

Drive Campaigns : "Anti-Sharing Images/Photographs Harassing Women on Instant Messaging Apps Phone Visiting"

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Abstract

The presence of cross-platform messaging apps on smartphones allows people to instantly share information and images/photos. However, the development of this information technology also opens opportunities for the spread of gender-based images/photos that tend to harass women. The act of harassing women through images/photos, whether producing or sharing them can be categorized as a violation of the law, as regulated in Law of the Republic of Indonesia No. 7 year 1984 on the Ratification of the Convention on the Elimination of All Forms of Discrimination against Women. This study focuses on the importance of campaign of "Anti-sharing images/photos that harassed women in instant messaging apps on smartphone || as a form of social and cultural responsibility in the community. Qualitatively, the discussion uses the theory of design sociology as a solution to solve problems through campaign media. The results of this study discussions are expected to build public awareness to stop sharing habits or create images /photos that harass women, and invite people to jointly fight it.

Keywords : Campaign, anti-sharing, women harassment, design sociology

I. INTRODUCTION

Currently, mobile phone usage (mobile phone) as a means of communication Everyday is very Vital. Even US Census Bureau Data in January 2014 reported that mobile users in 18 Indonesia ranged from 281 million, This number exceeds the population data Ranging from 251 million. That is, people Not enough to use only one Phone to communicate Interfellowman(<http://teknologi.news.viva.co.id/news/read/512467-user-Mobile-in-indonesialpa> ui-total-population, accessed July 7 2017). In its development, the application Instant Messaging or cross-platform Widely used on smartphones (smartphone) by the community has had a positive impact. Positively, this app Provides convenience to Users to acquire Information, images, or video events Instantaneously in a matter of seconds, Directly to the intended person. Communication becomes highly interactive, Complete with the support of emoticons can represent its user expression.

On the other hand, dissemination of information, Picture/photo, or video instantly Through a cross-platform messaging app A negative impact on the dissemination of the Massive information or pictures/photos with Content that violates morality, such as Images/photographs that tend to harasses Others, especially those who use the Female visual objects. Behavior and Habits of mobile users to Share information with each other The actual picture/photo does not match With moral values are often based On the reason to share jokes at each Among fellow mobile users. Though Unknowingly, the actions of sharing Information or Pictures/photos that should be encouraging False understandings About gender-based perception, As set forth in the LAW Republic of Indonesia No. 7, 1984, and Presidential instruction No. 9 year 2000, as well as CONSTITUTION 1945. It can also occur Lack of public knowledge Ethics and rules of exchanging Information, as already contained In UUNomor 19 year 2016 about Electronic information and transactions.

In addition, the exploitation Female body as objects The picture/photo that was made-joke || , Special Instant Messaging application, not Despite the growing discourse Gender, which according to Barker (2014:105) Therein there are cultural issues in Representing men and women. Cultural domination of patriarchy, particularly in Indonesia, is also a contributing factor influencing the public's perspective Against images/photographs using the Female object. What happened so far, Media exploitation of women's body Not solely considered to be Forming economic capital, but also Be an arena to assert strength Position of male positions (Irianto, 2007:64).

Therefore, it is not Surprising, when behavior or Create and share habits Pictures/photos that are in the body Women are not only done by The men, but also the woman Own. This phenomenon is included in The scope of sociology as a science About community behaviour with The design sociology approach, The social problems that occur in This society is not separated from Design issues created and Transmitted through electronic media. This paper also formulated A problem, which is how Encouraging awareness and understanding People not to behave Make and/or share Pictures/photos that are abusive to women? For that, the campaign media design Be the urgency to do As community education Impact that can be caused Through mutual sharing behaviour Pictures/photos that are harassing women Among smartphone users. In The impact of the formation of Increasingly discriminatory perception Against women. Efforts to push Campaign about — Anti-sharing Pictures/photos that are harassing women On the Instant messaging app on your This intelligent || is a form of communication Visuals that use elements The visuals in delivering messages, and Be a solution to solve The problem in the design itself, As a form of responsibility Social and cultural environment in Community.

2. LITERATURE REVIEW

Acts of harassment, particularly Women in the era of globalization and progress of the current information technology, Can occur in the space and time Unlimited. That is, harassment also may occur through information or The images that are compromised through media Internet, so it tends to build False or negative perception. Harassment against women who Common harassment is a Sexual connotation of the body Women.

Definitively, — harassment Sexual action refers to a nuanced Sexually transmitted by a contact Physical and non-physical targets to target Sexual body parts or sexuality A person resulting in a sense of Uncomfortable, degrading Someone, and may be up to Cause health problems and Threaten the safety of || (BKKBN, 2012:8).

The above definition does not Immediately confirm that harassment May occur non physically. With the word Dissemination and sharing of other Picture/photo that has a tendency To degrade others Through visualizing one's sexuality, Both knowledge and without The Image object, Can be categorized as a form Abuse. Images or photos with objects Women who connotation harassing Including violations of the Law. This has been stipulated in the Republic of Indonesia LAW No. 7 Year 1984 of Convention ratification About deletion of any form Discrimination against women in particular Chapters 1 to 5 of the Convention National responsibility to contain the To remove any discrimination against Women. And also set in Presidential instruction No. 9 year 2000 On the Gender mainstreaming in National Development for Equality and fairness Gender. Also included in violations To the CONSTITUTION 1945 which guarantees the right Citizenship not to receive Discriminatory treatment on any basis (Noor and Hidayana, Ed., 2012:7).

Related information dissemination and Images through electronic media, Governments have also set up ethical In sharing information and images Through the ITE ACT, as stipulated in In Law No. 19 of years 2016 (on amendment of Law Number 11 year 2008) about Electronic information and transactions, Special Article 45Ayat 1 reads: — Any person who Deliberately and without the right to distribute and/or transmit and/or To make information accessible Electronic and/or electronic documents Who have a broken charge of morality as referred to in Article 27 paragraph (1) is sentenced to Imprisonment for the longest 6 (six) Years and/or fines of at least Rp 1.000.00.000, 00 (one billion rupiah) || , As contained on the official website of Kominfo ([https://web.kominfo.go.id/sites/default/files/Users/4761/LAW %2019% 20Year %2020 16. PDF](https://web.kominfo.go.id/sites/default/files/Users/4761/LAW%2019%20Year%202016.PDF), accessed 7 July 2017).

Phenomena that occur today in Electronic media, particularly through Instant messaging app on your smartphone, Communities consciously or indirectly Often share images/photos With a female object that connotation Sexuality, often with additional Degrading texts The visual object. Generally Community that performs actions The sharing, still considers As an act of sharing — cuteness || Sheer. Ironically, the action to Generate and share images/photos Who tend to abuse women Women were also done. The phenomenon of initerentry in Categories of visual harassment, namely — Exposing the pornographic material to Photo, poster, cartoon, screensaver or any other, or harassment by email, SMS and Electronic communication mode Other || (Noor and Hidayana, Ed., 2012:8). Visual issues in the realm Design, so that social problems This gender-based area is in the The scope of sociology design. Forms of harassment through visuals This needs to be anticipated immediately Socialization of information Educational community, so that the media use Electronic phones, especially mobile users Intelligent, realizing that the actions Generate and share images/photos Who harasses the woman Inappropriate behaviour and Have a legal umbrella.

The design is Visualizing certain objects that have goals and rules.

Therefore, Nigel Cross (in Sachari, 2007:13) says : — Design issues were also not such as the problems faced by Artists or composers whose principles His work satisfies himself in Define objectives and rules. Problem Design contains aspects problems that overlap and || Complex. This is due to creativity Visuals as a design through devices Electronic can build perceptions

Particular in its user mind. The formation of this perception is not detached Social responsibility of the public Also cannot be released from its cultural values. For that, in the context Sociology of design, required form Dissemination of educative information that can Applied through campaign media or Public service advertisement, fine print Or audiovisual, such as posters, Booklets, infographics, or animated films. Campaign or advertising Media Community service is an invitation or encouragement to the community to Doing or not doing an Action in the public interest through Changes in habits or behaviors. The not/less good community Be better, more Social and not solely seeking Profit (Pujiyanto, 2013:8).

II. METODE

The discussion in this paper Referring to the foundation of sociology theory Design as a sociology study Qualitative approach. It says Sachari (2007:10-11), Theoretical, the sociology of design is A science that learns Behavior of individuals, groups of people or Communities influenced by the work Specific design or vice versa, namely Design works that create a A particular social situation with a comprehensive approach to || . Based on this understanding, the method Design Sociology in the problem Here focuses more on the efforts of the solution Design to help solve Social problems in the community. Form A solution that can be applied in An appeal to making a media Campaign over the rise of the phenomenon Image/Photo deployment with the object Women who have sexual connotations on Instant messaging app called. Media Campaign emphasizes efforts to encourage people to stop Sharing (anti-sharing) images/photos Make Women an object.

Sexual connotations. In today's information technology era, Design and human beings are not Separated. Design objects are Generated and deployed by users Through electronic devices Can be a design that fits Applicable rules and norms in Community, or otherwise contradict and violate values. Therefore The appearance of the image/Photo design Deliberately harassing the dignity of people Especially women, essentially Regardless of the behavior of the Human beings are destructive. This behavior can build false perception of how Other people's view of the object Gender-based. The Campaign media solution in Sociological design context is also related With the field of visual communication design, Implementing the concept of communication Using the power of Information through the elements Visual image/illustration, typography, Color, text/narrative, and design composition Overall. Media Solutions Campaign here aims to Communities to build awareness Participate in combating image/photo presence Who are harassing women in No longer make it and stop each other Share via Instant messaging app. The discussion scheme can be Described as follows:

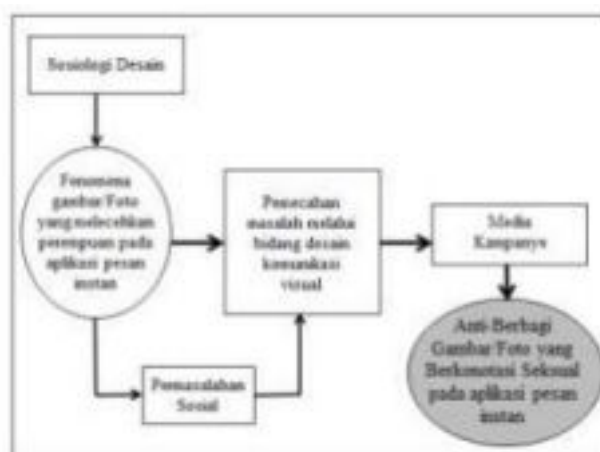


Figure 1. Discussion scheme.

III. RESULT AND DISCUSSION

Solutions Drive Campaigns Through print media and media Audiovisual Is an effort that can Made to build awareness Communities while educating, that The behavior of making and/or sharing Pictures/photos that are harassing women On the Instant messaging app on your smartphone including unlawful conduct. Create drawings or design works Visually degrading people May pose a Erroneous interpretation and perception, whether Socially and culturally, as The following example cases:



Figure 2. Sample Pictures/Photos That are shared via the Instant messaging app.

Both examples of pictures/photos above Clearly show sexual connotations With the exploitation of the body Women as objects, and Make it a joke, to Then propagated through mechanisms Sharing on the messaging app Smartphone. From both images It could be said that creativity Visual as a work — visual || can Impact on emerging problems About gender discrimination. It is According to the opinion of Herbert A. Simon (Sachari, 2007:14), that the problem arises because the community is Individualized, socially behaved Deviate. It is said individually Because every individual actually has the option to behave. Ignore the picture/photo post And immediately remove them, or otherwise Who behave to share with Other mobile users.

The first image shows Two female bodies, the one-body Slim when fasting 30 days, and the other Longer-body when Lebaran day Second. The female body in this picture Exploited to be a material of humor, With associated moments of fasting and Lebaran. Next in the second image Was shown a woman who is washing in the kitchen, with Additional text reads: — which says search The wife must have never felt Try to find a helper like this...:) || . Analysis by conditions stipulated in the law. Is.

A. The images show tender discrimination. The law has prohibited discriminatory treatment of women, because it demeans the dignity and dignity of others and violates human rights. Both men and women have equality based on a just and civilized humanity, to play an important role in the development of the nation.

B. These images build on the wrong social and cultural perceptions. The formation of perception in the first image: Fasting in Ramadan is not only a matter of restraining hunger and thirst, but

more about controlling lusts in the human being. The visualization in the first image clearly shows the social and cultural deviations about Ramadan as a holy and blessed month, and Eid al-Fitr as a moment to convert between families. When the image is then massively re-shared through instant messaging apps, what happens is the formation of perceptions in society that have the potential to obscure religious values from the meaning of fasting and Eid al-Fitr. Formation of perception in the second image: Equating the role of the wife with the role of maid is very wrong. Definitely, according to the Great Dictionary of Indonesian, the wife is a married or married woman. While the maid is a paying person whose job helps take care of housework. In the social and cultural context, the wife acts as the companion of the husband and the successor of the offspring born from her womb, so that the role of this wife can not be equated with the role of housekeeper.

Potential formation of perceptions Wrongly as modeled on the Two images above need to be prevented by The way in between, inviting Phone users to no longer Share Pictures/Photos To visualize discrimination against Women. Driving campaigns: — anti sharing abusive images/photos For girls on the Instant messaging app Smartphone || to be the urgency necessary to Realized and immediately applied by all Parties, for each member of the community Social responsibility In state and nation. By of photo-sharing behaviour Should include social irregularities and can cause impacts Social harm in the community, As well as forming cultural perception Wrong. Direct impact Human rights violations, Gender injustice, degrading Dignity of others, and does not The 2nd of Pancasila was run. A fair and civilized humanity.



Figure 3. Anti-Bullying Campaign Women.

Campaign Media options can The form of print media or mediaAudiovisual. Noteworthy In creating a campaign message is Title and subtitle roles (headlines) (subheadline) should be interesting The reader's attention and directly The essence of the message you want to convey. Headings and subtitles must be a sentence and attractive, with a choice of Easy-to-read typography from a distant Particular view. Other visual elements, such as illustrations and color effects are also a supporting element that has Visual strength, so that it can represent Target targets. Overall These visual elements must also be styled into a design composition The attention of its readers.

IV. CONCLUSION

Based on the above discussion, Then this paper concludes the results Analysis as follows:

- a. The behaviour of a person intentionally Create and/or share a design Images/photographs that are abusive Others, especially those displaying female visual objects With sexual connotations can be Categorized as human behaviour Destructive violations of human rights Human beings, and contrary to The 2nd Pancasila, the humanitarian Fair and civilized.
- b. Abusive images/photos Women can form perceptions Information about gender equality, Potentially cause Gender discrimination, especially Discriminatory perspectives on roles Women in society.
- c. Conduct making and/or Share Pictures/Photos Harassing women on application Instant Messaging on your smartphone including In violation of the law, As set forth in the LAW Republic of Indonesia No. 7, 1984 On endorsement of the Convention About deletion of any form Discrimination against women, instruction President No. 9 year 2000 about Gender Mainstreaming in National Development for Equality and fairness Gender, and the CONSTITUTION 1945 which guarantees Citizenship rights.
- d. Every member of the community needs Social responsibility with the Actively instrumental in encouraging Movement campaign — Anti-sharing Abusive image/Photo Girls on instant messaging app On your smartphone || through print media Audiovisual media, as Efforts to build awareness and Caring for.

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