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Research Paper

**How effective has organisations that campaign against
domestic/sexual violence in Indonesia been
successful/unsuccessful in a marketing perspective**

Bachelor Thesis

Geneva Business School

Business Administration International Relation

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Date: 05/01/2021

Word count: 14.512

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Signature:

A handwritten signature in black ink, appearing to read 'Tiara Natasya Whitford', written over a light blue horizontal line.

Acknowledgements

First of all, I would like to sincerely thank my thesis advisor Professor Ryan Federo , for helping me throughout my writing process and also providing me with guidance in writing this paper.

I must express my very profound gratitude to my parents, Djainab Sutami & Donovan Whitford, and my sisters & brothers for providing me with unfailing support and continuous encouragement throughout my years of study.

I would also like to give a special thanks to my friends and cousins in Indonesia for helping me share my survey to whoever they meet to help me gain more survey respondents for this research paper. This is very much appreciated as without their efforts I would not be able to reach the number of respondents I have in this thesis.

Last but not least, I can not forget to gratefully thank my boyfriend, Sheldon Goradia, for always being there and encouraging me while writing this thesis, especially when I was feeling unproductive and drained from this whole process. Thank you so much for your neverending support.

This accomplishment would not have been possible without all of them.

I sincerely thank you all dearly.

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Abstract

How satisfied are the citizens of Indonesia regarding the effectiveness of the efforts of Indonesian organizations in encouraging citizens of a diverse and sizeable country in campaigns against domestic/sexual violence? This thesis answers this question in the context of present-day Indonesia while including the cultural beliefs that are put in place. The first aspect to discuss is the efforts of organisations in Indonesia on campaigning against domestic/sexual violence, which is a topic that most parts of Indonesia would need to be educated and prevented from happening. Furthermore, there would also include the cultural influence in Indonesia which would further elaborate why campaigns that require a change in action or behaviour would be difficult to be more accepted in the Indonesian society. Finally, this paper will also include a survey which will provide insights on the Indonesian public opinion and perspective on campaigns against domestic/sexual violence.

Keywords: domestic/sexual violence, campaigns in Indonesia, marketing perspective

1. Introduction

Domestic/sexual violence campaigns from organizations in Indonesia have been actively spreading awareness to educate the public and provide information and support, while also including options to donate to the organisation reached out by the victims who are experiencing or have experienced domestic/sexual violence. The efforts of the organisation so far can be seen as very effective when only considering their activeness in campaigning for this cause. In order to know that these campaigns are effective, we must ask the people of Indonesia regarding their awareness of such campaigns, their knowledge of the efforts of these organisations, and their satisfaction regarding the campaigns. To be able to spread awareness for the entire of Indonesia, the campaign must reach the entire audience.

Before that, the brief information of the facts on the demographic and geographic of Indonesia as a whole in order to understand the extent of effort from these organisations to promote the campaign in this country. Indonesia is the largest and most populated country in South-East Asia, with a population of 271,056,000 as of 2019 and ranked 4th most populated in the world (Mohamad & Wolters, 2020). Indonesia in terms of the total area covers a distance from the west to the east that takes 7 hours by plane, which shows the scale of how large Indonesia is. Indonesia also has more than 17,500 islands, with the Island of Java being the most populated and hosts half of the total population of Indonesia. Although Bahasa Indonesia is the official language, many other languages are spoken throughout Indonesia. As Bahasa Indonesia is the language that all Indonesian are familiar with, this is the language used by the organisations to spread the campaigns. Indonesia is a diverse country, which includes more than 300 different ethnic groups and more than twice as many distinct languages, and most of the major world religions, as well as a wide range of indigenous ones, are practised there (Mohamad & Wolters, 2020). Bearing in mind the large area of land and sea, the population of Indonesia, and the different ethnic backgrounds, this is one of the challenges that the organisations face when wanting to promote and spread the campaign across entire Indonesia.

Current Issues

Indonesia for the past several years has been battling with thousands of cases of domestic/sexual violence. Each year the number of victims has risen during this period of living with Covid-19. The issue here is that even though there are campaigns that encourage victims to reach out and receive support and help, there are still many victims that decide to not report their domestic/sexual violence cases because of the negative social perception that the victims believe will bring shame

and dishonour to their family. In order to create an open conversation among Indonesians for this matter, this issue must be addressed by many more individuals who are against any form of domestic/sexual violence, which are also supported by the organisations in Indonesia.

An earlier study was conducted in Indonesia, which concluded that socio-cultural dogma and religious aspects prevent openness in handling cases because victims tend to protect their names and their institutions (I, Nur Indah, & Mega Rosdiana, 2020). Another study mentioned that from the results of interviews with victims, the reason why victims are reluctant to ask others for help about sexual harassment that they have experienced is that they are afraid of being blamed (Safitri & Angeline, 2019). Based on these cases, organisations must also acknowledge that these are limitations when victims refuse to speak up against their own experience with domestic/sexual violence. As Indonesia is a more conservative country, this is the challenge that organisations face because of the tabu mindset that is still deep in Indonesian culture.

This is where organisations and marketing campaigns can help spread the word and awareness of the cause. The more this issue is addressed, the more open the conversation will be among Indonesians, as the topic of domestic/sexual violence are still tabu or not openly discussed in Indonesian society. While Indonesia is a large and diverse country, this can be a limitation for organisations to spread the awareness of domestic/sexual violence and provide national help to victims. Even though the organisations are active in addressing and raising awareness of the cause, the limitation of Indonesia being a large country in terms of reachability and area scale, in order to provide help there must be sub-bases of these organisations for victims in rural areas to have access for the help they need.

While in Indonesia, there are several national and international organisations that not only raise awareness but also help the victims have a voice and platform to speak and share their traumatic experience to others that have been through the same trauma. By these organisations helping with the campaigns and local awareness of the cause, it educates and creates individuals that understand that domestic/sexual violence of any form is not the burden of only the individual experiencing it, but also for other individuals to speak up and take action when witnessing an act of domestic and sexual violence.

Campaigns of Indonesian Organisations

The organizations that are included in this thesis are from three major organisations in Indonesia; National Commission on Violence Against Women (Komnas Perempuan), Women's Association for Justice and Legal Aid Jakarta (LPH APIK) and Lentera Sintas Indonesia (Lentera ID). The basis of including these organisations are for the

reason being that most importantly, Komnas Perempuan, should be recognized by the Indonesian people, at least their knowledge that the organisation exists. The importance of the Indonesian public knowing these organisations exist will help with the effectiveness of campaigns, in order to participate and support a campaign, one must first know the purpose of it. Therefore, I will provide with background information for each of these organizations, to have an understanding of what their efforts in campaigning against domestic/sexual violence have been in the past.

First of all, National Commission on Violence against Women (Komnas Perempuan), which is one of Indonesia's National Human Rights Institutions; it is also a women's organization pushing for the fulfilment and advancement of women's rights. Komnas Perempuan was founded in 1998, officially by the Presidential Decree No. 181/1998 and later renewed through the Presidential Decree No. 65/2005. This organisation is the National Human Rights institution in Indonesia, has a role to report to and coordinate with the international human rights treaty bodies of the UN, strengthen regional and national human rights mechanisms and strengthen strategic networks for the advancement of women's human rights ("Komnas Perempuan Profile", 2020). It originated from their first campaign which was focused on The 16 Days Campaign Against Violence Against Women which was an international campaign that was started in Indonesia since 2001. There was thought that was put in when creating this campaign, as the campaign starts on November 25th being The International Day for the Elimination of Violence Against Women which was determined by the United Nations General Assembly, and ends on December 10th which is the International Human Rights Day that was also determined by the United Nations General Assembly. The campaign lasts 16 days intending to garner public support for the elimination of violence against women. As of 2016, Komnas Perempuan started the #GerakBersama campaign, which will be the focus when conducting the interview with the campaign organizer. The #GerakBersama campaign succeeded in the focus of encouraging the Bill on the Elimination of Sexual Violence the number one priority bill in the 2016 national legislation program. Unfortunately, even in 2020, the bill has not been passed which is a disappointment for the organisation and the community of Indonesians that want a fair and proper justice system for victims of domestic/sexual violence.

The next two campaigns that are included in the survey are from two different organisations. The first campaign for the survey, Lentera Sintas Indonesia is a non-profit organisation that focuses on providing education and psychosocial service to sexual violence survivors in Indonesia. This organisation was established in Jakarta in 2011 while joining with Magdalene feminist web magazine to launch their campaign. The campaign presented in the survey is with the #MulaiBicara, which is a

campaign with the main purpose of raising awareness against the sexual violence cases and begin a conversation on how to reduce the problem in Indonesia.

The second campaign included in the survey is from the Women's Association for Justice and Legal Aid Jakarta (LPH APIK), which was founded by seven women lawyers in Jakarta in 1995. As of today, there are 16 offices spread throughout Indonesia that has a goal of providing legal assistance and assists women who experience injustice, violence or any form of discrimination. The campaign presented from LPH APIK is #RumahAman, which is a campaign focusing on the number of domestic violence cases that have arisen during the Covid-19 pandemic. This organisation aims to provide a safe house for victims of domestic violence by creating a donation hub for individuals to donate and with the donation money, it is used to rent homes for victims to stay in when trying to distance themselves from their abuser.

The three organisations that are included in this thesis are in a Joint Task Force network working group that consists of many organisations in Indonesia that are fighting against domestic/sexual violence. The Joint Task Force was formed by Komnas Perempuan in the context of the #GerakBersama campaign 16 Days Against Violence Against Women. The campaign of #GerakBersama officially started in 2016, at the same time Komnas Perempuan was also targeting the involvement of younger audiences that would participate in this campaign, and to obtain new partners who are active on social media to promote and spread awareness of the campaign. The same year the campaign started, The Joint Task Force was formed and held 160 activities to support the Bill on the Elimination of Sexual Violence.

The aim of the study

The objective that this paper will achieve is to indicate and provide insight of the effectiveness of campaigns against domestic/sexual violence cases in Indonesia by including the results from an interview with Komnas Perempuan, an organisation that is fighting for this cause, while also the result from the surveys provided to the people of Indonesia. By having two perspectives, the campaigner and the public of Indonesia, this will provide more insight into the aim and goal of the organisation, and receive insight from Indonesian's that should be the target market of these campaigns.

The main research questions:

1. What are the efforts of organisations in Indonesia that are fighting against domestic/sexual violence been in campaigning?

Sub-questions: - How and where are the organisations promoting their campaign? - How satisfied are the citizens of Indonesia regarding the effectiveness of the efforts of Indonesian organisations in campaigns against domestic/sexual violence?

Based on the two sub-questions, we will then be able to correlate from the platforms the organisations chose to promote on to the platform most Indonesians use. While also including the satisfaction rate of the Indonesian public regarding domestic/sexual violence campaigns in Indonesia.

2. What are the necessities in order for the people of Indonesia to participate in campaigns against domestic/sexual violence?

Sub-questions: - What platform does Indonesian's mostly associated with? - What does the Indonesian society want to see in a domestic/sexual violence campaign?

These questions will provide an understanding of the Indonesians societies dominant platforms of information sharing, which then we can determine whether the platform the organisations has chosen for campaign purposes was the correct decision or otherwise. Then we can also correlate the Indonesian behaviour to the topic of domestic/sexual violence by the number of shares the organisations receive on their promotional platforms.

Limitations

In this thesis, the research is conducted in two parts: identifying the goal of the organisation to align the outcome that is received from the Indonesian people, and the expectation or opinions from the people in Indonesia when viewing the campaign of the organizations. The limitations of this thesis are that the organisation that is included in this thesis, Komnas Perempuan's campaign #GerakBersama, Lentera ID's campaign #MulaiBicara, and #RumahAman from Women's Association for Justice and Legal Aid (LPH APIK) Jakarta organisation, which are based on three campaigns that are fighting against violence to women and children while also including sexual violence as well. Even though these are the biggest campaigns from well-known organisations in Indonesia, the scope of the survey covers multiple areas in Indonesia which would also indicate whether the campaigns are known or not in that region. Therefore another limitation to this paper would involve the region or area of Indonesia which can be that some Indonesian's may be aware of the campaigns, while others do not. Which can provide different outcomes when conducting a summary of the survey.

The structure of the paper

This thesis will include five chapters that will provide the information provided from the research and also the conclusion of this paper. The structure of this thesis will be described below:

Chapter 1: Introduction

In this chapter of the Introduction will include the current issues of Indonesia related to the topic of domestic/sexual violence and why it is important to address and find a solution to this problem. This chapter will provide the Indonesian culture and perception of domestic/sexual violence and also an introduction of the organisations in Indonesia that are fighting for this cause.

Chapter 2: Literature review

This chapter presents the literature review of domestic/sexual violence cases in Indonesia. It elaborates the numbers of victims that are increasing throughout the years, while also including the effort of other organisations in the past that also are fighting against domestic/sexual violence. This chapter also includes how social media is used in Indonesia, as a basis of organisations taking the approach of social media as the platform to promote their campaigns, spread awareness of the issue, educate the Indonesian public, and provide help and support to victims that reach out to these organisations.

Chapter 3: Methodologies

In this chapter, the methodology was used to gain insight into one of the campaigns from Komnas Perempuan organisation on how they structure, plan and implement their campaign. This method requires interviewing the organisation, in order to better understand the process and approach the organisation is taking when campaigning for this cause. Another aspect in this section will be the need of the Indonesian public opinion of these campaigns, which will be achieved through conducting surveys with questions related to the campaigns in Indonesia.

Chapter 4: Findings

This chapter will present the findings of this thesis, which will be a combination of the qualitative data from the interview with Komnas Perempuan, and the result of the quantitative data from the survey questionnaire. In order to combine quantitative and qualitative data, I will use the mixed-methods approach.

Chapter 5: Conclusions, Limitations, Recommendations

This chapter will include reflections on the research question, the literature review, what the findings offer and ends with a series of conclusions, limitations, and recommendations of the thesis.

2. Literature Review

Cases of Violence Against Women

Based on the annual record of violence against women that was conducted by the National Commission of Women Rights (Komnas Perempuan, 2020), the total number of cases of violence against women in 2019 was 431.471 cases. The number of cases is derived from the reports from state court and reports combined from Komnas Perempuan's service unit for the victims of violence against women that they are also handling. In Komnas Perempuan's annual record (2020), based on the cases they have worked with, it is mentioned that the types of violence against women that stands out the most from the previous year was the domestic violence/personal sphere which achieved 75% (11,105 cases), in which most of the reported private domains experience sexual violence. In addition to that, the record also states that the second position of violence against women in the community/public domain are by a percentage of 24% (3,602) and the last is violence against women in the state domain with a percentage of 0.1% (12 cases). In Komnas Perempuan's report (2020), it elaborated that in the realm of domestic violence/personal sphere, the most prominent violence was physical violence in 4,783 cases (43%) which was ranked first, followed by sexual violence as many as 2,807 cases (25%), psychic 2,056 (19%) and the economy of 1,459 cases (13%). The annual report from Komnas Perempuan (2020), also included a diagram which shows that in a span of 12 years, violence against women increased by 792% (almost 800%) meaning violence against women in Indonesia for 12 years has increased almost 8 times. As this is a concerning factor for women in Indonesia, a behavioural change is required to eliminate these cases happening any more than it has been.

In 2004, the government introduced Undang-Undang Penghapusan Kekerasan Dalam Rumah Tangga (Law on the Elimination of Violence against Women in the Household No. 23/2004; hereafter the Anti-Domestic Violence Law), which is the Indonesian government's criminal-justice response to domestic violence (Afrianty, 2018). The law defines domestic violence as 'any conduct towards a person, especially a woman, that results in physical, sexual, or psychological oppression or suffering, and/or domestic neglect, including threats to do something, coercion, or deprivation of freedom, contrary to the law, in the domestic sphere' (Article 1(1)) (Afrianty, 2018). Even though there are laws put in place to protect victims of domestic violence, it has not been properly implemented and handled in a way that the victims feel comfortable to speak or share their experiences with anyone, especially local officers. According to Hayati (2013), another issue that arises may be because domestic violence continues to be considered as a minor public health issue, and official documentation

on the magnitude of the problem has not been addressed by the government. The women in Indonesia require support from not only the community but also from the government that is obligated to provide protection to the women in Indonesia.

Influence of Cultural Behaviours

The culture of Indonesia is influenced by different major regions in Indonesia. The most populated island in Indonesia is Java, which holds two-thirds of the Indonesian population settling on this island. Java is considered one of the main islands because the Indonesian capital city is located in Java, which is Jakarta. Since the majority of Indonesians live on this island, most of the public figures and government representatives are Javanese origins. Which also includes the current president of Indonesia, Joko Widodo is also a Javanese descent. The influence of the Javanese culture to the Indonesian government can be seen by the law and policies made. Hakimi et al (2011) as cited in Hayati (2013), Javanese traditions correspond closely with the national policy that includes the idea of a woman being submissive and obedient to their husband. In addition to that, Javanese traditional values are strongly influenced by Islamic teaching, which interprets men as the leaders of women and therefore requires that a woman be obedient to her husband (Hayati, 2013).

Indonesia has a population of 270 million while the majority of Indonesians are Muslim, this makes it the largest Muslim populated country in the world. As Indonesia mostly incorporates Javanese tradition which descends from the Muslim tradition, the culture, policies and laws are also incorporated by the religion of Islam and some of their traditions or practices. Islamic laws and policies to the western world would be categories as outdated and do not evolve with the current times. Which makes it difficult to discuss topics such as domestic/sexual violence because it disobeys the Muslim traditions of not publicizing any negative act that would jeopardize their honour as a Muslim. Hayati (2013) mentioned that Muslims are taught that once married, a woman is bound to fulfil the socially agreed roles of housekeeping, childbearing, and supporting her husband. The ideology of harmony within a family is also being emphasized by Indonesian law, which means that according to Cholil et al (1998) as cited in Hayati (2013), this means that the husband's honour must be protected from people outside the family. It is also mentioned by Afrianty (2018) that the violence in the Indonesian community is justified by a cultural and patriarchal understanding of their religion, Islam. Therefore, according to Sciortino & Smith (1997) as cited in Hayati (2013), any domestic violence that occurs within marriage should be muted, as acknowledging it would reveal a lack of harmony within the family and the nation. The culture and religion have blended into the Indonesian culture, which is now used by not only Muslims in the country but the whole society.

Indonesia has many cultures, ethnicities and traditions that are influenced in their social perspective of important issues such as domestic violence within the country. Due to Indonesia's remarkable ethnic diversity and cultural system, the presence of patriarchal norms varies within this country where it can be strongly maintained in some areas whilst it is less possible in other areas (Putra, Pradnyani, & Parwangsa, 2019). To change Indonesia's perception of domestic violence while implementing how to educate the importance of speaking up or raising awareness against the cause can help change the mindsets of Indonesian society. In addition to the patriarchal culture, there are reasons why cases of violence against women still occur in Indonesia, such as low public awareness, whistling to women, commenting on women's bodies, and disrespectful stares on women's bodies are considered normal (Safitri & Angeline, 2019).

In order to raise awareness of an important issue, WHO strongly suggests that to achieve systematic and long-lasting changes, preventive actions against domestic violence should be developed using an ecological framework (Hayati, 2013). The framework is a four-level factor of how interpersonal violence is the outcome of interactions between - the individual, the relationship, the community, and the societal. To reach societal alignment, the scope for prevention may lie either in improving or abolishing harmful societal factors, improving institutions, or empowering individuals (Hayati, 2013). Victims tend to avoid sharing their experience with reasons of embarrassment and shame. This mindset must be changed in order for the victims to not only overcome their traumatic experience but also empower other victims to take action when faced with this issue. While it is easy to say empowering an individual will help their journey to recover from their trauma less individually or alone. It is also important to note that empowerment is an ongoing process and should not be seen as a result since the environment within which empowerment operates continuously changes the empowered condition cannot be maintained unless the agents continuously challenge the power system that suppresses their rights (Melissa, Hamidati, Saraswati & Flor, 2015).

As mentioned above, the culture of Indonesia is majorly influenced by the most dominant religion in the country. The support from the public figures or government representative about domestic/sexual violence is still very low. Which is why organisations that are created to raise awareness of domestic/sexual violence are trying to change the patriarchy and culture of how Indonesian face, discuss and think about this topic. It is their new understanding of their legal rights and what their religion says about women's rights that motivates them to actively engage with the campaign against violence (Afrianty, 2018). This has created women who challenge

the norms of Indonesia and would like to see justice for all the victims that have been silenced and unable to get the proper help to recover from their experience.

Indonesia and Social Media Usage

Indonesia has been increasing in the number of internet users for the past few years now. The Indonesian public uses the internet for many purposes, some uses the internet mainly for work and business purposes, while the other purposes are to learn, to seek information, to gain knowledge, to communicate, to shop, entertainment, to stalk other users, and to persuade others with a particular purpose (Kurniasih, 2017). In addition to that, the usual internet activities include checking emails, checking social media, visiting interesting links on social media, reading online news, checking blog's statistical hits, browsing and searching for magazines, books, and other information relevant to their interests.

The people of Indonesia, segmented by their social, economic, political and psycho-demographic status, revert to social media, which is deemed able to fulfil their needs for information (Susantoa, 2019). In terms of social media usage, an informant stated that he organizes several groups on Facebook, including his study group in college, where he usually shares subject materials and tests as well as daily jokes (Kurniasih, 2017). As social media is used without time, geographic, socio-cultural and other psychographic constraints (Susantoa, 2019), this provides the freedom to browse and search for content that the users wish to explore.

In order to understand the extent of internet and social media usage in Indonesia, a list of statistical findings provided by Kemp (2020) shows that:

Internet Users	Social Media Users	Mobile Connections
<ul style="list-style-type: none"> - There were 175.4 million internet users in Indonesia in January 2020. - The number of internet users in Indonesia increased by 25 million (+17%) between 2019 and 2020. - Internet penetration in Indonesia stood at 64% in January 2020. 	<ul style="list-style-type: none"> - There were 160.0 million social media users in Indonesia in January 2020. - The number of social media users in Indonesia increased by 12 million (+8.1%) between April 2019 and January 2020. - Social media penetration in Indonesia stood at 59% in January 2020. 	<ul style="list-style-type: none"> - There were 338.2 million mobile connections in Indonesia in January 2020. - The number of mobile connections in Indonesia increased by 15 million (+4.6%) between January 2019 and January 2020. - The number of mobile connections in Indonesia in January 2020 was equivalent to 124% of the total population.

In addition to the statistics above, the most used social media platform Indonesians dominantly use are Youtube, Whatsapp, Facebook, Instagram (Kemp, 2020). The social media that could be used for campaign promotion are through Youtube, Facebook and Instagram, as there is no limit to the number of followers or subscribers an account can gain. Kemp (2020) stated that 95% of users have actively engaged or contributed to social media in the past month. While adding that Indonesian's average amount of time per day spent on social media is 3 hours 26 minutes (Kemp, 2020). Indonesia's Youtube, Facebook and Instagram audience is the fourth largest in the world (Greenhouse, 2019). Addition to that, Facebook has a more mature audience compared to the users on Instagram in terms of demographics. The previous research supports the notion of social media being the dominant factor when choosing to promote campaigns. Especially, when it also provides relationships between the Indonesian public and the organisations. The amount of social media users can be an advantage for organisations in Indonesia as they can use social media platforms for collaborating or creating campaign content that enables them to engage and show support.

The examples of past campaigns are included in this thesis to provide real campaigns that have used social media as the means of spreading awareness of the domestic/sexual violence cases and providing information on the topic. There are a number of organisations in Indonesia that are not only raising awareness regarding domestic violence in Indonesia but also creating a safe and open space for the victims as well. A campaign that has become known within the Indonesian community related to sexual violence emerged after a victim's tragic story was made public by local news or social media shares. In 2016, there was a case of a girl in which was later public as YY and the size of the data on cases of violence against women triggered several other campaigns during 2016 besides initiated by various institutions and communities in Indonesia, including the National Women's Commission (Safitri & Angeline, 2019). In addition to that, social media are one of the platforms to show support of the cause which is why these campaigns used different hashtags, such as #MulaiBicara (#StartTalking) and #SaveOurSister for the YY girl. In 2017, some agencies and communities agreed to unite their campaigns into #GerakBersama (#MoveTogether) which was initiated by The National Commission on Violence Against Women (Komnas Perempuan), PKBI, Rainbow Stream, Indonesian Lantern, Faye House, and LBH Apik Jakarta, United Nation Women and Indonesian OBR (Safitri & Angeline, 2019). Some campaigns are more focused on how men can help and how men can be involved in raising awareness and changing perceptions of domestic/sexual violence. An organisation called the MenCare, campaigns to promote men's involvement in becoming equitable and non-violent partners and fathers to achieve family well-being by using the hashtag #GENERASIJAGOAN (or Hero

Generation) campaign which is aimed at young men, aged 15–24 (Promundo, 2017). Promundo (2017) also stated that the campaign uses public service announcements, posters, merchandise and digital activation to redefine what it means to become a hero. This organisation focuses on education for young men and fathers is to replace the negative cultural and social norms for masculinity with a positive message (Promundo, 2017).

Hypothesis Development

While the aim of the thesis is to identify whether the campaigns against domestic/sexual violence in Indonesia was effective in a marketing perspective or contrarily. The literature review above explains the general aspects of Indonesian's cultural behaviour and social media usage. This research aims to test whether there is a relationship between the rate of satisfaction and the identified independent and control variables.

The first hypothesis will examine the relationship between the rate of satisfaction and whether the respondents will share these campaigns with others. According to previous research, one of Indonesian's purpose of using social media is to visit pages or accounts that in their opinion are interesting which they will then share to others in their group. It is clear that the rate of satisfaction will result in a positive relationship with whether the Indonesian public will share these campaigns. The two variables need to have a positive relationship which would then support the efforts of the campaign organizers on their goal in requiring more engagement by sharing the campaigns. This paper will use statistical analysis to accept or reject the hypothesis formally stated:

Hypothesis 1: There will be a positive relationship between the rate of satisfaction and whether the respondents will share these campaigns with others.

The second hypothesis will examine the relationship between the rate of satisfaction and whether the respondents think these campaigns would initiate more conversation among Indonesians concerning domestic/sexual violence cases in Indonesia. This hypothesis will be analysed by using the survey results as it will show whether the respondents agree with the statement or not. By then, the relationship between both variables can determine the rate of satisfaction towards the campaign. In order to support the aim of the organisations campaigning against domestic/sexual violence on creating awareness and educating the Indonesian society on this topic, the rate of satisfaction is needed as a benchmark on Indonesian current interests. This paper will use statistical analysis to accept or reject the hypothesis formally stated:

Hypothesis 2: There will be a positive relationship between the rate of satisfaction and whether the respondents think these campaigns would initiate more conversation among Indonesians concerning domestic/sexual violence cases in Indonesia.

Similar to the second hypothesis, this will examine the relationship between the rate of satisfaction and whether the respondents think these campaigns will initiate more victims to speak up and reach out for help to these organisations or as far as to report to authorities. From the literature research, we can clearly see that content on social media that the Indonesian public find interesting, they would then share to others. By knowing this, if the statement of whether the respondents think these campaigns will initiate more victims to speak up and reach out for help to these organisations or as far as to report to authorities is correct, the Indonesian public would be satisfied with the campaign presented in order to agree with this statement. The two variables are important to determine their positive relationship which would require the rate of satisfaction of the campaigns to know if the Indonesian society believes in this statement or otherwise. This paper will use statistical analysis to accept or reject the hypothesis formally stated:

Hypothesis 3: There will be a positive relationship between the rate of satisfaction and whether the respondents think these campaigns will initiate more victims to speak up and reach out for help to these organisations or as far as to report to authorities.

The next two variables are whether the respondents think there enough domestic/sexual violence campaigns in Indonesia and whether the respondents have seen the campaigns before. These variables will be categories as control variables, as they do not offer a direct effect on the dependent variable. One of the reasons Indonesians' use social media and the internet is to also search for information and websites. The rate of satisfaction and whether there are enough domestic/sexual violence campaigns in Indonesia can be associated together by combining the fact that if the Indonesian public thinks that there is a topic that needs to be heard more, they would be satisfied with the content of the organisation, in this case, are the campaigns on domestic/sexual violence. Furthermore, if the respondents are satisfied with the campaign, they would engage with the content of the organisations. Which would then provide the organisations with more followers to their social media channels. In this case, this would provide insight on the extent of the organisation's content or marketing strategy with whether the respondents have seen the campaign or not.

3. Methods

There are a number of organisations that are still actively spreading awareness through their platform in the form of a website or through social media. While spreading awareness is also an important aspect in educating and expanding the topic of domestic/sexual violence, the purpose of this thesis is to analyse whether the campaigns that have been conducted was a success or needed more planning to reach more individuals in Indonesia.

In conducting the research for the success or not of a campaign, this thesis will use a mixed-methods approach which explained by Schoonenboom & Johnson (2017) would allow both quantitative and qualitative data to be combined while to expand and strengthen a study's conclusions and, therefore, contribute to the published literature. The quantitative data would be drawn from the survey to the Indonesian public, and the qualitative data would be drawn from the interview conducted with Komnas Perempuan. The sources from the data are primary as it includes the interview conducted, the documents received from the interview, and the survey questionnaire. The target is to interview Komnas Perempuan regarding their current campaign and analyse their efforts for their campaign to be able to see what was successful and generate more involvement of individuals for the cause. The interview will be conducted through Whatsapp because of the limitation I have by not being in Indonesia while writing this thesis. The interview will provide insight into the main research question related to the efforts of the organisations.

In order to know whether an organisation's campaign is successful or unsuccessful, we must analyse their actions through the campaign and also the number of people it reaches or are later involved in spreading the campaign. The campaigns that are conducted have been through social media and locally based campaigns. To have a successful marketing campaign, aimed to reach the society's well being through voluntary behavioural change, with the target audience spread from individual, group, or society as a whole, without neglecting the practice or implementation of marketing principles and techniques (Hiqmah, 2017). With this societal involvement, we can then see whether the campaigns that have been conducted were reaching the maximum target audience. By educating and spreading the awareness with the campaign, in the hope that it reaches a mutual understanding of the cause while also creating a community that is more open-minded and are willing to speak up and stand up against domestic/sexual violence. By examining the actions taken by the organisation, we can also see whether their framework of the campaign would have led to success in the number of participants or the number of shares of the campaign. According to Noviyanti (2017), for the campaign to reach virality, the messages of

the campaign must be clear to all target audiences, must be easy to understand, and also during the campaign must be repetitive in order to also persuade and motivate the audience. These aspects will be analysed in this thesis to determine whether the campaigns in the past have been successful or unsuccessful in acquiring the number of participants or shares and spread as the organisations intended. Also by analysing the main social media platform that the organisation uses to promote the campaign and combining it with the dominant social media platform that the Indonesian public uses, it will be able to determine if the platform was the correct option to take. The analysis from the interview will then later be mixed with the results of the survey questionnaire.

For the next analysis is by conducting a survey to the Indonesian public to have a better understanding of whether the public is aware that the organisations are present and has a campaign focused against domestic/sexual violence in Indonesia. This survey will ask the individuals of their knowledge of two active campaigns in Indonesia. The questions in the survey will ask whether the respondents have seen the campaign presented before this survey, which will then follow with a question asking for them to rate their satisfaction between one to five, based on the campaigns presented in the survey. This survey will also ask three questions that would require the respondents' rate of agreement between one to five with the statement in the survey. Based on the results, this paper will use a mixed-method approach to determine the relationship between the organization's efforts in campaigning and also the expectation of Indonesians based on the survey. By focusing on the efforts of the organisations, then correlating the results with the survey questions to the Indonesian public, this would provide an understanding of what is expected by Indonesians and also what is provided in the campaigns in Indonesia. The expected outcome of this thesis is to examine whether the efforts of the organisation in campaigning against domestic/sexual violence has reached the intended amount among the public of Indonesia. Which will also include the Indonesian publics expectation of campaigning against domestic/sexual violence and what approach they would prefer to be taken. Finally, by knowing both these aspects, it will provide an understanding of whether the campaigns are successful or otherwise.

Survey Sample

The sample for this research in terms of the survey participants was not selected, it was voluntary to be a participant of this survey, in other terms, the participants were not randomly selected instead it was based on the willingness of the Indonesian public to participate and answer the survey questions. With this survey, we will be able to gather data on the demographics, characteristics, and knowledge of the respondents related to the campaigns in Indonesia against domestic/sexual violence.

From the survey that was conducted, the following data can be derived:

Table 1: Survey sample

Female	Male	Prefer not to say	Victim of D/SV	Not a victim of D/SV
115	57	3	28	147
Indonesian	Foreign	In Indonesia	Living Abroad	TOTAL
174	1	168	7	175

The total number of respondents for the survey were 175 responses. In regards to demographic characteristics as seen in Table 1., most of the respondents identify as women which were 65.7% of the total and 32.6% of the respondents were men, while 1.7% of the respondents preferred to not say their gender. Also, 16% of the respondents answered yes when asked whether they were a victim of domestic/sexual violence and 84% answered no.

Besides, the survey also includes the age range of the respondents, with the most respondents in the age from 17-27 which was 56% of the total number of respondents, while 16% was from the age group of 28-38 years old, 23.4% of the respondents are aged between 39-49 year of age, and last but not least 4.6% of the respondents were above 50 years of age. By knowing the range of age in this survey, we can analyse the responses more broadly with the reason being that the survey questions are targeted to all respondents of different ages in order to know whether they are aware of the campaigns that are shared throughout Indonesia from the organisations fighting for this cause.

A few more aspects that were recorded from the survey. First is the nationality of the respondents. It is shown in Table 1, that the majority of respondents are Indonesian citizens with a percentage of 99.4%, while only 0.6% or just one respondent was a foreigner. Even though the majority of the respondents are Indonesian, the number of respondents living in Indonesia covers 96% of the total number of respondents, with 0.4% or seven respondents that are currently living abroad. This question is asked in the survey in order to know the extent of the campaigns of organisations in Indonesia, whether their content reaches Indonesians that are living abroad as well or solely for the Indonesian people living in the country.

Data Collection

For this thesis, original data was collected by conducting the survey to the Indonesian population. The methods used to reach respondents was through promoting the survey

to the people close to myself and asking them to share it with more of their friends and family. Within the five weeks after the survey was promoted, 175 individuals that reside in Indonesia participated in this survey for this thesis. All the data collected are from primary sources without using any secondary data source.

Independent Variables

The independent variables that will be the measurement for the statistical analysis are measured by the rate of agreement to the statements in the survey, while also including the preference of campaign included in the survey.

Dependent Variable

The dependent variable that will be the measurement for this analysis is the rate of satisfaction of the two campaigns presented in the survey. With this, we can accurately observe the data from the survey for the statistical analysis.

Control Variables

In this survey, the answers provided by the respondents which are related to their socio-demographic profiles are the age, gender, and region of Indonesia will be described as the control variable of this thesis. These socio-demographic profiles will improve the accuracy of the data in the regression analysis. Another aspect included as the independent variable is whether the survey participants believe that there are enough domestic/sexual violence campaigns in Indonesia. These aspects of the survey will help determine the opinion of the Indonesian public. This provides the opportunity to determine the overall impact of the independent variables.

Data Analysis

Using regression analysis allows us to know which variables that are identified of whether they are impacting the satisfaction rate of the Indonesian public on the campaigns against domestic/sexual violence. With the dependent variable being the satisfaction rate of campaigns in Indonesia, the analysis would determine the relationship between the Indonesian opinion. The statistical analysis will focus on the correlation and regression analysis to gain further insight into the relationship between the dependent and independent variables.

In order to get an overview of the relationship between all the variables, the first task is to run an exploratory analysis based on the data from the surveys. This will help to get more of an understanding of the data being collected and incorporate it to the regression analysis. Another task to conduct is the descriptive analysis of the data,

which will calculate the means and frequencies for each socio-demographic variable and the independent variables.

4. Findings

Interview Findings

In conducting the interview, the questions to Komnas Perempuan were based on the main research questions that require to show the process involved in the preparation of the #GerakBersama campaign. During the interview, Komnas Perempuan also provided reports of their campaign's overall plan and progress for 2020.

According to Komnas Perempuan, #GerakBersama is a 16 Days Campaign Against Violence Against Women that was formulated in 2015. #BergerakBersama was used in 2015, after the 2016 campaign evaluation and campaign formulation was then decided to use #GerakBersama only. This was after the campaign evaluation in 2014, which Komnas Perempuan formulated a joint campaign with their networks, especially for the younger generation to push the Elimination of Sexual Violence Bill that was scheduled to be discussed in 2015. Until 2020, #GerakBersama is still being used for the 16 Days Campaign Against Violence Against Women to encourage the ratification of the Elimination of Sexual Violence Bill and is increasingly being used by civil society networks, Ministries and Institutions who are also campaigning for violence against women and sexual violence. The example provided by Komnas Perempuan is that this year the Ministry of Education and Culture of Indonesia used the hashtag #GerakBersama in their video about Cyber Gender-Based Violence. The #GerakBersama campaign became the core hashtag that was added by other hashtags following the campaign theme for that year.

The difference in Komnas Perempuan's campaign for this year and the previous years is that the use of the #GerakBersama is also supported by two more hashtags. The #JanganTundaLagi, which is a short term hashtag that encourages the Elimination of Sexual Violence Bill to enter the 2021 priority program and to not cancel the discussion as they have done since 2015. Meanwhile, #SahkanRUUPKS is a long term hashtag that continues to be used until the Elimination of Sexual Violence Bill is passed. The issuance of the Elimination of Sexual Violence Bill from the 2020 National Legislation Program (Prolegnas) priorities brought disappointment to Komnas Perempuan and also the community. The news also awakened the community to escort and encourage related institutions to immediately discuss the Elimination of Sexual Violence Bill.

The key aspects that Komnas Perempuan focuses on for the 2020 campaign based on their Subkomisi Partisipasi Masyarakat (2020) document includes:

1. Raising a solidarity movement based on the awareness that violence against women is a violation of human rights.
2. Encourage joint activities to ensure better protection for survivors or victims who have been through violent experience.
3. Inviting all people to be actively involved in accordance with their capacity in efforts to eliminate all forms of violence against women.

Also in the Subkomisi Partisipasi Masyarakat (2020), Komnas Perempuan's strategy in doing so includes:

1. Strengthen work at the local level in handling cases of violence against women.
2. Build more solid cooperation to promote violence against women at the local and international levels.
3. Developing methods that are effective in increasing public understanding.
4. Show solidarity with women's groups worldwide in making efforts to eliminate all forms of violence against women.
5. Building an anti-violence against women movement to strengthen pressure on the government to implement and seek the elimination of all forms of violence against women.

According to Komnas Perempuan, for the campaign this year it is encouraged to use the three hashtags on social media in order to encourage more individuals to be more aware of what is happening in Indonesia regarding the domestic/sexual violence cases and the Elimination of Sexual Violence Bill that is scheduled to be a priority discussion later in 2021.

The challenges that Komnas Perempuan faced for the campaign plan and process for this year in the campaign marketing perception had some similarities with the campaign in 2019. The time the first strategic plan began for the campaign, it was during the end of the 2015-2019 commissioner's period. For the campaign this year it was under the 2020 new commissioner's work period. The challenges that Komnas Perempuan faced in the marketing perception for this year are:

1. The Covid-19 pandemic has limited space for conducting offline campaigns. Usually every year Komnas Perempuan's offline agenda is followed by the public. One example this year is the Shoe Installation of The Body Shop at Komnas Perempuan, which is not widely accessed by the public because of the health protocol (limited number of visitors) and the Komnas Perempuan partner network that has participated in enlivening it has not implemented office policies.

2. Komnas Perempuan's human resources are lacking in technological literacy. Komnas Perempuan does not have special staff who are recruited to produce designs, graphic content, videos and organize international online conferences. This was a challenge in the early days of the pandemic because the campaign was focused on online campaigns. However, along with efforts to increase capacity and performance, Komnas Perempuan's Worker Agency can adapt and continue to develop itself to carry out its responsibilities as well as possible, including when asked to hold an international level hybrid conference (in collaboration with Komnas Perempuan and Lemhanas). Like the two sides of a coin, this also brings out the achievements of Komnas Perempuan in 2020.
3. Partner consolidation can only be online. The limitation caused by the Covid-19 coronavirus also minimized the actions that could be taken by Komnas Perempuan to ensure the needs of their supporting networks and their community.

In Komnas Perempuan's 2016 campaign report written by Gito & Suparno (2016), which states that "the campaign aims to change the public's perception of sexual violence as a crime against humanity, not merely immoral.", which was then asked if the campaign in 2020 shows the progress of the public perception. The response was that the awareness about violence against women is still minimal and the basis for rejection of the Elimination of Sexual Violence Bill is still a large amount. The limitations would include the partners of Komnas Perempuan in other regions must be higher than it is at the moment, as Indonesia is a large country, the support and participation of other regions actions are important to encourage change in public perception of domestic/sexual violence. In addition to that, in Indonesia, there are individuals with minimal public knowledge let alone the knowledge of the Elimination of Sexual Violence Bill which causes cases to rarely be reported to the Service for the Protection of Women and Children office or the local Women Crisis Center. Komnas Perempuan also mentioned that the individuals that strongly reject the Elimination of Sexual Violence Bill are from conservatives of certain groups. This aligns with the current culture and traditions of Indonesia being that they perceive this topic as tabu and invasive of family privacy.

The two different roles are important to address based on domestic/sexual violence, the victim and the perpetrator. It is important to educate the victims of what domestic/sexual violence is in order for them to identify themselves as victims or not. Also, educating the perpetrators in this case men in Indonesia, to not commit sexual or physical violence against women. Komnas Perempuan's method in doing so is by public education that is also supported by the Ministries and Institutions,

non-government organisations, universities, religious and cultural figures, and through journalists/media. By providing recommendations, annual campaigns, and the launching of annual records after campaigns, these activities are a form of Komnas Perempuan in educating and making all parties aware of domestic/sexual violence.

According to Komnas Perempuan, from the campaigns in all their social media channels that have already been running, they still ensure that the campaign is not only heard and discussed by women but all circles. Each of their social media reports, they later look at the percentage of male engagement across all platforms/channels. What Komnas Perempuan focused on during the pandemic, was specifically to issue survey results and releases about women's vulnerability during this time. The study was used by Komnas Perempuan to invite all levels of society or Ministries and Institutions through webinars, graphic content, etc with a male audience to understand the importance of the message from the domestic/sexual violence campaign.

Komnas Perempuan mentioned that there are still limitations at a more local level in regards to the #GerakBersama campaign. The most positive responses or participation were mostly from the Jakarta region, which according to Komnas Perempuan is because the public is more aware of the issue of violence against women and sexual violence. Many Komnas Perempuan partners are more centralised in Jakarta because the Ministries or Agencies, non-government organisations, and universities in Jakarta have good abilities in implementing campaign strategies. Furthermore, Bandung, Padang, Pontianak and Makassar are still difficult to get positive or effective results from the #GerakBersama campaign. However, the campaign toolkit that Komnas Perempuan adopted for this year's campaign is through webinars and live streams, as it can be accessed through their mobile devices without any restriction of time, distance or borders. In addition to that, #GerakBersama has also received an international audience in 2019 by the Joint Movement Campaign that was echoed by the Indonesian Student Association (PPI) of Germany. Another example is the involvement and interest of outside media in covering the #GerakBersama both its actions and the message of the campaign.

Survey Findings

Descriptive Statistics

The sample distribution below is from the survey respondents, which I will analyse each independent variable, the dependent variable and the control variables to be able to illustrate the basic descriptive measures.

Table 2: Sample Distribution

Independent Variables	Frequency	Percentage
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"I will share these campaigns with others."	5 (highly agree)	82	46.9%
	4 (agree)	44	25.1%
	3 (neutral)	39	22.3%
	2 (disagree)	6	3.4%
	1 (strongly disagree)	4	2.3%
"I think these campaigns would initiate more conversation among Indonesians concerning domestic/sexual violence cases in Indonesia."	5 (highly agree)	78	44.6%
	4 (agree)	54	30.9%
	3 (neutral)	30	17.1%
	2 (disagree)	10	5.7%
	1 (strongly disagree)	3	1.7%
"I think these campaigns will initiate more victims to speak up and reach out for help to these organisations or as far as to report to authorities."	5 (highly agree)	92	52.6%
	4 (agree)	41	23.4%
	3 (neutral)	30	17.1%
	2 (disagree)	9	5.1%
	1 (strongly disagree)	3	1.7%
Control Variables		Frequency	Percentage
Are there enough domestic/sexual violence campaigns in Indonesia?	Yes (Enough)	31	17.7%
	Maybe (Unsure)	92	52.6%
	No (Not enough)	52	29.7%
Have seen the campaigns before?	Yes	36	20.6%
	No	124	70.9%
	Just one of the two	15	8.6%
Dependent Variable		Frequency	Percentage
Rate of satisfaction (campaigns in the survey)	5 (Very satisfied)	68	38.9%
	4 (Quite satisfied)	56	32%
	3 (Satisfied)	40	22.9%

	2 (Partly satisfied)	6	3.4%
	1 (Unsatisfied)	5	2.9%
Additional Findings			
Important to include in domestic/sexual violence campaigns	Education purpose	128	73.1%
	Information purpose	61	34.9%
	Call to action or donation	44	25.1%
	Update of campaign progress	43	24.6%
	Involvement of public figures	40	22.9%
Campaign platform preference	Social media	164	93.7%
	Email broadcast/Newsletter	28	16%
	Phone calls	10	5.7%
	Banners and billboards	46	26.3%
	TV/Mass media	4	2.4%

From Table. 2 above, the independent variables in this sample distribution consist of seven questions from the survey. There are three independent variables that follow the Likert-type scale. While there are two independent variables that require Yes, No & another option type of answer. The last two independent variables will consist of votes from each respondent on what to include in a domestic/sexual violence campaign and the platform preference to conduct the campaign.

The first independent variable to analyse is the rate of agreement of the statement "I will share these campaigns with others." It can be seen that out of the total number of respondents, 46.9% "highly agrees" with that statement. Followed by 25.1% of the respondents agreeing, and 22.3% are neutral about the statement. The least amount of rates for the statement is 3.4% of respondents disagreeing with the statement and 2.3% strongly disagrees.

The next two rate of agreement statement results can be seen as similar to the first statement. The results favour the first three answers which were "highly agree", "agree" and "neutral". The least amount of rates from the respondents are "disagree" and "strongly disagree". Which we can conclude from the statement, this indicates that the majority of the respondents for the first three independent variables does somewhat agree with the statements provided in the survey. The majority of respondents that answer 3 or above for the statements indicates that first, the Indonesian public does agree that the campaigns presented will initiate more

conversations among Indonesians concerning the topic, and second, the majority of respondents does agree that the campaigns will initiate more victims to reach out for help and support.

The next two control variables are selected based on the question of whether there are enough domestic/sexual violence campaigns in Indonesia, and whether the respondents have seen the campaigns before this survey was presented. The first question requires the respondents to answer between “Yes” (enough), “Maybe” (unsure), and “No” (not enough). The results show that the majority of the respondents that answered Maybe were 92 respondents. Followed by No, with 52 respondents, which is a good indication that out of 175 respondents only 31 individuals answered Yes, there are enough domestic/sexual violence campaigns in Indonesia. As for the second question, the respondents are asked if they have seen the campaigns before with the answers of “Yes”, “No” and “Just one of the two”. The respondents that answer No are still more significant than the respondents that answered Yes and Just one of the two.

The question of “Rate of satisfaction” represents the dependent variable of the analysis. Based on the Likert-type scale of the answer, 38.9% of respondents answered 5 which indicated “very satisfied” for the campaigns presented in the survey. Following with 32% of the respondents responded with 4 which means “quite satisfied” and 22.9% answered with number 3 which is “satisfied”. The last two points from the scale are number 2 which is “partly satisfied” which has 3.4% and number 1 which is “unsatisfied” with only 2.9% of the total respondents. Based on these findings, the majority of the respondents are partly satisfied to very satisfied with the campaigns in the survey. When comparing the results, from partly satisfied to very satisfied, the percentage of respondents would be 93.8% of the respondents answering that they are somewhat satisfied with the campaigns. Even though based on the data from Table. 1, the majority of respondents have not seen the campaigns before.

The next aspect to analyse in this sample distribution is the opinion of the respondents regarding what would be important to include in a domestic/sexual violence campaigns and the preferred platform for the campaign promotion. For these two questions, the respondents have the option to choose more than one answer. Therefore, the highest percentage of answers determine the mutual agreement between all respondents. As for the important aspect to include in the campaign, 128 respondents out of 175 believe that it must include education purpose in the campaign. Which aligns with Komnas Perempuan’s efforts in educating the civil society to understand that this is a crime against humanity and that domestic/sexual violence should not be considered normal or acceptable in any way. As for the preferred platform to conduct the campaign, 164 respondents mutually believe that it should be on social media. The efforts of Komnas Perempuan this year was focused on their online campaign by conducting webinars and live streams about the three main campaign hashtags for this year.

Table 3: Descriptive Statistics

Variables	Mean	Std. Dev	Skewness	Kurtosis
"I will share these campaigns with others."	4.109	1.014	-0.956	0.338
"I think these campaigns would initiate more conversation among Indonesians concerning domestic/sexual violence cases in Indonesia."	4.109	0.997	-0.995	0.395
"I think these campaigns will initiate more victims to speak up and reach out for help to these organisations or as far as to report to authorities."	4.200	1.011	-1.119	0.502
Are there enough domestic/sexual violence campaigns in Indonesia?	2.120	0.680	-0.153	-0.828
Have seen the campaigns before?	1.880	0.528	-0.128	0.413
Rate of satisfaction (DV)	4.006	1.009	-0.896	0.469

Based on Table 3., the descriptive data reveals a variety of outcomes. First, the mean for the first three independent variables and the dependent variable shows an average of more than 4/5. This shows that the questions to the respondents that indicate their satisfaction or agreement level are very close to the highest number. As for the independent variable of whether there are enough campaigns show an average of 2.12/3, which also can be seen in Table 2. it illustrates that the respondents are mostly unsure (answered Maybe) that there should be more campaigns followed by respondents answering No, supporting the notion of in Indonesia not having enough domestic/sexual violence campaigns. As for whether the respondents have seen the campaign before, the data shows an average of 1.8/3. This indicates a reasonably low percentage of respondents that responded with "Yes" or "Just one of the two", while the majority answered "No".

This supports Komnas Perempuan's goals of spreading awareness of domestic/sexual violence, enabling victims to get support, while also initiating more conversation among Indonesian regarding domestic/sexual violence because the mean of respondents from the three independent variables and the dependent variable is closest to the highest number, which is 5. Even though the control variable of whether there are enough domestic/sexual violence campaigns in Indonesia can be seen as mostly Maybe "unsure", there is a Joint Task Force that was founded by Komnas Perempuan which includes more than 15 Indonesian organisations that also helps promote campaigns of domestic/sexual violence. Therefore, the assumption is that the respondents are not aware of the number of organisations or communities in Indonesia that are in fact campaigning against domestic/sexual violence.

As for the standard deviation, the results show that there is an acceptable variation level in the data above. A smaller standard deviation indicates that they are clustered close to the mean. Although the results are close to 0, the most dispersion is from the first variable of the respondent's willingness to share the campaigns with 1.01 as the standard deviation. This indicates that from the total sample there is less variation from the mean. The closest standard deviation is from the variable of whether the respondents have seen the campaigns before, this is the variable that is closest to 0 with 0.52 as the standard deviation.

The skewness level of all variables is on the negative scale, meaning that the distribution tail extends slightly to the left. According to McNeese (2016), if the skewness is between -0.5 and 0.5, the data are fairly symmetrical, if the skewness is between -1 and -0.5 or between 0.5 and 1, the data are moderately skewed, and finally, if the skewness is less than -1 or greater than 1, the data are highly skewed. In the descriptive data, we can see that all the independent variables and the dependent variable's skewness levels are more than -0.5 which we can conclude that the skewness levels are moderately skewed. However, the two control variables that have a skewness level between -0.5 and 0.5, shows that the data is fairly symmetrical.

Based on the kurtosis values in Table 3, we can see that only one independent variable has a negative kurtosis value. If the kurtosis is less than zero, then the distribution is light tails and is called a platykurtic distribution, and if the kurtosis is greater than zero, then the distribution has heavier tails and is called a leptokurtic distribution (McNees, 2016). Therefore, the only control variable that has a platykurtic distribution is the variable of whether there are enough domestic/sexual violence cases in Indonesia with a kurtosis value of -0.82. The independent variables and the dependent variable follow the leptokurtic distribution.

In conclusion for this descriptive analysis, the standard deviation and the mean had more positive outcomes or values. The average of the variables being closer to the highest number indicates the responses from the sample are in the positive direction. As for the skewness and kurtosis, the data for this analysis is considered skewed while the kurtosis has a heavier tail and does not compliment the skewers that would result in a normal distribution.

Correlation Analysis

In addition to the descriptive statistics, the analysis of the correlation matrix between the dependent variables, independent variables and control variables can be seen in Table 4. By conducting this correlation matrix using the Pearson Correlation Coefficient, it provides insight into the strength of the relationship between each variable. The data reveals that the dependent variable has a moderate positive relationship with the three independent variables. The two control variable has no linear relationship with the dependent variable. It further illustrates that the three control variables (age, gender, location) also have little to no linear relationship to the dependent variable.

Table 4: Correlation Matrix

Rate of satisfaction (campaigns in the survey)	1								
"I will share these campaigns with others."	0.573	1							
"I think these campaigns would initiate more conversation among Indonesians concerning domestic/sexual violence cases in Indonesia."	0.474	0.568	1						
"I think these campaigns will initiate more victims to speak up and reach out for help to these organisations or as far as to report to authorities."	0.534	0.517	0.662	1					
Are there enough domestic/sexual violence campaigns in Indonesia?	0.083	0.048	-0.096	0.007	1				
Have seen the campaigns before?	-0.063	-0.115	-0.073	-0.052	0.168	1			
Gender	0.163	0.191	0.068	0.123	0.042	-0.032	1		
Age	-0.117	-0.068	-0.141	-0.046	-0.080	-0.044	0.016	1	
In Indonesia /Abroad	-0.088	-0.080	0.007	-0.127	0.007	0.047	0.127	-0.163	1

The correlation matrix is used to summarize the data by measuring the correlation coefficient between two sets of variables, which would then allow us to see the pairs with the highest correlation value. To interpret the value, we must know that when the value is exactly -1 it indicates a perfect negative linear relationship, -0.70 indicates a strong negative linear correlation, -0.50 indicates a moderate linear negative correlation, -0.30 indicates a weak negative linear correlation, and finally a value of 0 indicates no linear relationship. For the positive results, it is the opposite of the negative correlation which if the value was closer to 1 indicates a perfect positive linear correlation.

The first two variables that will be observed in this correlation matrix is between the dependent variable and the first independent variable. The correlation value for the

rate of satisfaction and the willingness to share the campaign is 0.573 with a value >0.50 which indicates a moderate positive linear correlation between the two variables. Based on the results, we can conclude that the relationship between the rate of satisfaction and the will of the respondents to share the campaigns are highly significant.

The correlation coefficient between the rate of satisfaction and the second independent variable is 0.474 with a value >0.30 and <0.50 . This indicates that the two variables show a weak positive linear correlation. Based on the results, we can conclude that the relationship between the rate of satisfaction and the respondent's opinion that these campaigns would initiate more conversation among Indonesians concerning domestic/sexual violence cases in Indonesia.

The third independent variable that will be observed has similar results to the first independent variable, which is 0.534 with the value >0.50 . Which we can conclude that there is a moderate positive linear correlation between the rate of satisfaction and the respondent's opinion that these campaigns will initiate more victims to speak up and reach out for help to these organisations or as far as to report to authorities.

As for the relationship between the rate of satisfaction and the fourth variable of whether there are enough domestic/sexual violence campaigns in Indonesia, it is 0.083 with a value <0.30 . This indicates that there is a weak positive linear relationship. This indicates that there is no linear relationship between the two variables. The fifth variable is similar to the fourth variable, the difference is the linear correlation has a negative value with the result being -0.063 with a value <-0.30 . This indicates that there is also no linear correlation between the rate of satisfaction and whether the respondents have seen the campaigns beforehand. If the value is closer to 0 than 1 or -1, this means that there is no linear relationship between the dependent variable and the fourth and fifth variables.

The relationship between the dependent variable and the three control variables (gender, age and location of the respondents) can be seen in the table that it has a value that is close to 0. For the Gender value, we can see that it is in the weak positive linear relationship. While the age and whether the respondents are in Indonesia or living abroad we can see that the value is <-0.30 . For these two control variables, we can conclude that there is no linear correlation with the rate of satisfaction.

To conclude this analysis, the three independent variables have a positive correlation coefficient which supports that the rate of satisfaction has a moderate relationship between the independent variables. However, the fourth and fifth variable correlated with the rate of satisfaction can be considered as unrelated to one another. Which we can see that the rate of satisfaction of the respondents from the campaigns in the survey have no relation to whether there is enough domestic/sexual violence campaign in Indonesia and whether the respondents have seen the campaign beforehand or otherwise. The control variables' relationship with the rate of satisfaction had a weak linear correlation, in which we can determine that age, gender and the location of respondents are unrelated to each other.

Regression Analysis

The regression analysis will continue the examination of the relationship between the three variables while also combining the discoveries from the correlation matrix. The regression for this thesis will follow the Multiple Linear Regression Analysis, as there is one dependent variable, three independent variables and five control variables. First, we run the regression between the dependent variables and the control variables. Secondly, a regression of the dependent variables and both the independent and control variables. This would provide insight into whether the independent variables have an impact on the Y-hat (\hat{y}).

Table 5: Multiple Linear Regression

	All Variables			Control & Dependent		
	Coefficients	T Stat	P-value	Coefficients	T Stat	P-value
Intercept (Rate of satisfaction)	1.049	1.809	0.072	4.364	7.349	8.16E-12
"I will share these campaigns with others."	0.359	4.758	4.234E-06			
"I think these campaigns would initiate more conversation among Indonesians concerning domestic/sexual violence cases in Indonesia."	0.074	0.839	0.403			
"I think these campaigns will initiate more victims to speak up and reach out for help to these organisations or as far as to report to authorities."	0.281	3.410	0.001			
Are there enough domestic/sexual violence campaigns in Indonesia?	0.096	1.059	0.291	0.114	1.020	0.309
Have seen the campaigns before?	-0.023	-0.201	0.841	-0.135	-0.938	0.350
Gender	0.117	0.947	0.345	0.357	2.351	0.020
Age	-0.076	-1.188	0.237	-0.144	-1.825	0.070
In Indonesia/Abroad	-0.221	-0.697	0.487	-0.688	-1.712	0.089
Observation (n)	175	175	175	175	175	175

Significance F	1.835E-16*		0.036*	
R ²	0.420		0.067	
Adjusted R ²	0.392		0.040	

*. P-value < .05

The multiple linear regression model is used because this regression would be able to explain the dependent variable (y) by using more than one independent variable (x). Based on the data in Table 5., there are two outcomes in the table as it includes two regressions. The first regression is between the dependent variable (y) and the independent and control variables (x), while the second regression is only between the dependent variable and the control variables.

First, we will focus on the data between the dependent variable (y) and the independent and control variables (x) which will be under the All Variables column. By following the Multiple regression model ($\hat{y} = b_0 + b_1 x_1 + b_2 x_2 + b_3 x_3 \dots + b_n x_n$) we can see the resulting values and their indications. The coefficient of the intercept is 1.049, which fills b₀. The independent variable and control variable coefficients show b₁ with the slope 0.359, b₂ with the slope 0.074, b₃ with the slope 0.281, b₄ with the slope 0.093, b₅ with the slope -0.023, b₆ with the slope 0.117, b₇ with the slope -0.076 and finally b₈ with the slope -0.221. We can now add the slopes to the regression model which would be $\hat{y} = 1.049 + 0.359 x_1 + 0.074 x_2 + 0.281 x_3 + 0.093 x_4 + -0.023 x_5 + 0.117 x_6 + -0.076 x_7 + -0.221 x_8$, this is the line of regression (\hat{y} line).

As we can see in the data, the R² for all the variables show 0.420. Which means that 42% of the variability of the dependent variable (Y) can be explained by the entire set of independent and control variables that we have considered. The target is to have a higher percentage of the predictive power of the multiple regression model. The Adjusted R² is a modified version of the R² which depends on the number of independent or control variables and the sample size. When increasing the number of variables with the same sample size, it will provide less %. The Adjusted R² for All Variables is 0.392, which means the model fits at 39% between all the variables.

The significance F represents the P-value of the overall F test, while also indicating the risk percentage of the regression model. For all variables, the significance F is 1.835E-16 or <.05. Which means that we reject the H₀ (null hypothesis) that there is no difference between the means and that a significant difference does exist.

The Significance F is <.05 which we can then use the P-value in the All Variables column to see the significance with each variable in the data. The P-values in Table 5. represents the partial slope which would be used to do the individual partial slope t-test. As seen in the table above, the P-value that is <.05 are from the first and third variable. This indicates that we reject the H₀ as there is a significant relationship

between Hypothesis 1 and Hypothesis 3. As for Hypothesis 2, we do not reject H₀, as there is no significant relationship between the rate of satisfaction and whether the respondents think these campaigns would initiate more conversation among Indonesians concerning domestic/sexual violence cases in Indonesia. The same goes for the control variables in the data, the P-value is >.05, which we do not reject H₀, as there is no significant relationship between the rate of satisfaction and the 5 control variables.

Next, we will focus on the data between the dependent variable (y) control variables (x) which will be under the Control and Dependent column. Following the Multiple regression model as we did with the first regression, we will include the coefficient slope value to the line of regression. The line of regression for the dependent variable and the control variables will be $\hat{y} = 4.364 + 0.114 x_1 + -0.135 x_2 + 0.357 x_3 + -0.144 x_4 + -0.688 x_5$.

In regards to the R² for these variables, it shows 0.067 meaning that 67% of the variability of the rate of satisfaction (y) can be explained by the control variables (x). This is higher than the result for All Variables which means that this regression has more predictive power than the first regression. As for the Adjusted R² for this regression is 0.040, which means that the model fits at 40% between the dependent and control variables. We can see that it is also higher than the first regression, meaning that the relationship between the rate of satisfaction and the control variables have a more positive outcome.

The significance F between the dependent variable and the control variables show a value of 0.036. Which means that we reject the H₀ that there is no difference between the means and that a significant difference does exist, the same as the first regression. When looking at the P-value in the control and dependent variable column, we can identify that only gender that has a value of <.05. Therefore, we reject the H₀ as there is a significant relationship between the rate of satisfaction and the gender of the survey respondents. As for the other control variables, we do not reject H₀ as there is no significant relationship between the rate of satisfaction and the variables of the respondent's age, their location in Indonesia, whether there are enough domestic/sexual violence campaigns or whether the respondents have seen the campaigns before.

To conclude, after analysing the data, the variables that show significant relationship are from Hypothesis 1: the rate of satisfaction and whether the respondents will share these campaigns with others and Hypothesis 3: the rate of satisfaction and whether the respondents think these campaigns will initiate more victims to speak up and reach out for help to these organisations or as far as to report to authorities.

5. Conclusions, Limitations, and Recommendations

The summary from this research paper is a combination of the interview and survey findings. The aspects that were analysed provides a number of key opinions from the Indonesian public based on the following: their willingness to share the campaigns, their agreement of whether the campaigns would initiate more conversation among Indonesians concerning domestic/sexual violence cases in Indonesia, their agreement of whether these campaigns will initiate more victims to speak up and reach out for help to these organisations or as far as to report to authorities, their opinion of whether there are enough domestic/sexual violence campaigns in Indonesia, whether they have seen the campaigns presented, and finally their rate of satisfaction of the campaigns presented in the survey. Also included in the analysis is the campaign effort and execution from Komnas Perempuan as the main organisation in Indonesia that is actively campaigning against domestic/sexual violence.

The most positive finding from the survey is that the Indonesian public is more open to the topic of domestic/sexual violence. This is based on their responses in the survey which shows that from the total number of respondents, almost 50% of the respondents answered with the highest rating on their willingness and agreement of the statements that have been listed above. The respondents were from different regions in Indonesia, which shows that Indonesia is slowly but moving towards a society that wants to be educated and informed about domestic/sexual violence. This aligns with the efforts and goal of Komnas Perempuan, which we can be seen in the interview findings that one of their aims is to “invite all people to be actively involved in accordance with their capacity in efforts to eliminate all forms of violence against women”. This initiative is needed because in order to tackle this issue it is required that the Indonesian public participate and want to share information or posts that speak on the issue of domestic/sexual violence.

As for the platform preferred by the Indonesian public, the majority of respondents mentioned that they would prefer the campaigns to be done through social media. While this is the case, Komnas Perempuan and their community called Joint Task Force (includes more than 15 other organisations) have been campaigning and creating discussion related to domestic/sexual violence on their social media platforms. Even though the survey findings show that the majority of respondents are willing to share the campaigns, the respondents are not aware of domestic/sexual violence campaign that has been conducted in the past. We can see that the link between the Indonesian public and the campaigns itself lies in whether a friend, family member or the influencers they follow shares and posts the domestic/sexual violence campaigns in order for them to see it. Without following the organisation’s social media channels, the Indonesian public would not be aware of their campaign efforts.

The respondent’s majority vote on “what is important to include in a domestic/sexual violence campaign” was education purpose, which aligns with the execution of Komnas Perempuan’s campaign of #GerakBersama. Especially this year, during the

pandemic of Covid-19, Komnas Perempuan provided multiple webinars and live streams that include key professional speakers to explore the topic of sexual violence, sexual harassment, cyber gender-based violence and many more. Another aim of Komnas Perempuan was to create awareness of the Elimination of Sexual Violence Bill. This topic was one of the main topics that were discussed during their #GerakBersama campaign this year as well. The Indonesian public is not aware that these organisations exist and are providing them with information and education on domestic/sexual violence in Indonesia.

In conclusion, in order to gain a larger amount of Indonesians to pay attention to the topic of domestic/sexual violence, the information must reach the Indonesian public one way or another. The efforts of the organisations in Indonesia in campaigns against domestic/sexual violence does provide with easy, free and accessible information that can be reached through as simple as following or subscribing to their social media channels. However, the organisations still need to find out how they can promote themselves in order for the Indonesian public to know of them.

Limitations

Based on the interview findings and the survey responses, there were met with a few limitations. First of all, the survey sample in this thesis is a very small number (175) compared to the total population of Indonesians (270 million). Another limitation, it is regarding the survey respondents and the socio-demographic aspect. The survey sample was intended to have an almost equal amount of respondents that are from different regions of Indonesia in order to determine the reachability of the campaigns in the survey. Unfortunately, because the survey was randomly distributed and shared to friends, family and colleagues, it created a cluster of majority respondents being from the same region in Indonesia. This provides the survey findings as mostly from two regions in Indonesia: Java region, and Bali, East Nusa Tenggara, West Nusa Tenggara region. Although this is the case, the socio-demographic limitation still could provide with whether the respondents have seen the campaign or have not which mostly still answered that they have not seen it.

Another limitation is from the number of interviews that were conducted. Unfortunately, the only interview conducted was with Komnas Perempuan which provided the information on their campaign strategy and aims. The goal was to also interview the two organisations that were presented in the survey in order to better correlate the survey findings with the interview. Understandably as I am in Barcelona, Spain and the organisations are in Jakarta, Indonesia the only option to reach out is through email or their social media which resulted in no responses from the organisations. To conclude, the analysis and observation from this thesis must take into account the limitations that have been identified.

Recommendations

The recommendations for future studies of this topic would include a larger sample of respondents including their social-demographic. This is important to know whether the campaigns have reached entire Indonesia or just parts of Indonesia. In knowing so,

it can help the organisations to focus on the regions that have less understanding of domestic/sexual violence. As the goal of the organisations are to initiate more conversations and create more allies among the Indonesian public, in having a larger or a more dispersed sample size would provide a clearer understanding for Indonesia as a whole.

Another recommendation would be to include further research on each genders knowledge of domestic/sexual violence. If the respondent has knowledge of what domestic/sexual violence is and what effects it brings to the victim, we would have a better understanding of whether the Indonesian society is creating conversations about the topic. This would also be useful if combined with the respondents' region in Indonesia.

A recommendation to include is a question to the Indonesian public of which figure or institution do they trust in providing important and relevant information related to domestic/sexual violence. Would it be from the head of ministries in Indonesia, would it be from schools as part of social education, or would the public prefer the president of Indonesia himself to address this issue as a public announcement. When knowing who Indonesian's trust and listen to, this would be an opportunity to extend the domestic/sexual violence topic to more than just from domestic/sexual violence organisations.

The recommendations to the organisations would revolve around the capacity of support on a more local level. Indonesia is widely dispersed, therefore the efforts of the organisation on a local or regional level must increase. The Indonesian public must be introduced to the discussion of domestic/sexual violence in order for them to understand and learn more about the consequences of it. There have been a few examples of Komnas Perempuan's campaign #GerakBersama being used by the Indonesian ministries. The ministries are more widespread than the Komnas Perempuan's Worker Agency, which can also still use the #GerakBersama and speak about domestic/sexual violence. If the campaigns are also shown in their social media channels or their official website, this would create a sense of emergency to the Indonesian public related to the topic of domestic/sexual violence. As we understand from the literature review, Youtube is the most dominant platform that Indonesians use out of all the social media platforms. In addition to collaborating with key influencers that have the most subscribers and engagement, it would provide the most effective promotion value for the campaign. The President of Indonesia also has an active Youtube channel. If the President working together with the organisations could create content that provides education and information about domestic/sexual violence and the campaign itself. This would reach the goal of wanting more people of Indonesian to know about domestic/sexual violence and to have conversations and be informed about the issue.

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Appendices

Survey Questions:

<https://docs.google.com/forms/d/1ZOYeiNmoAXioc6kDVzsUow9zWinVvAWwraNXErHBr24/edit>

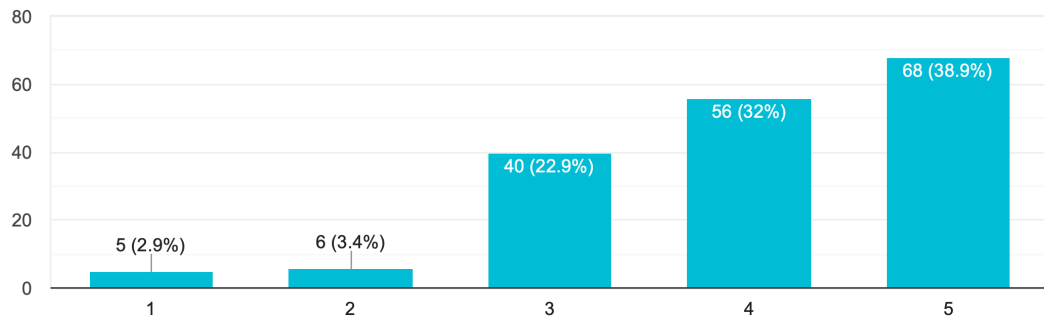
Interview Questions and Answers:

<https://docs.google.com/document/d/1Jc4YQQE3Xc4OdA9pLtcDorjr2qGqRKmheAqwezp1xK0/edit?usp=sharing>

Dependent Variable:

How satisfied are you with the campaigns presented?

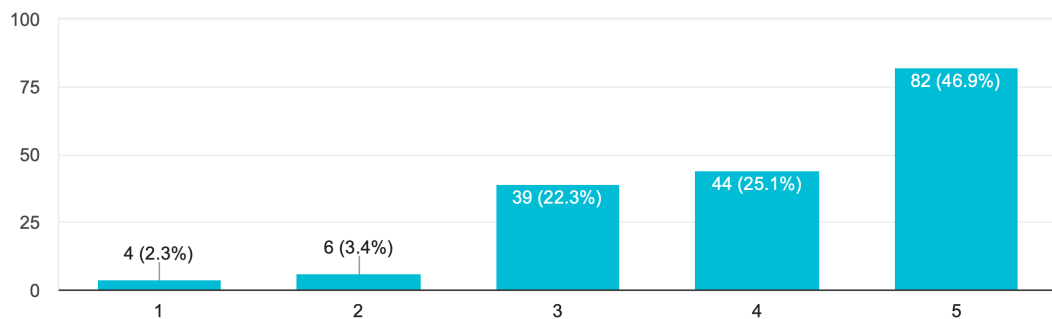
175 responses



Independent Variable:

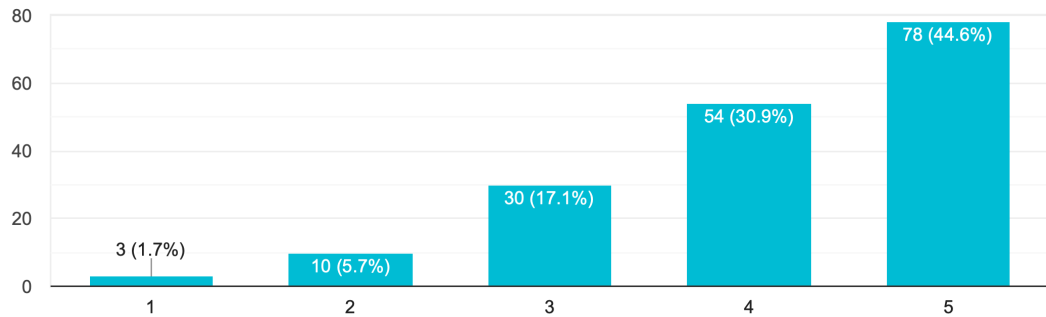
Rate whether you agree with this statement: "I will share these campaigns with others."

175 responses



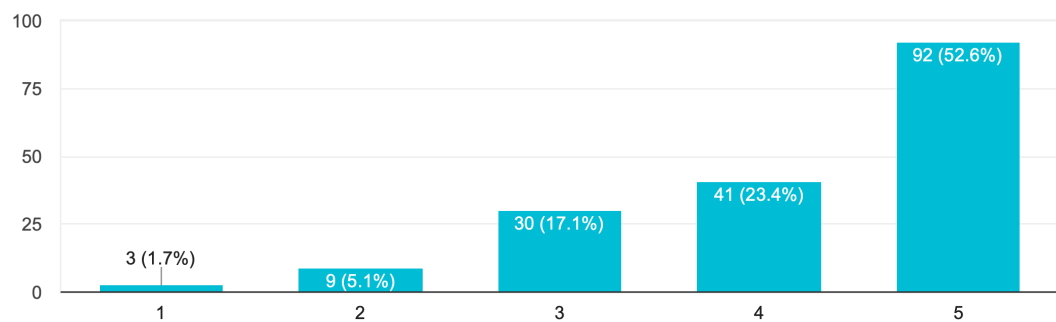
Rate whether you agree with this statement: "I think these campaigns would initiate more conversation among Indonesians in relation to domestic/sexual violence cases in Indonesia."

175 responses



Rate whether you agree with this statement: "I think these campaigns will initiate more victims to speak up and reach out for help to these organisations or as far as report to authorities."

175 responses



Multiple Regression:

	A	B	C	D	E				
1	SUMMARY OUTPUT								
2									
3	Regression Statistics								
4	Multiple R	0,260							
5	R Square	0,067							
6	Adjusted R Sq	0,040							
7	Standard Error	0,988							
8	Observations	175							
9									
10	ANOVA								
11		df	SS	MS	F	Significance F			
12	Regression	5	11,91904713	2,383809426	2,440485905	0,036389005			
13	Residual	169	165,0752386	0,97677656					
14	Total	174	176,9942857						
15									
16		Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
17	Intercept	4,364	0,594	7,349	8,16E-12	3,192	5,536	3,192	5,536
18	Do you think th	0,114	0,112	1,020	0,309	-0,107	0,336	-0,107	0,336
19	Have you seen	-0,135	0,144	-0,938	0,350	-0,420	0,150	-0,420	0,150
20	Gender	0,357	0,152	2,351	0,020	0,057	0,656	0,057	0,656
21	Age	-0,144	0,079	-1,825	0,070	-0,301	0,012	-0,301	0,012
22	Currently in In	-0,668	0,390	-1,712	0,089	-1,438	0,102	-1,438	0,102
23									

	A	B	C	D	E	F			
1	SUMMARY OUTPUT								
2									
3	Regression Statistics								
4	Multiple R	0,648							
5	R Square	0,420							
6	Adjusted R Sq	0,392							
7	Standard Error	0,786							
8	Observations	175							
9									
10	ANOVA								
11		df	SS	MS	F	Significance F			
12	Regression	8	74,344	9,293	15,028	1,835E-16			
13	Residual	166	102,650	0,618					
14	Total	174	176,994						
15									
16		Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
17	Intercept	1,049	0,580	1,809	0,072	-0,096	2,195	-0,096	2,195
18	Rate whether	0,359	0,076	4,758	4,234E-06	0,210	0,508	0,210	0,508
19	Rate whether	0,074	0,088	0,839	0,403	-0,100	0,249	-0,100	0,249
20	Rate whether	0,281	0,082	3,410	0,001	0,118	0,444	0,118	0,444
21	Do you think th	0,096	0,091	1,059	0,291	-0,083	0,275	-0,083	0,275
22	Have you seen	-0,023	0,116	-0,201	0,841	-0,252	0,205	-0,252	0,205
23	Gender	0,117	0,124	0,947	0,345	-0,127	0,362	-0,127	0,362
24	Age	-0,076	0,064	-1,188	0,237	-0,202	0,050	-0,202	0,050
25	Currently in In	-0,221	0,317	-0,697	0,487	-0,847	0,405	-0,847	0,405
26									