

Reception of *Instagram* Followers @komnasperempuan Regarding Campaign Contents #sahkanRUUPKS

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Abstract: Gender power imbalances in patriarchal society contribute to rising violence against women, as evident in Komnas Perempuan's annual surge in reported sexual violence cases. This research uses Stuart Hall's encoding-decoding model to analyze how @komnasperempuan's Instagram followers perceive the campaign for Ratification of the Draft Law on the Elimination of Sexual Violence (RUU PKS). Interviews with twelve informants reveal varied interpretations. Two prevalent positions emerge: one strongly supporting RUU PKS ratification and another cautiously endorsing the campaign while doubting the Indonesian House of Representatives' commitment to passing it. Notably, none of the informants oppose the campaign.

Keywords: campaign, Komnas Perempuan, reception analysis, sahkanRUUPKS, sexual violence

Abstrak: Ketimpangan relasi kekuasaan pada budaya patriarki menjadi pemicu kekerasan terhadap perempuan. Komnas Perempuan menunjukkan kasus kekerasan seksual terhadap perempuan meningkat setiap tahun. Tujuan penelitian ini untuk mengetahui penerimaan pengikut akun Instagram @komnasperempuan terhadap kampanye Pengesahan Rancangan Undang-Undang Penghapusan Kekerasan Seksual (RUU PKS) melalui model encoding-decoding Stuart Hall, dengan wawancara dua belas informan. Hasil penelitian menunjukkan pemaknaan informan beragam. Terdapat dua posisi, pertama posisi dominan, informan setuju pengesahan RUU PKS. Kedua posisi negosiasi, informan setuju pada konten kampanye, namun pesimis terhadap iktikad DPR RI dalam memperjuangkan dan mengesahkan RUU PKS tersebut. Sementara itu, tidak ditemukan informan yang berada pada posisi oposisi.

Kata Kunci: analisis resepsi, kampanye, kekerasan seksual, Komnas Perempuan, sahkanRUUPKS

Gender-based violence that occurs in Indonesia, especially for the female gender group, is still significantly high and always increases every year. It is a term that refers to violence involving men and women, where the majority of victims are women as a result of the unequal distribution of power between men and women (Hikmawati, 2021, p. 64). It can be said that patriarchal culture can cause violence against women, as vulnerable people,

because of the weaknesses that are owned by women, cannot do anything (Eleanora & Supriyanto, 2020, p. 45). Forms of violence, such as physical or sexual violence, are the most frequently experienced. Justice and safe spaces for women in Indonesia, both in the personal and public spheres or in the community, are still rare.

Based on the 2021 Annual Records of Violence Against Women (CATAHU) published by the National Commission

on Violence Against Women (Komnas Perempuan), there were around 299,911 cases of violence against women in 2020, when the pandemic was still ongoing. Some of the violence that occurred included domestic violence (KDRT) as many as 3,221 cases, sexual violence in the personal sphere amounting to 1,983 cases, and verbal and sexual violence in the public or community sphere amounting to 1,731 cases (Komnas Perempuan, 2021, p. 1). The increasing number of cases of sexual violence that have occurred recently proves that there is still weak legal protection in cases of sexual violence in Indonesia (Hairi, 2015, p. 3).

Those data initiated Komnas Perempuan to draft a regulation, namely the Draft Law on the Elimination of Sexual Violence (RUU PKS), then present it to the Indonesian government, particularly the legislative body, to protect female victims from all forms of violence experienced. RUU PKS must be able to complement existing legal regulations related to sexual violence and become a *lex specialis* that will be used to handle cases of sexual violence. Pre-existing regulations, such as the Criminal Code (KUHP), do not specifically regulate forms of sexual violence (Subarkah & Tobroni, 2020, p. 108). Reporting from Tempo, Komnas Perempuan has urged the Parliament of the Republic of Indonesia (DPR RI) regarding the draft of RUU PKS since 2012 and conveyed to the public that in a period of 10 years, from 2001 to 2011, 35 women became victims of sexual violence in Indonesia (Riana & Chairunnisa, 2018).

However, RUU PKS has not yet reached the endpoint and is only limited to entering and leaving parliament every year without being discussed again comprehensively. The pros and cons became the main reason why RUU PKS was never legalized. For every individual who fully supports the existence of this regulation, violence in any form cannot be tolerated. All types of violence in the physical and sexual spheres constitute an extraordinary crime, which means they can injure the victims' bodies and psychology, so they must be dealt with seriously through legal or regulatory grounds that can resolve the root cause of the problem. Meanwhile, the opposition, especially those within political parties, sees RUU PKS as not yet the right solution for dealing with cases of violence, particularly sexual violence. RUU PKS is likewise considered to have the potential to open a space for permissive attitudes towards free sex and LGBT people (dpr.go.id., 2022).

The issue of protection against victims of sexual violence has always been an interesting issue to observe since the issue of protection against victims of sexual violence is not only concerned with the provision of protection alone but also in relation to the constraints faced. It is not easy to provide protection against victims of sexual violence because there are several factors that become obstacles ((Ramada, 2017, p. 169).

Contradictions or rejections that arise on the public cover make Komnas Perempuan must continue to move and voice the ratification of RUU PKS further, as an effort to fight for the rights of victims

of violence can be fulfilled. One of the efforts carried out by Komnas Perempuan is the campaign for the ratification of RUU PKS through the hashtag #sahkanRUUPKS. Through its campaign activities, Komnas Perempuan persuades the Indonesian people to be aware of and motivated to see the situation of violence against women and provides support for the ratification of the regulation on protection for victims that has been proposed by Komnas Perempuan to the government.

The campaign carried out by Komnas Perempuan is in line with the essence of the campaign activity itself. As it is known, campaign activities have the objective of influencing and building awareness of each individual as a recipient of the contents of the campaign message in the community. The campaign itself is essentially more about inviting or persuading the audience to do something or be aware of something (Pamekar, 2013, p. 104). In the end, someone's acceptance of a message depends on the credibility of the source that sent the message (Mansur & Manggiasih, 2019, p. 41), so they can participate and are encouraged to take real action to participate in the following campaign objectives that have been set.

There are four elements in the campaign: First of all, actions that aim to create a specific effect or impact; second, a large number of target audiences; third, a certain period; fourth, organized communication activities (Fariastuti & Pasaribu, 2020, p. 213). This is also closely related to campaigns in the realm of Public Relations, where the process

of influencing the audience is carried out through persuasive communication without any coercion. John E. Marston stated, "Public Relations is planned, persuasive communication designed to influence a significant public" (Ruslan, 2013, p. 5).

Public Relations has an important use and certainly has a significant impact. As a role that is a management function, Public Relations always manages all activities carried out in detail from the beginning to the end. "In activities or operations, Public Relations is known for fact-finding, planning, communicating, and evaluating or monitoring. In that evaluation, see how far the planning goes as desired, coordinated, or organized, then how it is implemented and achieved, and what results are obtained." (Ruslan, 2013, p. 11). Principally, Public Relations is a specific function required by any commercial or noncommercial organization. The existence of PR in an organization can touch and infiltrate both social aspects and public concerns (Purbakusuma, 2020, p. 103).

The stages taken in the Public Relations campaign will be much more structured and reliable to achieve the goals that have been set. This is because PR campaigns are very different from campaigns for propaganda purposes. In the daily role or practice of Public Relations, the campaign will have a different meaning from propaganda. According to Gani, Public Relations campaigns today have become very important; the campaign itself is a planned communication to achieve certain goals and seeks to influence audiences (Meisyaroh & Novena, 2020, p.

118). “Doing a campaign (PR campaign) here is more focused on building a mutual understanding and understanding (soft selling) through persuasion from the target audience. While propaganda, apart from aiming to seek followers or support, also aims to build an understanding of the target audience but focuses more on the element of “coercion” (hard selling) in addition to persuasion” (Ruslan, 2013, p. 66).

Composing messages for a campaign is the most important thing and must be fully reviewed by Public Relations, because this has a huge impact on the public and the campaign message can be well received. Message construction will be executed so that the results will gain mutual understanding, cooperation, and satisfaction from the audience or public. In the current digital era, the implementation of Public Relations campaigns can occur through any medium, one of which is online media (Budiarti et al., 2020, p. 350).

On its *Instagram* account, @komnasperempuan, regularly builds messages to the public by posting content about #sahkanRUUPKS as a form of campaign. In each of these campaign materials, Komnas Perempuan always provides up-to-date information on data and facts on violence against women in Indonesia. Through the use of hashtags, stories of sexual violence and individual testimonies can be collected and documented (Pratiwi, 2021, p. 209). Komnas Perempuan also actively disseminates information on the progress of the ratification of RUU PKS. One of the main focuses on Komnas Perempuan in publishing

its campaign content is to massively educate the public, especially the followers of the @komnasperempuan *Instagram* account. Of course, this is in line with the aim of Komnas Perempuan, which wants to reach the wider community and strengthen support for the ratification of RUU PKS in the digital space. It is important for non-profit organizations to monitor their impact on society through the social media platform to determine whether they are influencing enough people to be aware of the issues they bring up or not (Mukti & Putri, 2021, p. 38).

As it is known, *Instagram* is one of the digital spaces in social media that plays a big role in spreading information easily and quickly. *Instagram* also attracts the attention of the public and *Instagram* users themselves. *Instagram* is a product of new media that gets a lot of attention from everyone in the world, including Indonesia. Social media has been recognized as a new tool for social and political movements carried out by the community (Purwaningtyas, 2021, p. 141). Social media has become a trending medium for various groups. Old or young people, and even children, have used social media for their daily needs. The variety of benefits that come from being born and the presence of social media (Arifianto & Juditha, 2019, p. 31). Most new media users are young people who are very open to technological developments and can keep up with very dynamic technological developments (Isabertha & Mahmudi, 2017, p. 16).

Through *Instagram*, people do not hesitate to upload all activities, complaints, personal photos, and short videos to be

conveyed to all levels of society through *Instagram* accounts to form their identity (Sakti & Yulianto, 2018, p. 2). The total number of *Instagram* users in Indonesia has reached 85 million, of which 52.4% are female users, and 47.6% are male users (We Are Social & Hootsuite, 2021, p. 55). The data clearly describe new media products, such as *Instagram*, which are totally in demand by each community in Indonesia.

From the content of the #sahkanRUUPKS campaign posted by the @komnasperempuan *Instagram* account, not all audiences on *Instagram* have the same view. On #sahkanRUUPKS, there is a lot of debate activity going on. Of course, this is a matter of background in this study to find out the meaning of @komnasperempuan *Instagram* followers regarding the content campaign about the Draft Law Ratification on the Abolition of Sexual Violence #sahkanRUUPKS.

In the communication process, there is an encoding and decoding process that involves receiving messages, processing them, and understanding the message among the audience. This is very important because the core of the communication process is the mutual understanding between the sender of the message and the recipient of the message (Yuliarti et al., 2020, p. 182).

This research will be conducted using the encoding/decoding theory from Stuart Hall, following the study of communication science. Stuart Hall proposes an encoding-decoding model of media discourse that explains the media text that exists between its producers, who provide a framework

of meaning in a certain way, and their audiences, who interpret meaning according to different social situations and interpretation frameworks (McQuail, 2011, p. 132). The point of view of the encoding-decoding model in this reception analysis sees that every individual who becomes an audience member can interpret an object in the media differently from one another. This theory encourages the occurrence of various interpretations of a text during the production and reception processes (Pawaka & Choiriyati, 2020, p. 74). Reception analysis focuses on audience attention on the processing of mass communication (decoding), namely on the process of meaning and in-depth understanding and how the audience interprets media content. Audiences play an active role in interpreting media texts (Trianto et al., 2022, p. 117). What is obtained by each of these audiences, both in the form of audio and visual, can be accepted or rejected through the process of giving meaning.

The most important theoretical concept of reception analysis is that the media texts of the audience, readers, or television programs are not the meaning attached to the media texts but created in the interaction between the audience (audiences or readers) and the texts (Briandana & Azmawati, 2020, p. 59). According to Hall, regarding the position of the recipient of the message, namely: "Audiences perform decoding of media messages through three possible positions, namely 1) dominant hegemonic position; 2) negotiation; and 3) opposition" (Morrisan, 2013, p. 550), these three positions are the most fundamental to defining the location of each audience in receiving the

message conveyed by the communicator. The purpose of this study is to analyze the reception of *Instagram* followers of @Komnasperempuan regarding the content campaign about the Draft Law Ratification on the Abolition of Sexual Violence #sahkanRUUPKS.

METHOD

This study employs a qualitative approach with reception analysis methodology within a constructivist paradigm. This paradigm can be used in research to uncover the meaning of a phenomenon or event using various methods such as interviews, observation, case studies, and more. Interpretivism, phenomenology, symbolic interaction, and critical thinking are some constructivist approaches for gaining theoretical knowledge about something (Morrisan, 2019, p. 59). Reality does not present itself in a raw form but is filtered through an individual's way of perceiving things (Karman, 2015, p. 13).

Reception analysis focuses on examining how diverse audiences interpret media content, offering a perspective that centers on the audiences themselves rather than the media. This approach also considers the contextual impact of media usage and the interpretation of all audience experiences. It underscores that audiences have the liberty to construe the significance of the messages conveyed by the media. According to McQuail (Briandana & Azmawati, 2020, p. 59), reception analysis emphasizes the media's role as a reflection of the socio-cultural context and as a

process of attributing meaning through the audience's perceptions of their experiences and the production process.

This research takes a cultural studies approach, employing Stuart Hall's encoding-decoding theory. Within Hall's framework, the encoded message is subject to interpretation by the audience. Three audience interpretation categories exist: dominant, negotiated, and oppositional readings (Morrisan, 2013, p. 550). Dominant or preferred readings arise when the audience completely rejects the government's ideology, interpreting media content in line with the intended meaning encoded in the text by the publisher or writer. Negotiated readings emerge when the audience engages in meaningful, personal interpretations with distinct content. Oppositional readings occur when the audience interprets a message that directly contradicts the intended message code.

The data collection technique implements through in-depth interviews with twelve informants who were the research subjects in this study, namely *Instagram* followers of @komnasperempuan from generations Y and Z who knew about RUU PKS and had seen the content of the #sahkanRUUPKS campaign. They found that saturation occurred within the first twelve interviews, although basic elements for meta themes were present as early as six interviews (Guest et al., 2006, p. 59).

The data obtained will then be analyzed through a three-stage process. According to Miles and Huberman, the three stages of the process begin with the implementation of data reduction, data presentation, and conclusion

(Prastowo, 2011, pp. 242–248). These three points form the flow of the data analysis process used in this study. The technique of checking the validity of the data uses triangulation of sources by comparing and checking the level of trust of information obtained through time and in different ways (Bungin, 2010, pp. 256–257). This data validity technique is useful as a cutting-edge method for shortening research results.

FINDINGS

Followers' Reception Analysis Regarding the First #sahkanRUUPKS Campaign Content (Urgency of RUU PKS)

The upload of the first campaign content in this research is about the urgency of the Draft Law on the Abolition of Sexual Violence (RUU PKS), which displays the latest data on cases of violence against women, especially in the realm of sexual violence, in 2020. The content explained that there were 431,471 cases of violence against women, and only less than 30% of rape reports are legally processed.

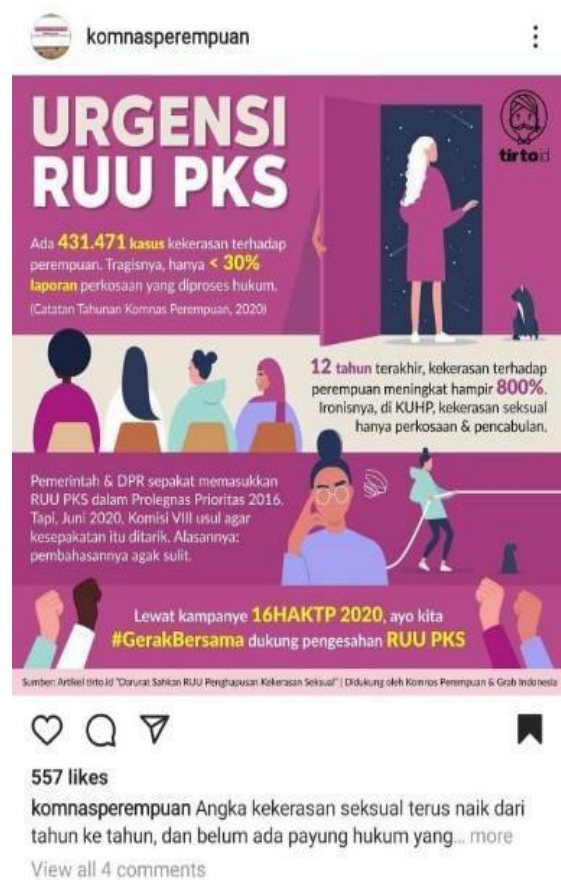


Figure 1 First #sahkanRUUPKS Campaign Content

Source: Komnas Perempuan (2020, December 13).
Urgensi RUU PKS [Instagram post].

Based on the interview, here's the overall reception of the informants regarding the first campaign content.

Table 1 Informants' Identity

Informant Name	Age	Profession	Location
Rusdy Yanson	25	BUMN Employee	Pekanbaru
Muhammad Rezza Putera	21	Undergraduate Student	Tangerang
Andreas Naibaho	25	Legal Researcher	Medan
Athiyya	21	Amnesty Volunteer	Jakarta
Vitae	23	Undergraduate Student	Yogyakarta
Bageur Al Ikhsan	25	Educator	Surabaya
Fatrisia	30	Freelancer	Buol, Central Sulawesi
Julia	28	Activist	Bandung
Meuthya Larasati	22	Employee	South Tangerang
Rana Reski Ismyputri	25	Master's Student & Chair of Indonesian Student Association (PPI) in Poland	Poland
Daniel Septian Triono	24	Psychologist-Activist	Jakarta
Rizki Anggarini Santika	26	Activist	Banjarmasin

Source: Primary Data (2022)

Table 2 Respondents' Reception of the Content in the First Campaign for the RUU PKS

Informant Name	Informants' Opinions	Category
Rusdy Yanson	Sahkan RUUPKS campaign content is relevant and supported by the facts that occurred. RUU PKS is indeed extremely urgent to ratify. He said that when that regulation has not been legalized yet, Indonesia has no basis for solving the problem of violence, especially sexual experiences by women.	Dominant
Muhammad Rezza Putera	Rezsa said that the content of the campaign illustrates the reason why RUU PKS has to be ratified immediately, it can be seen from the data displayed in the upload of the first campaign content, #sahkanRUUPKS. Informant 2 is in a dominant position because he also supports and believes in the contents of the campaign upload regarding the urgency of RUU PKS.	Dominant
Andreas Naibaho	Andreas, saw that there were a lot of cases of violence against women, but tragically, the number of reports was still minimal. So, He realized those cases of the same type were common and were always increasing. The content of this campaign allows informants to gain new knowledge and become more aware of the issue of violence against women. The informant is in a dominant position because he also stated that the RUU PKS is absolutely worthy of being said with urgency.	Dominant
Athiyya	Athiyya, gave a statement; she agreed with the content of the first campaign. She is in line because RUU PKS is urgent and has to be ratified, and she is in a dominant position. Even in the community, RUU PKS has many objections from several individuals and groups.	Dominant
Vitae	Vitae, simply agreed to the content of the first campaign. According to this informant, the first campaign content is a clear answer to RUU PKS, which is classified as a matter of urgency and priority. She agrees with and accepts the message that has been conveyed by Komnas Perempuan.	Dominant
Bageur Al Ikhsan	Bageur, concerns the content of the first campaign in detail. This informant said the design of this campaign's content is nice and engaging. The campaign content that was published also explained why RUU PKS had to be ratified and became something urgent. He explains that the data displayed is quite good and can be understood.	Dominant
Fatrisia	Fatrisia, agreed with the urgency of RUU PKS. She believed that RUU PKS could resolve all types of sexual violence cases later. Examples of relevant cases regarding sexual violence presented by informants in digital media will be able to be resolved if the regulation is ratified. This opinion puts this informant in the same position as the other informants, namely in a dominant position.	Dominant
Julia	Julia strongly agrees with the content of the first campaign. The number of cases displayed shows that the issue of sexual violence is indeed urgent. She also mentioned how victims often do not get empathy from the community due to a lack of awareness of this problem.	Dominant
Meuthya Larasati	Laras saw that this content contained substantial data, especially in the numbers listed. She revealed that the many existing cases of violence against women could be a consideration for the need for a regulation to protect victims, so RUU PKS is the only way.	Dominant
Rana Reski Ismiputri	Rana conveyed that the information provided was essential and made the public aware that the cases of sexual violence in Indonesia were tragic. The data and figures that appear are also absolutely relevant. Indonesia only has provisions in the Criminal Code that have not been able to handle the various cases of sexual violence, so the campaign made her agree that RUU PKS is urgent.	Dominant
Daniel Septian Triono	Daniel, said that the contents of the campaign regarding RUU PKS were quite good, and he agreed that RUU PKS was urgently needed. The first thing that needs to be known is that when we want to increase public awareness of the phenomenon of sexual violence and RUU PKS, we need to present concrete evidence, and Komnas Perempuan has succeeded in conveying this through the attached data.	Dominant
Rizki Anggarini Santika	Rizki emphatically concurred with the campaign post, expressing that RUU PKS is not only crucial but also necessary for effectively addressing and supporting victims of sexual violence. Rizki's stance aligns with the dominant position observed among the informants in support of RUU PKS.	Dominant

Source: Primary Data (2022)

The twelve informants above agreed that RUU PKS is an urgent regulation to be ratified, considering the high number of acts of violence against women, especially sexual violence, that occur in Indonesia. All of the answers given by informants, as a whole, are in a dominant hegemonic position, which means all of these informants have the same view as the first #sahkanRUUPKS campaign post, without any refutation of rejection or different understandings.

Followers Reception Analysis Regarding the Second #sahkanRUUPKS Campaign Content (RUU PKS Covers All Crimes of Sexual Violence)

In the second upload of campaign content, Komnas Perempuan published the issue of RUU PKS, which can cover all crimes of sexual violence, with evidence through the discussion of laws in Indonesia that cannot handle the very diverse types of sexual violence on the second slide.



Figure 2 Second #sahkanRUUPKS Campaign Content
Source: Komnas Perempuan (2021, January 24). RUU Penghapusan Kekerasan Seksual Menjangkau Seluruh Tindak Pidana Kekerasan Seksual [Instagram post].

The answers of all the informants were quite varied regarding this matter. From the questions that have been asked, most of them responded that RUU PKS could be present as legal protection for victims of sexual violence.

Table 3 Respondents' Reception of the Content in the Second Campaign for the RUU PKS

Informant Name	Informants' Opinions	Category
Rusdy Yanson	Rusdy, agreed that RUU PKS covers all crimes of sexual violence. This informant also added that the Indonesian people, especially women, truly need this regulation. RUU PKS can strengthen Permendikbud No. 31 from 2021 onwards.	Dominant
Muhammad Rezza Putera	Rezza, saw that the upload of the second campaign content was a reality. This informant said that presently, the regulations in force in Indonesia are still limited to the issue of rape and obscenity. While in RUU PKS, more forms of sexual violence can be regulated, such as sexual harassment, forced marriage, sexual exploitation, sexual slavery, and coercion of abortion. Through this comparison, Informant 2 agreed that RUU PKS regulates sexual violence better than the existing law.	Dominant
Andreas Naibaho	Andreas made an exception in the content of the second campaign. On the one hand, this informant agreed that RUU PKS is good and will be able to cover all criminal acts of sexual violence. But on the other side, Informant 2 is still pessimistic and doubts the implementation of RUU PKS, reflecting on existing regulations in Indonesia, such as the ITE Law. The informant gave an example of how RUU PKS could ensnare people who did not commit sexual violence at any time if it was not implemented correctly and according to its purpose.	Negotiation
Athiyya	Athiyya, did not make an exception to the content of the second campaign. This informant agreed that RUU PKS could cover all issues of sexual violence. According to her, the lack of protection regarding sexual violence in the existing law, which is also not yet comprehensively regulated, makes RUU PKS better.	Dominant

Informant Name	Informants' Opinions	Category
Vitae	Vitae, also briefly agreed on the statement in the content of the second campaign, plus it refers to the old draft of RUU PKS.	Dominant
Bageur Al Ikhsan	Bageur, explained in detail how he approved the content of the second campaign. According to this informant, RUU PKS was indeed not designed arbitrarily. Experts who participated in drafting the regulation collected points for criminal acts of sexual violence from the data they had or collected from the field. Informant 6 also added an example of a case, such as what happened in 2021, namely regarding breast robbery. He explained that the existing law does not regulate this issue, so the perpetrators cannot be charged with any punishment. However, when RUU PKS appeared, everything was set very well, as reflected in cases like this.	Dominant
Fatrisia	Fatrisia, said that when she joined the discussion with friends who were legal experts, this regulation, RUU PKS, was already good, and at least it had a victim's perspective. This informant also agreed that RUU PKS fully covers all crimes of sexual violence.	Dominant
Julia	Julia, enthusiastically agreed to the content of the second campaign. This informant expressed her appreciation to RUU PKS, which helped the victims get justice. The informant also added that the perpetrators must receive the appropriate punishment because they have seriously violated human rights.	Dominant
Meuthya Larasati	Laras, strongly agrees that RUU PKS is sufficient to cover all types of sexual violence because all of that is regulated precisely in each article of RUU PKS. In the article in RUU PKS, all types of sexual violence that exist are properly controlled.	Dominant
Rana Reski Ismyputri	Rana, stated that RUU PKS can indeed cover all acts of sexual violence, which are still very rare to be charged with all perpetrators until now. We can see that many cases of sexual violence end up in mediation.	Dominant
Daniel Septian Triono	Daniel firmly agrees that RUU PKS can cover all types of sexual violence because the draft of RUU PKS accommodates 16 types of sexual violence from various sectors along with the stages of their resolution. Of course, this is certainly different from the rules that existed before and are currently in effect.	Dominant
Rizki Anggarini Santika	Rizki, articulated a comprehensive perspective on RUU PKS, emphasizing that its significance extended beyond addressing criminal acts of sexual violence. According to Rizki, this proposed law had the potential to tackle all forms of violence, particularly those inflicted upon women. She further highlighted its importance in the continuum of care, stressing that it encompassed not only immediate responses to incidents but also subsequent support and rehabilitation for the victims.	Dominant

Source: Primary Data (2022)

Based on the answers of all informants, eleven informants, namely Rusdy, Rezza, Athiyya, Vitae, Bageur, Fatrisia, Julia, Laras, Rana, Daniel, and Rizki, are in the dominant hegemonic position. The informants fully accepted the second #sahkanRUUPKS campaign post, because they had read the entire contents of RUU PKS, which can indeed be proven to be able to cover all crimes of sexual violence. Informants also stated that RUU PKS does not only focus on criminal acts but also on steps to recover victims and rehabilitate perpetrators, so they see RUU PKS as a complete package to address the problems of sexual violence

cases in Indonesia. Meanwhile, one informant, Andreas, is in a negotiation position. According to him, RUU PKS at any time can be indicated as an ineffective regulation if it is not implemented correctly, thus making the informant give an exception to the campaign content.

Followers Reception Analysis Regarding the Third #sahkanRUUPKS Campaign Content (Indonesia Without Sexual Violence)

The third content explains Indonesia Without Sexual Violence through the Draft Law on the Elimination of Sexual Violence, or RUU PKS. In the upload, the message published by Komnas Perempuan focuses

on the very high number of victims of sexual violence, inadequate legal assistance, and the limited judicial process obtained by victims.

The following represents the outcomes of the interview conducted with all the participants.



Figure 3 Third #sahkanRUUPKS Campaign Content

Source: Komnas Perempuan (2021, January 17).
Indonesia Tanpa Kekerasan Seksual [*Instagram* post].

Table 4 Respondents' Reception of the Content in the Third Campaign for the RUU PKS

Informant Name	Informants' Opinions	Category
Rusdy Yanson	Rusdy, conveyed the third campaign content as an appropriate upload to persuade the public. The informant agreed with Indonesia without sexual violence, and it must be realized together.	Dominant
Muhammad Rezza Putera	Rezza, agrees with the content of this third campaign in line with the ratification of RUU PKS. According to this informant, the problem of sexual violence will also reduce if we aren't tired of educating our fellow citizens regarding sexual violence and its impacts. RUU PKS was created to protect victims from upstream to downstream, such as from crime, the recovery process, and others, so that the ideals stated in the third campaign content can be realized.	Dominant
Andreas Naibaho	Andreas, also agreed to realize the objectives stated by Komnas Perempuan in the content of the third campaign. This informant emphasized that surely no one can blame the goal, especially for the common good. Therefore, there needs to be a shared commitment to limit and prevent sexual violence in Indonesia.	Dominant
Athiyya	Athiyya, chose to make an exception to the third campaign's content. This informant does not agree that sexual violence can disappear completely in Indonesia. Eliminating cases of sexual violence, according to her, is unrealistic, but the problem can be reduced slowly through RUU PKS.	Negotiation
Vitae	Vitae, also does not fully agree with the third campaign's content. The informant saw that sexual violence could occur at any time, even though there were regulations governing the matter. Indonesia without sexual violence is a perfect goal, but cases of sexual violence are unavoidable.	Negotiation

Informant Name	Informants' Opinions	Category
Bageur Al Ikhsan	Bageur, has a strong desire that RUU PKS be legalized immediately so that the campaign content regarding Indonesia without sexual violence can be realized perfectly. The informant believes that Indonesia currently needs a regulation similar to RUU PKS to handle cases of sexual violence, especially if the first draft of RUU PKS can be ratified because the first draft contains more efficient handling than the revised one.	Dominant
Fatrisia	Fatrisia, explained in detail how she agreed with some of the essences of the campaign content and how she gave exceptions to what was not in line with her perspective. This informant sees that if RUU PKS only focuses on criminal prosecution, then the perpetrators won't necessarily be deterred by their actions, so sexual violence may not be gone in Indonesia. She also gave suggestions that socialization and education regarding sexual violence and RUU PKS should be implemented massively and periodically.	Negotiation
Julia	Julia was in the same situation as the previous informant. She explained what she did not agree with in the third campaign's content. According to her, eliminating sexual violence in Indonesia will be impossible if the rank implementers of the rules cannot set an example or do not carry out these regulations properly in the future. The informant emphasized that the existence of a new regulation that specifically regulates the issue of sexual violence does not necessarily guarantee that there will be no cases of sexual violence in the future. She believes that sexual violence can be reduced when there is RUU PKS, but she still doubts the significance of reducing or eliminating cases.	Negotiation
Meuthya Larasati	Laras saw that Komnas Perempuan brought relevant data to inform the public that there were a large number of victims who did not receive proper treatment. The informant agrees that sexual violence can be handled properly through RUU PKS.	Dominant
Rana Reski Ismyputri	Rana stated that cases of sexual violence in Indonesia would not disappear once RUU PKS was passed. This means that the essence of the message from Indonesia Without Sexual Violence is not entirely correct, because the biggest possibility that will happen is that the number of cases will decrease.	Negotiation
Daniel Septian Triono	Daniel, from this informant's personal view, Indonesia will never be able to eliminate sexual violence 100%, as long as the patriarchal culture, and sexual The objectification of women, which always places women as the gratification of lust, still exists. So, at the end of the day, the only visible result will be a reduction in the number of cases of sexual violence.	Negotiation
Rizki Anggarini Santika	Rizki doubted that sexual violence would completely disappear in Indonesia after the ratification of RUU PKS. After RUU PKS has been passed and fully implemented in the next 5 or 10 years, this informant is more confident that the number of cases will decrease.	Negotiation

Source: Primary Data (2022)

From the discussion about uploading the content of the third #sahkanRUUPKS campaign, all informants are divided into two positions. The first five informants, namely Rusdy, Rezza, Andreas, Bageur, and Laras, are in a dominant hegemonic position because they believe that RUU PKS can eliminate the problem of sexual violence in Indonesia, without exception. Meanwhile, the other seven informants, namely Athiyya, Vitae, Fatrisia, Julia, Rana, Daniel, and Rizki, are in a negotiation

position. According to them, RUU PKS cannot eliminate cases of sexual violence if the implementation of the rules is not accompanied by massive education and socialization among all people in society.

Followers Reception Analysis Regarding the Fourth #sahkanRUUPKS Campaign Content (Four Crucial Issues for Handling Victims of Sexual Violence)

Four Crucial Issues Handling Victims of Sexual Violence is a theme also discussed by @komnasperempuan on her *Instagram*

account, in line with campaigning for the ratification of the Draft Law on the Elimination of Sexual Violence with the hashtag #sahkanRUUPKS. The content of this campaign contains four points about the facts found in the field when the process of handling cases of sexual violence was

ongoing. Komnas Perempuan explains transparently through these four points that, until now, the handling of victims of sexual violence has not been proper.

The outcomes presented here are the result of the interview involving all the participants.



Figure 4 Fourth #sahkanRUUPKS Campaign Content
Source: Komnas perempuan (2021, February 07). 4 Isu Krusial Penanganan Korban Kekerasan Seksual [*Instagram* post].

Table 5 Respondents' Reception of the Content in the Fourth Campaign for the RUU PKS

Informant Name	Informants' Opinions	Category
Rusdy Yanson	Rusdy agreed in detail with each of the points contained in the fourth campaign content. The informant conveyed that the first point was correct because, until now, Indonesia did not have proper regulations for dealing with the increasingly diverse problems of sexual violence. Indonesia only has regulations for campus areas, namely Permendikbud number 30 in 2021. The second point is the truth, because Law Enforcement Officials cannot yet have a victim perspective and cannot be trusted. On the third point, the informant also agreed that victims of sexual violence in Indonesia are always bullied. On the fourth point, the informant also stated that it was true that victims of sexual violence were always the ones to blame, especially with the existence of the ITE Law, and perpetrators could intimidate victims first.	Dominant

Informant Name	Informants' Opinions	Category
Muhammad Rezsa Putera	Rezsa, explained his opinion regarding the four points contained in the content of the fourth campaign. The informant agrees that there are no regulations that properly regulate the issue of sexual violence, except RUU PKS. The informant also considered that Law Enforcement Officials often did not act actively for victims of sexual violence. He agreed that many have escaped our view of the rights of victims, especially in psychic or mental healing. On the last point, the informant agrees, as in the example of the case that occurred with one of the content creators in Indonesia who became a perpetrator of sexual violence. There are still many parties who support the position of that perpetrator and blame the victim for various reasons, including intimidation that injures the victim's rights.	Dominant
Andreas Naibaho	Andreas, agrees with the first point that the existing law does not specifically regulate the crime of sexual violence; it is only in the <i>lex generalis</i> stage, not the <i>lex specialis</i> stage yet. The second point is that the informants also agree that many law enforcement officers aren't aware they must have a victim perspective when handling sexual violence. On the third point, the informant stated that it was true that the victim recovery system was inefficient and took too long. Many considerations aren't clear, so the victim is neglected. On the fourth point, the informant agreed that this situation made victims of sexual violence too slothful to complain or make reports.	Dominant
Athiyya	Athiyya, succinctly agreed to the fourth campaign's content. According to her, the four points are mutually sustainable, making the situation of sexual violence in Indonesia tough to resolve. Only RUU PKS can be a tool through regulation to help victims get justice. RUU PKS can solve the four problems listed in the campaign content.	Dominant
Vitae	Vitae, agreed to the four points contained in the fourth campaign content directly. The informant explained that no law can handle the issue of sexual violence in Indonesia. According to several activist friends who often discuss it with the informant, it is still difficult for law enforcement officials to take the initiative to move. Victims of sexual violence are also rarely assisted in managing bureaucratic matters when making reports to the police, thus increasing the burden on victims. This informant also agrees with the fourth point, that in the realm of the family, the culture of violence is still perpetuated.	Dominant
Bageur Al Ikhsan	Bageur, passionately likes and agrees with the existence and essence of the content of the fourth campaign. This informant stated that it is true that, currently, we need rules or laws that can prevent and handle cases of sexual violence so that the four points can be resolved.	Dominant
Fatrisia	Fatrisia, emphasized that it is true that the Criminal Code (KUHP) and the Child Protection Law have not specifically regulated sexual violence. The informant also agreed with the contents of the second point to the fourth point: the negative stigma is very attached to the victim, especially women, as the party to blame.	Dominant
Julia	Julia agrees that non-physical sexual violence has not been regulated or handled by law, so RUU PKS is needed. The informant emphasized that if RUU PKS could be legalized, those four points could be resolved.	Dominant
Meuthya Larasati	Laras, has no doubts about agreeing with the four points contained in the content of this fourth campaign. For her, the forms of violence against women are increasingly diverse, while Law Enforcement Officers still have limited knowledge and tend to underestimate victims of violence, especially women. ill also always be blamed for their actions or the clothes they wear.	Dominant
Rana Reski Ismyputri	Rana, totally agreed and said that previous regulations, such as the Criminal Code, were still adjusted to the previous situation, while everything is now in a different situation, which means the digital era. The types of sexual violence are certainly changing, and there are more and more types, such as gender-based violence online.	Dominant
Daniel Septian Triono	Daniel considers those points quite relevant, and he agrees that they are still happening in Indonesia. He also said that Law Enforcement Officers, especially the police he knew at the Directorate of Women and Children Services (PPA), did not handle all of those cases on a broader scale, such as those involving victims with disabilities.	Dominant
Rizki Anggarini Santika	Rizki, agreed with all of the points listed and stated that the system established to resolve cases of sexual violence did not focus on thinking about the stages of psychological recovery or trauma for the victim. Victims will also always be blamed for their actions or the clothes they wear.	Dominant

Source: Primary Data (2022)

All informants are in a dominant hegemonic position because each of these informants believes that the four points concerning the Crucial Issue of Handling Victims of Sexual Violence are very much based on facts and are real things. Informants agree that the types of sexual violence are currently very diverse, and RUU PKS is here to overshadow and deal with them. The informants also confirmed the second, third, and fourth points and the relationship between these points, adding strong evidence through several case examples and stories from personal experiences.

Followers Reception Analysis Regarding the Fifth #sahkanRUUPKS Campaign Content (RUU PKS Ratified as a 2021 Priority National Legality Program)

In the latest upload of the #sahkanRUUPKS campaign content, the information published is about RUU PKS which is included in the 2021 Priority National Legality Program, along with several other draft laws. This is not a new story because RUU PKS has been in the Priority National Legislation Program (Prolegnas) in previous years but has always failed to be ratified by the state legislature.



Figure 5 Fifth #sahkanRUUPKS Campaign Content

Source: Komnas Perempuan (2021, Maret 28). RUU PKS Diketok Menjadi Prolegnas Prioritas 2021 [Instagram post].

Table 6 Respondents' Reception of the Content in the Fifth Campaign for the RUU PKS

Informant Name	Informants' Opinions	Category
Rusdy Yanson	Rusdy explained that RUU PKS is the most important priority to be ratified immediately. The informant agrees with the existence of RUU PKS in the 2021 Priority National Legality Program (Prolegnas), but he has doubts that RUU PKS is a priority, judging by the latest information that the legislature will soon close the legislative session period in 2021 without fighting for RUU PKS.	Negotiation
Muhammad Rezza Putera	Rezza, conveyed information about the existence of RUU PKS in the Priority National Legality Program (Prolegnas) contained in the fourth campaign content, which was one of the valuable expectations. The informant added that this moment was also one of the most anticipated for friends who have been fighting for RUU PKS for a long time. The informant agreed with the campaign content and added suggestions that the legislature could speed up the ratification of RUU PKS.	Negotiation
Andreas Naibaho	Andreas, indirectly disapproves of the content of the fourth campaign. According to him, the existence of RUU PKS in the 2021 Priority National Legality Program (Prolegnas) is truly sad because RUU PKS should have been there a long time ago. The informant only hopes that RUU PKS can be a priority and that there are no longer personal interests surrounding it.	Negotiation
Athiyya	Athiyya, expressed her contentment with the existence of RUU PKS, recognizing its importance in addressing sexual violence. However, she held a degree of pessimism regarding the legislative process. Athiyya questioned the seriousness of the legislative effort in prioritizing RUU PKS to the point of successful legalization. Her viewpoint reflected the negotiated stance as an informant, wherein she supported the campaign's goals but remained skeptical about the commitment of the Indonesian House of Representatives to see RUU PKS through to enactment.	Negotiation
Vitae	Vitae, explained that the existence of RUU PKS in the Priority National Legality Program (Prolegnas) was a breath of fresh air, especially for victims of sexual violence. However, after the many changes that occurred when RUU PKS was included in the discussion at the legislative level, this informant became pessimistic about the fact that the legislature always delays discussions related to RUU PKS.	Negotiation
Bageur Al Ikhsan	Bageur, indirectly stated explicitly that RUU PKS should have been there a long time ago, not in 2021. The informant also added that, even though it was included in the priority National Legislation Program, the informant did not want to set too high expectations for the information contained in the fourth campaign content. Reflecting on previous years, the legislature has always delayed the discussion and ratification of RUU PKS.	Negotiation
Fatrisia	Fatrisia, considers the contents of the fourth campaign to be good news that will last for a while. The informant also emphasized that the good news ended when RUU PKS was thoroughly revised in discussions at the legislative level. As a small example, the name of the draft law changed to RUU TPKS. The informant regretted that many articles were changed and lost when compared to the original academic texts.	Negotiation
Julia	Julia, directly stated that she was very pessimistic about the legislative body in Indonesia. The issue of the ratification of RUU PKS is only an opportunity for political parties to steal sympathy from the public. For the informant, there is no single individual in the legislative body who's serious about fighting for the ratification of RUU PKS. The informant also saw that the existence of RUU PKS was very vulnerable to becoming an issue that was tricked into being in the run-up to the 2024 general election.	Negotiation
Meuthya Larasati	Laras, felt quite relieved to see RUU PKS in the Priority National Legality Program (Prolegnas). She saw that it had been too long for people who were vocal about RUU PKS to wait for a positive outcome, so she is still optimistic that RUU PKS can be passed.	Negotiation
Rana Reski Ismiputri	Rana, actually did not put much faith in it; reflecting on previous years, RUU PKS was always just in and out of the priority National Legislation Program (Prolegnas). This means that there are certain interests that make it difficult to validate, so she is not optimistic.	Negotiation
Daniel Septian Triono	Daniel, believes this to be good news, but he still disagrees and does not trust policymakers because they always disappoint. The government always focuses on other interests that are more profitable, compared to crucial things that are more needed by the community.	Negotiation

Informant Name	Informants' Opinions	Category
Rizki Anggarini Santika	Rizki, harbors doubts regarding the inclusion of RUU PKS in the 2021 National Priority Legislative Program (Prolegnas). Her skepticism stems from a concern that legislative interests may take precedence, emphasizing their individual objectives over the protection and well-being of the people. Rizki's reservations shed light on a broader issue in the political landscape, where legislative priorities sometimes appear to be driven by personal or partisan goals rather than the imperative of safeguarding society's most vulnerable. While recognizing RUU PKS as a beacon of hope for victims, Rizki's perspective underscores the need for a more profound commitment to public welfare within the legislative process.	Negotiation

Source: Primary Data (2022)

Based on the answers that have been received, informants are mainly in a negotiation position. In this position, the ten informants included in it understood the meaning of the message content, with some exceptions that were not immediately accepted because they differed from their respective points of view. Meanwhile, two informants received in full and comprehensively the message content uploaded for the #sahkanRUUPKS campaign entitled "RUU PKS Diketok Menjadi Prolegnas Prioritas 2021," which was published by Komnas Perempuan, and put them in a dominant hegemonic position.

DISCUSSION

The phenomenon of digital campaigns has attracted public attention and been carried out by many organizations in Indonesia (Khotimah & Nurhastuti, 2018, p. 29). Content uploaded on social media, one of which is campaign content, can build or shape meaning for each audience. Audience response to a campaign message is affected by the process of reception and processing of messages or information made by audiences; therefore, the message must have certain capabilities to be able to encourage the audience to respond to the positive message of the given (Pertiwi et

Table 7 Informants' Reception of the RUU PKS Campaign

Informants' Name	Campaign Content I		Campaign Content II		Campaign Content III		Campaign Content IV		Campaign Content V	
	Dominant	Negotiation	Dominant	Negotiation	Dominant	Negotiation	Dominant	Negotiation	Dominant	Negotiation
Rusdy Yanson	✓	-	✓	-	✓	-	✓	-	-	✓
M. Rezza Eka Putera	✓	-	✓	-	✓	-	✓	-	✓	-
Andreas Naibaho	✓	-	-	✓	✓	-	✓	-	-	✓
Athiyya Larasati	✓	-	✓	-	-	✓	✓	-	-	✓
Vitae Mega	✓	-	✓	-	-	✓	✓	-	-	✓
Bageur Al-Ikhsan	✓	-	✓	-	✓	-	✓	-	-	✓
Fatrisia	✓	-	✓	-	-	✓	✓	-	-	✓
Julia	✓	-	✓	-	-	✓	✓	-	-	✓
Meuthya Larasati	✓	-	✓	-	✓	-	✓	-	-	✓
Rana Reski Ismyputri	✓	-	✓	-	-	✓	✓	-	-	✓
Daniel Septian Triono	✓	-	✓	-	-	✓	✓	-	-	✓
Rizki Anggarini Santika	✓	-	✓	-	-	✓	✓	-	-	✓

Source: Primary Data (2022)

al., 2007, p. 3). Reception arises through the catch of the audience, which reads or hears the message contents from the communicator. Communicants usually carry on with the construction of meaning in each message after reading the contents.

A person's interpretation of a context is surely different, and this happens because humans contribute as meaning producers and cannot separate from the references they have. This means someone has a different frame of reference than the others, commonly called the frame of reference. Besides that, there is also a field of experience between one person and another (Pawaka & Choiriyati, 2020, p. 74).

As stated in Wilbur Schramm's communication model, it is clear that everyone in the communication process is both an encoder and a decoder. We are constantly decoding signs from our environment, interpreting those signs, and decoding the results. You receive and deliver the message. The meaning you derive from your decoding (interpretation) will make you encode (Mulyana, 2017, p. 153).

The communication process is not only limited in one way; it can also involve the active interpretation or giving of meaning and reciprocity from the recipient of the message, so that effective communication happens both ways. Giving or constructing meaning will make each audience have different views, statements, or opinions on each message received. Social background, culture, education, experience, and other factors can influence the difference in

meaning between the contents of a message that has been captured or received.

This is also well conveyed by Stuart Hall in reception analysis, where the recipient of the message will interpret the content of the message and be in a different position, according to all kinds of factors that can influence them, in interpreting the content of the message conveyed. Analysis of reception refers to a study that focuses on meaning, production, and audience experience in interaction with the text media (Utami & Lestari, 2017, p. 29). Reception analysis is one of the audience studies in the context of communication that examines the acceptance and meaning of the message by the public. The message received by the public through the media in everyday life, both as a topic of conversation and as a basis for activities carried out based on the topics being discussed (Briandana et al., 2021, p. 307).

Each informant who is a matter of concern in this research has a variety of views, which is in line with the background of each informant in viewing the issue of sexual violence. The first informant, Rusdy, who used to take part in student movement activities during his college days, saw that cases of sexual violence had been going on for a long time and were deeply rooted in Indonesia. As the first informant in this research, Rusdy believes that violence against women is the most heinous act and cannot be normalized.

The second informant, Rezza, is one of the students who is active in the student organization and always participates in

conducting studies and consolidation, especially regarding cases of sexual violence occurring on campus. Despite being in an environment that is often absent from protecting victims, this informant still has the view that violence against women is a crime that cannot be tolerated.

Meanwhile, the third informant, Andreas, a researcher who has a legal education background, does not have much of a role and was involved in detail in studying the situation about the root causes of cases of violence against women. However, the informant also understands, cases of violence that occur are certainly not worthy of justification and require significant handling.

The fourth informant, Athiyya, is the only female informant with disabilities and quite often becomes the one who is blamed and gets a bad stigma when there is a potential for sexual harassment to occur against herself. This informant admitted through her experience that violence experienced by women still places women in spaces full of intimidation and discrimination.

The fifth informant, Vitae, has a fairly broad understanding of the meaning of violence against women, both physically and sexually. She comes from a family that has never been absent to fight for women's rights, so this informant believes that no one form of violence is appropriate for women to accept. For this informant, the existence of men and women must be equal, and there is no need to establish who is the superior party to unilaterally legalize the violent act.

Then there were the sixth informant, Bageur, an educator who very often goes directly to the field to see the reality of a social problem, such as sexual violence. This informant also has the view that cases of sexual violence are criminal cases that need to be handled seriously and require a definite rule in responding to the void of legal protection for the affected victims.

Then the seventh informant, Patricia, is an informant of sexual violence survivors who aren't tired of playing an active role in assisting victims of sexual violence in the surrounding environment. This informant knows and feels firsthand how difficult it is to be a woman who has been a victim of sexual violence.

The eighth informant, Julia, is an informant who has always engaged in activism activities. Her experience with other women activists shows that they are quite often faced with situations to fight for women's rights, specifically seeking the justice that should be obtained by victims of sexual violence. This informant is well aware that the sexual violence that has occurred in Indonesia is an emergency and requires a serious commitment from the state to help these victims.

The ninth informant, Laras, is an employee who is quite aware of women's issues, especially those related to the issue of violence that occurs against women both in Indonesia and in other countries. This informant has been actively involved several times in voicing and sharing information about cases of violence against women on social media.

The tenth informant is Rana, a master's student who is also the chair of the Indonesian Student Association (PPI) in Poland. In the past, she had the experience of having one of her family members experience violence in the sexual sphere. In response to that incident, she responded that violence against women could not be tolerated and that there should be a rule of law that could protect victims.

The eleventh informant, Daniel, is a psychologist-activist who actively fights for the rights of marginalized groups, especially in the context of gender. For him, the problem of cases of violence against women is a deep-rooted problem that requires a systematic and persistent solution.

The twelfth informant, Rizki, is an activist who always strives for the rights of victims of violence against women through the Women and Children Service Unit (PPA) and also through street protests. This informant has a lot of experience in seeing the actual conditions that are complicated, in resolving cases of violence against women, especially in the context of sexual violence, in the absence of a definite rule of law that applies.

In this study, responses conveyed by each informant were dominated by statements that strongly supported the #sahkanRUUPKS campaign movement, along with the ratification of RUU PKS. Each informant saw that the phenomenon of sexual violence that occurred in Indonesia was quite worrying, while the legal basis or regulations for the handling of cases of

sexual violence were inadequate, even far from the standard that should exist.

The issue of sexual violence is certainly complex, but the various aspects behind the cases are not easy to solve. The system, culture, and mindset that still normalize the existence of sexual violence have also made efforts to ratify RUU PKS not meet many bright spots. As a survivor of sexual violence, one of the informants also revealed that all the messages contained in the upload of the #sahkanRUUPKS campaign content on *Instagram* @komnasperempuan were accurate with what had been experienced. There has been no concrete contribution from the state to help victims and survivors of sexual violence, both legally and psychologically.

From a legal perspective, for example, there aren't many regulations that can help or protect victims of sexual violence. Informants stated that the Criminal Code (KUHP) only regulates two types of sexual violence, namely rape and obscenity, while over time, the types of sexual violence have become increasingly diverse, ranging from sexual harassment, sexual exploitation, forced marriage, coercive abortion, forced prostitution, sexual slavery and sexual torture. The facts that occur in this reality become a shared mission to be resolved equitably from the victim's perspective through RUU PKS. Informants also said RUU PKS was indeed capable of handling all the problems of sexual violence that exist today. It is really necessary, especially for victims and survivors of sexual violence.

Previous research discussing the phenomenon of new social movements

through social media *Instagram* regarding gender issue lawsuits with the hashtag #sahkanRUUPKS showed results stating identical points. First, legal protection related to cases of sexual violence in Indonesia does not exist and is not sufficient to help victims, so many cases are not handled thoughtfully by experts due to the absence of facilities that are safe and capable of helping victims of sexual violence resolve the case they are facing. Second, the main factor that makes RUU PKS extremely difficult to ratify is the patriarchal culture that is significantly inherent in Indonesia. This reality is evidenced by the number of male actors in government ranks compared to women's groups, and it does not present a balanced gender perspective. All efforts to equalize and pursue justice for each gender, especially women, will always be arduous to realize (Rizky, 2021, pp. 291–292).

The results of this study showed that the majority of informants was in a dominant position in interpreting the content of the #sahkanRUUPKS campaign, where the informant has a dominant ideology that is in line with the symbol or symbol transmitted by Komnas Perempuan to the informant. Symbols such as language through writing, namely the content of campaign messages about sexual violence and RUU PKS, the design of the images that were loaded, and the colors chosen by Komnas Perempuan in uploading the campaign content, were well received and appreciated by all informants. Informants in a negotiation position only give a few exceptions to the campaign content messages, which are indeed

different from their point of view; for example, the objectivity of one informant with a background as a researcher in the field of law in seeing the reality of the implementation of RUU PKS in the future can still potentially become a useless regulation if not implemented properly. Second, the views of most informants also still have doubts about the disappearance of cases of sexual violence in Indonesia, and the pessimism of informants sees a lack of seriousness in the performance of the House of Representatives of the Republic of Indonesia (DPR RI) to prioritize handling cases of violence against women in Indonesia.

CONCLUSION

Based on the analysis, results, and discussion of this research, the meaning of informants regarding the contents of the #sahkanRUUPKS campaign on *Instagram* @komnasperempuan is carried out actively as followers based on influencing factors, such as social background, culture, education, and personal experience, especially for victims and survivors of sexual violence. This study shows that the informants are in a dominant hegemonic position by accepting the contents of the #sahkanRUUPKS campaign as an appropriate step to make the public aware of sexual violence issues and the importance of a draft law that functions to protect victims. They also fully support the ratification of RUU PKS so that it can be applied immediately, due to their point of view that regulation is capable and effective

in dealing with the very diverse issues of violence against women in Indonesia, both physically and sexually.

Informants in a negotiation position accept the content of the #sahkanRUUPKS campaign by providing exceptions according to their respective experiences. As in the second campaign content entitled RUU PKS Covers All Sexual Violence Crimes, one informant gave the view that RUU PKS can cover all acts of sexual violence but has the potential to become a regulation that is not on target (to ensnare whoever is accused) if not carried out with proper and correct standardization during the investigation or verification period. As in the third campaign content entitled Indonesia Without Sexual Violence, seven informants still had doubts that sexual violence could disappear when RUU PKS is passed in the future due to patriarchal culture and gender inequality that still exist, even though they believe RUU PKS can resolve sexual violence cases. As in the content of the third campaign entitled RUU PKS Knocked Out to Become the 2021 Priority Prolegnas, ten informants stated that the inclusion of RUU PKS in the 2021 Priority Prolegnas was good news, which was also well received by them, but they still had pessimism about the sincerity of the House of Representatives in prioritizing and handing RUU PKS. Reflecting on their track record of experience in the years back then, members of the People's Legislative Assembly underestimated this draft law.

Meanwhile, no informants were found in an oppositional position because they

saw the campaign carried out by Komnas Perempuan as earnestly responding to the problem of physical and sexual violence against women, which had been attached to and ignored for too long without any actual handling. Therefore, all informants understand and fully support the actions made by Komnas Perempuan, one of which is through the campaign content #sahkanRUUPKS. At this point, Komnas Perempuan is supported to actively and massively all levels of society touch all levels of society actively and massively in campaigning for #sahkanRUUPKS through digital space so that the public can be aware of and pay special attention to cases of sexual violence in Indonesia and the Draft Law on the Elimination of Violence Sexual (RUU PKS) itself. The House of Representatives of the Republic Indonesia (DPR RI) is also encouraged not to delay further discussion of RUU PKS so that the ratification can be accelerated, considering the high number of sexual violence recorded in the Annual Records of Violence Against Women (CATAHU).

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