018, explains the majority of victims of abuse sexual no wearing revealing clothes moment experience things that are not nice that . Abuse happens to those who wear skirt and pants length (18%), hijab (17%) and sleeves length (16%). The results of this survey also show that when the victim experienced abuse sexual majority happened at noon day (35%) and afternoon (25%). So can said that myths circulating in society no right . Abuse sexual pure happened 100% because intention perpetrator . No should be the victim who experienced abuse sexual blamed on crimes committed by others. In case this should be regulated and controlled not clothes worn by women , but thought perpetrator .

Example case next his namely catcalling 88.9% of respondents consider case the is actions that don't reasonable to do , catcalling, there is shape communication where the perpetrator give verbal expression of the victim for example through whistles and also comments about shape body they with attack attribute sexual victim. However , thing this Becomes a problem because there is ambiguity meaning in society about catcalling as joke or abuse sexual especially to female . Chhun (2011) identifies catcalling as : the use of words that do not profanity , expression verbally as well as non-verbal expressions that occur happen on the spot public , for example : on the street highways , on sidewalks , and bus stops . Verbally , catcalling usually done through whistling or comment about appearance from a woman . Nonverbal expressions also include lyrics or gesture physical act for give evaluation to appearance a women (Chun , 2011).¹³

In case next that is Example case , Andi is be on the train he see Barrel currently talk with man which not known . In look her face Barrel seen feel no comfortable be beside man the because man that hold thigh Laras , but Andi doesn't reprimand man that and let so just because no want follow mix is Andi 's action is right or wrong? 91.8 Respondents wrong answer shows in case that still many someone who doesn't want to help victims of abuse sexual , they more good silence and choose for no know nothing . Lack of empathy somebody so that reluctant for help victims. Empathy is ability somebody for understand corner look at others (perspective taking) and feel other people 's feelings (empathic concern)¹⁴

The results of our data conclude are users application TikTok no so interactive on content about prevention sex they only watch and enjoy the video . Only a number of Sufficient Indonesian content creators famous for lift theme prevention abuse sexual , but results from prevention video abuse sexual make perception and view about woman Becomes more ok , users TikTok have each other 's perception about prevention abuse sexual who knows it's a pro or counter as well as users application TikTok start aware about prevention abuse sexual . in cases that have we give to respondent we take conclusion that respondent already can embed prevention abuse

¹³ Angeline Hidayat and Yugih Setyanto, 'The Catcalling Phenomenon as a Form of Verbal Sexual Harassment of Women in Jakarta', 485–92.

¹⁴ Tri Rejeki Andayani and others, 'Meta-Analysis Studies: Empathy and Bullying', *Bulletin of Psychology* , 20.1–2 (2016), 36–51.

sex on her alone however not yet can help victims of abuse sexual in front of the public.

C. Closing

Abuse sexual to woman still so tall case violence to they so that Indonesia enters in the list of 10 countries at least safe for female . So from that important his education about prevention abuse one of the sexes in Indonesia method prevention that is with using digital **platforms**. One of the digital media platforms currently this many used is application TikTok . TikTok is application social media that is popular in Indonesia and used as entertainment just nor as means learn and share information . TikTok showing short videos made like that interesting by each content creator. Besides watching , users can give sign liked the video, gave comment, download it even could make your own videos. Application TikTok used by various among and within application TikTok variety type short video content example his about educational videos, videos music, videos entertainment , dance videos, cooking videos, video games, video challenges and more . What was discussed in article this is about educational videos prevention abuse sexual to woman .

The results of our data conclude in study with the object of followers and viewers from educational videos about prevention abuse sexual in women are users application TikTok no so interactive on content about prevention sexual , they only watch and enjoy the video. Only a number of Sufficient Indonesian content creators famous for lift theme prevention abuse sexual , but results from prevention video abuse sexual make perception and view about woman Becomes more ok , users TikTok have each other's perception of prevention abuse sexual who knows it's a pro or counter as well as users application TikTok start aware about prevention abuse sexual. In cases that have we give to respondent we take conclusion that respondent already can embed prevention abuse sex on her alone however not yet can help victims of abuse sexual in front of the public.

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