

SOCIAL MARKETING ASPECT IN ANTI-VIOLENCE AGAINST WOMEN CAMPAIGN IN INDONESIA

Yuanita Safitri

Bina Nusantara University, Indonesia
Yuanita.safitri@binus.edu

Mia Angeline

Bina Nusantara University, Indonesia
Yuanita.safitri@binus.edu

Abstract

This article aims to answer how anti-violence against women campaigns and social marketing aspects are carried out by the four selected institutions or communities in 2016-2018 period. The four institutions chosen were UN Women, the Alliance of New Men, Indonesian OBR, and The National Commission on Violence Against Women. The four institutions were chosen because they were considered as the most active institutions or communities in voicing the issue through online media. This research used descriptive qualitative approaches and case study methods. The result shows that the anti-violence against women campaign from four institutions is included in the social marketing concept and uses the marketing mix. Products sold are not like the commercial marketing, but the 16 Days Anti Violence Against Women event, and information to the target audiences. The price concept used is non-monetary incentives, and the distribution channels used are quite diverse, both online and offline.

Keywords: Campaign, Communication, Violence and Women

Abstrak

Artikel ini bertujuan untuk menjawab bagaimana kampanye anti kekerasan terhadap perempuan dan aspek social marketing yang dilakukan oleh ke-empat lembaga atau komunitas terpilih dalam kurun waktu 2016-2018. Empat lembaga yang dipilih adalah UN Women, Aliansi Laki-Laki Baru, OBR Indonesia, dan Komnas Perempuan. Keempat lembaga ini dipilih karena dinilai yang paling aktif menyuarakan isu tersebut melalui media online. Penelitian dengan pendekatan kualitatif deskriptif dan metode studi kasus. Hasil menunjukkan bahwa kampanye anti kekerasan terhadap perempuan dari empat lembaga termasuk dalam konsep sosial marketing dan menggunakan bauran pemasaran. Produk yang dijual tidak seperti pada pemasaran komersil, melainkan event 16 Hari Anti Kekerasan Terhadap Perempuan, dan informasi kepada target audiens. Konsep price yang digunakan adalah non-monetary incentive, dan saluran distribusi yang digunakan cukup beragam, baik online dan offline.

Kata Kunci: Kampanye, Komunikasi, Kekerasan dan Perempuan

INTRODUCTION

In 2016, a 14-year-old teenage girl was found dead in Bengkulu. The teenager initialled YY was later known to be brutally murdered after being raped by 14 men while walking home from school. Her body was dumped on a local plantation and was found two days later. The police arrested 12 of the 14 suspects; half of the perpetrators were underage. Two of them even went to the same school as YY.

The YY case was initially reported by the local media and hardly heard, until Kartika Jahja, one of the feminist activists from the Kolektif Betina (Collective Betina) community initiated a campaign on social media. This campaign used the #NyalauntukYY (#LightsforYY) hashtag and got positive support from the internet users throughout Indonesia. After the success of the social media campaign, the YY news was reported by the mass media in Indonesia.

Violence case againts women has become an iceberg phenomenon in Indonesia. It was recorded that there were 348.446 cases of violence against women reported during 2017, a dramatic increase from 259,150 cases in 2016 (Annual Note of The National Commission on Violence Againts Women, 2018). Beside the hundred thousands of cases reported, it is believed that there are still many unreported cases. Many victims did not report their cases due to the stigma that sexual violence occurred because of the victim's fault.

Violence against women is not limited to the sexual sphere. Violence against women is any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life. (Declaration on the Elimination of Violence Against Women, 1993).

The YY case and the size of the data on cases of violence against women triggered several other campaigns during 2016 besides

#NyalautukYY which were initiated by various institutions and communities in Indonesia, including the National Women's Commission. These campaigns used different hashtags, such as #MulaiBicara (#StartTalking) and #SaveOurSister. In 2017, some agencies and communities agreed to unite their campaigns into #GerakBersama (#MoveTogether). The #GerakBersama initiators were The National Commission on Violence Against Women, PKBI, Rainbow Stream, Indonesian Lantern, Faye House, and LBH Apik Jakarta, United Nation Women and Indonesian OBR.

The campaign, institution and community were arised because the community were sick of violence against women that continuously occured. Both men and women were participated in raising the issue. One of the most profound communities is the Alliance of New Men. This community emerged because patriarchal culture in Indonesia turned out to be a boomerang against men (lakilakibaru.or.id. 2018)

In addition to the patriarchal culture, there are reasons why cases of violence against women still occur in Indonesia, such as low public awareness, whistling to women, commenting on women's bodies, and disrespectful stares on women's bodies are considered normal (Wibowo, 2016). These reasons also tend to perpetuate the "rape culture", which is a culture that considers male violence against women is normal.

The campaigns voicing the issue of violence against women had the same goal, namely changes in mindset and community behavior. Through this campaign, the decline of violence against women case is seen as an increase of the community's life quality. Social campaigns that focus on this behavior are in line with the concept of social marketing. This statement is also supported by the usage of marketing elements in the anti-violence campaign held by institutions/ community in Indonesia.

PROBLEM STATEMENT

The focus of the problems in this study are (1) What are the anti-violence against women campaign held by the four institutions/communities in 2016-2018? (2) What are the social marketing aspects of the anti-violence against women campaign carried out by those communities in 2016-2018?

LITERATURE REVIEW

Communication Campaign

Antar Venus (2009) states that each communication campaign activity contains at least four things, namely: (1) The campaign actions to create certain effects or impacts, (2) The large number of target audiences, (3) The focus on a certain period of time (4) The series of organized communication actions

The campaign also has another characteristic, that is a clear source, that are the initiator, the designer, the conveyor as well as the person in charge of a campaign product (campaign makers), so that each individual who receives a campaign message can identify and even evaluate the credibility of the message source any time. In addition, the campaign messages are also open for discussion, even the main ideas underlying the campaign are also open to criticism. This transparency is possible because campaign ideas and objectives are basically for the goodness of public. The actions in campaign activities are based on the principle of persuasion that is inviting and encouraging the public to accept or to do something that is recommended on voluntary basis. Thus, the campaign is basically an example of real persuasion in action. As Perloff said, "Campaigns generally exemplify persuasion in action" (Venus, 2009, p. 7).

Social Marketing

Social marketing is basically using concepts and techniques from marketing to design, communicate, and convey values so that the target audiences change their behavior in order to improve the welfare of individuals and society (Kotler & Lee, 2009)

The purpose of Social Marketing is to develop a constructive approach that supports the target audience's desired behavior. Kotler & Lee provide some of the main principles of Social Marketing (Kotler & Lee, 2009), they are: (1) Focusing on behavior, similar to the concept of commercial marketing, social marketing also aims to influence behavior change of the target audience to adopt one of four desired behaviors, namely: (a) Accepting new behavior (such as using a mosquito net before sleeping), (b) Refusing negative behavior (such as refusing to start smoking), (c) Modifying the existing behavior (such as reducing cigarette consumption), (d) Leaving unwanted old behaviors (such as no longer consuming alcoholic beverages), (e) Recognizing that behavior change is basically a voluntary action.

The main challenge of social marketing is the voluntary behavior changes. Because of this reason, the social marketers cannot promise direct benefits as 'wages' for desired behavior changes. (2) Using the principles and techniques of marketing, the fundamental principle of marketing is to think from the consumer's side; where marketers must understand their market segments. They also have to understand the desires, needs, problems, and concerns of each of these segments. After that, the marketers will choose the targeted market, and their products will be placed in such a way to appeal the chosen target market. (3) Recognizing that the main advantages are for the individuals, groups, or communities - not organizations.

Unlike the commercial marketing, which aims to gain profit for the organization, social marketing's purpose is to change behavior, and

if it is achieved, then the people or individuals themselves will get the benefit.

Since Social Marketing uses marketing techniques, social marketing is also dependent on the four components of the marketing mix. However, adjustments are still needed from the marketing mix for commercial. (1) Products: The conventional marketing products are goods or services offered to consumers, while in social marketing products offered are ideas or behavioral changes (Lefebvre & Flora, 1988).

Kotler & Lee (2009) state that products in social marketing can be (a) Physical goods: new seeds, mosquito nets, condoms, water purifiers, etc. (b) Services: counseling services, consultation hotlines, training sessions. (c) Experiences: visiting malaria patients in hospitals, or victims of sexual abuse. (d) Events: Human Rights Day, 16HAKTP (16 Days Anti Violence Against Women event), etc. (e) Individuals: SAR (Search and Rescue) workers, village chiefs, change makers, etc. (f) Places: locations to get clean water, free expression areas, etc. (g) Property: a booth for distributing brochures, or trash bins. (h) Organizations: consultation clinics, communities, safe houses. (i) Information: how avian influenza can attack birds. (j) Ideas: washing your hands before eating while singing "Happy Birthday" song (2) Price: the definition of price in social marketing concept is the amount of costs or sacrifices that must be borne by the individuals in order to adopt or change their behavior (Kotler & Lee, 2009).

Identifying the four pricing tactics to reduce costs in social marketing, namely: (a) Monetary incentives, means giving rewards to audiences who change their behavior, usually in the form of cash or discount (b) Monetary disincentives, means the cost that is imposed to the audience can be in the form of fines, taxes, or fund reduction so that the audience reduces the considered negative behavior. (C) Nonmonetary incentives, means encouraging behavior change by giving appreciation,

or certain experiences (for example, the opportunity to meet idols). (D) Nonmonetary disincentives, used to reduce certain behaviors by doing public humiliation, doing compulsory social work, or giving a negative stigma. (3) Place: refers to the channel used to offer the product to the target audience (Lefebvre & Flora, 1988).

In social marketing, it should be put in concern about the comfort aspects for the target audience to access the product or behavior offered. (4) Promotion: that is using persuasive communication that is designed and delivered to inspire the target audience doing certain activities. In the context of social marketing, promotion must be in accordance with the intended behavior, price, distribution channel, and characteristics of the target audience. This process starts from determining the key messages, selecting the creative elements, and ends with selecting media channels.

Social Marketing and Behavior Change

Rothschild (in Grier & Bryant, 2005) gives a framework to compare social marketing with the other approaches to change human behavior, namely education and law. Education can change behavior voluntarily, a consistent goals of the community and the target audience, and the benefits of behavior change are considered attractive, instant, and needed resources are accessible. On the other hand, law also can change one's behavior for the goodness of the public, but by using coercion or punishment.

While marketing influences the changes of behavior by providing alternative choices. Through social marketing, the social environment can be changed so that the desired behavior looks more profitable than the opposite behavior. Social marketing is effectively used if the purpose or the goodness of the public is against the wishes of individuals. In line with education, social marketing also offers freedom to choose for the target audience. But social marketing will wrap the ideas or behaviors to be more attractive and profitable.

As a way to change behavior for the benefit of society, social marketing has been widely applied in various social issues. One of the examples is the Road Crew Project campaign which aims to reduce the rate of car accidents due to the drunk drivers (Grier & Bryant, 2005). Another example of social marketing applications is from Canada, that is using water more efficiently when watering the park (Mckenzie-Mohr, 2000). Mckenzie-Mohr (2000) also mentions psychological aspect while doing social marketing. According to Mohr, it is better to put more attention in psychological aspect of the target audiences in arranging the social marketing program.

RESEARCH METHODOLOGY

This study used a case study method by collecting data through in-depth interviews with several representatives from the four institutions or selected communities. Virtual observations of the campaigns are carried out from 2016 to 2018 held by four institutions or communities, namely UN Women, the Alliance of New Men, Indonesian OBR, and The National Commission on Violence Against Women. Whereas interviews were conducted with the representatives from the Alliance of New Men, Indonesian OBR and Commissioners from The National Commission on Violence Against Women. The data were analyzed using data reduction stages before being interpreted.

DISCUSSION

The issue of violence against women is not new problem in Indonesia. The United Nations Declaration on the Elimination of Violence Against Women (1993) defines violence against women as follows:

“...any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public

or in private life. There are many forms of violence against women, including sexual, physical, or emotional abuse by an intimate partner; physical or sexual abuse by family members or others; sexual harassment and abuse by authority figures (such as teachers, police officers or employers); trafficking for forced labour or sex; and such traditional practices as forced or child marriages, dowry-related violence and honour killings, when women are murdered in the name of family honour. Systematic sexual abuse in conflict situations is another form of violence against women” (WHO, 2009. Promoting Gender Equality to Prevent Violence against Women).

As discussed in chapter 1, the number of violence against women increases every year from 2015 to 2017, the latest are 348.446 cases of violence against women were reported and handled during 2017. The unreported cases are not included in this magnitude cases because of various of reasons. This condition makes many institutions/ communities put their concerns and actively voicing the anti-violence campaigns against women.

This study examined the social marketing aspects of the anti-violence against women campaign carried out by the four institutions / communities, namely the Indonesian UN Women, the Alliance of New Men, the Indonesian OBR, and The National Commission on Violence Against Women.

Indonesian UN Women

UN Women is one of the institutions under the United Nations (UN) institution which focuses on gender equality and women empowerment. UN Women encourages the government to arrange policies, programs and services that favor women. There are four strategic priorities for UN Women: (1) Women lead, participate in and benefit equally from governance systems. (2) Women have income security, decent work and economic autonomy. (3) All women and girls live a life free from all forms of violence. (4) Women and girls contribute to and have greater influence in building sustainable peace and resilience, and benefit equally from the

prevention of natural disasters and conflicts and humanitarian action.

According to the focus; women empowerment and elimination of violence against women, UN Women, which has been operating since January 2011, is also actively conducting social campaigns related to this issue. Even though the campaign done by UN Women is global, Indonesia is also one of the countries that has an active role in eliminating violence against women. The UN Women campaign is conducted both online and offline. From the results of virtual observations, the following are the UN Women campaigns in 2016-2018.

2016

UN Women has an annual campaign called “Orange the World”. This campaign symbolizes that every women has the right to have a bright and optimistic future and to be free from any forms of violence. In 2016, the theme was Raise the Money to End Violence against Women and Girls (www.unwomen.org, 2018). The form of the Orange the World campaign is quite unique, one of which is UN Women in collaboration with the local government to turn the city icon to be orange in color. This activity is usually held to commemorate the 16 Days of Anti-Violence Against Women (16HAKTP) from November 25 to December 10 each year. In 2016, the city icons which were altered to be orange in Indonesia were Monas (DKI Jakarta), Gedung Sate (Bandung), Borobudur Temple (Magelang), and Garuda Wisnu Kencana (Bali).

Orange the World is part of the UniTE to End Violence against Women Campaign. The campaign was initiated by the UN Secretary-General in 2009. In 2016, the UN initiated the Sustainable Development Goals, which has 17 global goals, one of them is gender equality and women empowerment. This year also, through the UNiTE campaign, the UN ratified that the date of 25th every months is celebrated as “orange day.” So it is not only focused on November 25th as the International Day for the Elimination of Violence against Women, but also every months so

that the objectives of this campaign could be more easily accepted by the community.

In 2016, the Indonesian UN Women also actively voiced campaigns on gender equality in collaboration with radios such as Woman Radio 93.4 FM and RRI Pro 3 88.8 FM. The talkshow on radio was held on March 8th and 10th 2016, to coincide with the International Women's Day on March 8th (Scaling Up Nutrition, 2016).

UN Women also distributed a campaign module on the Elimination of Violence against Women through the website and made 16 guidelines that could be implemented to stop violence against women.

In 2016, along with the other organizations and communities, UN Women participated in the #GerakBersama campaign which is a collective initiation for the elimination of violence against women. One of the activities for this campaign was the "Telling Untold Stories" event held at The Warehouse, Plaza Indonesia, Jakarta.

2017

The campaign to eliminate violence against women held by the UN Women in 2017 is actually not much different from the event in 2016. In 2017, UN Women still consistently voiced Orange the World. The theme chosen in 2017 is Orange the World; Leave No One Behind-End Violence Against Women. This theme is a form of attitude to not leaving one party alone in 2030 (The year when the Sustainable Development Goals ended).

Unlike in 2016, when there is a theme action from Orange the World every month on the 25th, 2017 is only focused on one main theme, namely Orange the World; Leave No One Behind-End Violence Against Women. Based on virtual observation data, in 2017 there is only one landmark in Indonesia that is chosen to be turned into orange in colour, the Borobudur Temple in Magelang.

In 2017, UN Women in collaboration with Transjakarta, Kalyana Mitra and the Institute of Transportation and Development Policy (ITDP) initiated “Safe Bus Journey” to promote safe and free access to public transportation from any violence for women. UN Women also collaborated with the Institut Francais D’Indonesie (IFI Jakarta) to make a commitment wall that shows expectations for women. In addition to commemorating 16HAKTP, UN Women also hold various events such as, City discussions that are Safe and Inclusive for Women and held film screenings.

2018

The big theme carried out by UN Women for the Orange the World campaign in 2018 is Orange the World: #HearMeToo. This theme was raised as a form of concern for UN Women towards women who became survivors, but their voices unheard, both by the media and social media. Through this #HearMeToo campaign, UN Women also encouraged women to dare to speak out and share their experiences.

Together with #GerakBersama, UN Women also participated in the discussion on “Come Together to End Violence Against Women #GerakBersama Memanusiakan Perempuan (#MoveTogether Humanizing Women)” held in Atamerica, Jakarta on November 27, 2018. This activity is one of the series of events to commemorate 16HAKTP.

Apart from the offline events, campaigns held by UN Women are also actively carried out in the online domain, especially through their Twitter @ unwomenasia. Though the Twitter account is a combination of the UN Women of the Asia Pacific region, campaigns from Indonesia are widely voiced. One of which is a video campaign from Indonesian influencers proclaiming invitation to end violence against women. Through this Twitter account, UN Women actively uses the hashtags associated with its campaigns, such as #HearMeToo and #EndViolenceAgainstWomen

The Alliance of New Men

The Alliance of New Men is an organization that focuses on men involvement in ending various violence, to actualize gender equality and justice, and anti discrimination. Initially, this alliance was initiated by initiators from various organizations, such as Rifka Annisa, Yogyakarta; Pulih Foundation, Jakarta; Women Light Bengkulu; and Riau PKBI. At first, there were only 7 members who held seminars and learning forums, but now it has developed into 20 active members, with different backgrounds. Although it was named the Alliance of New Men, not all of its founders were men. One of them is Shera Rindra, a woman survivor who is active in anti-violence campaigns against women. At the beginning of her presence in 2009, Shera was still one of the spokesperson of the Alliance of New Men, but adjusting to its name, the “face” of the Alliance of New Men should be a male. By this approach, it is expected that what this organization aspires can be more easily achieved (Interview with Shera Rindra, October 19, 2018).

During 2016-2018, campaigns held by the Alliance of New Men were carried out online and offline. The main target is hetero men with the age range of 12-50 years. Through online media, the Alliance of New Men uses a variety of social media channels, such as Twitter (when this article was written, it already has 6123 followers), Facebook (7217 Likes), Instagram (2137 followers). They also have YouTube, Pinterest and G+ accounts, but their followers are not significant. In addition, the Alliance of New Men also has a website as their “home”, that is lakilakibaru.or.id. Their website has a critical focus on issues related to men involvement in the eliminating violence against women campaign. Like the article “Beware of the Dangers of Violence in Friendship, Dating, and Marriage”, “Helping Friends Who Suffer Violence in Dating”, “10 Things Men Can Do to Prevent Gender Based Violence” and many other articles.

Shera acknowledged that the online campaign, especially Twitter, attracted the attention of the public. In the early years of Twitter usage, around 2010, 70% of their followers were women and 30% were men. But now it's the opposite. The tactic used in this online campaign is using the greeting word "Bro", which shows closeness between male friends.

To facilitate this campaign, the Alliance of New Men collaborates with various parties, such as religious leaders, the Police and the Indonesian Army. One of the offline campaign form that they do is through learning forums and seminars. Through this activity, they realized that many men committed violence because it turned out that they did not know that what they did was a form of violence.

One of the tactics that they do in their campaigns, both online and offline, is to minimize the use of jargon that "activist style", because it is believed to be able to create distance from the community. In addition, they also use visual and language that is not patronizing, because it is feared that it will cause resistance from the community. Shera also added that people in big cities are more difficult to be approached than the rural people. For example, the Alliance of New Men once held training on the role of men in eliminating violence against women in the East Nusa Tenggara and West Nusa Tenggara areas, initially the community rejected the ideas offered, but after being invited into a discussion, the people actively spread the idea in their area .

Shera also acknowledged that offline campaigns were more effective than online campaigns, because community involvement was more real. In 2018, the Alliance of New Men actively campaigned #KitaMulaiSekarang (#WeStartNow) as an initiation for the division of working roles especially in the domestic sphere. This campaign is also a way to reduce violence against women.

One Billion Rising Indonesia (Indonesian OBR)

One Billion Rising is a collective movement throughout the world that voices anti violence against women. The initiator of this campaign is Eve Ensler, a female activist and scriptwriter of *The Vagina Monologues*. Since 2012, on February 14th this movement has been performing dancing together movement as a symbol of resistance to violence against women. Dancing is also a form of authority on women's body (www.onebillionrising.org).

In Indonesia, One Billion Rising has been running since 2013 initiated by Shera Rindra, Dhyta Caturani, Ical, Kiki and Syaldie Sahude. At the beginning of its formation, the media used to spread Indonesian OBR is Twitter. As a result, at the initial meeting, there were around 50 people were presented and 12 of them eventually became the core committees of the first OBR event in Indonesia. Currently, Indonesian OBR held the campaigns not only through online media, but also offline, such as public discussions and movie screening.

The campaign content voiced by OBR is regarding public education about what is sexual violence, how it happens, and who might be exposed to sexual violence. The way they do is very persuasive, by using pop culture, such as dance and social media content that is "up-to-date", public discussion named V-Talk, Reclaim the Night event (reclaiming public spaces that are safe for women), and holding a talk show on various radios in Indonesia.

Shera emphasized that there is no ownership of OBR, both the organization and the issues raised. For that reason, the first initiator of OBR in Indonesia gives full freedom to OBR volunteers to educate people about the elimination of violence against women.

The Indonesian OBR campaign is routinely arranged every year and is not only centered in Jakarta, but also several regions in Indonesia which are also actively conducting this campaign, such as Yogyakarta,

Bandung, Semarang, Solo, Makassar, Papua, Padang, Poso and Bali. Each regions also has its own theme, adapted to the needs of the area. For example, Poso raised the issue of violence due to conflict, because in Poso itself ethnic conflicts still occur (Interview with Shera Rindra, October 19, 2018).

2016

Every year OBR has a global theme. Quoted from www.onebillionrising.org, in 2016, the selected theme was “Revolution”, as an invitation to the public to care about the people around them. The violence issue against women is a social issue that must be overcome together, not only one or two parties, but all elements of the society should move hand in hand to solve this problem.

Quoted from the official Facebook page of One Billion Rising Indonesia (retrieved on December 14, 2018), in 2016, there were eight (8) regions in Indonesia participating in this campaign, including Lampung, Tangerang, Jakarta, Bandung, Yogyakarta, Ponorogo, Surabaya and Bali. Just like in previous years, the main form of this campaign is dancing. In Indonesia, the theme is “Listen, Action, Rise for a Revolution!” to voice survivors of sexual violence who have been marginalized. However, the OBR campaign in Yogyakarta did not run smoothly, because there was an act of intimidation from a group of people who claimed to be from the Cover the Private Part Movement (GEMAR 2016).

2017

In 2017, the OBR has a global theme “Rising in Solidarity” which is an invitation to fight women exploitation. Women are often the object of violence by various parties for various purposes, one of which is to seek profit. Therefore, Rising in Solidarity is a theme that was raised to criticize those who only made women as exploitation victims.

In Indonesia, OBR campaigns are carried out in various regions, such as Jakarta, Jogjakarta and Bali. Based on virtual observation, Jogjakarta is the most active city in OBR campaign in 2017. The campaign forms are varied, for instance public discussions, workshops on eliminating violence against women, movie screening, and dancing together on February 14, 2017. The activity is consistently held throughout the year, so it's not just focused on February 14th.

2018

In 2018, OBR still carries the theme of solidarity with the invitation "Rise! Resist! Unite!" This theme was raised because there are still many minorities and women who suffer the impact of the unequal welfare of society. So the OBR took the initiative to raise this issue as a form of solidarity. The OBR campaign in Indonesia in 2018 is carried out in several cities, namely Jakarta, Bandung and Jogjakarta. In Jakarta, the OBR campaign was focused on the grounds of Ismail Marzuki Park, Central Jakarta. The theme raised was "Monologue for the People" which involved women from various sectors (Quoted from the Official One Billion Rising Indonesia page on December 14, 2018).

The National Commission on Violence Against Women

Quoted from komnasperempuan.go.id (2018), The National Commission on Violence Against Women is an independent state institution for upholding the Indonesian women human rights. The National Commission on Violence Against Women was formed through Presidential Decree No. 181 of 1998, on October 9, 1998, which was strengthened by Presidential Regulation No. 65 of 2005. The National Commission on Violence Against Women was born from the demands of civil society, especially women, to the government to realize the responsibility of the country in responding and addressing issues of violence against women. These demands are rooted from the tragedy of

sexual violence which was mainly experienced by Chinese ethnic women in the May 1998 riots in various major cities in Indonesia. The active role of The National Commission on Violence Against Women makes this institution an example of various parties in developing and affirming the human rights mechanism to promote efforts in eliminating violence against women in local, national, regional and international levels.

The National Commission on Violence Against Women was the initiator of the 16 Days Anti Violence Against Women (HAKTP) in Indonesia. This activity was initiated by the Women's Global Leadership Institute in 1991 sponsored by the Center for Women's Global Leadership. Annually, this activity takes place from November 25th, which is the International Day for the Elimination of Violence against Women until December 10th, which is the International Human Rights Day (HAM). The chosen timeframe is symbolically connect violence against women and human rights, and emphasize that violence against women is one form of human rights violations. The involvement of The National Commission on Violence Against Women in the 16 Days Anti Violence Against Women (HAKTP) has been started since 2003. In 16 Days Anti Violence Against Women (HAKTP) campaign, The National Commission on Violence Against Women, besides being an initiator as well as facilitator in the implementation of campaigns in The National Commission on Violence Against Women 's partner areas. This is in line with the working principle and mandate of The National Commission on Violence Against Women to be the partner of the community and facilitate the efforts related to the prevention and elimination violence against women (komnasperempuan.go.id, 2018).

Through the website www.komnasperempuan.go.id, along with the @Komnas Twitter account, they actively educate the public about violence against women, both on a national and international scale. For example, The National Commission on Violence Against Women issued

a National Note of The National Commission on Violence Against Women annually which is a report related to the issue of violence against women in Indonesia. The National Commission on Violence Against Women also provided campaign modules on its website, as a hope that the community could make similar campaigns independently. The efforts in eliminating violence against women conducted by The National Commission on Violence Against Women which actively encouraging the government to ratify the Sexual Violence Bill, because anyone can be a victim or perpetrator.

To maximize the echo, The National Commission on Violence Against Women and other organizations and communities also participated in initiating the #GerakBersama collective movement. This effort is amazing, because by conducting a joint campaign, it is hoped that more people will become aware and understand the importance of efforts to eliminate violence against women. The #GerakBersama campaign is very active carried out by The National Commission on Violence Against Women mainly through Twitter, as seen in the analysis through the following Netlytic.org:



Figure 1. The National Commission on Violence Against Women in #gerakBersama via Netlytic.org Analysis Result

CONCLUSION

The campaign to eradicate violence against women carried out by UN Women focused more on the Orange the World campaign. Every year the themes chosen are different, in 2018 they took the theme Orange the World: #HearMeToo so that the survivors dare to speak out. The Alliances of New Man focuses its campaign on changing male behavior in order to be able to share roles with women. Their efforts to eliminate patriarchic culture are done in various ways, both online and offline. On the other hand, One Billion Rising Indonesia (OBR), although it is raising the same issue about the elimination of violence against women, OBR focused their campaign activities on February 14th annually. The National Commission on Violence Against Women focused its campaign towards advocacy and encouraged the government to ratify the Law of Elimination of Sexual Violence. They work more on the usage of online media, especially Twitter and to conduct various discussions and cooperation with various parties so that the campaign objectives can be held.

The social marketing aspect of the anti-violence against women campaign carried out by the four institutions/communities uses marketing mix elements, namely: Products that are “sold” by the campaign are in the form of information, place and focus on the annual 16HAKTP event. The concept of price used is non-monetary incentive in the form of appreciation to the target audiences who are voluntarily want to change their behavior. The distribution campaign that are used is varied, both online and offline. While the key message from the campaign needs to be strengthened with one key message. Each campaign has their own unique theme each year, which makes the anti-violence campaign against women is difficult to remember. In addition, there is the needs to create long-term goals and a more organized evaluation system.

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