

The Use of Tiktok as a Medium for Education on Sexual Violence from a Psychological Perspective

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ABSTRACT

The prevalence of sexual violence globally averages 35.6%, meaning that one in three Indonesian women has personally experienced sexual violence, at least by a partner, loved one or stranger (annual report). According to Komnas Perempuan, there were 93,960 incidents of sexual violence reported between 2001 and 2011. This means that at least 35 women, including children, were victims of sexual violence. Based on Komnas Perempuan's annual report, the prevalence of sexual violence in 2014 was around 2,274 cases (26%), with violence occurring within the household, i.e. within the household or in personal relationships. Cases (56%) occurred in urban areas. Komnas Perempuan also found that incidents of sexual violence accounted for 400,939 of the total incidents of sexual violence against women reported in the last 13 years. the factor in the occurrence of sexual violence is due to economic factors. because economic factors make low human resources and the level of education is lacking. but nowadays even people with low economies have gadgets and can also access social media applications such as tiktok and others. Therefore we use this media method as a learning material that can be accessed by everyone and can also be a reference for their learning. our goal is to introduce sexual violence in order to reduce acts of violence around us.

KEYWORDS

Sexual Violence, Psychology, Tiktok

INTRODUCTION

The World Health Organization states that sexual violence is an important issue that is a global problem or a serious problem in various countries, this is in line with the increasing phenomenon



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of sexual harassment. In general, sexual violence is an act of degrading, attacking or hurting and other actions that refer to the body, a person's sexual desire or reproductive function that are carried out by force or against their will. The forms of violence or sexual harassment against women include physical, sexual, economic, political and psychological violence that can be committed by individuals, communities or the state. Sexual violence can occur in any place and situation that allows interaction between women and men, such as places of education, offices, in health services, and so on (Sumera, 2013; World Health Organization, 2002) Sexual violence itself is very common in Indonesia, acts of sexual violence in the form of attempted rape, rape, violence in sexual relations, forced activities that refer to sexual activities that are disliked, degrading and even hurting the victim.

The prevalence of sexual violence in the world averages 35.6% or 1 in 3 women have at least experienced sexual violence either from a partner, close person or stranger, in Indonesia itself based on the results of the study of the Annual Record of the National Commission on Violence Against Women shows that from 2001 to 2011 there were 93,960 cases of sexual violence reported. This means that at least 35 women including children have become victims of sexual violence. Then in 2014 based on the Annual Report of the National Commission on Violence Against Women, the prevalence of sexual violence cases was 2,274 cases or around (26%), the violence occurred in the domestic sphere, namely households or personal relationships, as many as 2183 cases or around (56%) occurred in the community sphere. The National Commission on Violence Against Women also noted that in the last 13 years, sexual violence cases accounted for 400,939 of all reported cases of sexual violence against women.

According to the Annual Record of the National Commission on Violence Against Women, throughout 2020 there were 299,911 reported cases. The data was collected from 3 institutions, namely the Religious Courts with 291,677 cases, partner services of the National Commission on Violence Against Women with 8,234 cases and the Service and Referral Unit (UPR) with 2,389 cases. Furthermore, in 2022 the number of complaints decreased slightly from the previous year, namely in 2021 with a total of 459,094 cases to 457,895 data collected from service institutions and Badilag, while complaints reported at Komnas Perempuan increased from 4322 to 4371 cases. Complaint data contained in Komnas Perempuan throughout 2022 shows that sexual violence is the dominant form of violence obtained by women around 38.21% or 2,288 cases, followed by psychological violence around 35.72% or 2,083 cases where violence in the personal sphere dominates every year. Then based on data from the Ministry of Women's Empowerment and Child Protection (Kemen-PPPA) in the period from January 1 to September 27, 2023 there were complaints of 19,593 cases of violence with 8,585 cases of sexual violence, of which 17,347 were



female and 3,987 were male. The dominant age range of victims showed an age group of 13-17 years.

Data shows that 10-60% of ever-married women experience violence, with most cases involving husband-on-wife violence. Severe trauma can also lead to extreme thoughts such as a strong urge to end their life or commit suicide. Sexual violence has a large and serious impact on its victims, one of which is seen in psychological aspects such as feelings of guilt, self-blame for the events that occurred, and loss of self-confidence which can then lead to posttraumatic stress disorder (PTSD), depression, decreased self-esteem, obsessive-compulsive symptoms and so on (Stekee & Foa, 1987; Yeater & O'Donohue, 1999 in Mason, 2013; National Sexual Violence Resource Center, 2015). As well as on the long-term psychological impacts such as prolonged trauma and loss of self-confidence. Therefore, a psychological review of sexual violence is important to understand its impact and develop appropriate solutions.

MATERIALS AND METHODS

Explain in detail about the research design, settings, time frame, variables, population, samples, sampling, instruments, data analysis, and information of ethical clearance fit test.

The term "social media" consists of two words, "media" which refers to communication tools, and "social" which reflects the contribution of individuals in society. Therefore, media and its software are recognized as products of social processes. Social media is a platform to interact, communicate, and share with the help of the internet. Social media is a group of internet-based applications built on Web 2.0 ideologies and technologies, which enable the creation and exchange of user-generated content. Social media not only serves as a means of communication and interaction, but also as a tool of self-expression and self-branding. Social media is also one of the platforms capable of facilitating various forms of communication and dissemination of diverse information for all levels of society, which allows each individual to communicate and share information with various groups of people.

TikTok app is a Chinese music video platform, launched in September 2016 as a social network. The app allows users to create their own short music videos. In the first quarter of 2018, TikTok achieved the status of the most used app, with 45.8 million users. Tik Tok also surpassed popular platforms such as YouTube, WhatsApp, Facebook Messenger, and Instagram in terms of popularity. In Indonesia, there are around 10 million active TikTok users, predominantly coming from millennials and generation Z children who are still in school. TikTok application is a social media platform that mostly contains audio-visual content that functions as a social networking platform where users can view and listen to content. The TikTok app is a video-based social media platform that provides unique special effects for users, helping to make short videos easy so they can be shared with friends or other users. With so many cool effects, TikTok makes it easy for users to create videos according to their needs and desires. The presence of Tik Tok as the latest



social media application not only allows the creation of interesting videos, but also interaction through comments and private chats. The advantages of Tik Tok's ease of use make many people interested in exploring and creating unique content.

The incidence of sexual assault is increasing every day. This includes individuals who may be from the neighborhood, such as biological, step, siblings, and close relatives. One of the most common situations is the victim's unawareness or threats not to disclose the behavior they have experienced. To prevent sexual violence, it is important to understand its definition. According to the World Health Organization (WHO), sexual violence is all acts committed with the aim of obtaining sexual or other acts directed at a person's sexuality by force regardless of the status of his or her relationship with the victim (WHO, 2017). Sexual Violence is an act that degrades, humiliates, harasses, or attacks a person's body and reproductive function. It occurs due to an imbalance in power and/or gender relations, can result in both psychological and physical suffering, including interference with reproductive health and safe and optimal educational opportunities.

Sexual violence can be more psychologically traumatizing than physically traumatizing, often leading to mental disorders such as post-traumatic stress. Symptoms of post-traumatic stress include the experience of intense stress (as in the case of violent rape) that causes severe distress in most victims. Prominent recurrence of memories of the event, associated recurrent dreams, and the sudden onset of behaviors or feelings that make the victim feel like the traumatic experience is repeating itself, linked to ideas or environmental stimuli. Sexual violence or sexual abuse can happen to a wide range of individuals, including children, and the boundaries of violence or abuse are influenced by cultural values as well as personal views on sexuality. Sexual abuse is not only limited to physical touching, but also includes obscene verbal behavior, whistling, or winking that falls under the category of sexual abuse.

Many underlying factors make it difficult for victims to identify and accept the sexual abuse they have experienced, namely: confusion (not knowing how to describe to herself what happened), shame, victim blaming by others, and positioning the victim to be the "guilty one" as attributions of dress, lifestyle and personal life come to the fore, instead of investigating the incident of abuse; guilt at what happened, self-blame, shaming (not being able to accept the idea that one is a victim, or feeling that one could have stopped the abuse), denial (not wanting to believe that it really happened), minimizing or defence mechanisms (telling oneself that "it's not a big deal," "I'm just too sensitive," or "I'm shy")

The impact of sexual abuse can vary depending on the severity and duration of the sexual abuse. The psychological impact is similar to that of rape victims. The perpetrator's revenge, retaliation, or victim blaming are things that worsen the victim's psychological condition. Generally, they will be positioned similar to rape victims. The system that is supposed to help and protect; it is likely



to put them in a position that is more vulnerable to experiencing sexual abuse again. The experience of victimization can happen to those who report sexual harassment against them.

The social impacts experienced by victims are decreased school/work performance; more frequent absences; not taking courses taught by certain lecturers, decreased grades, getting revenge from the perpetrator or the perpetrator's friends, loss of personal life due to being the "guilty one", becoming the object of conversation, character/reputation destruction, loss of trust in people with similar types/positions of perpetrators, loss of trust in similar environments, experiencing extraordinary stress in relationships with partners, being ostracized, changing universities/faculties, losing jobs and opportunities to get references, losing careers. In addition, there are also psychological/physiological impacts, namely: depression, panic attacks, anxiety, sleep disturbances, self-blame, concentration difficulties, headaches, loss of motivation, lost track of time, feeling betrayed, anger and violence towards the perpetrator, and suicidal thoughts.

This study uses a quantitative approach by using social network analysis techniques that serve to evaluate the effectiveness of posters on knowledge about sexual violence. Quantitative research is a research method based on the philosophy of positivism and is used to research on certain populations or samples. This quantitative method is referred to as a scientific method because it has fulfilled scientific principles such as concrete or empirical, objective, measurable, systematic, and rational (Sugiyono, 2013). Researchers chose this approach because this quantitative approach is in accordance with the research objectives, namely analyzing and describing promotional communication and studying engagement mapping on social media. SNA technology can detect the position of users relative to other actors on a constant scale and perspective and then be analyzed, allowing us to read the dynamics of interactions between social network users (Yusainy et al, 2017).

This research uses poster media published on the social media account @offering.c.ikm as an influence on the TikTok platform. Conducted by collecting analysis data from content that has been published on the TikTok platform which then the data is collected from November 28, 2023 - December 10, 2023 with the help of Social Media Analysis technology. Poster is a simplified image illustration, then considered appropriate because it can convey information clearly, is easy to remember, and has a strong visual appeal to attract audience interest. Meanwhile, for the selection of publication media itself, TikTok is a platform that is very popular today, especially among the younger generation. The app allows users to create their own short music videos and is also equipped with a strong algorithm to reach a wider audience. Due to TikTok's ease of use, many people are interested in exploring and creating unique content. On the platform is another app called TikTok Analytics, an SNA app that counts the number of likes, shares or comments on a particular topic on social media. This helps researchers to find out how much attention and interest people have in the topic of social media content being studied.



RESULTS

Various digital media are utilized to provide education and information related to prevention, health promotion, and counseling so that they play a role in community services. The existence of these media plays a major role in the community to more easily receive information quickly and accurately (Permatasari, et. al., 2023). Information media in the form of sexual violence posters in terms of psychological aspects are disseminated using the internet through the TikTok application. The post is then reviewed for a week to determine the number of distribution or audience insights obtained. On the adsense information page of the post, it can be seen about the performance of the post including video views, interactions such as the number of likes, comments, posts, and saves. In addition, there is a background of the audience of health promotion content, including gender, age range, and location origin.

The media post is a poster with the image slide method. There are a total of 6 poster slides containing the definition of sexual violence, causal factors, forms of violence, motives for committing sexual violence, prevention, and prevention of sexual violence based on a review of psychological aspects. The following is the insight information of the posts reviewed for a week starting from the upload date at 4:34 PM on November 28, 2023 until December 10.

Insight Analysis

1. Video analysis

Aspects of Assesment	Video Analysis	
	Total	
Views	335	
Like	28	
Comment	0	
Share	0	
Save	3	



2. Playtime analysis by date

Aspects of Assessment	Playtime analysis by date	
	View	Total
Date	28/11	0
	29/11	266
	30/11	22
	01/12	42
	02/12	2
	03/12	0
	04/12	3
		335

3. Duration of playback analysis

Aspects of Assessment	Duration of playback time analysis	
		Total
Total playback time	23 minutes 14 seconds	
Average watch time	3.3 seconds	
Full playback time	5.74%	

According to the table above, it can be seen that the slide-poster media posts of sexual violence in terms of psychological aspects have 335 impressions, 28 likes, and 3 saves, and no comments and shares were found. The total playback of posts amounted to 23 minutes 14 seconds with an average viewing time of 3.3 seconds and a full video viewing rate of 5.74%. In that week, the highest playback was found on November 29, 2023 with a total of 266 plays, while the day with the lowest playback was on December 3, 2023 with 0 views. TikTok targets or users can find out about this post through various ways, such as on For Your Page (FYP), page profile, explore, and others.

Audience Analysis

4. Audience analysis by age





Aspects of Assessment	Audience analysis by age	
	Intervals	Total
Age	18—24	86.0%
	25—34	8.0%
	35—44	3.0%
	45—54	1.0%
	55+	2.0%

5. Audience analysis by gender

Aspects of Assessment	Audience analysis by gender	
		Total
Sex	Male	12%
	Female	80%
	Others	8%

6. Audience analysis by country

Aspects of Assessment	Audience analysis by country	
		Total
Country	Indonesia	96.2%
	United States of America	<1%



7. Audience analysis by city

Aspects of Assessment	Audience analysis by city	
		Total
City	Malang	35%
	Surabaya	27%
	Jakarta	16.1%
	Uludanau	5.1%
	Kediri	4.8%

The audience analysis recorded is related to age interval, gender, and region which includes country and city. It was found that the highest age interval in the post audience was 18-24 years old, which amounted to 86%. Followed by 25-34 years old at 8% and 35-44% interval at 3%. Meanwhile, women became the largest audience group with a total of 80%. Meanwhile, in the regional aspect, it is found that Indonesia is the country where the majority of the audience comes from with a total of 96.2% and the highest engagement, namely Malang and Surabaya cities with a percentage of 35% and 27%.

DISCUSSION

The results show that there is a considerable reach to the audience of an educational media on sexual violence from a psychological point of view with TikTok as the medium. With social media, communication can take place in two directions (Narida, et al., 2022). Without the limitation of time and space, audiences all over the region moreover around the globe can express their thoughts or questions through comments, likes, or save to store information. Social media through TikTok has great potential for health interventions by touching targets at every level, moreover related to the prevention of sexual violence (Neolita & Jalinus, 2018)

Choosing the right content and strategies that can be adopted from the surrounding environment so that the information is based on accurate and up-to-date data. This can increase audience participation to provide feedback which is then monitored and evaluated to ensure that the media used is successful and sustainable (Neolita & Jalinus, 2018). As educators and promoters of psychological health especially regarding sexual prevention education, we can utilize social media, especially TikTok in various ways. The right steps, such as audience identification including gender, age range, audience trends based on region and other aspects.



CONCLUSIONS

The World Health Organization notes that sexual violence is a global problem or an important issue that is a serious problem in various countries. This is in line with the increasing phenomenon of sexual harassment. In general, sexual violence is defined as any degrading, offensive, or harmful act relating to a person's body, sexual desire, or reproductive function, committed by force or against that person's will, as well as referring to other acts. Sexual violence and abuse against women includes physical, sexual, economic, political and psychological violence perpetrated by individuals, communities and states. Sexual violence can occur wherever interactions between women and men are possible.

According to Komnas Perempuan's annual records, there were 299.911 incidents reported in 2020. Data was collected from three institutions. 291.677 cases at the Religious Courts, 8.234 cases in Komnas Perempuan's partner services, and 2.389 cases at the Referral Service Unit (UPR). In addition, the number of complaints in 2022 decreased slightly compared to the previous year, where the number of complaints collected from service institutions and badirag increased from 459.094 to 457.895 in 2021 and reported to Komnas Perempuan. The number of complaints increased from 4.322 to 4.371. Based on complaint data published in Komnas Perempuan in 2022, the main form of violence committed by women was sexual violence with a total of around 38.21% or 2.288 cases, followed by psychological violence at 35.72% or 2.083 cases, which shows that violence in the personal sphere is the most common. Based on data from the Ministry of Women's Empowerment and Child Protection (Kemen-PPPA), from January 1 to September 27, 2023, there were 19.593 complaints of violence and 8.585 complaints of sexual violence, of which 17.347 cases of which were women. 3.987 were male. The main age range of victims was 13 to 17 years. Data shows that between 10 and 60 percent of married women experience violence, most of which is marital violence. Severe trauma can also lead to extreme thoughts, such as a strong desire to die.

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