

***ANALYSIS OF THE NEED FOR EFFECTIVE COMMUNICATION:
EFFORTS TO ADDRESS VIOLENCE AND SEXUAL ABUSE AGAINST
WOMEN AND GIRLS***

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Abstract

This study aims to explore and analyze efforts to address violence and sexual abuse against women and girls through the method of literature studies. By collecting and evaluating a variety of written sources, including books, academic journals, research reports, and policy documents, the study focuses on understanding theory, practice, and policy as it relates to the issue of sexual violence. The study found that despite various strategies being implemented, key challenges such as social stigma, lack of information, and uncertainty in reporting systems still hinder the effectiveness of tackling sexual violence. This research highlights the importance of effective communication, both in educating the public and in facilitating victims' access to support and Justice. These findings support the need for ongoing evaluation and strategy updates to ensure that policies and practices remain relevant and responsive to victims' needs. Thus, this research contributes to the development of evidence-based solutions for the treatment of sexual violence and provides the basis for further research and policy in this area.

Keywords— *Effective Communication, Violence, Sexual Harassment, Women Introduction.*

1. INTRODUCTION

Violence is a human behavior that is inappropriate to do and cause suffering, both physical suffering and psychological suffering. Violence against women is the most serious human rights violation. Violence against women is any act based on sex differences that results or may result in the suffering or suffering of women physically, sexually, economically, socially, psychologically, including the threat of certain actions, coercion or deprivation of liberty, whether they occur in public or private life. More violence is perpetrated by women. Women are very vulnerable to violence compared to men due to several factors, namely the pattern of public education about the relationship of women and men is not equal and the strengthening of patriarchal culture. Patriarchal culture is a term in which men are more powerful than women. Sexual violence against women and girls is a deep and widespread global problem, threatening well-being and Human Rights. Data from international organizations such as WHO and UNICEF show that millions of women and girls around the world experience sexual violence every year. This phenomenon does not only occur in developing countries but also in developed countries, underlining that sexual violence is a cross-border problem that requires global attention. The lack of adequate data and often inaccurate reporting make the scale and impact of sexual violence difficult to fully understand. The impact of sexual violence goes far beyond physical injury, penetrating into

the area of mental and social health of the victim. Victims often experience deep emotional trauma, mental health disorders such as depression and anxiety, as well as long-term impacts that can affect their quality of life. This impact is not only felt by the victims themselves but also by the families and communities around them. In other words, sexual violence creates problems that affect more than individuals, but also communities and social systems as a whole.

In Indonesia, there were 338,496 cases of violence against women reported in 2021 . This Data is sourced from the annual record (CATAHU) issued by Komnas Perempuan every year. Data on complaints to Komnas Perempuan also increased significantly by 80%, from 2,134 cases in 2020 to 3,838 cases in 2021. On the other hand, data from service institutions decreased by 15%, mainly due to a number of service institutions not operating during the Covid-19 pandemic, inadequate case documentation systems and limited resources. Cases of violence in Indonesia both violence against women continues to increase and the forms of violence are also increasingly varied and sadistic. Such as: rape, sexual intimidation including threats or attempted rape, sexual abuse, sexual exploitation, human trafficking for sexual purposes, forced prostitution, sexual slavery, forced marriage, including hanging divorce, forced pregnancy, forced abortion, forced contraception and sterilization, sexual torture, inhumane and sexually nuanced punishments, traditional practices that harm or discriminate against women, sexual control, including through discriminatory rules on grounds of morality and religion.

In tackling violence, there are two things that are done, namely prevention and treatment. "If prevention is what has not happened, we must do what efforts are made so that the case does not happen. It's called Prevention. Efforts to educate the public about violence, its dangers, prevention, and the flow of reporting violence also need to be done. In carrying out efforts to prevent violence against women and children, of course, it cannot be separated from the use of effective communication so that the Prevention of violence can be well received by the community. Every communication has a function and purpose. The purpose of communication is social change and social participation, change of attitude, change of opinion and change of behavior. Communication is a mechanism to socialize values to the community, either horizontally, from one community to another or vertically from one generation to the next (Mulyana, 2007 : 7 in Samosir, 2023).

The child must be protected and kept away from violence in all its forms. But the reality is that today, Violence Against Children seems to never remain silent in the mass and electronic media. Various parties have made prevention efforts, such as the ratification of laws and regulations, assistance by non-governmental organizations and child-related groups, various proposals and recommendations submitted by experts. But it seems that there are still many obstacles to its implementation, so the maximum effect has not been achieved. Therefore, it is necessary to find a way so that acts of violence against children do not repeat themselves permanently and the authorities take decisive action against the perpetrators of these acts (Utami & Primawardani, 2022)

In order to prevent violence against women, it is necessary to have a communication strategy so that a message can be conveyed to the audience in accordance with what is intended. An understanding of communication strategies will help the success of communication activities within an agency. Communication strategy is a guide from planning, communication (communication planning) and Communication Management the purpose of the communication strategy must be able to show how tactically the operation must be carried out, in the sense that the approach (approach) can be different at any time depending on the situation and conditions (Effendy, 2006 : 32 in Samosir, 2023). The purpose of writing this article is to determine the analysis of the need for effective communication: efforts to address violence and sexual abuse against women and girls.

2. RESEARCH METHODS

The research method used in this study is a literature study, which involves the analysis of various written sources relevant to the topic of violence and sexual abuse against women and girls. In this approach, the first step is to identify and collect relevant sources, such as books, journal articles, reports, and policy documents. Once the sources are collected, the researcher then evaluates the quality and credibility of each source to ensure the information obtained is accurate and reliable. After the evaluation, the researcher proceeds with the analysis and synthesis of information from these various sources. This process involves organizing data to identify key emerging themes and patterns, as well as combining different perspectives to build a comprehensive understanding of the topic. Based on the findings, researchers draw relevant conclusions and develop recommendations for more effective practices and policies in addressing sexual violence.

Finally, the entire research process is documented in a report that presents the results and analyzes in a systematic way. The report clearly presents information, including appropriate source citations, to make a meaningful contribution to the understanding and treatment of sexual violence and harassment. With this method of literature study, it is expected to generate in-depth insights and practical recommendations to address this complex problem.

3. RESULTS AND DISCUSSION

According to Rangkuti, strategy is a tool to achieve goals. The main objective is that the company can see objectively the internal and external conditions, so that the company can anticipate changes in the external environment (Rangkuti, 2009:3). Bernard Berelson and Gary A. Steiner said that communication is the transmission of information, ideas, emotions, skills, and so on, using symbols, words, pictures, figures, graphics and so on. Action or transmission is what is usually called communication (Mulyana, 2007:68). communication is a guide from communication planning and management to achieve a goal. To achieve the objectives of the communication strategy must be able to demonstrate how technically operational should be done, in the sense of the word that the approach can be different at any time (Effendy, 2013:32).

Sexual abuse of minors is becoming an increasingly profound and complex issue in the social and humanitarian context. In this era of globalization, easier access to information and technology also opens the door to the potential risk of child sexual abuse. Epidemiological Data and studies show that incidents of sexual abuse of minors have an alarming prevalence, with significant psychological and emotional impacts on victims. This phenomenon creates an urgent need to explore the factors that drive Child Sexual Abuse and devise effective prevention strategies. The protection of children as a human right forms the basis for policies and programmes designed to tackle sexual abuse. The right of children to grow and develop in a safe and secure environment is a moral and ethical commitment that must be upheld by society and government. Risk factors for sexual abuse involve the child's household dynamics, school life, and social interactions. Therefore, prevention and countermeasures cannot be limited to a single sector, but rather require a cross-cutting and collaborative approach (Hernia, et al. 2024).

Violence against women and children is still prevalent in many countries in the world. According to research conducted by the PPB agency that takes care of Women (UN Women), as many as one in three women in the world have experienced violence in the form of physical and sexual violence. In Indonesia alone, cases of violence against women and children still occur. This is evidenced by the data issued by the Ministry of women's empowerment and Child Protection (KEMENPPPA) in 2020 there were 141 cases of violence where as many as 952 victims were women and 304 victims were children aged 0-

12 years. Literature studies play a very important role in understanding and dealing with violence and sexual abuse against women and girls, by collecting and analyzing information from a variety of available written sources. Through this approach, researchers can gain in-depth insights into theories, practices, and policies related to these issues.

The collection of data from books, academic journals, articles, and reports helps researchers to see the big picture of how sexual violence is understood and dealt with in various contexts. Researchers can explore a variety of perspectives, from theories about sexual violence, its impact on victims, to strategies that have been implemented to address the problem. In this process, researchers can also evaluate the effectiveness of various existing policies and programs, identify strengths and weaknesses in the approaches that have been applied, and explore best practices that can be adopted.

The analysis and synthesis of information obtained from these sources allows researchers to develop a more detailed understanding of the challenges faced in the treatment of sexual violence. For example, researchers can assess how effective communication can affect reporting of sexual assault cases and victims' access to support services. In addition, literature studies allow researchers to identify gaps in existing literature and areas that require further research. Researchers can also explore how various social, cultural, and political factors influence the prevalence of sexual violence and societal responses to it. Using literature studies, researchers can develop evidence-based recommendations that can be applied in policy and practice to improve the handling of sexual violence cases. For example, results from literature studies may indicate the need for a more sensitive approach to victims' needs in communication and support, as well as the need for reforms in reporting systems to reduce stigma and facilitate victims' access to justice. Researchers can provide clear guidance on ways to improve the effectiveness of public awareness campaigns and training for professionals in dealing with cases of sexual violence (Asih, 2017).

It is also important to note that the study of literature is not without limitations. Limitations in the existing literature, such as incomplete or not up-to-date data, may affect the results of the study. Therefore, researchers should be careful in interpreting the findings and ensure that the recommendations developed are based on the most relevant and current information. Careful evaluation of each source and awareness of the broader context can help overcome these limitations and improve the reliability of research results. Overall, the literature study method provides a strong foundation for understanding the complexities of sexual violence and for developing better coping strategies. By gathering and analyzing existing information, researchers can contribute significantly to existing knowledge on this issue and assist in designing more effective solutions to protect women and girls from sexual violence.

Effective communication requires a communication strategy. Strategy itself is essentially a planning and management used to achieve goals. According to Cangara, there are five stages in the communication strategy that can be done so that the delivery of the message can run properly and can be accepted by the target audience (Nasiha, Yusuf, Nurkinan. 2023).

4. CONCLUSION

Conclusions from literature studies on sexual violence and abuse against women and girls show that a literature-based approach provides a deep understanding of the issue from multiple perspectives. Through the collection and analysis of written sources, the study reveals that despite various efforts to address sexual violence, there are still many challenges to be faced, such as social stigma, lack of information, and uncertainty in reporting systems. This study emphasizes the importance of effective communication, both in educating the public and in facilitating victims' access to support and Justice. In

addition, the study underscores the need for ongoing evaluation and strategy updates to ensure that policies and practices implemented remain relevant and responsive to the needs of victims. Thus, these literature studies contribute to the development of better and evidence-based solutions in the treatment of sexual violence, as well as providing a solid basis for further research and policy.

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