

# Sexploitation and Non-marital Sex Normalization Discourse in USS Feed

Muhammad Dicka Ma'arief Alyatalatthaf, Heppy New Year Haloho

Universitas Indonesia

Kampus Baru UI Depok, Kukusan, Beji, Depok 16425

E-mail: muhammad.dicka15@ui.ac.id

DOI: 10.24002/jik.v21i2.8169

Submitted: October 2023

Reviewed: October 2024

Accepted: December 2024

**Abstract:** *Some Indonesian media outlets that produce sex education videos exploit sexuality to attract viewers instead. This research aims to identify the sexual commodification and non-marital sex normalization in "USS Feed-#SEXED". The research uses van Dijk's critical discourse analysis. Data collection techniques include documentation, observation, and intertextual literature. The result shows sexploitation is manifested through the objectification of sexuality through female respondents' sexual experiences and the exploitation of erotic fantasies through demonstrations of sex equipment. Meanwhile, the normalization of non-marital sex discourse can be seen in the normalization construction of consent-based sex and safe sex by only using condoms.*

**Keywords:** *commodification, critical discourse analysis, non-marital sex, sex education, sexploitation*

**Abstrak:** *Beberapa media di Indonesia yang memproduksi video edukasi seks justru mengeksploitasi seksualitas untuk menarik penonton. Penelitian ini bertujuan mengidentifikasi berbagai jenis komodifikasi seksual dan wacana normalisasi seks non-marital dalam "USS Feed-#SEXED". Penelitian ini menggunakan analisis wacana kritis van Dijk. Teknik pengumpulan data meliputi dokumentasi, observasi, dan literatur intertekstual. Hasilnya menunjukkan sexploitation dilakukan melalui objektifikasi seksualitas melalui pengalaman seksual responden perempuan dan eksploitasi fantasi erotis melalui demonstrasi alat-alat seks. Sementara itu, normalisasi wacana seks non-marital terlihat pada konstruksi normalisasi seks berdasarkan persetujuan dan seks aman dengan hanya menggunakan kondom.*

**Kata Kunci:** *analisis wacana kritis, edukasi seks, komodifikasi, seks non-marital, sexploitation*

The lack of literacy regarding sex education can lead to misinformation in the community, especially among teenagers. Finally, they find out information about sexuality in unusual mediums, such as pornography (Lestari & Awaru, 2020, p. 22). This happens because teenagers do not have the space to ask questions about sex both at home and at school. Sex is considered too taboo to be discussed openly with children. Indonesian people consider

sex only related to sexual intercourse, so parents are reluctant to discuss or conduct sex education (Damayanti, Anni, & Mugiarto, 2018, p. 38).

The Law of the Republic of Indonesia (UU RI) No. 36 of 2009 concerning Health mandates sex education for the community. It is mentioned in article 72, letter d, that everyone has the right to obtain correct and accountable information, education, and counseling regarding reproductive health;

and in Article 73, that the government is obliged to ensure the availability of information facilities and reproductive health services that are safe, qualified, and affordable to the community, including family planning. The laws mean that everyone in Indonesia, including teenagers, has the right to obtain all information related to reproductive health. When someone understands the negative aspects of sexuality, they can avoid them and take preventive measures if a threat arises. Many adults, teenagers, and children have experienced the tragedy of sexual harassment and rape due to the manipulative actions of the perpetrators.

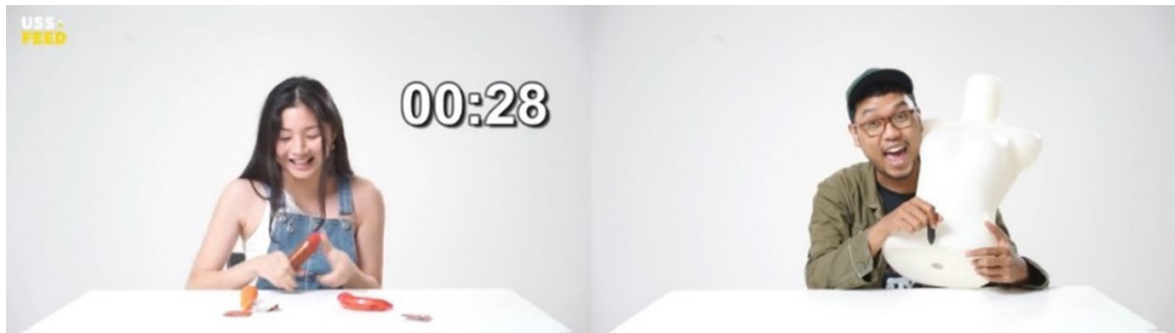
Murdock and Golding mention that mass media is the first industrial and commercial organization to produce and distribute commodities (Fuchs, 2012, p. 695). This means that the previous capitalist industry only produced goods which were then distributed by other parties. At the same time, the mass media industry is the first business corporation to produce and distribute its products independently. Capitalism is a type of society that is based on the logic of the accumulation of power, no exception in the digital era. Digital capitalism is not a new phase of capitalist development, but rather a dimension of the organization of capitalism that is shaped by digital mediation. In digital capitalism, social processes, such as the accumulation of power, capital accumulation, class struggles, political struggles, hegemony, ideology, globalization, and commodification, are mediated by digital technologies, digital

information, and digital communication (Fuchs, 2021, p. 10).

Sex and pornography are most often used as a commodity (Saini & Verma, 2019, p. 15805). The capitalistic practice regarding sex in digital media is the practice of commodifying sexuality in its information content. Commodification is one of the formulations in the study of the political economy of communication that focuses on the process of changing the value of an object that has value to become a selling point (Junaedi, Nugroho, & Wahyono, 2018, p. 898; Alyatalatthaf, 2018, p. 904).

De jure content in the mass media about sex education should impact helpful information, comprehensive education, entertainment, and social control. However, de facto, there are many mass media that commodify sexual education content with affixes in the form of sensation and sensuality under the guise of sex education. One of them is the video series #SEXED by USS Feed.

USS Feed explicitly calls their content as a sex education series. The sex education materials recommended by World Health Organization (WHO), The United Nations Educational, Scientific, and Cultural Organization (UNESCO), The United Nations Programme on HIV/AIDS (UNAIDS), The United Nations Population Fund (UNFPA), United Nations International Children's Emergency Fund (UNICEF), and UN Women in the International Technical Guidance on Sexuality Education (ITGSE) should



**Figure 1 Video Screenshot of USS Feed–#SEXED**

Source: MandyCJ (2020a)

be included in #SEXED. Unfortunately, #SEXED videos only talk about sex with a partner, demonstrations of putting on condoms, applying sex toys to partners, asking questions about sex aids, private experiences such as masturbation for the first time, and other less substantial questions.

In addition to being problematic in terms of content, such shows also have the potential to reinforce negative prejudices against sex education. People who at first do not want to accept sex education in Indonesia will become more hostile towards sex education. It happens because they will assume that sex education teaches about how to have sex and legalizes free sex. Therefore, this study aims to describe the forms of sexual exploitation and the

normalization of non-marital sex discourse in the USS Feed–#SEXED video series.

## METHOD

To see the forms of commodification of sexuality in the USS Feed–#SEXED, the researchers used a qualitative descriptive research design within the framework of the Critical Discourse Analysis (CDA) socio-cognitive model of Teun A. van Dijk. CDA is a textual study that aims to see the ideology and interests of a person, group, organization, or corporation as represented through language (Haryatmoko, 2019, p. 77). Language can show the interests of certain parties as well as the views they hold. Even, according to Bourdieu, language is a representation of power (Haloho, 2021, p. 80).

**Table 1 Three Levels Analysis of CDA by Teun A. van Dijk**

Analysis Level	The Function of Analysis Level	Points Observed
Text	To prove the existence of coherence between comments to form a discourse and see the global meaning of all comments, in-depth text analysis is needed.	Syntax, stylistic, rhetorical, semantics, thematic, and schematic.
Social cognition	To know the social cognition of message producers based on mental awareness, beliefs, biases, specific knowledge of an event or social context.	The person scheme, self scheme, role scheme, and events scheme.
Social context	To examine and understand how discourse is produced and constructed by society by paying attention to intertextuality.	Power and access dimension.

Source: Eriyanto (2011)

In this case, language encompasses verbal and textual communication and visual semiotics. Because discourse is a semiotic process representing the social world, the objects of CDA can be in the form of documents, speeches, discussions, parliamentary debates, news articles, films, cartoons, and even advertisements (Haryatmoko, 2019, p. 4). Data collection techniques in this study include documentation, in-depth observation, and intertextual literature study.

## FINDINGS

The USS Feed-#SEXED series is comprised of four videos titled: (1) “Warga +62 Belajar Tentang SEKS?! | #SEXED” (+62 Society Learn About Sex?! | #SEXED) (Part 1); (2) “Warga +62 Belajar ALAT SEKS dan MEMBUAT BAYI?! | #SEXED” (+62 Society Learn About Sex Tools and Making a Baby?! | #SEXED) (Part 2); (3) “GIMANA +62 PERTAMA KALI MASTURBASI | #SEXED” (How +62 Society Masturbate for The First Time | #SEXED) (Part 3); (4) “STEPS +62 UNTUK SEKS YANG AMAN! | #SexED WAJIB NONTON!” (Safe Sex Steps for +62 Society! | #SexED Must Watch!) (Part 4).

### Text Analysis

In text analysis, six things are observed: (1) syntax; (2) stylistic; (3) rhetorical; (4) semantics; (5) thematic; and (6) schematic (Eriyanto, 2011, pp. 227-229). The syntax is a part of grammar that studies the basics and processes of forming sentences in a language. Syntactic analysis is needed to determine

some aspects, such as the perfection of sentences and types of sentences (Keraf, 1984, pp. 137-138). Stylistics is the study of style to understand the mind through language in a way that reflects the soul and personality of the author or language user (Keraf, 2009, pp. 112-113). Rhetoric is used to determine whether the meaning is direct or indirect, and whether the language used is denotative or connotative (Keraf, 2009, p. 129). Semantics is the study of the relationship between objects and linguistic symbols, namely words, phrases, and sentences. Semantics also studies the history of changing the meaning of words (Alwasilah, 1993, pp. 156-157). Thematic analysis determines general description, summary, main idea, or principal things in a text. Van Dijk calls global coherence as the parts of the text that refer to a common idea point, and they support each other to describe a general topic. This broad topic is supported by two subtopics. Schematics aim to see the plot that forms the composition of the text, such as the introduction-conclusion, opening-closing, problem-solution, and premise-conclusion. This scheme can signify importance, relevance, or superiority (van Dijk, 1998, p. 207).

Furthermore, the results of the text analysis of each part of USS Feed-#SEXED video are presented in Table 2.

Schematic aims to see the plot that forms the composition of the text, such as the introduction-conclusion, opening-closing, problem-solution, premise-conclusion. This scheme can signify importance, relevance, or superiority (van Dijk, 1998, p. 207).

**Table 2 Three Levels Analysis of CDA by Teun A. van Dijk**

Elements Video Part	Syntax	Stylistic	Rhetorical	Semantics	Thematic (General Topics)
#SEXED part 1	Out of the total 96 responses, only 11 were complete sentences	Conversational style Climax structure	3 respondents used connotative meaning, including: corrective, ellipsis, and euphemism	Uses the lexis words Contains 1 homonym	Safe sex using condoms Consent-based sex
#SEXED part 2	Out of the total 180 responses, only 15 were complete sentences	Conversational style Climax structure	3 respondents used connotative meaning, including: pleonasm, euphemism, simile, hyperbole, and ellipsis	Uses the lexis words There is no lexical structure patterns discovered	Learn about sex aids and making babies
#SEXED part 3	Out of the total 123 responses, only 16 were complete sentences	Conversational style Climax structure	2 respondents used connotative meaning, including: euphemism, ellipsis, and allusion	Uses the lexis words There is no lexical structure patterns discovered	Indonesian people's perception of sex and sex education Normalization of sex before marriage or non-marital sex The importance of sex education
#SEXED part 4	Out of the total 53 responses, only 2 were complete sentences	Conversational style Climax structure	3 respondents used connotative meaning, including: euphemism and analogous	Uses the lexis words Contains 1 homonym	Steps to safe sex

Source: Processed by the Authors (2022)

#SEXED video part 1 is not structured in terms of the substance of the topic's theme. This can be seen from the fact that the Q&A questions asked by the interviewers tend to

be random. The Q&A questions and their main topics are summarized in Table 3.

From the schematic analysis, this arrangement pattern aims to highlight the

**Table 3 Topics of Q&A**

No.	Question	Topic
1	Explain the steps to follow to have safe sex	Sex/contraceptives
2	Name 3 types of sexually transmitted diseases, that cannot be cured	Sexually transmitted disease
3	Do you know how to get it?	Sexually transmitted disease
4	How many times a year should a sexually active teenager see a doctor?	Reproduction health
5	Can a girl get pregnant before getting her period?	Reproduction health
6	What is a "Pap smear"?	Contraceptives
7	What is pre-ejaculation?	Reproduction health
8	Name 5 contraceptives	Contraceptives
9	True or false, that latex condoms can last for 8 years?	Contraceptives
10	Is the G-Spot real? And try to draw the location of the G-Spot	Sex
11	So, in front of you right now, there are 3 pieces and 3 condoms. Now you have to insert the condom into the fruit within 30 seconds. 3.. 2.. 1..	Contraceptives
12	What is your current opinion on sex education, and how can it be improved in Indonesia?	Sex education (general)

Source: Processed by the Authors (2022)

topics that USS Feed wants to emphasize. The schematic emphasizes the parts that come first and those that are deliberately hidden as a strategy to hide important information. The hiding is done by placing it at the end to make it less prominent.

The questions posed are categorized into 5 topics. The topic of contraception is more prominent than the other 5 topics. USS Feed tries to highlight the topic of contraception in the entire discourse in this video by placing questions at the beginning of the video, and the number of questions is more dominant than other topic questions.

#SEXED video part 2 is structured in terms of the substance of the topic theme. This can be seen from the arrangement of the Q&A questions asked by the interviewers, which

tend to be sequential. The questions and the main topics are summarized in Table 4.

From a schematic analysis point of view, this arrangement pattern aims to deliver the audience to the topics that USS Feed wants to highlight. The questions posed were categorized into four topics. Although the topic of reproductive organ anatomy is seen as more numerous, the topic of sex aids & reproductive health devices is proportionately higher.

#SEXED video part 3 is structured in terms of the theme substance of the topic. This can be seen from the arrangement of the Q&A questions asked by the interviewers, which tend to be sequential. The Q&A questions and their main topics are summarized in Table 5.

**Table 4 Topics of Q&A**

No.	Question	Topic
1	Do you know what this is?	Reproductive organ anatomy
2	Do you know what this is?	Reproductive organ anatomy
3	Do you know what this is?	Reproductive organ anatomy
4	So now you have to explain what the sperm does inside to make a baby.	Reproductive process
5	I will give you stuff related to sex, and you have to guess what it is and how to use it	Sex aids & reproductive health devices
6	Now what is your conclusion about all the sex equipment you learned today?	Sex education (sex & sex aids)

Source: Processed by the Authors (2022)

**Table 5 Topics of Q&A**

No.	Question	Topic
1	What's your opinion about sex?	Sex
2	How do you think Indonesians think about sex?	Sex/sex education
3	How many times a week do you think it's normal to make love?	Sex
4	What is your opinion about sex before marriage?	Sex
5	When is the right time to make love for the first time?	Sex
6	What do you think about the concept of masturbation?	Sex
7	Do you think masturbation is healthy?	Sex/reproductive health
8	Is masturbation against religion?	Sex
9	How do you feel after you masturbate for the first time?	Sex
10	How important is sex education for children?	Sex education
11	Did you experience sex education at school? And if so, what did you learn?	Sex education
12	Should sex education be brought to public schools throughout Indonesia?	Sex education

Source: Processed by the Authors (2022)



If viewed from a schematic analysis perspective, this arrangement pattern aims to highlight the topics of sex relations and sex education, because the video part 3 explicitly only consists of these two topics plus one other topic that also refers to reproductive health (no. 7). The schematic gives emphasis on the parts that come first and those that are deliberately hidden as a strategy to hide important information. USS Feed seeks to highlight the topic of sex before marriage through the placement of questions based on the narrative structure, so that the storyline directs the audience to the perception scheme of the Indonesian people about sex and sex education as an opening before delivering sex before marriage as the content, and then the importance of sex education as a closing discourse.

#SEXED video part 4 is structured in terms of the theme substance of the topic. This can be seen from the arrangement of the Q&A questions asked by the interviewers, which tend to be sequential. The Q&A questions and their main topics are summarized in Table 6.

From a schematic analysis point of view, this arrangement pattern aims to deliver the audience to the topics that USS Feed wants to highlight. The questions

posed were categorized into 2 topics. The schematic places emphasis on which part comes first, and which part is deliberately implicit as a strategy to hide important information (van Dijk, 1998, p. 207). The proportions appear to be equally prominent in both topics and are organized through a narrative structure. The sequence forms a sequential narrative scheme (opening, content, closing) (Eriyanto, 2017).

### Social Cognition Analysis

The cognitive approach involves the assumption that the text has no meaning by itself. The meaning is given by the message producer. Therefore, an analysis of the cognitive representation of the message producer in the social cognition scheme is needed (van Dijk in Eriyanto, 2011, pp. 262-263).

The social cognition scheme formulated by van Dijk consists of four points: (1) person scheme, which explains how one describes and views the others based on his/her perspective; (2) self scheme, which describes how oneself is seen, understood, and described; (3) role scheme, which depicts how one sees and describes the his/her role and position in a society; (4) events scheme, which discuss how one sees, hears, interprets events that occur in a society (Eriyanto, 2011, pp. 262-263).

**Table 6 Topics of Q&A**

No.	Question	Topic
1	Have you ever had sex?	Sex
2	Explain your steps before doing safe sex?	Sex
3	Try to explain what is in front of you!	Sex aids
4	Of the three items, which one would you like to try?	Sex aids
5	Do you want to try to give more pleasure to your partner?	Sex

Source: Processed by the Authors (2022)

**Table 7 Social Cognition Scheme**

Social Cognition Scheme	Conclusion
Person scheme	Respondents did not appear to comprehend the sexual education material holistically. All respondents said that sex education is essential, but most respondents did not mention the direction, urgency, or significance of sex education. Respondents only know the function of sex education as literacy so as not to get pregnant here and there, not to get sexually transmitted diseases, and how to have safe sex. Only one respondent had a good understanding of sex education, namely Nikita. She mentioned issues related to human relations, the axiological values of sexuality, gender understanding, and sexual health. Nikita is a graduate of gender studies, but her level of education is not stated.
Self scheme	Respondents positioned themselves based on primordial values (Nurjaman, 2021, p. 370). For example, Ghesa feels ashamed and afraid when his parents watch #SEXED, Nikita thinks sex education needs to be learned by leaving taboos without leaving religious values and beliefs, Kim thinks the topic of sex is sensitive to some people, Jobe thinks the majority of Indonesian society is conservative because they disagree with the concept of sex before marriage, and the majority of respondents view sex before marriage as good or bad (Nikita), fine (Bryant), sinful but reasonable (Ghesa), it's up to you, because it has to do with oneself (Hafiz).
Role scheme	Respondents perceived Indonesian society as conservative on sexuality issues. The community still upholds religious values, normative values, customs, and culture. In addition, educational institutions in Indonesia are considered to have not played an optimal role in teaching sex education because of the taboo factor.
Event scheme	Respondents considered sex a taboo topic in Indonesia, having sex education challenging to teach and socialize. Some respondents think Indonesian society is still conservative because they disagree with the concept of "sex before marriage."

Source: Processed by the Authors (2022)

## DISCUSSION

### Non-marital Sex Normalization Discourse

Non-marital sex (premarital sex or sex before marriage) is sexual behavior with or without a partner, without any marriage ties (Mahmoodi, Mirzaee, Jahani, McFarland, & Sharifi, 2020, p. 2). Non-marital sexual behavior occurs in almost all parts of the world, but the attitude of each country towards this phenomenon is different. For example, America, Poland, and Ireland view that non-marital sexual behavior as something that is not permissible, even though they are classified as liberal. Contrast to Germany, the Netherlands, Norway, Canada, and Spain, which tend to be permissive. There are also moderate countries, for example, Australia, Great Britain, Italy, Russia, and Israel, as well

as countries that assess contextually, such as Japan, and countries that strongly reject them, including the Philippines and Indonesia (O'Donnell, Utomo, & McDonald, 2020, p. 2; Widmer, Treas, & Newcomb, 2010, p. 350).

Global rejection of non-marital sex is based on norms and morality, social and cultural values, religious values, virginity values, risk of disease, and unplanned pregnancies (Widmer, Treas, & Newcomb, 2010, p. 349). Meanwhile, based on the law, only a few countries in the world apply it, for example, the United Arab Emirates (UAE), which is a Muslim country and applies sharia law. However, over time, the UAE has reformed its legal system by decriminalizing non-marital sex (DUBAI OFW, n.d.; Sherlock, 2022).



In Indonesia, there is no law prohibiting non-marital sexual behavior. There are only four related articles: (1) if you are married (Article 284 of the Criminal Code); (2) if you engage in underage sex (Article 287 in conjunction with Article 290 of the Criminal Code); (3) if you commit rape (Article 285 of the Criminal Code); and (4) if you are in a state of unconsciousness or helplessness (Article 286 of the Criminal Code). However, Indonesia strongly opposes non-marital sexual behavior because of norms and morality, social and cultural values, religious values and political decision. In 2022, Indonesia's parliament banned sex outside marriage with a punishment of up to one year in jail (Teresia & Lamb, 2022). A new criminal code which will apply to Indonesians and foreigners alike and prohibit cohabitation between unmarried couples. The laws were passed with support from all political parties. A spokesperson for the Indonesian justice ministry justified the law on the grounds that it aimed to protect the institution of marriage and Indonesian values (Teresia & Lamb, 2022). Besides, Indonesia is a country with the largest Muslim population in the world, for decades it has adopted strong traditional Islamic beliefs so that all forms of sex outside of marriage are strictly prohibited. Traditional Islamic beliefs and social, cultural, normative, and moral aspects do not preclude non-marital sexual behavior. (O'Donnell, Utomo, & McDonald, 2020, p. 3). Based on many studies, western, modernising, liberal attitude cultures are the most influential factors in increasing

non-marital sexual behavior in Indonesia (Fauziyah, Tarigan, & Hakim, 2021, p. 1528; O'Donnell, Utomo, & McDonald, 2020, p. 3; Pantoioyo & Luhpuri, 2020, p. 87-99; Salviana, Sudana, & Cahyati, 2020, p. 228; Tasnim et al., 2019, p. 30). Furthermore, inadequate sex education and the unfiltered influence of media exposure lead the public, particularly adolescents, to receive incorrect information about sexuality, including non-marital sexual behavior (O'Donnell, Utomo, & McDonald, 2020, p. 1).

Non-marital sexual behavior is finally represented as a normal thing. Meanwhile, those who refuse are referred to as the conservatives. USS Feed constructs this discourse in the #SEXED video series. Discourse on the normalization of non-marital sex was constructed through Q&A with the respondents, and almost all the respondents' answers referred to this discourse. For example, general topics regarding consent-based sex are highlighted. Having sex based on consent is certainly justified by the norm. In comparison, sex without consent can be categorized as rape for both those who are not married and those who are already in a marital relationship (marital rape) (Isima, 2021, p. 127; Siburian, 2020, p. 151). However, the #SEXED videos contain a discourse on the normalization of non-marital sex. The reason is that none of the respondents mention marriage is a way to get safe sex. Moreover, Ghesa said, " 'Convince' yourself that this girl is your partner, and she wants to be. Because if

someone's partner, and she doesn't want to, that's dangerous." Thus, it is impossible that the word *partner* that Ghesa mentioned refers to a husband or wife, because the husband or wife do not need to convince each other that they are partner or couple.

Then, Nikita said, "... make sure you are comfortable, both of you are comfortable, or three, no matter how much you are". The sentence can be interpreted in two ways. The first is a marital relationship that is classified as polygamous or polyandrous (Fathoni, Sidik, Munandar, Kusuma, & Irfan, 2020, p. 80; Misran & Agustina, 2017, p. 248). The second leads to a form of polyamorous relationship, orgy, or other forms of group sex (Grunt-Mejer & Chańska, 2020, p. 2829; O'Donnell, Utomo, & McDonald, 2020, p. 1). This second form of relationship tends to be unbound in marital relations, in contrast to polygamy which is still legalized in Indonesia, or polyandry which is illegal, but it still occurs and is carried out through unregistered marriages.

The next is about safe sex by using a condom. Five out of eight respondents stated emphatically that the method to have safe sex is using a condom. Even though using a condom is not the only way, and even though you have used a condom, it still needs to be accompanied by other preventive measures such as avoiding free sex, not having multiple partners, and implementing a culture of monogamy (Inthavong, Ha, Anh, & Sychareun, 2020, p. 66). In the Q&A, no respondent answered regarding the application of a

monogamous culture or requiring marriage as a preventive measure. In addition, condoms are also not effective in dealing with sexually transmitted diseases, which are found through non-penetrative sexual behavior, such as kissing (Chow et al., 2019, p. 516).

### **Social Context Analysis**

Social context analysis is related to intertextual analysis by examining how discourse is produced and constructed in society. According to van Dijk's analysis of the social context, power and access dimensions can influence the occurrence of discourse (Eriyanto, 2011, p. 271). The dimension of power is defined as the ownership of a group of valuable resources, such as social status, knowledge, cognitive and ideological persuasion, and capital (Eriyanto, 2011, p. 271). The dimension of power is manifested in the owners of capital, who inject funds into the media for the sake of profit. In this context, the VIVO brand, as a sponsor of the #SEXED program, especially in video part 4, acts as an actor in the dimension of power.

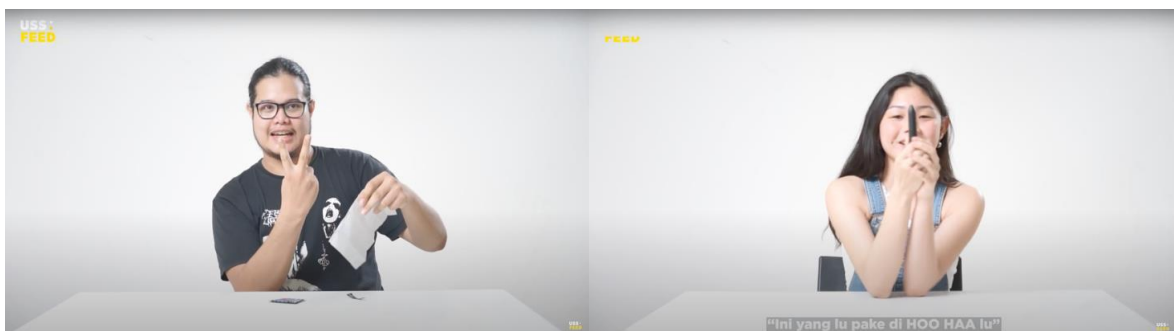
In the #SEXED videos part 1-3, USS Feed does not yet have a sponsor for their program. However, USS Feed in the video part 1 tries to catch sponsors attention by making a video that includes condoms in its content. USS Feed's efforts are even more explicit by including several objects related to sexuality, including tissue magic, tampons, cock rings, menstrual cups, vibrators, and sex lubricant in the video part 2. It seems as if USS Feed is making a proposal aimed at the brand of these objects.

In video part 2, these objects are displayed simply because the entire #SEXED videos were not produced using artistic layout, camera, composition, or pleasing visual elements, it only relied on a little video editing and close-up zoom techniques on the objects. The commodification of sexuality is emphasized more through the gestures of the respondents when demonstrating the tools. For example, when Hafiz, as the respondent, was given a magic tissue, he demonstrated its use by showing a V gesture in his right hand which connotes a vagina, and a tissue in his left hand wiping the 'vagina' finger with the tissue. Other example, Kim, as the respondent, was given a vibrator, she immediately stated its function and how it was used on the body while showing the gesture of the vibrator facing upwards, indicating an erect penis (Figure 2). These two scenes were taken using a medium shot (MS), with the subject positioned in the middle of the frame, with an eye-level camera angle. There are no special techniques, such as zoom, close-up, camera movement, etc. Medium shots are used in almost all scenes in the #SEXED videos with the aim of displaying a natural

distance between people and the camera, as well as showing all expressions and the objects they are holding (Hanmakyugh, 2023, p. 110).

USS Feed's efforts were then answered in video part 4. Finally, a brand called VIVO became a sponsor of USS Feed. VIVO is a brand that produces condoms, sex lubricants, and accessories such as vibrators, cock rings, and other sex aids. The video shows seven types of VIVO products: (1) condoms (with no variant stated), (2) VIVO Lube, (3) cock ring VIVO Stay Hard XL Donut Rings, (4) VIVO Vibe Little Bunny, (5) VIVO Vibe Naughty Devil, (6) VIVO Vibe the Bullet, and (7) VIVO Vibe Mini Bullet (VIVO Condom, 2022).

All products are displayed and packaged as content marketing products in the form of videos. Content marketing is a marketing and promotion strategy focused on the production and distribution of informative or educational content and it usually utilizes digital technology, such as the internet, social media, online articles, e-books, e-magazines, infographics, films, and videos, with the goal is to increase consumer engagement and trust (du Plessis, 2022, p. 1; Kee & Yazdanifard,



**Figure 2 The Respondents Demonstrated Sex Objects**

Source: MandyCJ (2020b)

2015, p. 1059; Koob, 2021, p. 2). USS Feed uses a content marketing strategy, such as videos that implicitly promote VIVO products by masquerading as Q&A video. The video also demonstrates the use of several products and provides a descriptive explanation of the features of one of the products, VIVO Lube, which is explained in sufficient detail, starting from the basic ingredients and benefits, as well as variations and tips on its use.

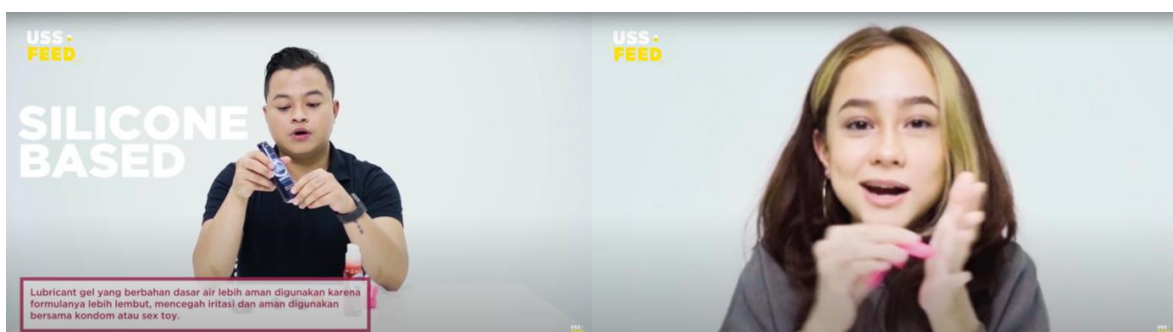
The other six products are not described in detail, but they are promoted in a soft-selling manner. This strategy is an indirect selling technique that aims to influence cognitive and affective aspects (Adyatma, 2022, p. 202; Syarifah, Azis, & Lisdiantini, 2022, p. 50). They are displayed and demonstrated to stimulate the audience so that it can arise curiosity, which is then expected to generate a desire to buy and try.

Slightly different from video part 2 which tends to only use the respondents' gestures, video part 4 looks more varied in playing visual elements. For example, by providing text and typography elements to the video (Figure 3). Typography permits change of the format, size, assignment, and movement and diversifies the typical typographic notions. In a multimedia

interface, as it can influence user response and interaction in the interface design (Sulaiman, Radzi, Kamaruddin, & Ali, 2020, p. 157), also provides a detailed exploration of the video and affects the audience's perspective (V & Rosh, 2024, p. 61). Another example, video part 4 use more often editing effects, such as cropping (Figure 3), stock shots, animation, and sound effects. Cropping in video part 4 is used to highlight subject or object, while stock shots provide a varied effect and a more lively feel (Asan, 2018, p. 34), animation is used to increase audience interest, and sound effects to creating a sense of pressure or emotion in a scene (Hadi, Fami, & Delano, 2023, p. 54).

The second way is hard-selling promotion, namely selling with a direct approach oriented towards real sales. It is usually marked by showing the product, explaining features, and directing the audience to purchase (Ajiningtyas, 2019, p. 30). Hard-selling is done through the description column on YouTube.

The USS Feed-#SEXED video part 4 promotes VIVO products in the YouTube description column by including links to all products promoted ([www.vivocondom.com](http://www.vivocondom.com)).



**Figure 3 Content Marketing in USS Feed-#SEXED**

Source: MandyCJ (2020c)

com/product-accessories.php). USS Feed is also promoting a giveaway that is a collaboration between USS Feed and VIVO. In addition to product promotion, the description also promotes the Instagram accounts of @ussFeeds and @vivo\_id. This is a form of promotion that aims to increase engagement through social media so that the audience is closely connected with the media and products, builds long-term relationships with audiences or customers, increases customer loyalty by being emotionally close and expects the creation of viral marketing activity through the massive spread of word of mouth (Trunfio & Rossi, 2021, p. 2).

VIVO indirectly controls the content of USS Feed material through its purpose in promoting their products. USS Feed is also tasked with promoting and attracting a large audience so that the impact of its promotion spreads in society. To achieve this target, USS Feed also presents content that seems able to attract as many audiences as possible. Exploitation in the content also occurs and commodification analysis is used to map the points of exploitation.

### **Sexploitation: Commodification of Sexuality**

The study of capitalism in the mass media industry has been formulated by Vincent Mosco in the political economy theory of communication (Alyatalathaf, 2018, p. 904). Literally, this theory discusses power relations in production, distribution, and consumption of communication resources. The theory divides the study into three dimensions: (1) commodification, (2) spatialization, and (3) structuration

(Mosco, 2009, p. 129). This research looks at how USS Feed turns media content into profit fields. Mosco (2009, p. 24) defines commodification as the process of transforming valuable items into items with a marketable value. Commodification is divided into three forms: (1) content, (2) audience, and (3) labor. USS Feed practices content commodification, namely changing media messages that should be informative into messages that are exploitative for something (Saraswati, 2018, p. 52), in the #SEXED video series.

Content commodification by USS Feed is manifested in the form of sexual objectification of women. This form of objectification occurs when women's sexuality and bodies are separated from their identities and made objects to satisfy men's sexual desires (Carlsson, Kataria, & Lampi, 2024, p. 1; Plieger et al., 2021, pp. 1-2). The objectification of women has been perpetuated for decades in the mass media, such as video clips, films, magazines, social media, and advertisements (Vargas-Bianchi & Mensa, 2020, p. 77; Vidia & Retnaningdyah, 2021, p. 117; Willis, Bridges, & Sun, 2022, p. 1298). This happens because the audiences are perceived to be more easily provoked by exploiting the sexual appeal of women. Advertisements primarily require attention, interest, and desire to attract potential customers.

The objectification of sex is not only through the appearance of a woman's body, her looks, clothes, movements, and gestures that invite lust, or other physical things and appearances (Harsey & Zurbruggen, 2021,



p. 861; Szymanski, Carr, & Moffitt, 2011, p. 6; Szymanski, Moffitt, & Carr, 2011, p. 10), but also through erotic and suggestive stimuli (Zimmerman & Dahlberg, 2008, p. 71) in the form of stories about women's experiences in terms of sexuality. Producers are more focused on appearance and exposing the stories and experiences of female respondents than presenting respondents who are truly experts in the field of sex education. Thus, the broadcast about sex education aspired to by USS Feed is no longer relevant because the material content on comprehensive sex education is not reflected.

Producers also exploit sexuality through erotic fantasies, demonstrating the use of sex aids and reproductive health devices in the challenge segment. For example, the challenge of putting a condom on three objects, namely a banana, cucumber, and carrot, in thirty seconds. Substantively, this challenge has nothing to do with sex education because there is no requirement for a minimum duration of putting on a condom. In addition, placing a condom on the objects that resemble penises can evoke erotic fantasies in the audience, e.g., gangbang, which is a form of sexual behavior that involves several men and one woman at the same time (Dacela, 2010, p. 1; Oxford Learner's Dictionaries, 2022). This sexual behavior is often juxtaposed with rape culture or gang rape because in practice it often involves relations of power, domination, marginalization, and dehumanization (Dacela, 2010, p. 5; Waterhouse-Watson & Brown, 2011).

Exposure of respondents' stories and experiences regarding respondents' sexual activities and demonstrations that provoke the audience's sexual fantasies has the potential to reinforce prejudice that women who are sexually active, explorative in terms of sexuality, and have sexual fantasies are bitches (Dacela, 2010, p. 3). This prejudice only occurs for women because men are considered normal when they do these things (the sexual double standard) (Hensums, Overbeek, & Jorgensen, 2022, p. 23).

The access dimension is defined as a group that has greater access than the public. Groups in power have greater opportunities to access the media and have greater opportunities to influence public awareness (van Dijk in Eriyanto, 2011, p. 271). USS Feed, as a media that receives funding from sponsors, acts as an access dimension actor that can influence public awareness through media exposure.

First, USS Feed utilizes the YouTube platform to broadcast the #SEXED video series. On November 3rd, 2022, USS Feed had 376 thousand subscribers on this platform. The number of viewers for the #SEXED video series is reflected in the number of views for each video, while the number of engagements can be seen from the number of likes and comments. It can be shown in detail as follows. Video part 1 got 880 thousand views, 16 thousand likes, 761 comments. Video part 2 got 143 thousand views, 2.9 thousand likes, 121 comments. Video part 3 got 571 thousand views, 9.1 thousand likes, 516 comments. Video part 4 got 384 thousand views, 8 thousand likes, 359 comments.



This number is quite large, considering that there are 376 thousand people who have the potential to watch the #SEXED video series, and hundreds of thousands of other audiences who have the potential to be exposed to sexploitation content.

Second, USS FEED also utilizes the Instagram platform to expand its audience reach. This strategy is called cross-platform, multi-platform, or viral marketing. They have the same goals and characteristics to increase engagement and exposure by utilizing various media platforms (Jaidka, 2022, pp. 1-2; Puriwat & Tripopsakul, 2021, p. 1-2). On November 3<sup>rd</sup>, 2022, the Instagram platform @ussFeeds got 1.2 million followers. Video content uploaded on YouTube is also promoted on the Instagram platform. Thus, the potential audience for watching the #SEXED video series is also getting bigger. One example is #SEXED Part 4, which received 18.2 thousand likes and 238 comments.

USS FEED's large number of potential audiences across multiple media platforms allows it to massively influence audience awareness. As a result, the discourse on normalizing non-marital sex is becoming more widespread, as is the impact of the spread of sex education content containing sexploitation. Women who are perceived to be bad will face misogyny, cybermisogyny, slut-shaming, and be labeled as "easy girls." (Alyatalatthaf, 2021, p. 183; Dacela, 2010, p. 3; Goblet & Glowacz, 2021, p. 1). Furthermore, spreading sex education will become increasingly difficult because people will believe it teaches about free

sex, opens women's minds to sex and sex fantasies, and other unfounded concerns. In fact, sex education makes people aware of the risks of irresponsible sex, including non-marital sex.

## CONCLUSION

Sexploitation is manifested in the USS Feed–#SEXED video series through content commodification, which includes: (1) the objectification of sexuality through exposure to stories of female respondents' sexual experiences; and (2) the exploitation of erotic fantasies through demonstrations on the use of sex aids and sexual health equipment. Meanwhile, the normalization of non-marital sex discourse can be seen in the construction of consent-based sex and safe sex by using only condoms, even though other preventive measures are needed, such as monogamous sex.

The social context analysis describes the content commodification practices carried out by USS Feed through the #SEXED video series. The content is sponsored by VIVO, a condom manufacturer brand, through a content marketing strategy. This makes VIVO a power dimension actor. Meanwhile, the access dimension is occupied by USS Feed as a mass media that has a very large audience, a very wide audience distribution, and a variety of media platforms. The large number of potential audiences across multiple media platforms allows USS Feed to massively influence audience awareness. Therefore, the discourse on the normalization of non-marital sex and the impact of the

spread of sex education content containing sexploitation is getting wider and bigger.

This research contributes to providing understanding of audiences to remain sceptical when consuming mass media, raises awareness of the sexual exploitation and non-marital sex normalization discourses in sex education videos, constitutes a reflection for video producers to steer clear of sexploitation in their works and emphasizes a greater priority on public education and enlightenment.

## REFERENCES

- Adyatma, M. R. F. (2022). MSMEs' strategy for delivering messages through TikTok content. *Jurnal ASPIKOM*, 7(1), 202-218.
- Ajiningtyas, K. (2019). Strategi promosi paket wisata pada Rodex Tours and Travel dengan metode hard selling. *VOK@SINDO: Jurnal Ilmu-Ilmu Terapan dan Hasil Karya Nyata*, 7(1), 28-35.
- Alwasilah, A. C. (1993). *Linguistik: Suatu pengantar*. Bandung, Indonesia: Percetakan Angkasa.
- Alyatalathaf, M. D. M. (2018). Spasialisasi dan praktik monopoli Emtex Group. *Jurnal ASPIKOM*, 3(5), 903-916.
- (2021). Cybermisogyny: Hate against women and gendertrolling manifestation on Instagram. *Jurnal ILMU KOMUNIKASI*, 18(2), 183-200.
- Asan, S. D. (2018). *Penerapan sequence shot dalam editing film dokumenter*. Diploma Thesis. Sekolah Tinggi Ilmu Komunikasi (STIKOM) Yogyakarta, Yogyakarta, Indonesia.
- Carlsson, F., Kataria, M., & Lampi, E. (2024). Sexual objectification of women in media and the gender wage gap: Does exposure to objectifying pictures lower the reservation wage?. *Journal of Behavioral and Experimental Economics*, 108, 1-11.
- Chow, E. P. F., Cornelisse, V. J., Williamson, D. A., Priest, D., Hocking, J. S., Bradshaw, C. S., ... Fairley, C. K. (2019). Kissing may be an important and neglected risk factor for oropharyngeal gonorrhoea: A cross-sectional study in men who have sex with men. *Sexually Transmitted Infections*, 95(7), 516-521.
- Dacela, M. L. (2010). *Sexuality, power, and gangbang: A Foucauldian analysis of Annabel Chong's dissent*. Archival Material/Manuscript. De La Salle University, Manila, Philippines.
- Damayanti, M., Anni, C.T., Mugiarto, H. (2018). Layanan informasi dengan media gambar untuk meningkatkan pemahaman sex education siswa. *Indonesian Journal of Guidance and Counseling: Theory and Application*, 7(1), 37-44.
- du Plessis, C. (2022). A scoping review of the effect of content marketing on online consumer behavior. *SAGE Open*, 12(2), 1-17.
- DUBAI OFW (n.d.). UAE: Sex outside marriage is illegal. <<https://dubaiofw.com/sex-outside-marriage/>>
- Eriyanto. (2011). *Analisis wacana: Pengantar analisis teks media*. Yogyakarta, Indonesia: PT. LKiS Pelangi Aksara Yogyakarta.
- (2017). *Analisis Naratif: Dasar-dasar dan penerapannya dalam analisis teks berita media*. Jakarta, Indonesia: Kencana.
- Fathoni, M. Y., Sidik, S. H., Munandar, A., Kusuma, R., & Irfan, M. (2020). Penyuluhan hukum tentang pengaturan poligami dan akibat hukumnya di Indonesia. *Journal Kompilasi Hukum*, 5(1), 74-82.
- Fauziyah, Tarigan, F. L., & Hakim, L. (2021). Analisis faktor yang mempengaruhi perilaku seks Kabupaten Aceh Utara tahun 2021. *Journal of Healthcare Technology and Medicine*, 7(2), 1526-1545.
- Fuchs, C. (2012). Dallas Smythe today - the audience commodity, the digital labour debate, Marxist political economy and critical theory. *tripleC: Communication, Capitalism & Critique*, 10(2), 692-740.

- . (2021). The digital commons and the digital public sphere: How to advance digital democracy today. *Westminster Papers in Communication and Culture*, 16(1), 9-26.
- Goblet, M., & Glowacz, F. (2021). Slut shaming in adolescence: A violence against girls and its impact on their health. *International Journal of Environmental Research and Public Health*, 18(12), 1-15.
- Grunt-Mejer, K., & Chańska, W. (2020). "How do they even know they love?" The image of polyamory in Polish expert discourse. *Archives of Sexual Behavior*, 49, 2829-2847.
- Hadi, I., Fami, A., & Delano, B. I. (2023). Implementation of sound effects and voice over techniques in creating motion graphic "Budidaya Ayam Kampung Unggul Balitbangtan". *Jurnal Pendidikan Multimedia (Edsence)*, 5(1), 51-60.
- Haloho, H. (2021). Framing media online terhadap kebijakan penanganan pandemi Covid-19 di Indonesia. *Orasi: Jurnal Dakwah dan Komunikasi*, 12(1), 75-96.
- Hanmakyugh, T. T. (2023). The psychology of camera shots: A determinant for audience perception of film images. *AMA: Journal of Theatre and Cultural Studies*, 14(1), 104-113.
- Harsey, S. J., & Zurbriggen, E. L. (2021). Men and women's self-objectification, objectification of women, and sexist beliefs. *Self and Identity*, 20(7), 861-868.
- Haryatmoko. (2019). *Critical discourse analysis: Landasan teori, metodologi, dan penerapan*. Depok, Indonesia: PT RajaGrafindo Persada.
- Hensums, M., Overbeek, G., & Jorgensen, T. D. (2022). Not one sexual double standard but two? Adolescents' attitudes about appropriate sexual behavior. *Youth & Society*, 54(1), 23-42.
- Inthavong, K., Ha, L. T. H., Anh, L. T. K., & Sychareun, V. (2020). Knowledge of safe sex and sexually transmitted infections among high school students, Vientiane Prefecture, Lao PDR. *Global Health Action*, 13(sup2), 66-73.
- Isima, N. (2021). Kebijakan hukum pidana marital rape dalam konsep pembaharuan hukum di Indonesia. *Al-Mujtahid: Journal of Islamic Family Law*, 1(2), 125-138.
- Jaidka, K. (2022). Cross-platform- and subgroup-differences in the well-being effects of Twitter, Instagram, and Facebook in the United States. *Scientific Reports*, 12, 1-11.
- Junaedi, F., Nugroho, H., & Wahyono, S. B. (2018). Komodifikasi bonek dalam jejaring konglomerasi Jawa Pos. *Jurnal ASPIKOM*, 3(5), 891-902.
- Kee, A. W. A., & Yazdanifard, R. (2015). The review of content marketing as a new trend in marketing practices. *International Journal of Management, Accounting and Economics*, 2(9), 1055-1064.
- Keraf, G. (1984). *Tata bahasa Indonesia*. Jakarta, Indonesia: Nusa Indah.
- . (2009). *Diksi dan gaya bahasa*. Jakarta, Indonesia: Penerbit PT Gramedia Pustaka Utama.
- Koob, C. (2021). Determinants of content marketing effectiveness: Conceptual framework and empirical findings from a managerial perspective. *PLoS ONE*, 16(4), 1-25.
- Lestari, D. A., & Awaru, A. O. T. (2020). Dampak pengetahuan seksual terhadap perilaku seks remaja di Kecamatan Manggala Kota Makassar. *Jurnal Sosialisasi: Jurnal Hasil Pemikiran, Penelitian dan Pengembangan Keilmuan Sosiologi Pendidikan*, 7(1), 21-28.
- Mahmoodi, M., Mirzaee, M., Jahani, Y., McFarland, W., & Sharifi, H. (2020). Age and factors associated with first non-marital sex among Iranian youth. *Sexuality & Culture*, 24, 532-542.
- MandyCJ (Producer). (2020a). *Warga +62 belajar tentang seks?! | #SEXED* [YouTube Video]. Indonesia: USS Feed. <[https://www.youtube.com/watch?v=5Y6eRUbejCQ&t=9s&ab\\_channel=USSFeed](https://www.youtube.com/watch?v=5Y6eRUbejCQ&t=9s&ab_channel=USSFeed)>
- . (2020b). *Warga +62 belajar alat seks dan membuat bayi?! | #SEXED* [YouTube Video]. Indonesia: USS Feed.

- <[https://www.youtube.com/watch?v=\\_qkXSYjNgFQ&t=1s&ab\\_channel=USSFeed](https://www.youtube.com/watch?v=_qkXSYjNgFQ&t=1s&ab_channel=USSFeed)>
- (2020c). *Gimana +62 pertama kali masturbasi | #SEXED* [YouTube Video]. Indonesia: USS Feed. <[https://www.youtube.com/watch?v=\\_zW\\_G9oxU0g&t=24s&ab\\_channel=USSFeed](https://www.youtube.com/watch?v=_zW_G9oxU0g&t=24s&ab_channel=USSFeed)>
- (2020d). *Steps +62 untuk seks yang aman! | #SEXED* [YouTube Video]. Indonesia: USS Feed. <[https://www.youtube.com/watch?v=yow\\_06SMJJU&t=302s&ab\\_channel=USSFeed](https://www.youtube.com/watch?v=yow_06SMJJU&t=302s&ab_channel=USSFeed)>
- Misran, & Agustina, M. (2017). Faktor-faktor terjadinya poliandri di masyarakat (Studi kasus di Kabupaten Pidie Jaya). *Samarah: Jurnal Hukum Keluarga dan Hukum Islam*, 1(1), 248-274.
- Mosco, V. (2009). *The political economy of communication*. Thousand Oaks, CA: SAGE Publications, Inc.
- Sherlock, R. (2022, January 11). Why United Arab Emirates is relaxing laws on sex, marriage, liquor, vapes and more. *NPR.org*. <<https://www.npr.org/2022/01/11/1071880009/uae-laws-business-sex-marriage-alcohol-cbd#:~:text=What this means for Emiratis, have been subject to punishment>>
- Nurjaman, A. (2021). Tantangan primordialisme dalam upaya membangun budaya politik nasional. *Satwika: Kajian Ilmu Budaya dan Perubahan Sosial*, 5(2), 370–383.
- O'Donnell, J., Utomo, I. D., & McDonald, P. (2020). Premarital sex and pregnancy in Greater Jakarta. *Genus*, 76(1), 1-22.
- Oxford Learner's Dictionaries. (2022). *gang bang*. <[https://www.oxfordlearnersdictionaries.com/definition/english/gang-bang\\_1](https://www.oxfordlearnersdictionaries.com/definition/english/gang-bang_1)>
- Pantoiyo, Z. F., & Luhpuri, D. (2020). Adolescent perceptions of free sex behavior In Kebon Jeruk Village, Andir District, Bandung. *Journal Sampurasun: Interdisciplinary Studies for Cultural Heritage*, 6(2), 87–99.
- Plieger, T., Groote, O., Hensky, R., Hurtenbach, L., Sahler, S., Thönes, L., & Reuter, M. (2021). The association between sexism, self-sexualization, and the evaluation of sexy photos on Instagram. *Frontiers in Psychology*, 12, 1-11
- Puriwat, W., & Tripopsakul, S. (2021). The role of viral marketing in social media on brand recognition and preference. *Emerging Science Journal*, 5(6), 855–867.
- Saini, D. J. S., & Verma, A. (2019). Pornography: An unbridled source of exploitation. *Think India Journal*, 22(14), 15805-15815.
- Salviana, E. A., Sudana, I. M., & Cahyati, W. H. (2020). Analysis of premarital sex factor through self-control in teenagers at senior high school/equals in Sarolangun Regency. *Public Health Perspective Journal*, 5(3), 228–234.
- Saraswati, M. S. (2018). Social media and the political campaign industry in Indonesia. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, 3(1), 51-65.
- Siburian, R. J. (2020). Marital rape sebagai tindak pidana dalam RUU-penghapusan kekerasan seksual. *Jurnal Yuridis*, 7(1), 149-169.
- Sulaiman, S, Radzi, M. Q. A. A., Kamaruddin, N., & Ali, W. A. F. W. (2020). Typography usage in multimedia teaching aid interface design. *Advances in Social Science, Education and Humanities Research*, 502, 157-162.
- Syarifah, I., Azis, A., & Lisdiantini, N. (2022). Pengaruh soft selling dalam media sosial Instagram dan celebrity endorse terhadap keputusan pembelian. *Jurnal Bisnis dan Kajian Strategi Manajemen*, 6(1), 48–56.
- Szymanski, D. M., Carr, E. R., & Moffitt, L. B. (2011). Sexual objectification of women: Clinical implications and training considerations. *The Counseling Psychologist*, 39(1), 107–126.
- , Moffitt, L. B., & Carr, E. R. (2011). Sexual objectification of women: Advances to theory and research 1ψ7. *The Counseling Psychologist*, 39(1), 6–38.
- Tasnim, Sila, A., Patadjai, R. S., Sunarsih, Saafi, L. O., Idrus, M., & Saraswati, P. S. (2019). Free sex behavioral factors based on the health belief. *Indonesian Journal of Health Sciences Research and Development (IJHSRD)*, 1(1), 22–31.

- Teresia, A., & Lamb, K. (2022, December 7). Indonesia bans sex outside marriage in new criminal code. *Reuters.com*. <<https://www.reuters.com/world/asia-pacific/indonesias-parliament-passes-controversial-new-criminal-code-2022-12-06/>>
- Trunfio, M., & Rossi, S. (2021). Conceptualising and measuring social media engagement: A systematic literature review. *Italian Journal of Marketing*, 2021, 267–292.
- V, S., & Rosh, R. (2024). Kinetic typography in digital media. *European Journal of Arts, Humanities and Social Sciences*, 1(4), 61–66.
- van Dijk, T.A. (1998). *Ideology: A multidisciplinary approach*. London, UK: SAGE Publications Ltd.
- VIVO Condom. (2022). *Beranda*. <[www.vivocondom.com/product-accessories.php](http://www.vivocondom.com/product-accessories.php)>
- Vargas-Bianchi, L., & Mensa, M. (2020). Do you remember me? Women sexual objectification in advertising among young consumers. *Young Consumers*, 21(1), 77–90.
- Vidia, I. M., & Retnaningdyah, P. (2021). Women objectification in Carl's Jr TV advertisements. *Humanitatis: Journal of Language and Literature*, 8(1), 117–132.
- Waterhouse-Watson, D., & Brown, A. (2011). Women in the “grey zone”? Ambiguity, complicity and rape culture. *M/C Journal*, 14(5).
- Widmer, E. D., Treas, J., & Newcomb, R. (2010). Attitudes toward nonmarital sex in 24 countries. *The Journal of Sex Research*, 35(4), 349–358.
- Willis, M., Bridges, A. J., & Sun, C. (2022). Pornography use, gender, and sexual objectification: A multinational study. *Sexuality and Culture*, 26, 1298–1313.
- Zimmerman, A., & Dahlberg, J. (2008). The sexual objectification of women in advertising: A contemporary cultural perspective. *Journal of Advertising Research*, 48(1), 71–79.

