



# Towards Gender Equality for All Women and Girls: A Digital Campaign to Address Sexual Violence and Harassment.

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## ABSTRACT

The purpose of this study is to elaborate efforts towards gender equality for all women and girls through digital campaigns carried out on mass media, online media and social media. This study used a mixed approach (qualitative-quantitative) with primary and secondary data sources. Data were obtained from in-depth interviews with 30 resource persons, distribution of 200 questionnaires, social media data, online media, mass media and other supporting secondary data. The results of the study found; 1) West Sumatra has low public awareness of sexual abuse and harassment. 2) Lack of crisis centers, protective services, transportation, and security. 3) Low community involvement in sexual violence and harassment cases. 4) Culture and religion affect West Sumatra's opinions on sexual violence and harassment. 5) West Sumatra's poor sexual violence education initiatives and internet advertising. 6) Popular social media/information technology, family issues, economic factors, and inadequate sexual violence education and comprehension contribute to West Sumatra's high sexual violence rate.

**Keywords:** Campaign; Digital Campaign; Gender Equality; Sexual Violence; Sexual Harassment

## 1. Introduction

Problems with gender issues occur in almost all countries; attention is given by the United Nations (UN) through Sustainable Development Goals (SDGs 5 Gender Equality) as international issues focused on sustainable development (Nations, 2023). The term gender equality as one of the global issues aims to provide justice in the practice of human rights, further provide opportunities, fair and equitable opportunities for women's lives and eliminate all forms of discrimination, inferiority-superiority, customs, and practices based on stereotypical roles of men and women (Burns, 2007; Cox et al., 2012). Harassment and violence against women and girls are significant problems in society's psychological condition, significantly impacting gender and human rights issues (Kumar & Singh, 2022). The significance of human rights, gender, and violence against women is still high in all forms of physical, sexual, and emotional violence. On the other hand, it includes all forms of threats, intimidation, and things that violate women's freedom (Magar, 2003; Taylor, 2020).

The concept of gender equality to combat all kinds of harassment and violence is explained as equality of the right of men and women to choose and make choices without normal pressures and restrictions (Martin et al., 2006; McDonald, 2000). They have equal rights, opportunities, and opportunities to freely develop their personal and group abilities (Williamson & Baird, 2014). The practice is considered sad; women and girls are marginalized due to social restrictions and patriarchal norms and traditions (Sudirman & Susilawaty, 2022). Therefore, the focus on gender equality is important for applying humanitarian principles based

on normative principles, anti-exploitation, and all forms of violence against women (Miotto & Vilajoana-Alejandre, 2019; Razavi, 2016).

Gender equality in Indonesia began in 2000 by regulating Presidential Instruction of the Republic of Indonesia Number 9, 2000 concerning gender mainstreaming. The systematic arrangement is not easy to implement, and not everyone understands the meaning of gender equality, so the achievement of gender equality is still minimal, resulting in increased violence, crime, and sexual harassment of women and girls. Strengthening regulations is further enhanced through the Law on Sexual Violence (UU-TPKS) No. 12 of 2012. Strengthening is devoted to 6 elements consisting of (1) Sexual Violence Crime; (2) Sanctions and Measures; (3) Procedural Law on Sexual Violence from reporting to execution of the decision; (4) The victim's right to protection, treatment, and remedy; (5) Prevention, and (6) Coordination and Monitoring, including the participation of communities and families in the prevention and handling of trafficking.

In addition, efforts to prevent and suppress the growth of violence against women and children cases require cross-institutional cooperation and community involvement in strengthening regulations and the rule of law, including the role of non-governmental organizations. Its existence is very important because it is the closest part of the large community in terms of aspirational contributions and programs given to mobilize issues of violence against women and children (Joachim, 2003; Magar, 2003). To increase understanding of gender equality (SDGs 5) to anticipate sexual violence and harassment against women and girls, wise and routine socialization is needed through all types of offline and online platforms, one of which is through digital campaigns and social media.

The use of digital platforms as a modern communication tool can influence the masses and lead people to participate in digital campaigns. According to Widi, active social media users in Indonesia have increased significantly and are very influential to be used as a digital campaign tool. In 2019 there were 151 million users; 2020 as many as 160 million users; 2021 has 170 million users, and 2022 has 191 million users (Stephanie & Nistanto, 2022; Widi, 2023). With the large number of active users of social media in Indonesia, the public response will be very active, especially related to gender issues and other public issues so that it can influence patterns and attitudes of behavior accompanied by news consumption (Jun et al., 2017). On the other hand, the use of social media can be more interactive to create new value from personal communication, small and large groups of society (Fitriani et al., 2022).

Therefore, this study aims to elaborate on gender problems to achieve gender equality for women and girls. Another factor is gender issues that are very important for social structure and obedient management of people's social life. Therefore, the research specification focuses on digital campaigns to suppress acts of violence and sexual harassment against women and girls in West Sumatra province. The reason is a significant increase in cases. According to data from the Ministry of Women's Empowerment and Child Protection in 2023, West Sumatra is one of the provinces with the highest number of cases in Sumatra, which is 167 cases and a steady increase of 6-9% yearly. In addition, the dominance of cases occurs in households, public facilities, and schools with sexual, physical, and psychological violence.

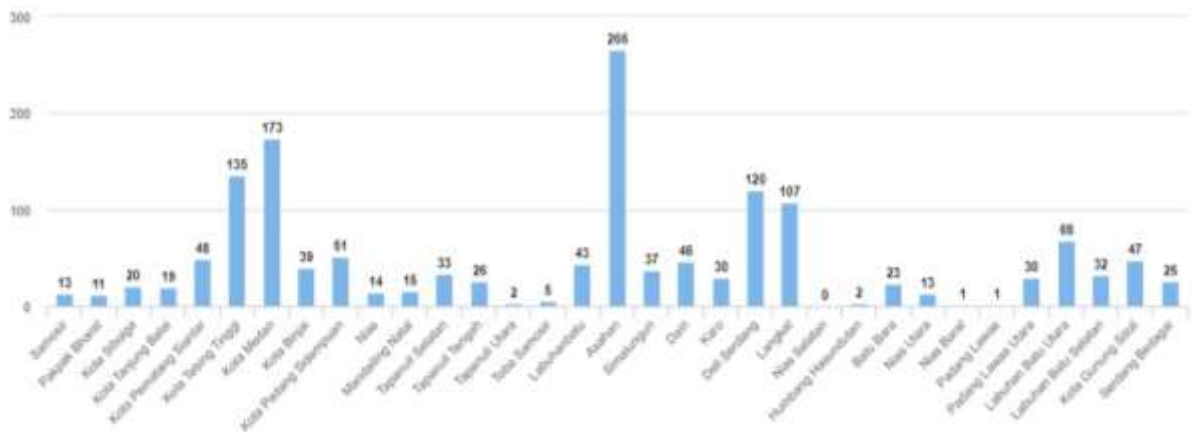


Figure 1. Number of sexual violence cases in West Sumatra in 2022

Source: (Dinas PPA Prov. West Sumatra, 2023)

Figure 1 shows the number of sexual violence cases in West Sumatra province with a high intensity during 2022 based on the number of cases per district/city. A high number of sexual violence cases occurred in West Sumatra province, with the highest in Asahan Regency, Medan City, Tebing Tinggi City, Deli Serdang, and Langkat Regency. According to data from the West Sumatra Provincial women's and children's office, 1,495 violence cases occurred in West Sumatra Province during 2022, with 1,309 victims of violence being women, while 368 victims of violence were men. The high cases of sexual violence in West Sumatra Province in 2022 made West Sumatra province a sexual violence emergency.

This research becomes more interesting, seeing the high cases of sexual violence in the province of West Sumatra. On the other hand, West Sumatra is very thick with matriarchy culture. In the matriarchy culture in West Sumatra, women have a respected and influential position. They often play an important role in customs and ceremonies and have authority in determining marriage and land ownership (Metri, 2019). Female descendants are considered the family's successors and are responsible for continuing traditions and cultural heritage. The relationship between matriarchy culture and the high incidence of sexual violence in West Sumatra is complex and cannot be simplified. Sexual violence is an issue that involves various factors such as gender inequality, culture, social norms, injustice, and security concerns. So this study looks at the efforts made to achieve gender equality to minimize cases of sexual violence that occur in West Sumatra.

The author has compiled a systematic research mindset under the theories used in the research. The research mindset is outlined in a research project systematically designed by researchers based on a theoretical framework so that researchers assess being able to map the stages in achieving gender equality. (Table 1).

Table 1. Research Mindset

	Strategic Design Towards Gender Equality through Digital Campaigns	
	Big Data, Recover and Strategic	Challenges
Rules and Collaboration	<ul style="list-style-type: none"> <li>✓ Reinforcement of Rules</li> <li>✓ Legal Strengthening</li> <li>✓ Strengthening Sanctions</li> <li>✓ Networking</li> <li>✓ Multi-Actors</li> </ul>	Surveillance and Integration

Social Environment	<ul style="list-style-type: none"> <li>✓ Strengthening Digital Literacy</li> <li>✓ Content Against Sexual Violence and Harassment</li> </ul>	Management Control
Factors	<ul style="list-style-type: none"> <li>✓ Family</li> <li>✓ Economy</li> <li>✓ Influence of media/ICT-popular culture</li> <li>✓ Education</li> <li>✓ Abuse of Power and law enforcement</li> <li>✓ Socio-cultural norms</li> <li>✓ Gender equality</li> </ul>	Impacts

## 2. Method

This study used a mixed approach (mixed method qualitative-quantitative) with primary and secondary data. Researchers consider that the results of more comprehensive, transparent, and in-depth research are obtained by mixed methods, mainly because they elaborate and assess the social interaction of the community. According to Creswell, research with a mixed approach is the perfect combination to getting more realistic, eligible, and comprehensive research results (Creswell, 2009). The quantitative use in this study is intended to measure the significance and values contained in community interactions, the level of sexual violence and harassment, causal and impact factors, and the significance of the influence of digital campaigns implemented through online platforms / online media. While qualitative, this study aims to elaborate more deeply on the causes and consequences of sexual violence and harassment in women and girls to provide new recommendations for interest actors and law enforcement to improve the quality of community policies and control.

In the implementation of research, primary and secondary data are used for the completeness of findings to obtain maximum results. Primary data is the leading data obtained directly from the first party without intermediaries or other connecting media so that the accuracy of the data can be measured and accounted for; in contrast, secondary data supports data obtained through third parties, intermediaries, or other connecting media. Its usefulness is also important in assessing the accuracy of previously obtained data. Researchers conducted interviews with two models, namely structured interviews and semi-structured interviews, to obtain maximum data. The interviews were addressed to 30 resource persons grouped into four parts: three from the provincial government, four from local governments, 3 NGOs, and 20 victims of sexual violence and harassment. In addition, researchers also circulated 200 questionnaires to assess public participation in acts of sexual violence and harassment against women and girls, especially those that occurred in West Sumatra Province, using random purposive sampling techniques

After making observations and collecting interview data and questionnaires, researchers conducted stages of testing the validity and validity of the data. After that, researchers group data according to the variables determined according to research needs. Furthermore, to test research with mixed methods, researchers correlate with the theory of sustainable social development, which is closely related to environmental, social, and cultural influences budaya (Azmi et al., 2021; Chung et al., 2017). The stage is based on theoretical concepts, data, and existing factual evidence to be able to explore, understand and know ongoing communications and actions taken by the government in the form of policies or others that can improve social security and suppress acts of violence and sexual harassment against women and girls. In addition, detention is also emphasized to increase people's digital literacy skills in consuming social media (Fitriani et al., 2022).

Researchers use NVivo 12+ software to improve accuracy and maximize research findings to improve the quality of research results. Visualization of research results in figures and tables is also carried out to understand the results easily. The study's final results explicitly outline descriptively and statistically related to gender equality, gender inequality, changes in patterns of community behavior, sexual violence, and harassment against women and girls. They will also provide relevant solutions, rules, and policies that should be carried out by law enforcement and interest actors. The aim is to suppress and minimize acts of violent crime and sexual harassment against women and girls and be able to provide maximum sanctions for perpetrators of sexual crimes and harassment. The profile of respondents to assess public participation in acts of sexual violence and harassment against women and girls, especially those that occur in West Sumatra Province, are categorized as follows: a) Age: Respondents in this study are people aged 15 years and over living in West Sumatra. b) Gender: Respondents consist of men and women. c) Education: Respondents have varying levels of education, from elementary to tertiary education. d) Occupation: Respondents include students, college students, employees, self-employed, and homemakers. e) Use of Social Media: Respondents actively use social media such as Facebook, Instagram, Twitter, and WhatsApp. f) Experience of Sexual Violence and Harassment: Respondents may or may not experience sexual violence and harassment or may have experienced witnessing or hearing cases that have occurred to others. g) Engagement in Digital Campaigns: Respondents may or may not have experience engaging in digital campaigns relating to gender equality and sexual violence and harassment.

### 3. Results and Discussion

#### A. Social Surveillance Rules and Collaboration

Sexual violence is a form of violence that is very traumatic and harms victims physically, psychologically, and socially (Siswati et al., 2018). Sexual violence can occur in various forms, such as rape, molestation, verbal or non-verbal sexual abuse, and so on. Sexual violence involves sexual elements, such as coercion, to perform sexual acts or perform sexual acts without consent or with consent obtained through coercion or intimidation (Baker et al., 2020). Sexual violence in Indonesia is a serious problem that affects many victims, especially women and children. Based on data from the Ministry of Women's Empowerment and Child Protection, in 2021, there were around 40,885 cases of sexual violence reported in Indonesia, with around 84% of victims being women (Komnas Perempuan, 2021).

Meanwhile, sexual violence cases in West Sumatra are dominated by violence against women and girls. Based on the Komnas Perempuan report, in 2021, there were 147 cases of sexual violence against women and girls in West Sumatra, consisting of 108 cases of rape, 17 cases of sexual abuse, 20 cases of sexual harassment, and two others (Nova, 2022). Cases of sexual violence in West Sumatra also occur in various contexts, such as in the family, workplace, and school environment. This shows the importance of sexual violence prevention efforts not only through law enforcement efforts but also through social and educational surveillance.

Social surveillance of sexual violence is an effort to prevent, detect, and respond to sexual violence through the participation of the community, government agencies, non-governmental organizations, and the media (Feruza & Elise, 2018). Various rules and collaborations are needed in the social supervision of sexual violence to ensure law enforcement and the protection of victims of sexual violence. In West Sumatra, the prevention and handling of sexual violence and harassment is contained in the following regulations.

1. Law Number 23 of 2004 concerning the Elimination of Domestic Violence. The Law provides definitions of sexual violence, including rape, lewd acts, sexual harassment, and

other sexual assaults. The Law also provides protection and treatment for victims of domestic violence, including victims of sexual violence.

2. Law Number 12 of 2022 concerning Sexual Violence (TPKS Law). This Law regulates the Prevention of all forms of Sexual Violence; Handling, Protection, and Restoration of Victims' Rights; coordination between the Central Government and Local Governments; and international cooperation so that the Prevention and Treatment of Victims of sexual violence can be carried out effectively. In addition, community involvement in the Prevention and recovery of victims is also regulated to realize environmental conditions free from sexual violence.
3. Government Regulation 42 of 2004 concerning establishing Child Protection Institutions. This regulation stipulates the obligation of child protection agencies to provide protection and rehabilitation for victims of child sexual violence.
4. West Sumatra Governor Regulation Number 47 of 2011 concerning the Establishment of Women and Children Protection Unit. This regulation stipulates the establishment of Women and Children Protection Units (Satpol-PPA) in every sub-district and district/city in West Sumatra. Satpol-PPA is tasked with carrying out preventive and repressive measures against sexual violence or sexual harassment of women and children.
5. Regional Regulation of West Sumatra Province Number 3 of 2013 concerning Gender Mainstreaming. This regulation aims to ensure gender equality and the elimination of gender discrimination in social, political, economic, and cultural life in West Sumatra. This regulation also covers measures to prevent and handle sexual violence or sexual harassment against women and children.
6. Decree of the Governor of West Sumatra Number 188 of 2017 concerning the Eradication of Violence against Women and Children in West Sumatra Province. This decree establishes an action program for preventing and handling violence against women and children, including sexual violence and sexual harassment.

These regulations aim to provide protection and treatment for victims of sexual violence or sexual harassment and encourage efforts to prevent and eliminate sexual violence in West Sumatra. The public needs to understand these regulations and report any cases of sexual violence or sexual harassment that occur to the appropriate authorities. However, in its implementation, not all people know and understand the regulations for preventing and handling sexual violence in West Sumatra (Abdis, 2021; Endri, 2017).

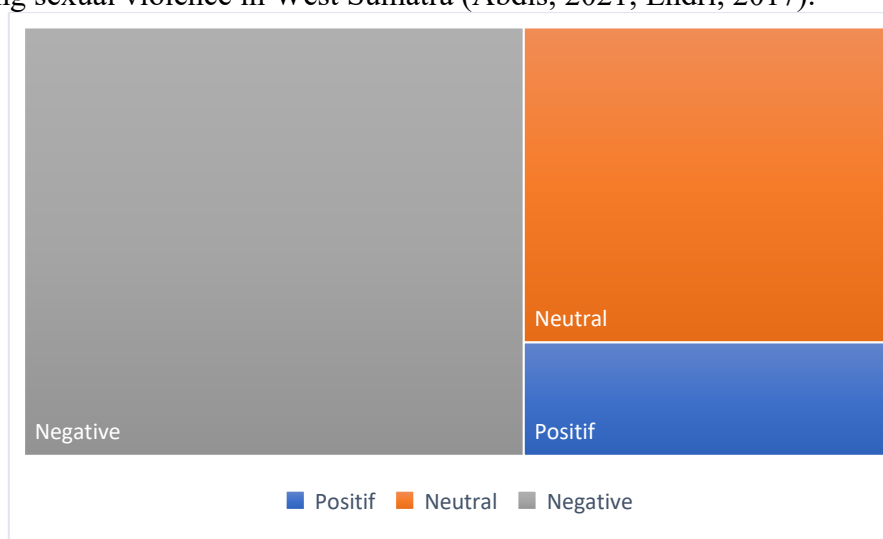


Figure 2 sentiment analysis of sexual violence regulation in West Sumatra

Figure 2 shows a sentiment analysis of 200 community participants' responses to understanding regulations on preventing and handling sexual violence toward gender equality

in West Sumatra. The results of sentiment analysis show that it is more dominant to the negative because some people still do not understand and ignore the regulation. In addition to the lack of understanding, the community considers the regulation ineffective or difficult to implement. Some feel that the regulation does not consider the cultural or religious aspects that prevail in society. Sentiment towards applicable regulations related to the handling and preventing sexual violence has increased since the Draft Law on the Elimination of Sexual Violence (RUU PKS) was passed into the Sexual Violence Crime Law (TPKS Law). Of course, passing this law has become a formal legal basis to be applied throughout Indonesia, including in the province of West Sumatra. However, some consider the regulation a positive and necessary to protect women and children from sexual violence.

Based on the results of sentiment analysis of applicable regulations, several factors influencing public response to these regulations include (Endri, 2017) 1) public awareness of sexual violence and sexual harassment. 2) The level of accessibility and information regarding the regulation. 3) The level of community participation and involvement in handling cases of sexual violence and sexual harassment. 4) cultural and religious factors influence people's views on sexual violence and sexual harassment. On the other hand, in handling and preventing sexual violence, there needs to be integration and collaboration between stakeholders from the government and Non-Governmental Organizations (NGOs). Collaboration of actors in preventing and handling sexual violence in West Sumatra is very important because the problem of sexual violence is a complex issue that requires cooperation and synergy from various parties (Yudhi, 2016).

The issue of sexual violence involves many different sectors and actors. To address this problem, a collaboration involving governments, NGOs, educational institutions, local communities, and the media is needed (Guha et al., 2019). Each actor has different roles and responsibilities in combating sexual violence. Collaboration can help improve access and quality of services for victims of sexual violence. Governments and NGOs can cooperate in providing counseling, court, and medical care services to victims of sexual violence (Benedictis et al., 2019). In addition, collaboration can help raise public awareness about sexual violence and educate victims about their rights. The media can work with governments and NGOs to convey accurate information and build awareness about the importance of preventing and addressing sexual violence (Guha et al., 2019). Good collaboration among stakeholders can help improve the coordination and effectiveness of sexual violence prevention and handling programs (Yin & Sun, 2021). By working together, the actors can build synergy and support each other in implementing sexual violence prevention and handling programs. Collaboration can help strengthen regulations and laws related to sexual violence and improve the capacity and skills of law enforcement officers in handling sexual violence cases (Phipps et al., 2018). Thus, actor collaboration is very important in the prevention and handling of sexual violence in West Sumatra because it can help strengthen the programs and services available to victims of sexual violence as well as increase public awareness about the importance of preventing and handling sexual violence.

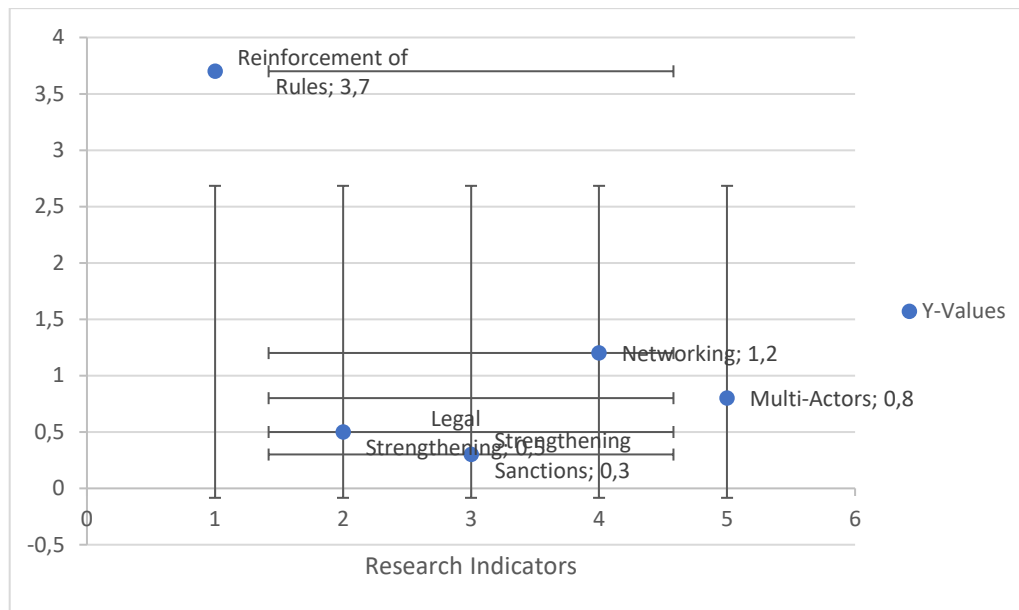


Figure 3. Social Surveillance Rules and Collaboration analysis

Figure 3 shows the results of Nvivo's analysis of the strength of Social Surveillance Rules and Collaboration analysis on the handling and preventing of sexual violence in West Sumatra. Based on the results of the analysis, it shows that the strengthening of regulations on handling sexual violence is in a high category. This is evidenced by various regulations made by the center and handed down to the regions through regional regulations that discuss the handling, prevention, and sanctions of perpetrators of sexual violence against women and children. The strengthening of regulations carried out from the central government to local governments is quite good. However, with so many related regulations in its implementation, it is not easy to interpret because there are overlaps and incompatibilities between regulations with each other. Thus, there is a need for legal prosecution and sanctions for perpetrators of sexual violence and harassment.

The sanctions and punishments given to perpetrators of sexual violence and harassment in Indonesia are not good enough and inadequate; of course, this also happens in West Sumatra and other parts of Indonesia (Rahayu, 2021). Weak punishment is given to perpetrators of sexual violence and harassment. In some cases, the punishment given to perpetrators of sexual violence and abuse is considered too light and incompatible with the crime they committed. Thus, this can cause injustice to victims and does not have a deterrent effect on perpetrators of sexual violence and harassment.

It is challenging to prove acts of sexual violence and harassment due to a lack of evidence and difficulty in gathering strong enough evidence. This often makes the case abandoned or even never investigated. In addition, the lack of support and protection for victims of sexual violence and harassment often does not receive sufficient support and protection from society, government, and legal institutions (Metri, 2019). This can make the victim feel insecure and helpless in the face of the perpetrator. Meanwhile, collaboration networks between stakeholders in handling sexual violence and harassment in West Sumatra are slightly better. The government and NGOs collaborated to create educational programs for preventing sexual violence, although not optimally.

## B. Social Environment

Cases of sexual abuse and violence that occur in women and children are influenced by many factors, including environmental factors, both from family, peers, exposure to pornography, and experience as victims of sexual violence (Jamil, 2020). Several perspectives



can be used to analyze how environmental factors influence sexual violence. According to Feruza & Elise, (2018) environmental factors from a social-ecological perspective emphasize complex interactions between individuals and their social environment. In sexual violence, environmental factors are considered the physical, social, and cultural environment in which sexual violence occurs.

#### Physical environment: Accessibility and Infrastructure

The physical environment in the form of accessibility and physical safety of the environment can affect the incidence of sexual violence. For example, poorly lit or poorly supervised areas can increase the risk of sexual violence (Harrington, 2018). Having adequate lighting systems, effective surveillance, and other crime prevention measures can create a safer environment and reduce the risk of sexual harassment. Good planning in the design of public spaces and public facilities, such as parks, roads, schools, and workplaces, can help create a more open, visible, and safe environment for individuals who are potential victims of sexual harassment (Gouws, 2018). Crisis centers, shelters, and victim-friendly health facilities can aid case management and victim recovery for sexual violence victims (Palomino-Manjón, 2022). Challenges of geographic accessibility and lack of means of support can affect victims' ability to obtain assistance.

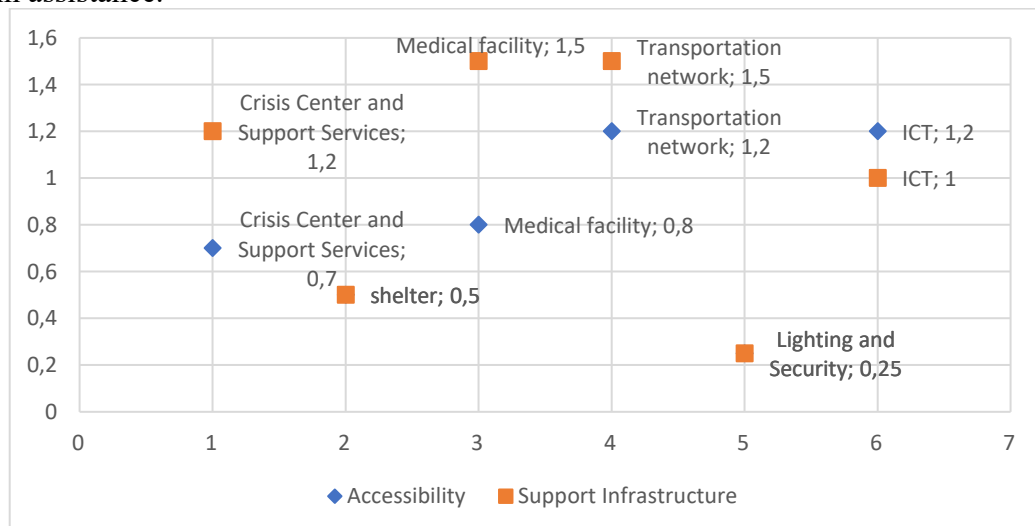


Figure 4. Physical Environment: Accessibility and Supporting Infrastructure in West Sumatra

Figure 4 shows an analysis of the accessibility and availability of supporting infrastructure showing a low value in handling and preventing sexual violence in West Sumatra. This is reflected in access to limited crisis centers and support services and the lack of adequate protection facilities in various regions in West Sumatra. Limited shelters, crisis centers, and emergency services make it difficult for victims to access needed assistance (Winda, 2022). It is also an obstacle in providing physical and psychological protection to victims due to limited resources and a lack of awareness of the importance of protection facilities. In addition, the lack of victim-friendly health facilities is an obstacle in handling victims of sexual violence. Not all hospitals and clinics in West Sumatra have victim-friendly facilities and staff trained to handle cases of sexual violence. This can hinder sufferers' medical care.

Some areas in West Sumatra face limitations in excellent and safe transportation networks (Jurasz & Barker, 2021). This can make it difficult for victims of sexual violence to access available services, especially if they live in remote or isolated areas. In addition, problems in some remote areas face challenges in using information and communication technology to facilitate victim reporting and assistance. Lack of access to the internet or limited digital literacy can affect victims' ability to seek help and report sexual violence.

### Environment in Socio-Cultural Context: Social Norms

Environmental, social, and cultural factors are important in handling and preventing sexual violence in West Sumatra. Social and cultural environmental factors are related to social and cultural norms inherent in society and social conditions in gender equality. Social norms that develop in West Sumatran society can influence perceptions and attitudes toward sexual violence (Yully, 2019). Social norms include the rules that members of society follow and understand and can shape their views on sexual violence.

In some cases, existing social norms may not acknowledge or condemn sexual violence or even tend to support stigma against victims. For example, there is a view that victims of sexual assault should keep it a secret to preserve family honor or avoid humiliation. Social norms that emphasize the maintenance of women's "honor" or "virginity" can also burden victims, discouraging them from reporting violence or seeking help. In addition, social norms reinforce the culture of bullying or justify acts of sexual violence as a form of power or domination. Norms that belittle, demean, or harass women can create an environment that facilitates sexual violence.

In West Sumatra, several ethnic groups adhere to a matriarchy culture, where women dominate power and the main role in the family and society (Nugrahmi & Febria, 2020). In matriarchy cultures, lineage and leadership tend to be passed from mother to daughter. Women have an important role in making decisions and control matters related to family and community. Women can be indigenous leaders, advisors, and decision-makers in social and cultural affairs. Women in the matriarchy culture in West Sumatra often have a strong role in managing family economic resources, such as fields, livestock, or handicraft businesses (Nova, 2022). They may also engage in social and religious activities and have the power to regulate daily life in the household.

Although women have a strong position in matriarchy culture, they can also be victims of sexual violence. Power and domination do not completely prevent sexual violence from occurring. Although the culture of matriarchy gives women a significant role, women remain vulnerable to sexual violence within or outside the family and community sphere. In the context of matriarchy culture, some cases of sexual violence make stigma and neglect of victims an obstacle in handling cases and recovering victims. Because women have such a strong role, there is social pressure to maintain the reputation and honor of the family. This can discourage victims of sexual violence from reporting incidents or seeking help.

Nonetheless, In the context of handling and preventing sexual violence, matriarchy culture can play an important role. The culture of matriarchy can provide the basis for women's empowerment and protection against sexual violence. In a culture that gives women a decisive role, women can feel more empowered to fight violence and protect themselves (Lestari et al., 2019). Empowering women through education, awareness of their rights, and access to resources can help reduce sexual violence. In the culture of matriarchy, there are values of solidarity and support among women. Women's communities can be a source of emotional and practical support for victims of sexual violence. They can provide protection, advice, and assistance to victims and play a role in combating the stigma and neglect of sexual violence.

Women in matriarchy culture have an important influence in disseminating values, norms, and ethics that involve respect for the dignity and integrity of the individual (Lestari et al., 2019). They can play an important role in changing adverse attitudes and behaviors toward sexual violence through counseling, teaching, and socialization. It is important to realize that sociocultural norms are not always fixed and can change over time. Efforts to prevent and address sexual violence in West Sumatra include strengthening social norms against violence, educating the public about victims' rights, eliminating stigma and judgment against victims, and encouraging solidarity and support for those affected by violence (Fadhil, 2020). In this

process, involving community leaders, religious leaders, educators, and the media as agents of change is crucial. Awareness, education, and open dialogue campaigns about sexual violence can help change people's perceptions and attitudes and build an environment that is supportive and responsive to victims of sexual violence.

#### Environment in a Socio-Cultural Context: Gender Equality

Gender roles and power structures in West Sumatran can also influence sexual violence. Gender inequality, discrimination, and inherent gender stereotypes can provide an environment that facilitates sexual violence (Rodríguez-Rodríguez & Heras-González, 2020). In handling and prevention, it is important to promote gender equality, address discrimination, and strengthen the active role of men and women in preventing sexual violence (Feruza & Elise, 2018). In addition, women's active participation in the planning, implementing, and evaluating of sexual violence handling and prevention programs is important to ensure their perspectives are accommodated, and their rights are respected. This involves women's involvement in law enforcement agencies, civil society organizations, and decision-making related to related policies and programs.

Gender equality involves recognizing that all individuals, regardless of sex, have equal rights. Awareness of women's and men's rights, including the right to live free from sexual violence, is an important foundation in the handling and preventing sexual violence (Posetti et al., 2020). Gender equality involves a thorough understanding of sexual violence, including its definition, types of sexual violence, and their impact on victims and society. Increased knowledge about sexual violence helps in recognizing the signs, preventing its occurrence, and providing appropriate support to the victim (Arifki, 2020). Gender equality is important in education and awareness campaigns related to sexual violence. Educating the public about the importance of gender equality, respecting individual rights, and fighting for justice and protection for victims of sexual violence are crucial steps in preventing and handling this case.

The level of public awareness of sexual violence and harassment is fundamental to preventing cases of sexual violence and harassment and aiding victims. Proper education about gender equality, fair norms, and respect for the rights of all individuals can help change adverse attitudes and behaviors toward sexual violence (Gjika & Marganski, 2020). Public awareness of sexual violence includes an understanding of acts of sexual violence and their effects, as well as the ability to recognize and report acts of sexual violence. However, public awareness of sexual violence and harassment remains low. The author conducted an analysis related to the level of knowledge and awareness of people about sexual violence and sexual harassment of 200 respondents in West Sumatra with a random sample.

**Table 1. The Level of Understanding of West Sumatran People on Sexual Violence and Harassment**

Understanding of sexual violence	Percentage	category
Knowledge of the meaning of sexual violence	10.9	Low
Knowledge of the impact of sexual violence	22.84	Moderate
Attitudes towards victims of sexual violence	18.09	Low
Level of readiness to report sexual violence:	7.49	Very Low
Access to information about sexual violence	13.56	Low
Perceptions of the punishment of perpetrators of sexual violence	27.12	Moderate

Table 1 shows the findings of research that has been conducted on the percentage of public knowledge level and awareness of sexual violence in West Sumatra is still low. Public awareness of sexual violence in West Sumatra is still relatively low, especially among people living in rural areas. This can be seen from the lack of reports of sexual violence cases that enter

law enforcement agencies, as well as the number of sexual violence cases that are not reported by victims or victims' families.

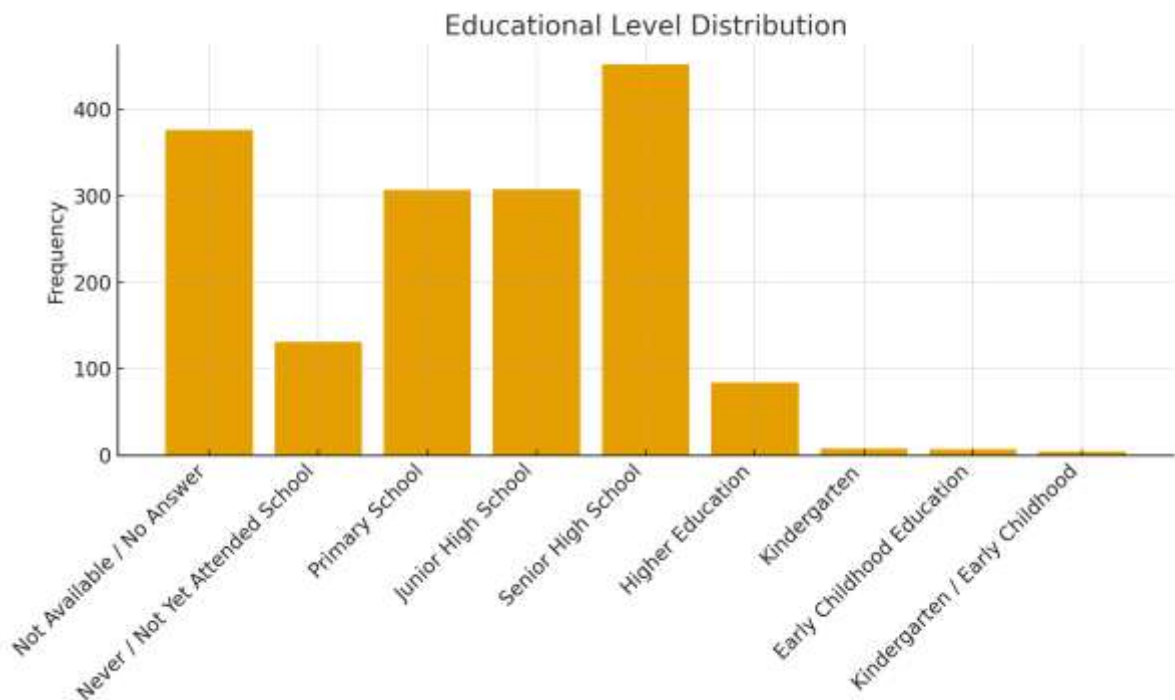


Figure 5. Number of Victims of Sexual Violence by Education Level in West Sumatra in 2022

Source: (Dinas PPA Prov. West Sumatra, 2023)

Figure 5 shows the number of victims of sexual violence against women and children based on Education level in West Sumatra in 2022. The low knowledge and awareness of people in West Sumatra towards sexual violence is caused by several factors. Factors that influence the occurrence of sexual violence include lack of public awareness about sexual violence acts, social stigma that causes victims to be reluctant to report cases of sexual violence, lack of access to aid and legal institutions to provide protection and get justice for victims, and lack of serious action from security and legal institutions to take firm action against perpetrators of sexual violence.

Nevertheless, several initiatives have raised public awareness of sexual violence in West Sumatra. These include socialization campaigns conducted by non-governmental organizations, the government, and the mass media. In addition, training and counseling on sexual violence have also been carried out in the community, especially in areas considered vulnerable to sexual violence. Strengthening digital literacy can be one of the important efforts in sexual violence education. Through digital literacy, people can understand how technology can be used to access information and resources to help them understand and prevent sexual violence.

Some of the West Sumatra provincial government's efforts are; increasing the accessibility of information through social media and websites. Parties involved in sexual violence education, such as the West Sumatra Office of Women's Empowerment and Child Protection (DPPPA) and other non-governmental organizations (NGOs), have provided information that is easy to understand and accessible through official websites and social media. This can expand the range of information and make it easier for people to access it. Using digital media in delivering educational messages (Sadayi et al., 2022). Parties involved in sexual violence education use digital media such as videos, infographics, and animations to deliver

educational messages. This can make it easier for people to understand the information conveyed and attract more attention. However, DPPP West Sumatra, through its Instagram @dinasppasumbar and Facebook social media accounts, is less active in sharing education related to sexual violence and harassment. This is observed in the last post update of 2021. On the other hand, the official website of DPPA West Sumatra through [dp3ap2kb.sumbarprov.go.id](http://dp3ap2kb.sumbarprov.go.id) actively provides the latest information related to education and information on various activities carried out to provide education and minimize cases of sexual violence in West Sumatra.

Digital campaigns related to sexual violence education are efforts to increase public knowledge and awareness about sexual violence and harassment through digital media, such as social media, websites, or applications (Subramanian & Weare, 2022). These digital campaigns may include information on the definition of sexual violence and harassment, the types of sexual violence and harassment, how to identify acts of sexual violence and harassment, the impact of such acts, and steps that can be taken to prevent and overcome sexual violence and harassment (Henry & Powell, 2018).

Various parties, both government agencies, non-governmental organizations, and individuals, can carry out digital campaigns. Digital campaigns related to sexual violence education in Indonesia include the "Aku Bisa" campaign from Komnas Perempuan, the "World Without Sexual Violence" campaign from Yayasan Pulih, and the "Stop Sexual Violence" campaign from UN Women Indonesia. These campaigns use social media, such as Twitter, Instagram, Facebook, and YouTube, to disseminate information and campaigns. Digital campaigns are often carried out using special hashtags to be easily found by the public (Jurasz & Barker, 2021). In addition, digital campaigns can also use various types of content, such as images, videos, infographics, or animations, so that the message conveyed is more attractive and easily understood by the public (Sadayi & Suswanta, 2022). Digital campaigns can also leverage influencers or public figures who greatly influence social media to increase the reach and effectiveness of campaigns.

Digital campaigns can be an effective way to increase public knowledge and awareness about sexual violence and harassment (Rodríguez-Rodríguez & Heras-González, 2020). With easy access to social media and other digital technologies, digital campaigns can reach more people in less time than traditional campaign methods such as seminars and fundraising. In West Sumatra, various digital campaigns were carried out, including;

1. "Together with Fight Sexual Violence" campaign by the Integrated Service Center for Women and Children Empowerment (P2TP2A) Padang City. This campaign is carried out through social media, Instagram, and Twitter using hashtags #BersamaLawanKekerasanSeksual. In this campaign, P2TP2A Kota Padang educates the public about the types of sexual violence, how to prevent sexual violence, and what to do if you are a victim of sexual violence.
2. "Stop Sexual Violence" campaign by Alliance of Independent Journalists (AJI) Padang. This campaign is carried out through social media, Instagram, and Twitter, using hashtags #StopKekerasanSeksual. In this campaign, AJI Padang educates the public on how to recognize the signs of sexual violence, what to do if you are a victim of sexual violence, and how to report cases of sexual violence to the authorities.
3. "Action Against Sexual Violence" campaign by the West Sumatra Women and Children Health Foundation (YKP2A). This campaign is carried out through Instagram social media using the hashtag #AksiLawanKekerasanSeksual. In this campaign, YKP2A West Sumatra educates the public about the types of sexual violence, actions to take if they are victims of sexual violence, and the importance of supporting victims of sexual violence to face trauma and recovery.

### Influencing Factors and Their Impact

In handling and preventing sexual violence in West Sumatra, several factors influence the high cases of sexual violence and its impact. The research findings show that the dominant influential factors related to the high cases of sexual violence in West Sumatra are the influence of popular social media and the development of information technology. Popular social media and information technology allow the rapid and widespread dissemination of information. It can raise awareness about sexual violence, promote prevention movements and campaigns, and provide a platform for victims to share their experiences. However, on the other hand, false or inaccurate information can also spread quickly, reinforcing prejudices related to sexual violence.

Through popular social media, presenting inappropriate content on online platforms without filtering can give the impression that sexual violence is becoming commonplace or acceptable. Content depicting sexual objectification, harassment, or exploitation may influence societal perceptions of the limits of acceptable behavior. Moreover, it allows the easy dissemination of pornographic content. Irresponsible or illegal consumption of pornographic content can affect sexual perception, exacerbate gender inequality, and trigger harmful sexual behavior (Uimonen, 2020). The development of information technology provides opportunities for perpetrators of sexual violence to commit online rape and "sextortion". Online rape involves forcing the victim to perform sexual acts through digital platforms, while "sextortion" involves sexually-based blackmail by threatening to disseminate the victim's intimate content (Ratnasari et al., 2021). This phenomenon can increase the rate of sexual violence globally.

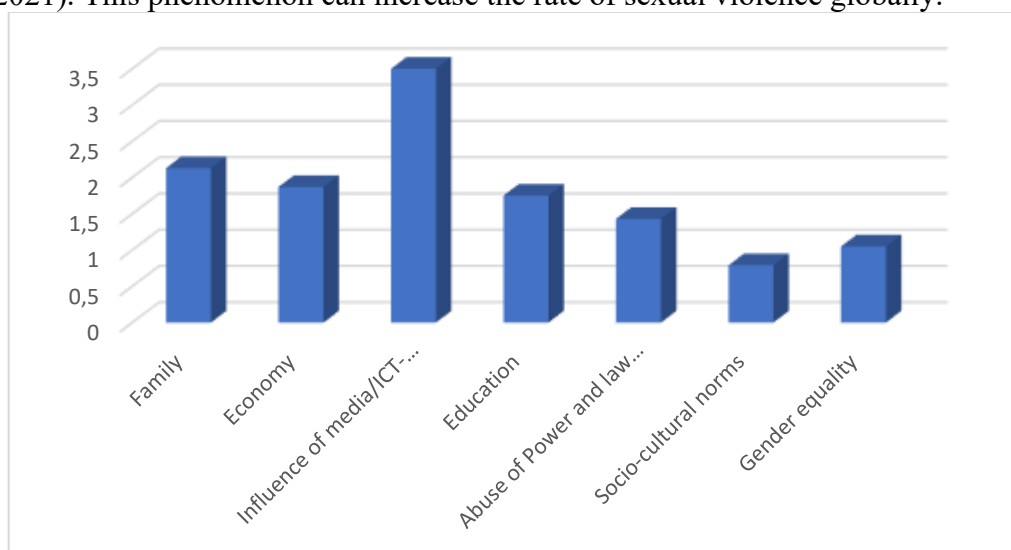


Figure 6. Crosstab analysis Influencing Factors on sexual harassment in Sumatera Barat

In addition to the development of information technology and social media, the high sexual violence in West Sumatra is caused by family factors. Family factors include unhealthy sexual patterns, family disharmony, unhealthy marriage patterns, lack of communication, and sexual education because it is considered taboo to have an important role in influencing the level of sexual violence in West Sumatra.



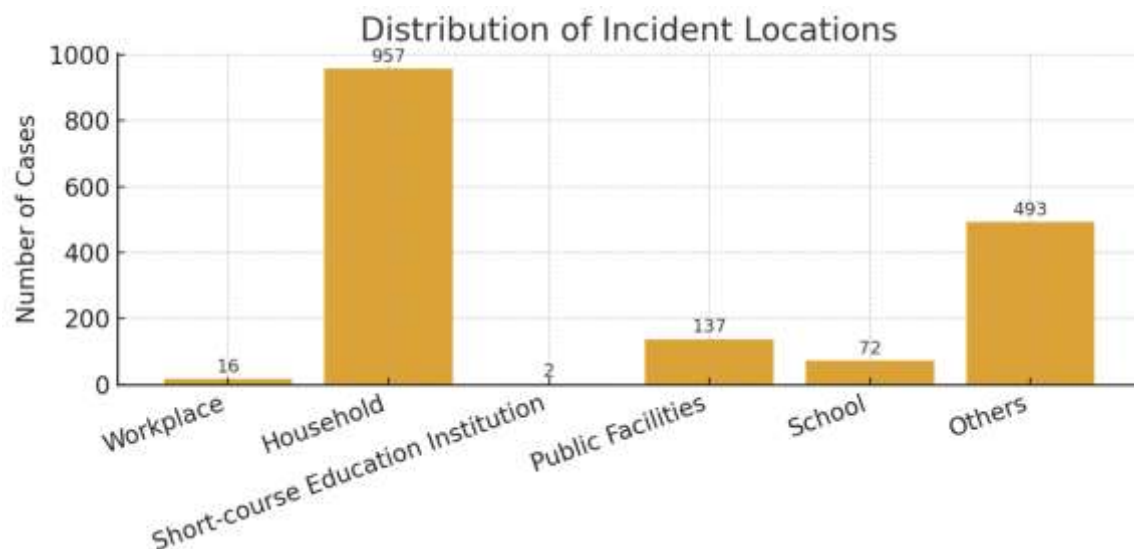


Figure 7. Number of Victims of Sexual Violence Against Women and Children by Scene in West Sumatra Province in 2022

Figure 7 shows the number of victims of sexual violence against women and children based on the place of occurrence in West Sumatra, predominantly in the household environment. This shows that family factors are crucial in influencing the rate of sexual violence. Parenting that involves physical, emotional, or sexual abuse in the family environment can teach behavior that does not respect the boundaries and rights of others (Fadhil, 2020). Children who grow up in unsafe environments or are exposed to sexual violence in their families are more vulnerable to repeating patterns of violence as adults. In addition, Prolonged conflicts and tensions in the family can create an unstable environment, increase stress, and provide opportunities for sexual violence to occur. Emotional instability and the inability to resolve conflicts healthily can increase the risk of violence in the family (Yully, 2019). Marriages based on gender inequality, excessive control, or adverse gender roles can create conditions that exacerbate the risk of sexual violence (Barker & Jurasz, 2021). Unbalanced power and injustice in couple relationships can result in sexual violence.

In addition to family factors, economic inequality can affect the rate of sexual violence. Economic inequality can increase the risk of victims becoming vulnerable to sexual exploitation and human trafficking. The impact is that victims of sexual violence can face difficulties in recovery and gain access to health care and support. In addition, social norms that develop in society, such as strong gender stereotypes, tolerance for violence, and power inequality between genders, can influence the occurrence of sexual violence. Ineffectiveness in law enforcement and handling sexual violence cases can cause victims to feel unsafe or unheard. Lack of legal protection and low rates of case reporting can give the wrong signals to perpetrators of sexual violence, reinforcing the cycle of violence. The impact of sexual violence on individuals and communities in West Sumatra can include physical, psychological, and emotional trauma to victims. Long-term impacts include psychiatric disorders, depression, addiction disorders, decreased quality of life, and interpersonal relationship problems. The impact can also be felt socially, with the emergence of stigma, social isolation, and behavior change within the community.

#### 4. Conclusion

Sexual violence traumatizes victims physically, mentally, and socially. Sexual violence includes rape, assault, verbal or non-verbal assault, and more. Sexual violence includes coercion, intimidation, and coercion. Indonesian women and children are sexually harassed. In

2021, the Indonesian Ministry of Women's Empowerment and Child Protection recorded 40,885 cases of sexual harassment, 84% of which were women. West Sumatran women and girls were sexually harassed. Komnas Perempuan recorded 147 cases of sexual violence against women and girls in West Sumatra in 2021, including 108 rapes, 17 sexual harassment, 20 sexual harassment, and two other cases. West Sumatra has sexual violence in households, businesses, and schools. Law enforcement and social and educational controls are needed to prevent sexual violence. Community, government, non-government, and media collaborations prevent, detect, and respond to sexual violence through social surveillance. Social surveillance of sexual violence involves regulation and coordination to protect victims and law enforcement.

The research analysis results show that 1) public awareness of sexual violence and sexual harassment in West Sumatra is deficient. 2) Limited accessibility and supporting infrastructure, limited availability of crisis centers and protection services, inadequate transportation networks, and levels of security. 3) Low level of community participation and involvement in handling cases of sexual violence and sexual harassment. 4) cultural and religious factors influence people's views on sexual violence and sexual harassment in West Sumatra. 5) The lack of related programs and ineffective digital campaigns that support education related to sexual violence in West Sumatra. 6) Factors that influence the high rate of sexual violence in West Sumatra are popular social media/information technology development, family factors, economic factors, as well as low education and understanding related to sexual violence. In addition, in handling and preventing sexual violence, there needs to be integration and collaboration between stakeholders, both from the government and Non-Governmental Organizations (NGOs). Collaboration of actors in preventing and handling sexual violence in West Sumatra is crucial because the problem of sexual violence is a complex issue that requires synergy and collaboration from various stakeholders.

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