

KOMNAS PEREMPUAN'S CAMPAIGN AGAINST CHILD MARRIAGE (A CASE STUDY OF ZAHRA'S SOAP OPERA IN SUARA HATI ISTRI)

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ABSTRACT

Child marriages that occur to minors are still rampant in Indonesia. According to Komnas Perempuan's CATAHU 2020, the 2020 child marriage dispensation figure has tripled compared to last year, from 23,126 to 64,211 is a worrying matter that needs serious attention. [1] In today's era, humans can be said to place entertainment media as a primary need. One of the entertainment media that attracts many viewers is Sinetron (Electronic Cinema). Recently, the Indosiar television channel received a warning from the Indonesian Broadcasting Commission (KPI) for one of the soap operas being broadcast, namely "Suara Hati Istri". This is because the character of Zahra who is the third wife in the soap opera is still 15 years old. The formulation of the research problem is how the Komnas Perempuan organization responds to the case of child marriage in Zahra's soap opera "Suara Hati Istri". The researcher used a qualitative descriptive research method with case studies in the form of interviews, documentation, and literature studies. Researchers found the fact that Komnas Perempuan carried out persuasive communication in the form of a campaign against child marriage in the case study of the soap opera Zahra in Suara Hati Istri.

Keywords: *Komnas perempuan, campaigns, child marriage, soap operas*

1. PREFACE

Over time, the population in Indonesia is increasing. This causes many needs that must be met on a daily basis. To maintain a decent life, the basic things that are needed are primary needs.

Human needs develop following the times, which causes technology and science to increase. In today's era, humans can be said to place entertainment media as a primary need. This is because humans need information and entertainment every day to find out what is going on. One of the entertainment media that attracts many viewers is Sinetron (Electronic Cinema). Sinetron itself has the meaning of discourse or imitation of real social reality.

One of the television channels that serves soap operas which has a large audience is Indosiar. However, recently Indosiar received a warning from the Indonesian Broadcasting Commission (KPI) for one of the soap operas being broadcast, namely "Suara Hati Istri". This program is considered to contain content that violates the Broadcasting Code of Conduct and Broadcasting Program Standards (P3&SPS) KPI 2012. This is because the storyline doesn't make sense and the character who plays Zahra who is the third wife in the soap opera is still 15 years old.

The polemic of Zahra's soap opera in "Suara Hati Istri" arose when viewers learned that Zahra's character was played by a 15-year-old young actress named Lea Ciarachel. They also criticized the bed scene performed by Zahra and Pak Tirta with a very large age difference.

In this soap opera, Zahra plays the third wife of Mr. Tirta, played by an actor named Panji Saputra. He is described as a 40-year-old man who has three wives. This soap opera case happened because there were things that were not supposed to be, namely the marriage of minors.

In Law no. 1 of 1974, Article 7 paragraph (1) states that marriage is permitted if the male party has reached the age of 19 and the female has reached the age of 16 years, this provision allows for marriage at the age of a child for a female child because in Article 1 number 1 of the Law Regarding Amendment to Law Number 23 of 2002 concerning Child Protection, it is defined that a child is someone who is not yet 18 (eighteen) years old, including children who are still in the womb. The explanation has been revised in Law No. 16 of 2019, which reads "Marriage is only permitted if a man and a woman have reached the age of 19 (nineteen) years". [2]

Komnas Perempuan's campaign in responding to cases of underage marriage has important roles in it, including persuasive communication. "Persuasive communication is a communication that is carried out in persuasive ways, which contains an invitation or appeal. Persuasive communication tries to encourage or stimulate someone to do something like what we want. This implies that persuasive communication is one way for someone to persuade others to do something according to the wishes of the persuader and happily without feeling forced. The term persuasion comes from the Latin, persuasion whose verb is *komunikane* which means to persuade, invite or seduce [3]. It is intended that the persuasive communication that has been established can invite the public to make a contribution to voice anti-child marriage by knowing the impact that will be obtained in accordance with the vision and mission of Komnas Perempuan.

Every research has research objectives to be achieved by a researcher. So, in this study, the aim was to find out the implementation of the National Commission on Women's campaign in responding to cases of child marriage in Zahra's soap opera "Suara Hati Istri".

Our contribution

Based on this research, the researcher hopes that the results of this study can be a reference or reference for other researchers who want to examine the persuasive communication carried out by the National Commission on Women in cases of child marriage, to educate the Indonesian people that underage marriage can affect the child's future. and can provide input or suggestions for Komnas Perempuan regarding campaign seminars against child marriage in Indonesia.

Paper structure

This paper is structured in 5 parts: the first part is the background of the problem in the research. The second part describes the theory used. The third section describes the research methods used. The fourth section describes the findings and discussions that have been processed with the theory used in the research. The fifth section draws the conclusions of the overall research. The last, is the reference used in this paper.

Persuasive communication

Communication that is done by means of an invitation or appeal that seeks to encourage people to do what we want is called persuasive communication [3]. Meanwhile, according to Susanto persuasive communication is communication can change human attitudes and behavior voluntarily [3].

This means that persuasive communication is a type of communication that aims to influence the communicant of the communicator, which consists of beliefs, attitudes, and also the behavior of the communicant. This communication will have an impact on the communicant to act in accordance with what is conveyed by the communicator [3].

Severin and James (2009) say that "The main models of the persuasion process are: (1) McGuire's information processing theory; (2) Petty and Cacioppo's elaboration likelihood model; (3) the heuristic systematic model (Chaiken, Liberman, and Eagly).

Cultivation theory

According to Signorielli and Morgan, cultivation studies are an advanced stage of the research model on media influence, which was previously made by George Gerbner, namely "Cultural Indicators" which examines the institutional stages in the creation of media content, the image (picture) of media content, and the relationship between messages from television and television. audience's beliefs and behavior. [4].

Gerbner and his colleagues suggested mainstreaming and resonance factors. Mainstreaming is the ability to stabilize and harmonize various kinds of people's views about the world around them. In this stage, television will make different realities into mainstream perspectives by blurring, blending, and bending. While resonance imagines the effect of the message watched on television is similar to the perception in reality.

Social media theory

The emergence of the media with all its advantages has become a part of people's lives. The development of time creates various means of entertainment, one of which is social media. Media on the internet that allows people to communicate, interact, and create a virtual environment is called social media. Social media is also a digital medium where social reality occurs. "Values in society and communities can also appear in the same or different forms on the internet. Basically, some experts who research the internet see that social media on the internet is a picture of what happens in the real world, such as plagiarism" [5].

Child marriage

Child marriage is a marriage that occurs under the productive age (<20 years) in women and (<25 years) in men (Eka Yuli, 2014). According to the Marriage Law No.1 of 1974 Article 7 paragraph (1) which reads, "Marriage is only permitted if the man has reached the age of 19 (nineteen) years and the woman has reached the age of 16 (sixteen) years". [6] The marriage of a minor has a major impact on the future of the couple, in terms of the preparation of a child who has not been fully maximized, such as mental, psychological, and material preparation. When marriage is carried out at an early age, teenagers do not have enough knowledge about marriage, household, and how to solve conflicts well. So that there will be quarrels in the household and make the marriage experience a rift. [7]

Soap operas

Soap operas are discourses or replicas of social reality. Soap operas channel contemporary perceptions and social relations, containing responses to changes in perceptions and relationships that cause the audience to become aware of the existence of opposing multiple choices. Soap operas aired in the form of episodes, real, and dramatic. The meaning of the message in the soap

opera appears contradictory and equalizes the meaning of the opposite signs by using thoughts, speech, and visuals. [8]

Soap operas also have certain values to be liked by the public. The following are some of the factors that make soap operas popular, including: [8] (a) Contents of messages that match the social reality of the audience; (b) The content of the message contains a description of the traditions, noble values, and culture of the audience; (c) The content of the message is mostly raised from problems or events that occur in the lives of the audience.

Soap operas are the delivery of messages from television channels to the audience, soap operas can also be useful as mass media. The function of mass media which includes television according to Dr. Harold D Laswell, including: [8] (a) The surveillance of the environment. The mass media serves as a disseminator of information about things that are happening to the wider community; (b) The correlation of the parts of society in responding to the environment. The mass media has a function to carry out the selection, evaluation, and interpretation of the information to be disseminated; (c) The transmission of the social heritage from one generation to the next. The mass media serves as a means to spread socio-cultural values and heritage to the next generation.

Communicating with others means showing expression and thought in a message conveyed. The message is propagated into something that can be received which is usually called a signal. The message is an image that will form a perception in the minds of the audience. The form of a message can vary.

“When we communicate, the person who originates the communication expresses his or her thought as a message. The message is converted into a form is called a signal. The message is a representation of the thought the sender has had and wants to create in the mind of recipients”. [9]

2. RESEARCH METHOD

This research report uses a qualitative descriptive research method. According to Sugiyono [9], the qualitative research method is research that is applied to examine natural objects where the researcher acts as the key holder. The data collection technique was carried out in a mixed manner, the data analysis was inductive, and the results of qualitative research emphasized meaning more than generalizations. Meanwhile, according to Moleong, qualitative research is research that creates an analytical approach that does not use a statistical or quantitative analysis approach [9].

This research uses case study method. According to Kumar [9] case study is a research method that analyzes a case carefully and completely in order to produce a detailed analysis in examining social phenomena that occur. The case study is also referred to by Kumar as an approach and research that has a lot of detail in carrying out its analysis, moreover it is often overlooked in other research methods.

Researchers will use data processing and analysis techniques by determining key informants based on the suitability of the topics studied, namely the main resource person, Komnas Perempuan and two supporting sources, namely the Indonesian Broadcasting Commission and the National Children's Forum, then researchers will conduct data collection methods (interviews, documentation, and literature study) as well as conducting data selection and will be

attached as supporting data for this research. So that the researcher is able to do the analysis, then the researcher will draw conclusions.

Based on the standard of data validity in qualitative research methods, the accuracy of the data in the data validation process is very important. Therefore, this study refers to the triangulation technique. According to Moleong, triangulation is a technique for assessing the validity of data by using one thing with another for needs and as a benchmark for the data. Triangulation is also a technique to re-confirm research results by making comparisons to various sources, methods, or theories that have existed before [9]. In data processing, triangulation can be grouped into three parts, namely source triangulation, technical triangulation, and time triangulation [9]: (a) Source Triangulation, this triangulation aims to test the credibility of the data obtained from several sources; (b) Triangulation Technique, this triangulation aims to test the checking of data to the same source with different techniques; (c) Time Triangulation, this triangulation often affects the credibility of a data.

Therefore, the researcher conducted an interview with a resource person from Komnas Perempuan about the controversy over the soap opera *Zahra: Suara Hati Istri* which led to the case of child marriage, by examining the continuation of the case through the mass media as a triangulation of research sources and convincing the informant's statement by observing the continuation of the case at mass media.

3. RESULT AND DISCUSSION

Komnas perempuan's persuasive communication about child marriage

Based on cases of child marriage that still occur, Komnas Perempuan seeks prevention in various ways, including collaborating with the Ministry of Education and Culture (Kemendikbud), the Ministry of Religion (Kemenag), the Ministry of Women's Empowerment and Child Protection (KPPPA), and the Ministry of Communication and Informatics (Kemenkominfo) conducts a Joint Movement to prevent child marriage. These campaign efforts continue to be carried out so that the public rejects child marriage.

Responding to cases of child marriage, Komnas Perempuan coordinates with relevant ministries and institutions such as KPPPA, KPAI, Ministry of Religion, and Educational Institutions. The campaign carried out by Komnas Perempuan is through social media by inviting the community to jointly reject and overcome child marriage. Child marriage has the potential to increase violence against women, so prevention efforts are very important. In Komnas Perempuan's Annual Notes, child marriage also gets special attention. This shows that Komnas Perempuan is concerned about child marriage, which contributes to violence against women. So that holistic efforts are urgently carried out.

Based on the statement of source 1, Veryanto Sitohang, the soap opera *Zahra* in *Suara Hati Istri* is not worth watching. This soap opera should not be broadcast because the role of *Zahra* as the third wife in the soap opera *Suara Hati Istri* is a girl who is still 15 years old. This case angered the community and also Komnas Perempuan because the show was still being run and published. This soap opera also found the normalization of exploitation of children from poor families which led to child marriage. This is very unfortunate because we are facing a case of child marriage which is quite serious and concerning. *Zahra's* soap opera in *Suara Hati Istri* should be stopped, not replaced by players and continues to be broadcast. Because shows on television are not only watched by parents but children also watch soap operas or films that are presented, it

will grow the audience's mindset. Therefore, Komnas Perempuan hopes that the Indonesian Broadcasting Commission (KPI) is more careful in screening the shows that will be published, because the Indonesian Broadcasting Commission (KPI) has an important role in supervising and fostering proactively and more serious handling efforts if there are any. indecent display.

Komnas perempuan in responding to the case of the soap opera zahra in the voice of the wife's heart

Based on the statement of source 1, Veryanto Sitohang, the soap opera Zahra in Suara Hati Istri is not worth watching. This soap opera should not be broadcast because the role of Zahra as the third wife in the soap opera Suara Hati Istri is a girl who is still 15 years old. This case angered the community and also Komnas Perempuan because the show was still being run and published. This soap opera also found the normalization of exploitation of children from poor families which led to child marriage. This is very unfortunate because we are facing a case of child marriage which is quite serious and concerning. Zahra's soap opera in Suara Hati Istri should be stopped, not replaced by players and continues to be broadcast. Because shows on television are not only watched by parents but children also watch soap operas or films that are presented, it will grow the audience's mindset. Therefore, Komnas Perempuan hopes that the Indonesian Broadcasting Commission (KPI) is more careful in screening the shows that will be published, because the Indonesian Broadcasting Commission (KPI) has an important role in supervising and fostering proactively and more serious handling efforts if there are any. indecent display.

The Indonesian broadcasting commission (KPI) in responding to the screening of the soap opera zahra: the voice of the wife's heart

According to Signorielli and Morgan, cultivation studies are an advanced stage of the research model on media influence, previously created by George Gerbner, namely "Cultural Indicators" which examines the institutional stages in the creation of media content, the image (picture) of media content, and the relationship between messages from television. with the beliefs and behavior of the audience. [10].

The Indonesian Broadcasting Commission (KPI) has received a report from the Indosiar television station against one of its soap operas, namely Zahra in Suara Hati Istri which received a lot of criticism and protests over the role of the third wife who was 15 years old. Evaluation must also be done thoroughly from the side of the cast to the theme of the story. Basically, the Indonesian Broadcasting Commission plays an important role in ensuring that broadcasts on the glass layer prioritize the principle of child protection. Therefore, the action taken for the case of the soap opera Zahra in Suara Hati Istri is to temporarily stop broadcasting. This is done so that the production house has the opportunity to improve and arrange a follow-up storyline, with the hope that this incident will not happen again. Because as is known, that the impressions or spectacle on television can be a big influence for the audience and it can reflect the daily life that happens in society.

National children's forum in responding to soap operas zahra: wife's conscience that leads to child marriage

The marriage of minors has an impact on the future of the couple, in terms of the preparation of a child that has not been fully maximized, such as mental, psychological, and material preparation. When marriage is carried out at an early age, adolescents do not have enough knowledge about

marriage, household, and how to solve conflicts well. So that there will be quarrels in the household and make the marriage experience a rift. [11]

Child marriage which is still rife nowadays is an important matter which is very unfortunate and quite concerning. The National Children's Forum has conducted socialization and campaigns several times to prevent child marriages because it is important to become a reference for the community, especially parents who want to marry off their underage children. With this socialization and campaign, the National Children's Forum expands the message and information that child marriage has a bad impact and is not allowed. Prevention of child marriage is done so that there are no cases of divorce and each generation has a more lasting relationship. The National Children's Forum strongly disagrees with Zahra's show in Suara Hati Istri which makes a 15-year-old child become the third wife. This soap opera is also not only watched by parents but also children can watch it without parental supervision, which must be considered because their minds will be formed when watching the soap opera and think that child marriage is a normal thing. Marriage is a sacred thing and must be considered carefully, therefore child marriage is not allowed for the sake of the child's future.

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research on the Komnas Perempuan campaign against child marriage in the case of the soap opera Zahra in Suara Hati Istri, it can be concluded as follows:

Child marriages that still occur today must be prevented by persuasive communication activities such as campaigns and outreach. The case of the soap opera Zahra in Suara Hati Istri which plunged into child marriage should also be used as a lesson in the future so that it does not happen again. Zahra's soap opera in Suara Hati Istri contains content that has the potential to violate the 2012 KPI Broadcasting Code of Conduct and Broadcast Program Standards (P3&SPS). This is because Zahra's role as the third wife is a girl who is still 15 years old. Komnas Perempuan took action by admonishing the Indonesian Broadcasting Commission to be more careful in screening programs to be published, because Komnas Perempuan knows that the Indonesian Broadcasting Commission has a very important role in monitoring and fostering proactively and more serious handling efforts if any broadcasts are broadcast. Is not appropriate. Komnas Perempuan has also issued several releases regarding child marriage and carried out child marriage campaigns on social media that can be used as a reference and reference by the community in preventing child marriage.

Based on the report that the researcher has, the researcher makes several suggestions as follows:

(a) Academic Advice, for students and future researchers who want to research about persuasive communication in addressing child marriage, they can research related institutions or agencies, because researchers see possible shortcomings in this research that can be continued by further researchers; (b) Practical Advice, to Komnas Perempuan, for Komnas Perempuan to hold campaigns or seminars to prevent child marriages in several schools, campuses, or television stations to be more aware in making shows that will be broadcast and also to build cooperation in conveying persuasive communication about child marriage with agencies or television stations. (c) To Practitioners of Communication / Television Stations (Indosiar), for Indosiar to be more careful in making the storyline of a film and choose the right and suitable cast to play the film and apply the principle of child protection.

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