

## User Experience Media on Visual Communications to Increase Teenager's Awareness on Online Gender-Based Violence

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### ABSTRACT

*Online Gender-Based Violence is one type of violence against women that has experienced a significant increase. Thus, online gender-based violence needs to be seen as a new pattern of crime that makes women vulnerable as victims and still do not have protection on social media. Unfortunately, there are not many teenage girls who have understanding about online gender-based violence, even though online-gender based violence often occurs on social media which is used by teenagers on a daily basis. Various existing institutions and organizations have indeed made several efforts, but until now, there are many who are still not aware of this issue. This visual communication gives education and raise awareness about online gender-based violence so that the target audience is aware of the issue and hence can protect themselves from becoming victims. This campaign used AISAS communication model and medias such as: user experience media, YouTube & Instagram ads, Instagram feed & story and microsite. The medias are chosen based on the lifestyle of the target audience and user experience is used to give an experience to teenagers, so that they can understand how it feels if they become a victim and realize that online gender-based violence is a serious problem. As the result, it will cause teenagers to be persuaded to take action and hence preventing future cases.*

**Keywords:** user experience, online gender-based violence, social media, teenagers

### 1. PREFACE

Violence against women in Indonesia keeps increasing each year, 406,178 cases were reported in 2018, 431,471 cases were reported in 2019, and 299.911 cases were reported in 2020. Violence against women is divided into 3 types, based on the relationship of the victim with the perpetrator. Those 3 types are: personal, community, and country. Amongst the 3, the most reported number of case comes from the personal relation, with a number of 6480 reported cases in 2021. There are many types of violence against women that happens in personal relation, some of them are; other sexual violence, forced abortion, online gender-based violence, sexual slavery, attempted rape, rape, sexual abuse, sexual exploitation, sexual harassment, marital rape and incest [1]. Online gender-based violence is one type of violence against women that mostly happens in personal relation. The number of cases of online gender-based violence increases drastically from only 16 reported cases in 2017 into 942 reported cases in 2020, and most cases that were reported comes from Jakarta.

Online gender-based violence is defined as direct violence to someone that is based on sex or gender. It includes actions that can cause danger and physical, mental or sexual suffering, threats, coercion and abolition of independence [2]. Online gender-based violence can also be defined as cyber violence that targets women as victim, and is often associated with women's body that are used as objects of pornography. There are several kinds of action that is categorized as online gender-based violence, they are: online grooming, impersonation, cyber stalking, sexting, cyber hacking, malicious distribution, non-consensual distribution of intimate image, dan cyber harassment. The most number of reported case comes from malicious distribution, online grooming and non-consensual distribution of intimate images [3].

The increasing number of cases of online gender-based violence happens in parallel to the change of lifestyle of Indonesian people which is shifting to the online era, where more people are using the internet [4]. Hence, the significant increase in the number of cases of online gender-based violence needs to be seen as a new pattern, which makes women vulnerable in becoming victims and still doesn't have protection and security in the internet.

In 2019, the greatest number of reported cases of online gender-based comes from women in the range of 18-25 years old, and the least number of reported cases comes from the range of 12-17 years old [5]. This indicates that teenagers under the age of 18 either still have less awareness of the online gender-based issue or they aren't brave enough to report the case. Whereas, based on the research conducted by Plan International, 50% of girls said that they were more likely to be abused online than on the streets, and the majority had their first sexual harassment online between the ages of 14-16 [6].

Online gender-based violence has a huge impact on the lives of its victims. They may experience psychological harm, social isolation, economic loss, limited mobility and self-censorship (removing oneself from the internet due to loss of confidence in using digital technology) [2].

Unfortunately, many victims of online gender-based violence cases do not have the courage to report cases that happened to them, due to various factors (lack of evidence, fear of being ostracized by the community, not knowing what to do or where to report, and the law that are still unclear in handling online gender-based violence cases.

It is even said that Indonesian Women's Association for Justice Legal Aid Institute is still experiencing several obstacles in handling KBGO cases. Some of the obstacles that they have are the limited number of expert witnesses, trials which are still conducted openly even though the articles used are articles of morality, and the long process in cases due to the limited amount of digital forensic examination tool [7].

In one of the cases of online gender-based violence, which is a case of cyber grooming, where the victims are minors. The perpetrator with the initials TR (25 years old), used a fake account in the name of a teacher and leads the underage children to send sexual images. The police found more than 1,300 photos and videos of naked children in the perpetrator's email [8]. In another case, a 20-year-old woman was threatened by her ex-boyfriend with intimate photos and videos of her when she asked to break up. She has known the perpetrator since middle school and had a relationship in college. Feeling trust in the perpetrator, she agreed to everything asked by the perpetrator. Until when he wanted to break up, he was threatened with intimate photos and videos [9].

Several attempts have been made by many organizations in order to raise awareness about online gender-based violence. Such as "No, Go, Tell" campaign done by The Body Shop Indonesia that aims to persuade women in taking action to fight violence, #AwaskBGO campaign done by SAFEnet that aims to raise awareness of online gender-based violence and many more [10]. Even so, many women especially teenagers are still unaware or even doesn't feel the urgency of online gender-based violence.

On the other hand, cases of online gender-based violence are still happening all around us. However, because of the lack of understanding and awareness, anyone can become a victim.

Therefore, user experience media can be used to help teenagers in the range of 12-17 years become aware of online gender-based violence. Through user experience media, the target audience will be able to experience what it feels like to become a victim of online gender-based violence. By giving the target audience the experience of becoming a victim, it will make them realize how serious online gender-based violence is, which will make them take action to protect themselves.

## 2. RESEARCH METHOD

The qualitative method is used to understand better about the habits of the target audience in this campaign. The data is collected by using observation, survey, interview, and literature study. Observation was done by directly observing people who has become a victim of online gender-based violence. The survey was distributed by using google form twice, the first one was for public which was made without restrictions, and the second one was addressed for girls in the age of 12-17 years old. While the Interview was done through Zoom to an expert who understands about the online gender-based violence issue.

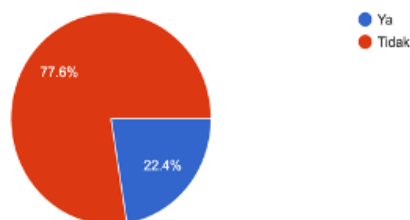
## 3. RESULT AND DISCUSSION

Based on the data collected from the first survey, most of the respondents started using social media between the age of 12-17 years and spends 3-4 hours in using social media each day. 77.6% of the respondents knew that social media isn't a safe place for them, but they choose to use social media for reasons such as building connections and to express themselves.

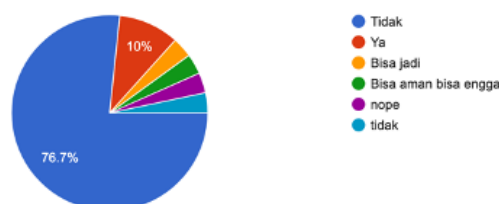
**Figure 1**

*First and second survey about social media, the respondents agree that social media is not a safe place*

Menurut anda, apakah media sosial merupakan tempat yang aman bagi anda?



Menurutmu apakah media sosial merupakan tempat yang aman bagimu?



51% of the respondents have heard about online gender-based violence, but they don't truly understand the issue, and 91.8% of the respondents said that they have seen people gets harassed on social media. As many as 59.2% of the respondents said that they didn't know about the services provided by various institutions that could help to report cases of violence that occurred on social media.

Based on the data collected from the second survey, that was filled by 30 girls in the age of 12-17 years old, and is located in Jakarta, 33.3% of the respondents used social media for 3-4 hours, and most of them use social media to obtain information, as an entertainment, and to communicate with others. As much as 69.2% of the respondents shares their private life to social

media, and at the same time, 83.3% of the respondents agrees that social media is not a safe place for them.

When the respondents were asked for the reason of still using social media even though knowing that they are not safe, most of them said that they need social media to communicate, socialize, and as an entertainment. Based on the interview done with a representative from Komnas Perempuan, it was found that online gender-based violence cases experienced an increase as much as 348% which was caused by various factors such as limited digital literacy, increased intensity of uses of technology in all ages and regions, and increased intensity of internet use during the pandemic. Online gender-based violence cases are also still poorly handled, and various actions are still needed in order to decrease the amount of cases.

Hence it can be concluded that girls in the age of 12-17 are really dependent on social media. Social media is an important place for them and has become a part of their lives, because social media is a place for them to socialize and express themselves. They also tend to put their safety aside when using social media and choose to use social media even though they know that social media isn't a safe place for them, and because of that they are more vulnerable in becoming a victim.

Based on their behaviour and insights from the data, these are the visual communication design that could support this campaign. There are 3 user experience media in the form of on-ground activation and each one of them portrays online gender-based cases that could happen to the target audience. The user experience medias portray 3 actions that are categorized as online gender-based violence, which are: malicious distribution, non-consensual distribution of intimate images and online grooming. These user experience media is a part of this campaign and serve as the first stage of the campaign, which is attention. The first user experience media visualizes malicious distribution; an act of humiliation carried out through the internet, where the perpetrator spreads false information (slander) to all friends/family of the victim to defame the victim's reputation. The user experience media shows a booth with a phone that has a water as a lock-screen. Inside the booth were visuals of people around the wall that are laughing, pointing and whispering as if they are judging the target audience who goes inside the booth. There is also a mirror that could let the target audience see the surroundings and what is behind them. On the mirror, there will also be a QR-Code which will lead the target audience to a video that they could watch. The target audience will feel as if people are talking about them and judging them when going inside the booth. This gives them the experience of malicious distribution that usually happens in social media.

The second user experience media visualizes non-consensual distribution of intimate images (NCII), an act of distributing photos/videos containing sexual content of a person without permission with the purpose of threatening and destroying the life of the victim. The user experience media looks the same as before on the outside, but in the inside it is totally different. The inside of the booth is filled with tv screens around the wall and a red button in the middle. When the target audience enter the booth, they will see themselves in the tv screen. When they press the red button, there will be a flash of light and a sound of shutter as if someone is taking a photo of them. Then, the tv screen will show the text "Your photo has been shared" and "Do you want to know what happens to your photo?" Lastly, the text "Scan this QR-Code" will show and leads the target audience to watch the video. The target audience will feel as if their rights have been violated because people are sharing photos of them without permission, when going inside the booth. This gives them the experience of non-consensual distribution of intimate images, which usually happens in social media.

## Figure 2

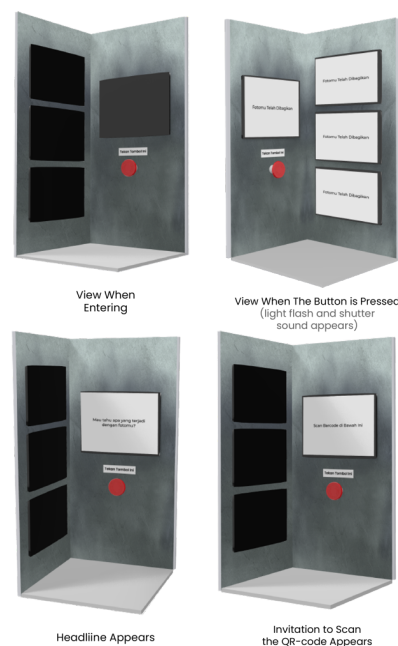
*First User Experience Media, that gives the target audience an experience of becoming a victim of malicious distribution*



The third user experience media visualizes online grooming, an act where the perpetrator approaches the victim to build an emotional connection with someone in the internet to gain the victim's trust. The on-ground activation looks the same as before on the outside, but in the inside it is totally different. When the target audience enter the booth, they could see bubble chats with words that the perpetrator of online gender-based violence usually use to gain the victim's trust. They could also see a text written on the wall in the middle, which is "Do you want to know who your virtual friend really is? And they could also see a visual of a man's profile with question mark in the middle. Underneath the visual is a QR-Code that could lead the target audience to watch the video. The target audience will feel how online grooming victim's felt when being lured by the perpetrator, when going inside the booth.

**Figure 3**

*Second User Experience Media, that gives the target audience an experience of becoming a victim of Non-Consensual Distribution of Intimate Images*



This gives them the experience of online grooming that usually happens in social media. In each user media experience, there is a phone with water as the wallpaper of the phone that could be found on the door. The water represents calm and safe, which symbolizes how the target audience view social media as a place where they could freely express themselves, but little did they know, they could be a victim of online gender-based violence on social media.

**Figure 4**

*Third User Experience Media, that gives the target audience an experience of becoming a victim of Online Grooming*



The user experience media aims to give an experience of the victims to the target audience. Which could make the target audience realize how serious online gender-based violence is. The user experience media are created based on a creative strategy that was created based on the insight "Social media is valuable". The insight comes from the data obtained from the survey, which shows that social media plays an important role in the lives of girls in the age of 12-17. For them, social media is valuable and they never spend a day without social media. The insight is then used to develop the big idea, which is "You are valuable". The name of this campaign is "Kamu Berharga" (You are valuable).

The message that wants to be conveyed in this campaign is that we are more valuable than social media and it is important for us to know how to protect ourselves from online gender-based violence as a way to appreciate ourselves. The message is then conveyed through evocation (through exemplary story) and commitment, by portraying cases of online gender-based violence that could happen to teenagers and by persuading them to start learning how to protect themselves from online gender-based violence.

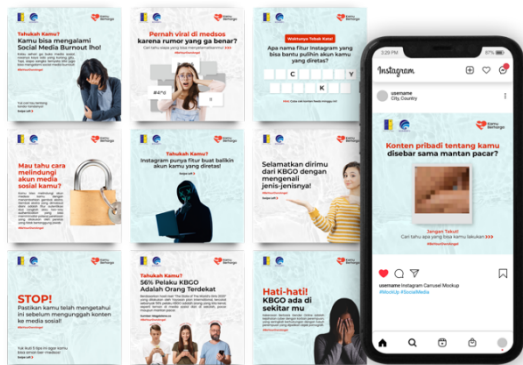
This campaign uses AISAS model which is divided into 5 stages: Attention, Interest, Search, Action and Share. In the first stage which is attention, there will be 4 media that will be used which is User Experience Media (QR-code), YouTube ads, Instagram sponsored ads and



Instagram video. The User experience will portray the 3 types of online gender-based violence and will be place in 3 different locations, but in each location there will be the same QR-code that will lead the target audience to the video in Instagram, the YouTube ads will show the teaser version of the video, while the Instagram sponsored ads will show the 3 key visuals.

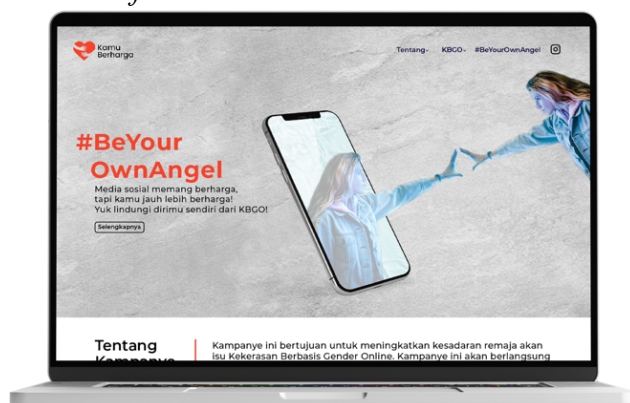
### Figure 5

*Instagram Feeds that shares information about online gender-based violence*



### Figure 6

*Microsite that has all information about online-gender based violence and ways to protect ourselves from it*



In the next stage, which is interest, Instagram feeds and story will be used to share all information about online gender-based violence and how to protect ourselves from it. In the next stage, which is search, microsite will be used to give more information about the campaign, more about online gender-based violence and about how to protect ourselves from the issue. In this stage, the Instagram feeds will still be used to lead the target audience into the next stage, which is action. In action, the target audience is invited to create a video about how to protect themselves from online gender-based violence through Instagram story, while using the filter that the target audience could access in Instagram. The last stage is share, where the target audience will share the video that they has made through Instagram story while tagging @kamuberharga, so that the video that they has made can be reposted in the Instagram story of @kamuberharga.

## 4. CONCLUSIONS AND RECOMMENDATIONS

Lack of education and awareness of online gender-based violence is one of the reasons that teenagers are vulnerable in becoming a victim. Many organizations are still trying to solve this problem, but not all efforts have successfully reached the target audience.

Findings of the lifestyle of the target audience have helped in choosing the medias for this campaign, such as user experience media, YouTube & Instagram ads, Instagram feed & story, and microsite. As the audience spend a lot of their time in social media, this visual communication mostly used social media in conveying the message. User experience media is also used in order to grab the attention of the target audience who are still unaware of online gender-based violence.

Hence, in this visual communication it is hoped that through user experience media, teenagers will be persuaded through realizing how serious online gender-based violence is, by experiencing the experience that the victims went through. Which cause the teenagers to be persuaded to take action to protect themselves from online gender-based violence, and in the end could result in preventing future cases.

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