Examining The Digital Feminist Movement Against KBGO's "Child Grooming" Account on Instagram

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Abstract- Sexual violence is one of the most frightening criminal threats in the social sphere. This type of violence encompasses indecent acts or behaviour, verbal and nonverbal contexts, which are carried out consciously by individuals to other individuals, or certain groups. In the current digital era, there are many new phenomena that are far more worrying, namely online gender-based violence (GBV), where minors and women are the main targets of online crime, in order to respond to this problem, an Instagram social media account @AwasKBGO! has emerged which actively conveys information about anti-GBV campaigns. The use of social media is a form of digital activism in modern times. The approach in this research centres on how the social media account @AwasKBGO! on Instagram can provide messages through objects in its uploads. In the analysis, the use of standpoint theory and the concept of multimodality analysis, a critical paradigm approach and the use of qualitative research methods. existing data is collected through analytical techniques that lead to content content, then existing uploads are reviewed, then categorised and analysed. The main context of Standpoint Theory states the experiences and perspectives of marginalised groups (women or children) by trying to show that perspectives by those who have been in a position of less or even no power often reveal social realities that are invisible in dominant positions Utilisation of social media as a medium for campaigns and advocacy, the @AwasKBGO! account not only raises awareness to the public but also fights for protection for those prone to GBV.

Indexed Terms- GBV, KBGO, Child Cyber Grooming, Digital Activism, Computer Mediated Communication, Media Social

I. INTRODUCTION

Women have a very crucial role, function and position in people's lives. In fact, they are considered as important actors who played a role in the nationalist struggle, especially in the public context, to mark the Indonesian nation's transition to modernity. (Manembu, 2018). However, this role does not merely make the position and contribution of women can be appreciated, in fact there are still many significant cases or social obstacles related to gender equality. Patriarchy is the origin of the modern term patriarchy, by referring to a concept or structure where men are always considered as the centre to control a situation.

Patriarchy has always dominated life in the social and cultural spheres, resulting in an imbalance in viewing a gender, which in turn significantly affects aspects of human activity as social beings. (Fatonah & Andrini, 2022) In the realm of this understanding, what is meant is that men have the most important role in the context of controlling a situation or condition, which makes other groups such as women and children look helpless and clearly ignore their human rights. This dominance creates a hierarchy that not only limits women's and children's access to opportunities, but also contributes to their advantage in being able to commit various forms of violence. Discrimination that is also quite prominent is discrimination in culture that causes violence against women. In the realm of sexual violence, it is this injustice or inequality of power that can add insult to injury by making women and children a vulnerable group.

This level of violence and discrimination has now reached a point where age is one of the factors that

determine how the patriarchal perpetrators seek and find victims related to sexual violence. Physical weakness is often associated with marginalised groups such as women and children, this is also due to the culture or perspective of an environment. The environment is considered to be one of the major influences on the formation of mindsets in individuals in social society. (Wolter, 2024). This statement is in accordance with Hume's argument that justice for women will be very difficult to achieve optimally because first, there are facts that show that the position of women in society is still marginalised. Secondly, women are basically weak, although not because of their nature, but because of the social situation they face. (Arivia, 2018) The social situation that happens a lot is how men often objectify women's bodies in their sexual imagination. The most commonly heard myth is that sexual violence occurs because of an "invitation" from the way the victim dresses, which still often influences the process of dealing with the case, even though the truth is that cases related to sexual violence always involve abuses of power and relationships with complex identities and patterns of power. (López et al., 2019). In the realm of patriarchy, especially women and children are still often found and considered as very weak, low and vulnerable parties, which is the reason why the stronger and more people who normalise crime and discrimination against women and children (Haqqi, 2023)

Currently, social media is one of the results of the progress and modernisation of the era as a result of technology, which has become a medium for debate and exchange of knowledge, in the realm of social activities or movements, social media has a function similar to print media or conventional media which is considered a means of getting responses and support from the public. (Salsabila & Diera, 2022).. In fact, people still lack awareness about sexual violence and the existence of individual rights, social media is still often a means that can be used to commit acts of online sexual violence such as online gender-based violence, such as harassment, bullying and exploitation of women and children.

The lack of understanding and information as well as awareness about such matters that result in the role, function and position of a people have not been fully

utilised optimally Feminist thought in its development was also influenced by the technological revolution.

With the development of the internet, social media and the connectivity that is netted from cellular, sexual violence that occurs is now increasingly widespread against women has spread to various digital domains by targeting women and also children, especially girls in various forms, such as harassment, sexual violence, and also bullying that occurs in cyberspace, this phenomenon was once very difficult to imagine but now has a very serious impact on social, economic and health aspects. (Bintari, 2024).

The phenomenon of anti-gender violence by using online media platforms as a forum for advocacy in disseminating information on online sexual harassment is a modern strategy that can be carried out. Content creation by carrying the realm of information related to GBV is one of the strategies that can be done. In practice, the dissemination of GBV content is not in the context of providing information to the public related to the practice of doing and how to do this, but it can be seen that the introduction related to GBV, but rather an advocacy strategy and public awareness in order to provide insight and knowledge in the process of fighting sexual violence on social media and punishing and prosecuting perpetrators of online-based gender violence in Indonesia (Fitrah & Susanto, 2023).

In line with the increase of app users on the internet, many ideologies about patriarchy have emerged in the form of online gender-based violence (GBV), and the spread of anti-feminist speech on social media has increased significantly. (Salsabila & Diera, 2022) Reporting from the SAFENET Press 2021, the number of cases related to GBV has increased at least three times (LM Psychology UGM, 2021) throughout the COVID -19 pandemic, this is in line with previous research by (Hayati, 2021) who said that during the COVID-19 virus pandemic cases of online gender-based violence in Indonesia actually experienced a surge with a record of cases occurring around 940 cases during 2020, this actually shows that cases related to online gender-based violence that occurred in Indonesia have increased with the fact

that the number of numbers is very drastic when compared to 2019 with a record of only around 241 cases. In this case, the main perpetrators in the context of GBV in the public sphere are friends caught on social media with a total of 389 cases, then people with no relationship or unknown 324 cases, and ex-lovers with 617 cases and boyfriends with 218 cases. This situation and condition shows that the existence of digital space is increasingly filled with various kinds of discourses, inseparable from anti-feminist narratives, objectification of women's bodies and misogynism. In the country, misogynistic activities are manifested in many acts of violence against people who are considered weak (women and children).

Children and adolescents are the targets most often exposed to the risks of using online media. One of the many types of GBV that occurs is *online grooming* in a context that targets children. *Child cyber grooming* is a way for adults to seek out and establish relationships with children and adolescents in order to get something in a negative context that they want. (Hernández et al., 2021).. Child cyber grooming is the highest number of cases that occur in Indonesia (D. A. H. Putri, 2023) In the past 1 year, 11% of children checked social media and chatted with others through online media. 22% of children began to encounter sexual content or information unexpectedly online but this can occur through advertisements, links on social media, and 9% actively search for sexual material on the internet 56% of cases of online child abuse and sexual exploitation in Indonesia are not revealed, and are under-reported (Ueslei, 2023). (Ueslei, 2023) The Disrupting Harm In Indonesia survey conducted during November 2020-February 2021 found that at least 2% of internet-active children were subjected to sexual exploitation and other sexual violence online. (Ueslei, 2023). Forms of online sexual exploitation include.

1. Blackmailed/forced into sexual activity
2. The intimate content of the child was disseminated without authorisation and knowledge.
3. Coercion in sexual activity with the lure or reward.

Based on this data, there are several reasons why children refuse or are reluctant to report the sex exploitation they experience, including fear of harsh parental responses (being scolded), confusion about who to report to and where, feeling that it is a disgrace and a mistake, worrying that it will become a source of new problems for the family.

Data from the online information system for the Protection of Women and Children (SIMFONI-PPA) shows that during 2022 cases of violence against children have increased to 1,358 cases or around 9.5% compared to what happened in 2021, then SAFEnet also provides data on the increasing number of KBGO complaints from victims to reach 14.9% in 2022, when compared to 2021, based on this data, victims with children's age said that they claimed to be trapped by strangers to interact (get acquainted) through social media accounts then activities continued in chat applications to the point where there was sending sexual content or telephone/video calls with sexual scenes carried out without *concern* or permission recorded by the perpetrator. (Lintang et al., 2022).

Child cyber grooming in the cyber realm is one of the concerns of society. By targeting children with a low age, it becomes a gap for sexual predators to be more free in carrying out their actions. (Retno & Watie, 2024)revealed that a fairly large number of social media users are children, and have a high potential to become targets of sexual violence on social media. In the cyber realm, the perpetrators of *child cyber grooming* activities are also facilitated by the anonymity features of social media platforms. NSPCC (*national society for the prevention of cruelty to children*) said that social media or Instagram platforms are strategic places that can be used to contact children. (Sitoresmi, 2022) . With the results of the note that Instagram holds around 32% as a platform used for online child grooming, followed by Facebook with a rate of 23%, and Snapchat with a total of 14%. (Sitoresmi, 2022)

Ihsani, (2021) explains that the struggle to uphold rights in justice and equal rights between men and women is a social issue that has occurred since hundreds and even thousands of years ago until now. The issue of sex and obligations and rights is one of

the axes that ignites the creation of inequality in perception, vision and treatment that occurs in the social environment of society in seeing the status between women and men. Until now, society seems to close its eyes and ears in an effort to equalise the status of the two sexes. This is something that needs to be considered in many previous studies noted that social media is said to be an effective medium for practicing GBV prevention activities but does not elaborate on how social media is said to be an unsafe place, explore the specifics that can make social media a very risky environment and identify various aspects that make it unsafe.

However, this is actually a trigger in most societies in seeking how women can be given the same position, and view of social status in the eyes of the wider community. Indonesia is one of the countries that is thick with patriarchal culture Indonesia is considered as one of the countries that is thick with patriarchal culture or oppression of women, where some of its citizens still adhere to high patriarchal tendencies. (Prashanda, 2023)

In 2021 alone, 66.7% of sexual violence cases occurred and all of them were reported by women. (Budiarti et al., 2022). This is a form of a wide range of the many cases of reports that occur regarding cases of sexual violence. The series of cases of reports from victims of KBGO was noted to be the reason legal institutions, especially related to violence against women, were released to the public. Right on 7 March 2022 the National Commission on Violence Against Women officially released the latest data graph related to data on bullying and sexual harassment of women in Indonesia in 2021. And the most common case experienced by women is rape with a total of 597 cases. (K. A. Q. Putri & Farha, 2022)

The data provided shows that rape is the case with the highest achievement experienced by women. Until now, cases of sexual violence through the cyber world have become the most rapidly increasing type of sexual violence. Reported by Katadata (2021) KBGO (Online Gender-Based Violence) is the most frightening reason for most women, this has increased to 83% and the point of sexual violence is

based on sexual problems. (K. A. Q. Putri & Farha, 2022).

In addition, data from the National Commission on Violence Against Women in 2023 explained that the occurrence of sexual violence that occurred in Indonesia became the most significant issue. Reports received by the National Commission on Violence Against Women in 2022 suggested that sexual violence against women was the most common case, with around 2,228 cases recorded, or a percentage of 38.21. Sexual violence that occurs in general most often occurs in public spaces, although there is an increase in the courage and awareness of victims in reporting this case, thanks to the birth of policies such as the TPKS Law, Permendikbud Ristek number 30 of 2021, and PMA Number 73/2022, policies in fact have not been able to be maximally implemented or effectively implemented because they do not have clear case implementation rules. (Manalu, 2024)

This condition is relevant to the rapid and massive increase in internet usage among the wider community. The advantage provided by the internet media as a place to share moments in the form of photos, videos, and audio is a gap for some parties to commit cyber sexual violence. Objectification of women is one of the actions that provide a picture or representation of how strong the values of patriarchal culture are. (Asmita & Masril, 2022).. In this context, it sets humans in a position as an object rather than a human *being* in a position that is considered inferior or not higher than men. One of the triggers of how gender-based sexual violence is an aspect of public ignorance or lack of understanding of sexual violence against women. The increase in the number of sexual violence against women shows that this has become a culture in society and considers this a common thing, that is why violence that occurs against women has increased, this is due to the understanding that women are commonplace objects for cases of sexual violence.

Social media continues to be scrutinised for its role and power within power structures. Instagram and other media platforms should recognise and affirm their role in reinforcing the norms that enable GBV. Social media has become a strategic tool for perpetrators of sexual violence to carry out these

negative activities. Nonverbal attacks are thrown that attack the physical or negative parts of others, especially for women. Handling related to these cases has also been packaged in PKS Law No. 12 of 2022. This generally describes that KBGO activities that occur on social media are activities that lead to actions that cause threats, destruction of morals and freedom, mental, physical, and sexual suffering, and coercion. (A. Hidayati & Hasfi, 2023)

However, there are currently many accounts that represent how to overcome and avoid acts of gender violence on an online basis. One of them is the Instagram account @AwasKBGO! on Instagram social media. Through the @AwasKBGO! account on the Instagram social media *platform*, the researcher will examine the efforts to resolve this type of case in online media and help describe how the KBGO campaign campaign in the @AwasKBGO! Instagram account can be schematically arranged by the researcher, using several samples of *Child Grooming* content to be used as research material from the @AwasKBGO! account.

II. MATERIALS AND METHOD

The critical paradigm focuses on how domination, control, and power within a social system or structure can affect how people communicate, with particular emphasis on how important it is to understand conflict, how to avoid power compromises, and how important it is to recognise social change, especially in contexts where communication theory is more prominent. Critical research that uses the critical paradigm is required to reveal and analyse social reality by questioning the inequality in existing social relations. In addition, critical research will be supported by the existence of critical theory with the assumptions it has constructed. The type of research that researchers use is descriptive qualitative. In this study, researchers used an analytical approach. Content analysis is research with a focus on the content of the text.

This critical paradigm was chosen in order to examine and provide criticism on how domination, control and power in the system or social structure can influence how individuals communicate, by highlighting the importance of understanding a conflict, power imbalance, and important efforts to produce a social change, especially in a fairer context through the concept of communication. Research using the critical paradigm is required to be able to reveal and be able to analyse social reality by questioning the existence of an inequality in existing social relations, critical research will always be supported by the existence of critical theory with the assumptions it has constructed. The type of research that researchers use is descriptive qualitative. In this study, researchers used an analytical approach. Content analysis is research that is an in-depth discussion of the content of written or printed information in the mass media. Content analysis is generally defined as a method that includes all analyses of text content, but on the other hand content analysis is also used to describe specific analytical approaches.

The object of this research is Standpoint theory underlines the importance of the perspective of marginalised groups to understand social reality more deeply.in the content of the Instagram account @AwasKBGO! There are about 4-5 uploads in the @AwasKBGO! Instagram account.) the research subject includes all parties who can provide information. So in essence, the subjects in this research are all parties involved in the preparation of this research in terms of providing information, literature text, images that support and are in line with the research context.

III. FINDINGS OF THE STUDY

Women have a very crucial role, function and position in people's lives. In fact, they are considered as important actors who played a role in the nationalist struggle, especially in the public context, to mark the Indonesian nation's transition to modernity. (Manembu, 2018). However, this role does not merely make the position and contribution of women can be appreciated, in fact there are still many significant cases or social obstacles related to gender equality. Patriarchy is the origin of the modern term patriarchy, by referring to a concept or structure where men are always considered as the centre to control a situation.

Patriarchy has always dominated life in the social and cultural spheres, resulting in an imbalance in viewing a gender, which in turn significantly affects aspects of human activity as social beings. (Fatonah & Andrini, 2022) In the realm of this understanding, what is meant is that men have the most important role in the context of controlling a situation or condition, which makes other groups such as women and children look helpless and clearly ignore their human rights. This dominance creates a hierarchy that not only limits women's and children's access to opportunities, but also contributes to their advantage in being able to commit various forms of violence. Discrimination that is also quite prominent is discrimination in culture that causes violence against women. In the realm of sexual violence, it is this injustice or inequality of power that can add insult to injury by making women and children a vulnerable group.

This level of violence and discrimination has now reached a point where age is one of the factors that determine how the patriarchal perpetrators seek and find victims related to sexual violence. Physical weakness is often associated with marginalised groups such as women and children, this is also due to the culture or perspective of an environment. The environment is considered to be one of the major influences on the formation of mindsets in individuals in social society. (Wolter, 2024). This statement is in accordance with Hume's argument that justice for women will be very difficult to achieve optimally because first, there are facts that show that the position of women in society is still marginalised. Secondly, women are basically weak, although not because of their nature, but because of the social situation they face. (Arivia, 2018) The social situation that happens a lot is how men often objectify women's bodies in their sexual imagination. The most commonly heard myth is that sexual violence occurs because of an "invitation" from the way the victim dresses, which still often influences the process of dealing with the case, even though the truth is that cases related to sexual violence always involve abuses of power and relationships with complex identities and patterns of power. (López et al., 2019). In the realm of patriarchy, especially women and children are still often found and considered as very weak, low and vulnerable parties,

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The lack of understanding and information as well as awareness about such matters that result in the role, function and position of a people have not been fully utilised optimally Feminist thought in its development was also influenced by the technological revolution.

With the development of the internet, social media and the connectivity that is netted from cellular, sexual violence that occurs is now increasingly widespread against women has spread to various digital domains by targeting women and also children, especially girls in various forms, such as harassment, sexual violence, and also bullying that occurs in cyberspace, this phenomenon was once very difficult to imagine but now has a very serious impact on social, economic and health aspects. (Bintari, 2024).

The phenomenon of anti-gender violence by using online media platforms as a forum for advocacy in disseminating information on online sexual harassment is a modern strategy that can be carried out. Content creation by carrying the realm of information related to GBV is one of the strategies that can be done. In practice, the dissemination of GBV content is not in the context of providing information to the public related to the practice of doing and how to do this, but it can be seen that the introduction related to GBV, but rather an advocacy

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Children and adolescents are the targets most often exposed to the risks of using online media. One of the many types of GBV that occurs is *online grooming* in a context that targets children. *Child cyber grooming* is a way for adults to seek out and establish relationships with children and adolescents in order to get something in a negative context that they want. (Hernández et al., 2021).. Child cyber grooming is the highest number of cases that occur in Indonesia (D. A. H. Putri, 2023) In the past 1 year, 11% of children checked social media and chatted with others through online media. 22% of children began to encounter sexual content or information unexpectedly online but this can occur through advertisements, links on social media, and 9% actively search for sexual material on the internet 56% of cases of online child abuse and sexual exploitation in Indonesia are not revealed, and are under-reported (Ueslei, 2023). (Ueslei, 2023) The Disrupting Harm In Indonesia survey conducted during November 2020-February 2021 found that at least 2% of internet-active children were subjected to sexual exploitation and other sexual violence online. (Ueslei, 2023). Forms of online sexual exploitation include.

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culture are. (Asmita & Masril, 2022).. In this context, it sets humans in a position as an object rather than a human *being* in a position that is considered inferior or not higher than men. One of the triggers of how gender-based sexual violence is an aspect of public ignorance or lack of understanding of sexual violence against women. The increase in the number of sexual violence against women shows that this has become a culture in society and considers this a common thing, that is why violence that occurs against women has increased, this is due to the understanding that women are commonplace objects for cases of sexual violence.

Social media continues to be scrutinised for its role and power within power structures. Instagram and other media platforms should recognise and affirm their role in reinforcing the norms that enable GBV. Social media has become a strategic tool for perpetrators of sexual violence to carry out these negative activities. Nonverbal attacks are thrown that attack the physical or negative parts of others, especially for women. Handling related to these cases has also been packaged in PKS Law No. 12 of 2022. This generally describes that KBGO activities that occur on social media are activities that lead to actions that cause threats, destruction of morals and freedom, mental, physical, and sexual suffering, and coercion. (A. Hidayati & Hasfi, 2023)

However, there are currently many accounts that represent how to overcome and avoid acts of gender violence on an online basis. One of them is the Instagram account @AwasKBGO! on Instagram social media. Through the @AwasKBGO! account on the Instagram social media *platform*, the researcher will examine the efforts to resolve this type of case in online media and help describe how the KBGO campaign campaign in the @AwasKBGO! Instagram account can be schematically arranged by the researcher, using several samples of *Child Grooming* content to be used as research material from the @AwasKBGO! account.

CONCLUSION

The increasing number of sexual assault cases indicates that women frequently possess dominance

that enables them to control and carry out sexual assaults, whether they are silent or noisy. Social media, with its anonymous nature, undermines women's ability to engage in sexual activities in a discreet manner, suggesting that they are always jealous and superior to others. Social media is not just a platform it also has a structure that strengthens social cohesion by providing a space for dominance without requiring constant, silent interaction. In addition, children frequently experience social anxiety, which negatively affects their understanding of household matters and may arise from older people who have negative experiences with social media. Due to this, platforms that provide services and advice are essential in enhancing awareness and providing information to protect children from sexual exploitation and abuse in the digital world.

RECOMMENDATION

In this study, the use of interesting visuals on Instagram social media accounts is more reproduced, this is intended to provide a clear picture that can support research. The use of the media used should be further optimised by using accounts with a large number of followers which can also optimise the media used to be a source of more data.

Research related to the Feminism Analysis of the Digital Campaign Against Kbgo 'Child Grooming' on the @Awaskbgo Instagram Account has a weakness in the amount of data where out of 332 uploads there are only 4-5 uploads that discuss KBGO in minors, the use of a large account with more uploads will provide more data contributions.

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