

# **The Communication Pattern Of The Women And Children Empowerment Office In Minimizing The Level Of Violence Against Women And Children**

**By**

**Kasni Kallo**

Postgraduate Program, Faculty of Social and Political Sciences, Hasanuddin University  
Makassar, Indonesia

**Muh. Akbar**

Postgraduate Program, Faculty of Social and Political Sciences, Hasanuddin University  
Makassar, Indonesia

**Muhammad Farid**

Postgraduate Program, Faculty of Social and Political Sciences, Hasanuddin University  
Makassar, Indonesia

## **Abstract**

This research is a descriptive study using a qualitative approach. This is because the data obtained were not carried out using statistical procedures and the data is not in the form of numbers, but instead shows a quality or quality, achievement, level of all research variables which usually cannot be counted or measured directly. This research uses the case study method which loads itself intensively on a particular object that studies it as a case. The research attempts to raise the Women's and Children's Empowerment Service in the field of Women's and Children's Protection (PPA) to look at the communication strategy carried out by the Women's and Children's Empowerment Service in preventing acts of violence. The case study method seeks to find the truth in the object of research in depth, completely, clearly in fact with observations made by researchers. This research is located at the Office of Women's Empowerment and Child Protection, Bone Regency, Jl. Gen. Ahmad Yani, Tanete Riattang District, Bone Regency, Based on the results of research related to the communication strategy of the women's and children's empowerment service in socializing the level of violence against women and children in Bone district, it was concluded that: The Women and Children Empowerment Service in Bone Regency has implemented several steps in formulating a socialization communication strategy, starting from outreach to the community, holding a talk show at RRI, making pamphlets / banner browsing FGD children as pioneers and reporters and others.

**Keywords:** Children's Empowerment, Women, Communication, Violence

## **Introduction**

Communication is an activity that cannot be separated from everyday human life. The nature of humans as social beings who cannot live alone by requiring communication to be able to interact both to convey their wishes and to know the wishes of others, is an interaction by individuals with individuals, from one group to another group, where they use communication to send and receive messages. The process of communication between humans is needed to start an introduction, approach so that it can solve a problem.

A mindset that has been rooted since long ago, whether we realize it or not, has limited the space for women to move. The assumption that men are more powerful and more capable of leading makes women feel inappropriate for expressing opinions. This further makes the existence of women marginalized. The position of women who are considered lower than men makes women look powerless. The basic difference between women and men can be seen from their physical appearance, but that does not mean eliminating women's rights to enjoy the same rights as men.

The vulnerable position of women, as well as the lack of defense and support for women makes women haunted by the fear of becoming victims of sexual violence. Sexual violence that occurs also no longer knows the place. Even educational institutes and places of worship have become locations for the perpetrators to commit their crimes. If there is no longer a safe place for women to live their lives, then what women need is legal protection from all kinds of sexual violence. Through law, human rights that exist in men and women are recognized and protected, therefore law will always be needed to accommodate state commitments. to protect its citizens including women (Savitri, 2007).

Reinforcing the social construction of women in society, normatively forming certain thoughts about how we view women. Apart from a number of globalization developments which have made women more free in expression, in reality this understanding is still limited by certain social values which indirectly fortify people's thinking in constructing a woman. Departing from the thoughts above, there is a spirit to liberate women from the treatment and stereotypes they receive, one of which is realizing equality for women through empowerment (Roesady, 2006).

In this case there needs to be awareness for every element in society so that violence against children can be minimized, it is necessary to have a collective interaction according to Jhont Action in relation to the occurrence of social relations which must be understood in this case are social relations, when relations are carried out carefully and careful awareness will give birth to a common unity Soyomukti (2010), in Indonesia cases of sexual violence are increasingly worrying, the victims are not only adults but have now penetrated teenagers, children and even toddlers. The phenomenon of sexual violence against children is increasingly common and has become global, almost in various countries. And what is even more tragic is that most of the perpetrators are from the family environment or the environment around the child, including in their own homes, schools, educational institutions and the child's social environment. Boys and girls, all potential victims. Children are a group that is very vulnerable to sexual violence because children are always positioned as weak or powerless and have a high dependence on the adults around them. this is what makes children helpless when threatened not to tell what happened (Satwini & Widyawat, 2020).

Violence against children (child abuse) is defined as an act committed by one individual against another individual which results in physical or mental disturbance. Violence against children not only results in physical and mental disorders, it also results in social disorders. This violence against children also has social impacts, helpers, and buskers. The causes of violence vary widely, but in general it is caused by stress in the family and it can come from children, parents (husband and wife), or certain situations. Violence against children also varies, including beatings, obscenity, rape, and neglect of children (Ayu Nahdiatuzzahra, 2013).

Children are also an asset for the nation in continuing the struggle and aspirations of a country, therefore the state or government must be committed to showing their development

and survival. Based on Law Number 23 of 2002 which was later changed to Law Number 35 of 2014 concerning Child Protection, it is explained that children are an inseparable part of human survival and the sustainability of a nation and state. The child as a creature of God Almighty and as a social being from the time he is in the womb has the right to live independently and to receive protection. (Hayati, 2014).

Data from the Indonesian Child Protection Commission stated that at the beginning of 2018 until the end of February 2018, the number of victims of sexual violence against children in Indonesia had reached 117 children and 22 perpetrators. Furthermore, the South Sulawesi Women and Children Empowerment Integrated Service Center (P2PTP2A) noted that until June 2017 it had received 60 cases of violence against women and children, and this number increased from 2016 which recorded 52 cases. Meanwhile for 2018, 5 reports were recorded at P2TP2A South Sulawesi.

In this case we may not be aware that in Bone Regency there are no cases that have occurred. victims but as perpetrators (Yuyun, 2019), This certainly requires the government to take steps and efforts to deal with this act of violence. The Women's and Children's Empowerment Service is a government agency that has the authority and responsibility to minimize acts of violence against women and children. This is as stipulated in the Regulation of the Minister of Women and Children's Empowerment of the Republic of Indonesia Number 13 of 2020 concerning the Protection of Women and the Protection of Children from Gender-based Violence in Disasters that Protection of women is all efforts aimed at protecting and providing a sense of security to women and fulfilling their rights through consistent, structured and systematic attention aimed at achieving gender equality. While child protection is all activities to guarantee and protect children and their rights so that they can live, grow, develop and participate optimally in accordance with human dignity and dignity, and receive protection from violence and discrimination. Both roles are part of the Department's functions and responsibilities Empowerment of women and children in the Bone Regency area, because cases of violence against children and women are increasing day by day. In this case, maybe we are not aware that in Bone Regency there are no cases that have occurred. Based on initial observations found from the Office of Women's Empowerment and Child Protection (hence, it will be abbreviated as DP3A) of Bone Regency, that they handle many cases, especially those related to women. and children and not only children as victims but also as perpetrators (Yuyun, 2019).

The cases that came in were cases of domestic violence and cases of violence against children, such as rape, abuse and neglect of children. Throughout 2015 cases that entered the Women's Empowerment and Child Protection Office of Bone Regency, especially those handled in the Integrated Services for the Protection of Women and Children were 125 cases, in 2016 there were 204 cases, in 2017 there were 87 cases, in 2018 there were 23 cases and finally in 2019 as many as 40 cases related to the high cases of violence against children in Bone Regency, it is considered necessary to have a handling so that cases of violence against children in Bone Regency can be reduced.

## **Methods**

This research is a descriptive study using a qualitative approach. This is because the data obtained were not carried out using statistical procedures and the data is not in the form of numbers, but instead shows a quality or quality, achievement, level of all research variables which usually cannot be counted or measured directly. Robery Bogdan and Taylor in Setiaji

(2010) state that qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. In this study, researchers will emphasize in-depth interview techniques on the intended source. Data in the form of spoken words from these sources will then be processed. Researchers will look for meaning from the data collected and arrange certain existing relationship patterns to be interpreted into information. In the last stage the researcher will link the data and then clarify it into the details of the problem. The data connectivity will produce a conclusion and answer the researcher's questions.

This research uses the case study method which loads itself intensively on a particular object that is studied as a case. The research attempts to raise the Women's and Children's Empowerment Service in the field of Women's and Children's Protection (PPA) to look at the communication strategy carried out by the Women's and Children's Empowerment Service in preventing acts of violence. The case study method seeks to find the truth in the object of research in depth, completely, clearly in fact with observations made by researchers.

## **Results And Discussion**

### ***Communication Strategy for the Empowerment of Women and Children in Bone Regency in Socializing Acts of Violence Against Women and Children in Bone Regency?***

Violence is any act of a person which results in physical, sexual, psychological misery or suffering, and or neglect including threats to commit acts, coercion or deprivation. Violence is illegal behavior or wrongful treatment. Violence can be interpreted as an act that causes injury or death to another person and causes physical damage to another person. The term violence is defined as one person's abuse of another person which can cause physical or psychological damage (Children & Violence, 2010), Violence that occurs against women and children without us realizing it is often done by adults. Even though they are people who have the main duty to protect children and women. Worse, a survey stated that 60% of women (mothers) often commit violence than men (fathers). Likewise with acts of violence against women where most of the perpetrators are people who are closest to them, such as fathers and husbands. There are several reasons why violence against children is mostly committed by a mother, including stress and gloomy past memories. According to an informant from the Head of Data and Information for Gender and Children at the Women's and Children's Empowerment Service in Bone District, Hj. St. Rahma stated that:

"From the data on the number of violence against women and children in the district. Bone 2021 experiences fluctuations, violence against women and children can cause various kinds of negative impacts, including physical and psychological ones. In fact, violence against women and children has a very dangerous impact, which can lead to the death of the victim. Another dangerous impact is prolonged trauma, it is feared that this will trigger a repetition of acts of violence that have been experienced, the victims will be their children in the future" (Interview on 15 November at 13.36).

The opinion above illustrates that the situation in the Bone Regency area is indeed a lot of violent behavior committed by the family and adolescents. In order to minimize acts of violence against women and children, the women's and children's protection service conducts a program in the form of outreach. Socialization is carried out to provide understanding to the community. The communication strategy carried out is in the following table:

**Table 1** *Communication Strategy of the Office of Women and Children Empowerment in Bone Regency*

No.	Communication strategy of the women's and children's empowerment office	Recipients and messages
1	Socialization of the community	Community
2	Talk Soaw at RRI	Community
3	Pamphlet Making / Browsur Banner	Community
4	Children's FGD as a pioneer and whistleblower	Community

(Source: *Processed Data 2022*)

The table above is the strategy of the Office of Women and Children Empowerment. According to Sala, one Informant from the Office of Women and Children Empowerment in Bone Regency.

### ***Socialization to the community***

The outreach activities carried out by the Bone district women and children empowerment service are expected to be able to make a positive contribution to society. the community is able to accept, understand and follow the message conveyed by the communicator. However, all communication activities must have an effect. The effect is the difference felt by the public before and after receiving the message. And this effect can be known through the community's response to programs regarding the prevention of violence against women and children. The concrete form of effect in communication is a change in people's opinions or attitudes as a manifestation of the stimuli that touch them

Based on the results of an interview with Mrs. Rosmawati that the role of the women's and children's empowerment department in reducing the number of violence against women and children in Bone district is:

"Conducting socialization which is intended so that all people know and get an understanding of the importance of protecting children. For example, the Women and Children Empowerment Service cooperates with the village or sub-district officials to come down or visit the village or sub-district in providing outreach or understanding to the village community or the sub-district head that it is important to take care of protecting children."

Directly or indirectly. The effect of communication in essence can be accepted or rejected. Mr. Yusuf as a community leader who participated in the socialization activity said that the socialization was very effective for the Child Protection Agency. because it is able to provide an understanding to the community of the importance of children's rights to obtain welfare and the right to have their needs met properly. This program certainly aims so that in the future there will be no more women and children who experience unfair actions or discrimination from any party.

As stated by St. Rahma's mother who considered that:

"So far, the community's response to this outreach has been quite good. Many people respond positively to programs regarding the prevention of violence against women and children. This can be seen from the existence of people who are willing to report cases of violence against children that occur in the area where they live. However, there are still people who have not accepted and are apathetic about the information conveyed by the women and children empowerment service. (Interview November 15 November at 13.50)"

At first it was difficult to invite the community to carry out socialization activities and Alhamdulillah, with the passage of time, the response from the community about this socialization was mostly received very well." Said Mrs. Harfiah, people are starting to understand the importance of fulfilling children's rights even though there are still people who do not accept it on the grounds that she is the one who gives birth and raises their children. However, the problem is that the women's and children's empowerment service will continue to provide outreach and inform them that there are rules that protect children.

Researchers see that although in general the community agrees with the presence of this socialization which is considered capable of preventing or reducing the number of violence against children, it is not uncommon for some to not respond to this policy. This attitude arises not because the program regarding the prevention of violence against children is considered not good, but because the community's level of knowledge about the benefits derived from this program is minimal. There are still people who still have difficulty understanding the importance of fulfilling the rights and needs of children. Even so, it has been regulated in the Child Protection Act. In other words, people who do not accept feel comfortable with what they understand and tend to find it difficult to accept new messages. Differences in the level of public understanding of the programs being socialized are also due to the fact that everyone is always trying consciously or unconsciously to make selections. This selection process will help a person to choose what information he consumes, remembers, and interprets according to what he thinks is important. The three selective processes are: 1. Receiving selective information, is a process in which people will only receive information that is in accordance with the attitudes they already have. 2. Selective memory, assumes that people will not easily forget or remember messages that are in accordance with attitudes or beliefs that have been previously owned. 3. Selective perspective. People will give their interpretation of the messages they receive according to the attitudes and beliefs that they have before. Thus, the failure of the communication process that usually occurs is not only caused by a communicator but also caused by the communicant. Some of the messages conveyed are not in accordance with their true intentions. The message will only be received if the thought is in accordance with the mental attitude and personality, and in normal physical condition.

### ***Talk Show at RRI***

In this era of rapid globalization, the role of multimedia is very significant. It is proven that there are many media made to convey messages both through television shows, films, advertisements and others. This was said by Mr. Kamiluddin:

"There are so many government programs that should be known by the wider community, but because of the lack of information obtained, sometimes it makes the public know about government programs". (November 29 interview at 11:00 a.m.)

As with how society should respond to acts of violence against women and children, the nature of the message really depends on the program you want to convey. Cangara (2014) suggests that if the product is in the form of a talk show program for public awareness, such as outreach on the prevention of acts of violence by the women and children empowerment service, then the nature of the message must be persuasive and educative. The messages conveyed by the women's and children's empowerment service in socialization are informative, educative and persuasive, informative meaning that the message contains information that the target audience must know such as information about what things to do when experiencing or see acts of violence.

Persuasive means persuading the target audience to stay away from acts of violence because there are sanctions for committing acts of violence. Educative means providing education to the target audience, one of which is the law that regulates acts of violence. Of the three characteristics of the message, the messages conveyed by the women and children empowerment service in socialization are persuasive, educative, and informative. As stated by Mr. Mahiruddin that:

"yes, between that almost everything came in. From persuasion, from education, so the information is yes they know first". (November 29 interview at 11:20 a.m.)

#### ***Pamphlet Making/Browsur Banner***

Pamphlets are used to provide information, education in the process of socialization activities. One of the informants, namely Ratnawati's mother, said:

"The activities we carry out are socialization in order to increase public awareness of the prevention of violence against women and children, the making and pasting of pamphlets and banner in the public environment" (Interview November 25 at 13:35)

#### ***Children's FGD as a pioneer and whistleblower***

The focus of the Group Discussion aims to provide insight and recognize issues of gender equality, children and disability in the city of Bone. In addition, it is hoped that after this activity there will be a follow-up plan for the implementation of gender responsive activities in their respective areas, the Children's Forum has the main role as a pioneer and reporter. Pioneer and reporter or called 2P is a positive attitude and enthusiasm that must be possessed by Indonesian children. Reporting means being an agent of change, while reporting means being actively involved in expressing opinions/views when experiencing, seeing or feeling the child protection rights not being fulfilled in the surrounding environment. The communication media used by the Bone Regency Women and Children Empowerment Service in disseminating programs regarding the prevention of violence against women and children are the media for seminars and discussion groups. Mrs. Nurhaedah Says:

"With this socialization, it is hoped that children will know the rights they must get and fulfill and play an active role as pioneers and reporters of children's rights in their environment." (Interview November 25 At 2:30 p.m.)

Leading from the strategy and policy directions used by the Women and Children Empowerment Service in the framework of achieving the targets are as follows: (a) Improving the quality of the IPG gender development index; (b) Improving the quality of gender empowerment (IDG); (c) Increasing the participation of women's organizations dealing with gender mainstreaming; (d) Encouraging and increasing the active role of the number of DPOs implementing gender-based budgeting (ARG); (e) Reducing the ratio of the number of women victims of violence to increase service providers for families to realize KG and family rights; (f) Reducing the ratio of the number of children who need special protection; (g) Improving coordination between work units and encouraging district/city OPD regional apparatuses to have disaggregated data; (h) Encouraging the achievement of child-friendly districts (KLA).

## **Conclusion**

Based on the results of research related to the communication strategy of the women's and children's empowerment service in socializing the level of violence against women and children in Bone district, it can be concluded that: The Women and Children Empowerment

Service in Bone Regency has carried out several steps in formulating a socialization communication strategy, starting from outreach to the community, holding talk shows at RRI, making pamphlets/browsur banners for FGD children as pioneers and reporters and others.

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