



Description of Tik Tok Users Interest in The Issue Of Sexual Violence in The Economic Aspect

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ABSTRACT

Sexual violence recorded according to data obtained from the Ministry of Women's Empowerment and Child Protection in 2023 in Indonesia reached 25,394 cases. From this figure it was found that as many as 22,331 victims recorded were women and as many as 5,279 victims were men. One of the factors that influence the occurrence of sexual harassment cases is economic factors, in this case, for example poverty. Economic conditions can also be one of the reasons someone commits a crime of decency or rape. Difficult economic conditions will lead people to low education and at a later stage have an impact on whether or not a good job is obtained. In general, people who have a low level of education tend to get inappropriate jobs. With the existence of digital media, especially social media, applications, and websites have become an important and strategic part of the process and results of social, economic, political, and cultural interactions. Digital media changes the way people communicate and socialize in cyberspace. However, digital media can also be used in the learning process, one of which is the TikTok application. The many features contained in the TikTok application are criteria that can be implemented as a means of delivering educational information, one of which is the content of sexual violence.

KEYWORDS

Sexual Abuse, Economic, TikTok

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INTRODUCTION

The COVID-19 pandemic is one of the factors causing sexual violence. In facing the COVID-19 pandemic, the Indonesian government has made maximum efforts to protect people's lives and welfare. Various economic assistance programs have been launched as a measure to save and sustain the lives of the wider community. However, public safety will not be complete if it only provides guarantees for economic aspects. Apart from economic efforts, guaranteeing a sense of security for every Indonesian citizen, especially vulnerable groups such as women and children, is also essential. can be seen from data on sexual violence cases. Shows that during the last nine years, from 2011 to 2019, there were 46,698 cases of sexual violence, quoted from data from the National Commission (Komnas) on women with details of 23,021 cases of sexual violence that occurred in the public sphere. There were 2,861 cases of sexual harassment and 91 cases of crimes via the internet (Sulistiyono, 2020). Cases of sexual violence increased during the COVID-19 pandemic, based on data from the Online Information System for the Protection of Women and Children (Simfoni PPA) in the period January – July 2020, there were 1,848 cases of sexual violence against children (Ministry of PPA, 2020). In 2022, reported cases of sexual violence will decrease from the previous year, namely to 457,895 from 459,094. while complaints to the National Women's Commission increased to 4,371 from 4,322 cases. On average, the National Commission for Women receives 17 complaints per day (Komnas Perempuan, 2023). In 2023 According to data from the Ministry of Women's Empowerment and Child Protection (Kemen-PPPA), in the period 1 January-5 December 2023 there were 25,343 cases of sexual violence recorded throughout Indonesia. This figure is the number of real time cases in the data update period at 21.00 WIB. Data is collected through the Online Information System for the Protection of Women and Children (Simfoni PPA). In this situation, economic factors, such as layoffs, unemployment, decreasing personal and family income can be the cause of increasing cases of sexual violence.

In handling the problem of sexual violence in Indonesia from an economic aspect. Synergy and coordination from various parties, including the government, community institutions, and the media are very necessary in order to be able to contribute information, education, and advocacy that are real and provide solutions. In this article, the role of the media is the main focus in shaping public opinions and views. The transformation of media from print to online has influenced the understanding that media reporting is selective and subjective. With the media as a shaper of public opinion, it is important to understand how the media constructs the reality of sexual violence and how this construction can influence public perceptions and responses to the issue. In Indonesia, people tend to be social, like to share, exist, and don't pay much attention to privacy issues. social media becomes representation of communication that is very appropriate to the character of the community. Users have complete freedom to post and share content as they wish.



The media also has an important role in demonstrating sexual violence. Therefore, we made a video about sexual violence which was uploaded on the social media platform, namely TikTok, with the important aim of conveying an educational message and increasing public awareness of the dangers of sexual violence. This video not only functions as a visual demonstration tool for the negative impacts of sexual violence, but also serves as a data source for observing and analyzing community insight regarding this issue. By understanding how this video is received and understood by the audience. The importance of understanding the relationship between economic aspects and sexual violence. in this case it is the key to formulating a holistic solution. This article will discuss the prevalence of sexual violence, provide the latest data facts related to understanding the issue of sexual violence and highlight the problem of sexual violence in Indonesia by considering the economic impact.

MATERIALS AND METHODS

The method we use to convey education and information regarding the issue of sexual violence in the economic aspect is social media, especially Tik Tok. To find out the level of interest of Tik Tok users regarding this issue, look at the Video Insights , which contains the accumulated number of audiences who saw the video, how many likes the video had, the number of comments, the percentage of gender who saw the video, and even the age range of Tik Tok users. see the video. Then , we used the video insights to analyze and determine the level of interest of Tik Tok users towards the issue of sexual violence.

RESULTS AND DISCUSSION

An informational and educational video regarding "Sexual Violence in the Economic Aspect" was uploaded on the Tik Tok platform on November 28 2023, within one week the 02 minute 45 second video showed an increase in performance and viewership with the following results:

PERFORMA VIDEO

Total Viewers	6.223 Views
Total Likes	73 Likes
Comment	4 Comments
Share	19 Shares
Save	3 Save

PEMIRSA PENONTON VIDEO

Tabel 1. Gender

Gender	Present
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Man	8%
Women	61%
Other	31%

Tabel 2. Age

Age	Present
18-24 years old	89%
25-34 years old	9%
35-44 years old	1%
45-54 years old	1%

Tabel 3. Country

Country	Present
Indonesia	98.2%
China	<1%
United States of America	,1%

Tabel 4. City

City	Present
Surabaya	40%
Malang	34.8%%
Jakarta	9.4%
Kediri	3.2%
Uludanau	2.9%



Based on the results of the TikTok insight data above, it was found that there is sufficient interest significantly by TikTok users regarding videos of sexual violence in the economic sector. Matter This is proven by increased performance and viewers who are interested in viewing videos sexual violence in the economic sector that we have uploaded. From the results of uploading videos Sexual violence in the economic sector received 6,233 views with 73 likes, 4 comments, 19 shares, and 3 saves in the last 5 days since viewing. This shows quite good acceptance and interest by TikTok users towards educational and informational videos, in this case educational videos and information about sexual violence in the economy from our group.

From TikTok insight data, it shows that the average number of viewers interested in videos of sexual violence in the economic sector are women, namely 61% and the rest are men and others at 8% and 31%. Most of our video viewers are TikTok users in the age range of 18 - 24 years with a percentage of 89%, which indicates that the viewers who are interested in our videos are those in the late teens and early adults, where this target is in line with our target audience. want. The average audience who saw our video came from Indonesia, namely 98.2%, with the largest audience contributing from the city of Surabaya, namely 40%, followed by the city of Malang at 34.8%.

From the insight data analysis above, it shows that the TikTok application is a good platform for becoming a medium for education and information, this is because TikTok is an application that is widely known in the public. Apart from that, TikTok has an attractive appearance because it is in the form of simple and straightforward videos followed by an easy and reliable user account creation process. With interesting and simple content, people are more enthusiastic about watching educational videos, making TikTok a good platform for spreading education. TikTok is preferred by the public because the content uploaded in the form of videos relies on attractive and not boring visuals. Apart from that, the TikTok application is also easy to use for various age groups, just by searching for a topic in the "Search" section, users can immediately search for the desired topic in the form of creative videos.

The benefits of TikTok, apart from being a popular platform for educational content, also have a number of other benefits for users. First, TikTok can be a unique means of creativity and self-expression. Users can produce diverse content, such as dances, funny dubs and creative challenges, allowing them to explore their talents in a fun and interactive way. Second, this platform provides space to build a solid community. Users can connect with people with similar interests, follow certain trends, and even co-create collaborative content. This not only increases social engagement, but also provides an opportunity for a fruitful exchange of ideas and experiences.



Although its content is often considered light entertainment, TikTok also has a positive impact on mental health. Engaging in positive content creation can improve your mood and provide a creative outlet, which can help reduce daily stress. Additionally, positive interactions with other users can create a supportive and motivating online environment. Therefore, TikTok is not only an entertainment tool, but also a forum for increasing creativity, building community, and providing positive benefits for mental health.

CONCLUSION

Sexual violence is a gender-based crime, with women more likely to be victims. Meanwhile, sexual violence against children is an intentional act and can cause harm to the victims, namely children. Sexual violence recorded according to data from the Ministry of Women's Empowerment and Child Protection in 2023 in Indonesia reached 25,394 cases with 22,331 of the recorded victims being women. One of the factors that influence the occurrence of sexual harassment cases is economic factors, for example poverty. Economic conditions can also be the reason someone commits crimes of morality or rape. Sexual violence also has various forms, such as physical, non-physical and exploitation. Our analysis shows that the TikTok application is a good platform for education and information. With interesting and simple content, people are more enthusiastic about watching educational videos, making TikTok a good platform for spreading education. TikTok is preferred by the public because the content uploaded in the form of videos relies on attractive and not boring visuals. So TikTok is the right social media application that can be used as an educational medium regarding sexual harassment.

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