

The Communication Strategy of Pekanbaru City Government in Addressing Cases of Child Sexual Violence: An Analysis of Effectiveness and Its Societal Impact

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ABSTRACT

Child sexual violence is a serious issue that requires significant attention from both the government and society. Pekanbaru, one of Indonesia's cities, is not exempt from this problem. In addressing cases of child sexual violence, an effective communication strategy from the city government plays a crucial role in conveying information, providing support, and mobilizing appropriate actions from various stakeholders. However, the extent to which the communication strategy implemented by the Pekanbaru City Government is effective and its impact on society is not fully understood. This research aims to analyze the effectiveness of the communication strategy used by the Pekanbaru City Government in addressing cases of child sexual violence and its impact on society. The research method used is a qualitative study involving in-depth interviews with relevant stakeholders and content analysis of communication materials disseminated to the public. The results show that the communication strategy implemented by the Pekanbaru City Government has made a positive contribution to raising awareness among the public about child sexual violence and mobilizing support for prevention efforts. However, there are still some shortcomings in implementing the communication strategy, such as limited accessibility of information for some segments of the population and the need for improved coordination among various relevant agencies. This research provides valuable insights for the Pekanbaru City Government to enhance the effectiveness of its communication strategy in addressing cases of child sexual violence. Recommendations are made for further improvements in information dissemination, more active involvement of the community, and increased cross-sectoral cooperation.

KEYWORDS

Child Sexual Violence, Communication Strategy, Pekanbaru City Government, Societal Impact, Government Communication

1. INTRODUCTION

Child sexual violence represents a grave and pervasive violation of human rights across the world. It encompasses a spectrum of abusive behaviors perpetrated against children, with devastating consequences for their physical, emotional, and psychological well-being. According to the United Nations Office on Drugs and Crime (UNODC) report (United Nations Office on Drugs and Crime (UNODC) 2016), the prevalence of child sexual violence is alarmingly high, with over 1 billion children globally estimated to be at risk of experiencing sexual violence each year (Hillis et al. 2016; Stoltenborgh et al. 2011).

The forms of sexual violence against children are diverse and multifaceted, ranging from overt acts of sexual assault to insidious forms of exploitation. These include but are not limited to: 1) Sexual Harassment. Inappropriate sexual advances, comments, or behaviors directed toward a child create a hostile or intimidating environment. 2) Sexual Exploitation. The manipulation, coercion, or inducement of a child to engage in sexual activities in exchange for money, goods, or other benefits. 3) Sexual Slavery. The forced involvement of a child

in sexual activities against their will, often within the context of human trafficking or forced labor. 4) Trafficking of Children for Sexual Purposes. The recruitment, transportation, transfer, harboring, or receipt of children for sexual exploitation, whether within national borders or across international boundaries (United Nations Office on Drugs and Crime (UNODC) 2016; World Health Organization 2006).

These forms of violence inflict profound and lasting harm on children, leaving them vulnerable to physical injuries, sexually transmitted infections, unwanted pregnancies, and psychological trauma (Finkelhor and Jones 2006). Moreover, the impact of child sexual violence extends beyond individual victims, undermining the fabric of families, communities, and societies as a whole.

Efforts to address child sexual violence require comprehensive strategies that encompass prevention, protection, and prosecution measures (UNICEF 2014). Yet, despite significant progress in raising awareness and implementing legal frameworks to combat this issue, challenges persist in effectively safeguarding children from sexual exploitation and abuse. Addressing the root causes of child sexual violence demands a concerted global effort grounded in human rights principles, gender equality, and the empowerment of children and communities.

The risk factors contributing to child sexual violence are highly complex and multifaceted, intersecting across various dimensions of society. Gender inequality, for instance, plays a significant role in perpetuating cycles of abuse, with girls often disproportionately affected by sexual violence due to entrenched norms that subordinate and disempower them (Dardis et al. 2015). Similarly, social and economic instability exacerbates vulnerabilities and creates environments conducive to exploitation and abuse, particularly for marginalized populations such as street children or refugees (Stark and Ager 2011).

Furthermore, the lack of comprehensive education and awareness programs leaves children and caregivers ill-equipped to recognize and respond to signs of sexual violence, perpetuating cycles of silence and stigma surrounding the issue (UNICEF 2018). Inadequate access to quality education, coupled with cultural taboos and misconceptions about sexuality, further compounds the problem, hindering efforts to break the cycle of abuse and empower children to assert their rights and seek help.

Weaknesses in child protection systems, including gaps in legislation, enforcement, and support services, also contribute to the perpetuation of child sexual violence. Insufficient funding, limited training for professionals, and bureaucratic barriers often impede timely and effective responses to reports of abuse, leaving children at risk of further harm and perpetuating a culture of impunity for perpetrators. As a result, child sexual violence not only inflicts direct harm on victims but also undermines the social, economic, and cultural fabric of communities and nations (Stoltenborgh et al. 2011; Finkelhor and Jones 2006). The trauma experienced by survivors can have lifelong consequences, impairing their physical and mental health, disrupting their education and employment opportunities, and perpetuating cycles of violence and intergenerational trauma within families.

Moreover, the social stigma and shame associated with sexual violence can isolate survivors, compounding their suffering and hindering their access to support and justice (Dworkin 2021a, 2021b). Communities grappling with high rates of child sexual violence may experience diminished trust in institutions, eroded social cohesion, and heightened levels of fear and insecurity, undermining efforts to promote peace, stability, and sustainable development (Vu et al. 2016).

In recent years, there has been a notable increase in global awareness surrounding the issue of child sexual violence. This heightened awareness can be attributed to a variety of factors, including intensified advocacy campaigns led by civil society organizations, grassroots social movements mobilizing survivors and allies, and shifts in public policies aimed at addressing the root causes and consequences of sexual violence against children (Hillis et al. 2016).

Advocacy campaigns have been pivotal in raising public consciousness and galvanizing support for policy reform and legislative action. Through targeted messaging, multimedia campaigns, and community outreach efforts, advocates have succeeded in amplifying the voices of survivors, challenging societal norms that perpetuate violence, and fostering greater empathy and solidarity within communities (Miller and Rasmussen 2010).

Social movements, fueled by the #MeToo movement and other global campaigns, have mobilized survivors, activists, and allies in a collective call to action against all forms of sexual violence, including violence against children (Hillis et al. 2016). These movements have provided platforms for survivors to share their stories, seek accountability from perpetrators, and demand systemic change within institutions and systems responsible for protecting children and delivering justice.

Furthermore, changes in public policies at the national and international levels have contributed to a more robust legal and institutional framework for preventing and addressing child sexual violence (Dworkin 2021a, 2021b). Legislative reforms, such as enacting stronger child protection laws and ratifying international human rights instruments, have provided a foundation for action and accountability. In contrast, policy initiatives aimed at

promoting comprehensive sexuality education, enhancing child protection services, and strengthening law enforcement capacities have bolstered efforts to prevent and respond to sexual violence against children (Vu et al. 2016).

However, despite these positive developments, significant challenges persist in effectively addressing the issue of child sexual violence. Limited resources, competing priorities, and political resistance can hinder the implementation of child protection policies and programs, particularly in low-resource settings where children are most vulnerable to exploitation and abuse (Hillis et al. 2016). Moreover, addressing the root causes of child sexual violence requires coordinated and sustained efforts across multiple sectors, including health, education, justice, social welfare, and law enforcement (Miller and Rasmussen 2010). Achieving meaningful progress in preventing and addressing child sexual violence demands a whole-of-society approach involving governments, civil society organizations, the private sector, communities, and individuals working together to create safe and supportive environments for children to thrive.

Indonesia, like many countries worldwide, grapples with the pervasive issue of child sexual violence (Suryaningsti et al. 2021; Naibaho 2011). Despite efforts to address this issue, cases of child sexual abuse continue to be reported across the archipelago, highlighting the urgent need for comprehensive interventions and systemic reforms to protect children from harm.

The prevalence of child sexual violence in Indonesia is difficult to ascertain accurately due to underreporting, stigma, and cultural taboos surrounding the topic (Wismayanti et al. 2019; Aiffah and Religia 2020). However, available data and research suggest that the problem is widespread and affects children from all socio-economic backgrounds, ages, and genders.

Several high-profile cases of child sexual abuse in Indonesia have garnered national and international attention, shedding light on the scale and severity of the issue (Wismayanti et al. 2019). These cases have underscored children's vulnerabilities in various settings, including homes, schools, orphanages, religious institutions, and online platforms.

The Indonesian government has taken steps to address child sexual violence through legislative measures and policy initiatives. Key developments include enacting the Child Protection Law (Undang-Undang Perlindungan Anak) and establishing specialized police units and child-friendly courts to handle cases of violence against children.

Despite these efforts, significant challenges persist in preventing and responding to child sexual violence in Indonesia (Wismayanti et al. 2019; Aiffah and Religia 2020). These challenges include gaps in law enforcement, inadequate access to support services for survivors, and social norms that perpetuate silence and impunity surrounding the issue.

Pekanbaru City, located in the province of Riau on the island of Sumatra, faces unique challenges regarding child sexual violence. While specific data on the prevalence of child sexual abuse in Pekanbaru may be limited, anecdotal evidence and sporadic reports suggest that the issue is a matter of concern within the community.

Furthermore, cultural norms and attitudes towards sexuality and child protection may influence how child sexual violence is perceived and addressed within the local context. Stigma, shame, and fear of reprisal may deter survivors from coming forward to report abuse or seek support, further perpetuating cycles of silence and impunity.

Efforts to address child sexual violence in Pekanbaru include awareness-raising campaigns and capacity-building initiatives. However, challenges persist in effectively addressing child sexual violence in Pekanbaru, including limited resources, competing priorities, and gaps in coordination among relevant stakeholders.

The primary objective of this research is to critically analyze the effectiveness of the communication strategies employed by the Pekanbaru City Government in addressing cases of child sexual violence. By examining the various components of these strategies, including their design, implementation, and impact, the research aims to provide valuable insights into the strengths and weaknesses of current approaches to combating child sexual violence locally.

The research endeavors to contribute to the existing body of knowledge on government communication strategies in the context of child protection, particularly regarding child sexual violence. By identifying key challenges and opportunities in implementing communication strategies, the research aims to offer recommendations for enhancing the effectiveness of these strategies and improving outcomes for children at risk.

Furthermore, the research aspires to generate new insights and solutions that can inform policy development, program planning, and advocacy efforts aimed at preventing and addressing child sexual violence in Pekanbaru and beyond. The research seeks to catalyze positive change and create a safer and more supportive environment

for children in the city by fostering dialogue and collaboration among stakeholders, including government agencies, civil society organizations, and community members.

2. THEORETICAL FRAMEWORK

2.1 Theory of Communication and Persuasion

Communication and persuasion theories provide a crucial foundation for understanding how communication messages are processed and accepted by the public in the context of preventing child sexual violence (Griffin 2012). Basic communication concepts encompass the delivery, reception, and understanding of messages between senders (communicators) and receivers (audiences). In the context of preventing child sexual violence, the communication process involves the dissemination of information, raising awareness, and shaping positive attitudes and behaviors toward this issue.

Within the context of preventing child sexual violence, communication serves several purposes, including delivering information about risks and impacts, increasing awareness of the issue, and shaping proactive attitudes and behaviors to protect children from potential harm (Griffin 2012). Communication is an essential tool for shaping public perceptions of child sexual violence, motivating preventive actions, and reinforcing efforts to protect children.

Fundamental communication concepts such as sender (communicator), message, communication channel, and receiver (audience) are central to understanding the dynamics of communication in the context of preventing child sexual violence. Message senders can include governments, NGOs, individuals, or community groups with an interest in disseminating information about preventing child sexual violence. Messages must be carefully crafted to achieve desired communication goals, whether raising awareness, changing attitudes, or prompting concrete actions from message recipients.

Furthermore, selecting appropriate communication channels is also a critical consideration in communication strategies for preventing child sexual violence. Communication channels may include mass media, social media, public campaigns, formal and informal education, as well as community programs designed to disseminate messages about preventing child sexual violence to various segments of society.

Communication and persuasion theories, such as the Message Acceptance Theory or the Elaboration Likelihood Model, offer valuable insights into how government communication messages regarding the prevention of child sexual violence are processed and accepted by the public (Massaro, Petty, and Cacioppo 1988). For instance, the Elaboration Likelihood Model suggests that individuals are more likely to process information thoroughly when they have the motivation and cognitive ability. Therefore, communication strategies that stimulate deep thinking and careful consideration may be more effective in influencing attitudes and behaviors toward child sexual violence.

The Message Acceptance Theory posits that individuals are more likely to accept messages congruent with their beliefs and values. In the context of preventing child sexual violence, this theory suggests that communication messages should be tailored to resonate with the cultural norms, values, and beliefs of the target audience. By aligning communication messages with the audience's preexisting attitudes and beliefs, governments can increase the likelihood of message acceptance and receptivity.

Additionally, Social Cognitive Theory emphasizes the role of observational learning and social modeling in shaping attitudes and behaviors (Bandura and Walters 1977). In the context of preventing child sexual violence, this theory suggests that communication strategies should incorporate positive role models and testimonials to demonstrate desirable behaviors and encourage social norms that reject violence against children. Governments can foster a culture of respect and support for children's rights by highlighting positive examples and promoting social norms that prioritize child protection.

Moreover, the Health Belief Model suggests that individuals are more likely to engage in preventive behaviors if they perceive themselves as susceptible to the threat, perceive the threat as severe, believe in the effectiveness of the recommended actions, and perceive few barriers to taking action. In the context of preventing child sexual violence, communication strategies should address these factors by providing accurate information about the prevalence and consequences of child sexual violence, promoting effective preventive measures, and addressing barriers to seeking help and support.

In addition to understanding the underlying theories of communication and persuasion, it's crucial to consider the selection of appropriate communication channels within strategies for preventing child sexual violence. Communication channels play a vital role in reaching diverse audiences effectively and disseminating prevention messages in a manner that resonates with them.

One of the primary considerations in selecting communication channels is the diversity of the target audience.

Different population segments may have varying levels of access to and preferences for certain communication channels. For example, while older adults might rely more on traditional media such as television and newspapers, younger generations may prefer social media platforms for information consumption.

Mass media channels, including television, radio, and print media, remain powerful tools for reaching large audiences and raising awareness about child sexual violence prevention. Public service announcements, news reports, and feature articles can help educate the public about the importance of protecting children and provide information on available resources and support services.

In today's digital age, social media platforms have become increasingly influential in shaping public discourse and disseminating information. Platforms such as Facebook, Twitter, Instagram, and YouTube offer opportunities for governments and organizations to engage directly with the public, share compelling content, and mobilize support for child protection initiatives. Social media campaigns, hashtags, and user-generated content can amplify prevention messages and encourage community involvement in combating child sexual violence.

Public campaigns and awareness-raising events serve as another effective communication channel for preventing child sexual violence. These campaigns can include community events, workshops, seminars, and rallies designed to raise awareness, promote dialogue, and mobilize action on child protection issues. By bringing together diverse stakeholders, including government agencies, civil society organizations, educators, and community leaders, public campaigns can foster collaboration and collective action toward preventing child sexual violence.

Formal and informal education also play crucial roles in prevention efforts. Schools, colleges, and universities can integrate age-appropriate education on healthy relationships, consent, and child rights into their curriculum to empower students with the knowledge and skills to recognize and respond to signs of abuse. Community-based organizations, religious institutions, and youth groups can complement formal education efforts by providing additional platforms for discussing sensitive topics, building resilience, and fostering supportive networks.

Community programs and initiatives represent another essential communication channel for preventing child sexual violence. These programs can include neighborhood watch groups, support networks for survivors, counseling services, and helplines staffed by trained professionals. By providing accessible and culturally sensitive support services, community programs can empower individuals to seek help, break the cycle of abuse, and promote positive social change within their communities.

Overall, selecting appropriate communication channels is critical in ensuring prevention messages effectively reach and resonate with diverse audiences. By leveraging a mix of mass media, social media, public campaigns, education, and community programs, governments can maximize their impact in preventing child sexual violence and fostering a culture of child protection and well-being.

2.2 Framework of Public Policy

The public policy framework provides essential insights into the fundamental concepts of policy formulation, implementation, and evaluation, particularly within the context of child protection (Dye 1992). Understanding the basic principles of public policy and the role of communication in policy implementation is crucial for developing effective strategies to safeguard children from harm.

Public policy refers to governmental authorities' decisions, actions, and programs to address societal issues and achieve specific goals (Anderson 2011). In child protection, public policies aim to create a supportive environment that promotes children's rights, safety, and well-being. These policies may encompass laws, regulations, guidelines, and initiatives designed to prevent and respond to various forms of violence, including child sexual abuse.

Communication plays a pivotal role in implementing child protection policies, serving as a bridge between policymakers, stakeholders, and the broader community. Effective communication ensures that key messages about child protection policies are conveyed accurately, transparently, and comprehensively to relevant audiences. This involves disseminating information about policy objectives, rights and responsibilities, available resources, and avenues for seeking assistance or redress.

Moreover, communication fosters engagement, collaboration, and accountability among stakeholders involved in policy implementation, including government agencies, non-governmental organizations, community groups, and the public (Birkland 2019). Communication helps build trust, legitimacy, and ownership of child protection policies within the community by facilitating dialogue, sharing feedback, and addressing concerns.

Furthermore, communication is vital in advocacy efforts to influence policy development, reform, and enforcement. Through public awareness campaigns, media advocacy, and grassroots mobilization, communication can amplify the voices of children, families, and advocates, raise awareness about child protection issues, and pressure policymakers to take action.

Within the realm of child protection, various relevant frameworks of public policy aid in comprehending the development, implementation, and evaluation of policies and programs designed to safeguard children (Weible 2023). These frameworks provide structured approaches for analyzing policy processes, understanding factors influencing policy diffusion, and assessing the effectiveness of child protection initiatives.

One such framework is the policy analysis framework, which offers a systematic method for examining public policy formulation, adoption, and implementation. This framework typically involves agenda setting, policy formulation, adoption, implementation, and evaluation. By applying this framework to child protection policies, stakeholders can identify key issues, assess policy alternatives, and analyze the potential impacts of different policy options on children's rights and well-being.

The diffusion model framework also offers insights into how policies, practices, and innovations spread across different contexts and populations. This framework explores factors that facilitate or hinder the adoption and implementation of child protection measures, including communication channels, social networks, organizational structures, and policy environments. By understanding the mechanisms of policy diffusion, policymakers can design strategies to promote the uptake of evidence-based practices and interventions to prevent child sexual violence and other forms of harm.

Moreover, the social-ecological framework provides a comprehensive framework for understanding the complex interplay of individual, interpersonal, community, and societal factors that influence child well-being and protection. This framework emphasizes the importance of addressing multiple levels of influence, from individual behaviors and relationships to community norms and institutional practices, in promoting child safety and resilience. By adopting a multi-level approach to child protection, policymakers can develop holistic strategies that address the underlying determinants of child sexual violence and create supportive environments for children to thrive.

Furthermore, the human rights-based approach to child protection emphasizes the importance of upholding children's rights and dignity in all policy development, implementation, and evaluation aspects. This approach centers on principles such as non-discrimination, participation, accountability, and best interests of the child, guiding efforts to prevent and respond to child sexual violence following international human rights standards. By incorporating a human rights perspective into child protection policies, governments can ensure that children's rights are respected, protected, and fulfilled in all circumstances.

Understanding the roles of various actors in the policy process, including governments, non-governmental organizations (NGOs), the private sector, and civil society, is essential for effective communication and collaboration in achieving child protection goals. Each actor brings unique resources, expertise, and perspectives to the table, making collaboration crucial for addressing complex issues such as child sexual violence.

Governments are central in setting policy agendas, developing legislation, and implementing programs to protect children from harm (Dye 1992). They have the authority to enact laws, allocate resources, and establish institutional mechanisms for child protection. Governments also serve as key communicators, disseminating information about child protection policies, services, and rights to the public through various channels. Moreover, governments are responsible for ensuring accountability and oversight in implementing child protection measures, including monitoring and evaluating the impact of policies on children's well-being.

NGOs play a vital role in advocating for children's rights, providing services to survivors of child sexual violence, and holding governments and other actors accountable for fulfilling their obligations to protect children (Kettl 2014). NGOs often have grassroots connections and community-based knowledge that enable them to reach vulnerable populations and provide tailored support. They also serve as watchdogs, researching, raising awareness, and mobilizing public support for child protection initiatives. Collaboration between governments and NGOs is essential for leveraging resources, sharing expertise, and coordinating efforts to address gaps in child protection systems.

The private sector can contribute to child protection through corporate social responsibility (CSR) initiatives, partnerships, and innovative solutions (Idowu et al. 2015). Companies can financially support child protection programs, donate goods or services, or provide technical expertise in technology, communications, and supply chain management. Private sector engagement can also extend to advocacy efforts, where companies use their influence to promote child-friendly policies, raise awareness, and mobilize resources for child protection. Collaboration between governments, NGOs, and the private sector can lead to innovative approaches and sustainable solutions to prevent child sexual violence.

Civil society organizations, including community groups, advocacy coalitions, and grassroots movements, play a critical role in amplifying the voices of children and communities affected by sexual violence (Bovaird and Löffler 2004). They advocate for policy reforms, raise awareness, and provide support services to survivors and their

families. Civil society actors often serve as intermediaries between governments, communities, and other stakeholders, facilitating dialogue, building consensus, and mobilizing collective action. Collaboration with civil society enhances the legitimacy, inclusivity, and effectiveness of child protection efforts by ensuring that policies are responsive to the needs and priorities of those directly affected.

2.3 Social and Cultural Theory

Social and cultural theories provide valuable insights into the influence of social norms, cultural beliefs, and societal structures on perceptions and responses to child sexual violence (Bronfenbrenner 1979). Understanding these theories is essential for developing interventions and communication strategies that are sensitive to the social and cultural contexts in which child sexual violence occurs (Bandura and Walters 1977).

Social theories highlight the role of socialization processes, peer interactions, and group dynamics in shaping individuals' attitudes, beliefs, and behaviors regarding child sexual violence (Durkheim 2023). Social norms, or unwritten rules governing acceptable behavior within a society or community, play a significant role in influencing how child sexual violence is perceived and addressed. For example, in communities where gender inequality is prevalent, attitudes that condone violence against women and children may be more common, contributing to a culture of silence and impunity surrounding sexual violence.

Cultural theories emphasize the importance of cultural beliefs, values, and practices in shaping responses to child sexual violence (Geertz 1973). Cultural norms regarding gender roles, sexuality, and family dynamics can influence whether child sexual violence is recognized as a problem, how it is interpreted, and how survivors are treated within their communities. For instance, cultural beliefs that prioritize family honor and reputation may deter survivors from reporting abuse or seeking help out of fear of stigma or retaliation.

Social and cultural theories illuminate the complexity of individuals' perceptions and responses to child sexual violence. Factors such as age, gender, ethnicity, socio-economic status, and religious affiliation can all influence how individuals perceive and respond to instances of abuse. For example, children from marginalized communities may face additional barriers to disclosing abuse due to intersecting forms of discrimination and marginalization.

Understanding the social and cultural dynamics surrounding child sexual violence is essential for designing interventions that are culturally sensitive, contextually relevant, and effective in addressing the needs of survivors and their communities. Interventions should be tailored to account for diverse cultural beliefs, practices, and power dynamics while challenging harmful social norms and promoting positive attitudes toward gender equality, children's rights, and non-violent conflict resolution.

Relevant social and cultural theories, such as structuralism and social engagement theory, offer valuable insights into the social and cultural dynamics that influence attitudes and behaviors toward child sexual violence (Giddens 2004). Understanding these theories provides a framework for analyzing the underlying structures and processes that shape individuals' perceptions and responses to this form of violence.

Structuralism focuses on how social structures, institutions, and systems influence individual behavior and societal norms. This theory posits that social phenomena, including attitudes toward violence and victim-blaming, are shaped by underlying structural forces such as power dynamics, inequalities, and cultural norms. In the context of child sexual violence, structuralism highlights how factors such as gender, race, class, and age intersect to shape individuals' experiences of abuse, their access to support services, and their ability to seek justice.

Social engagement theory emphasizes the importance of social relationships, networks, and interactions in shaping individuals' attitudes, beliefs, and behaviors. According to this theory, individuals are more likely to adopt certain attitudes and behaviors if exposed to social influences that promote or reinforce those attitudes and behaviors. In the context of child sexual violence, social engagement theory suggests that social networks, peer groups, and community norms play a critical role in shaping individuals' responses to abuse, disclosure, and help-seeking. Supportive social networks and positive social norms can facilitate disclosure and access to support services, while stigma, shame, and social isolation can hinder survivors' ability to seek help and support.

By applying relevant social and cultural theories, stakeholders can gain a deeper understanding of the social and cultural dynamics that influence attitudes and behaviors toward child sexual violence (Foucault 1978). Structuralism helps to identify the underlying power structures and inequalities that perpetuate violence and shape responses to abuse within society. Social engagement theory highlights the importance of supportive social networks and community norms in facilitating help-seeking and support for survivors.

Interventions aimed at preventing and addressing child sexual violence should consider the insights provided by social and cultural theories. Structural interventions may involve challenging oppressive systems and advocating

for policy changes to address underlying inequalities and power imbalances. Social engagement interventions may build supportive communities, promote positive social norms, and foster dialogue about consent, boundaries, and healthy relationships.

Social and cultural factors, including social norms, cultural values, and stigma, play crucial roles in the handling and prevention of child sexual violence. Understanding these factors is essential for developing effective communication strategies to challenge harmful norms and attitudes and promote positive social change.

Social norms are unwritten rules or expectations that guide behavior within a society or community. Norms surrounding gender, sexuality, and violence can influence how child sexual violence is perceived, tolerated, and addressed. For example, in cultures where patriarchal norms prevail, attitudes that condone violence against women and children may be more common, contributing to a culture of silence and victim-blaming surrounding sexual abuse. By challenging harmful social norms and promoting norms that prioritize children's rights and safety, communication strategies can help create environments where abuse is less tolerated, and survivors are more likely to receive support and protection.

Cultural values shape individuals' perceptions of child sexual violence and influence how survivors are treated within their communities. Cultural beliefs regarding family honor, shame, and privacy may deter survivors from disclosing abuse or seeking help out of fear of stigma or retaliation. Communication strategies can address these cultural barriers by promoting empathy, respect, solidarity with survivors and challenging beliefs perpetuating victim-blaming or silence. By highlighting cultural narratives of resilience, empowerment, and healing, communication can help shift cultural values toward supporting survivors and preventing future abuse.

Stigma refers to negative attitudes and beliefs that lead to social rejection, discrimination, or marginalization of individuals who have experienced child sexual violence. Stigma can prevent survivors from seeking help, accessing support services, or disclosing abuse due to fear of judgment or social consequences. Communication strategies can combat stigma by raising awareness about the prevalence and impact of child sexual violence, challenging stereotypes and misconceptions, and promoting messages of empathy, understanding, and support for survivors. By amplifying the voices of survivors and challenging stigma, communication can help create a more supportive and inclusive environment for survivors to seek help and heal.

Effective communication strategies can play a key role in challenging harmful social norms, promoting positive cultural values, and reducing the stigma surrounding child sexual violence. These strategies may include public awareness campaigns, educational programs, media advocacy, and community mobilization. Campaigns can use a variety of media channels, including television, radio, social media, and community events, to disseminate messages that challenge harmful norms, raise awareness about the impact of abuse, and provide information about available support services. Educational programs can promote positive attitudes and behaviors among children, parents, educators, and community members, fostering a culture of prevention and support. Media advocacy efforts can engage journalists, influencers, and content creators to raise the profile of child sexual violence as a public health and human rights issue, encouraging media representation that is sensitive, accurate, and empowering for survivors.

2.4 Conceptual Framework of the Research

The conceptual framework of the research integrates relevant theories to provide a comprehensive framework supporting the analysis of the effectiveness of government communication strategies in addressing child sexual violence in Pekanbaru City. By combining various theoretical perspectives, this framework aims to guide the examination of key variables and their relationships, shedding light on the factors that contribute to successful communication interventions and their impact on addressing this critical issue.

Integration of Relevant Theories:

The conceptual framework draws on a synthesis of theories from multiple disciplines, including communication theory, social psychology, public policy, and child development. These theories offer complementary perspectives on the dynamics of communication, social influence, policy implementation, and child protection, providing a holistic understanding of the complexities involved in addressing child sexual violence.

Identification of Key Variables:

1. Dependent Variables:

- **Community Awareness of Child Sexual Violence:** This variable measures the level of awareness and understanding within the community regarding the prevalence, consequences, and preventive measures related to child sexual violence. It reflects the effectiveness of government communication efforts in disseminating information and raising awareness about this issue.

- **Reporting and Response to Child Sexual Violence:** This variable assesses the extent to which incidents of child sexual violence are reported to authorities and the quality of response and support provided to survivors. It reflects the impact of communication strategies on empowering individuals to recognize and report abuse and on improving the responsiveness of institutions and services to survivors' needs.

2. Independent Variables:

- **Government Communication Strategies:** This variable encompasses the types of communication messages, channels, and platforms the government uses to address child sexual violence. It includes both traditional media (e.g., television, radio, newspapers) and digital platforms (e.g., social media, websites) and communication efforts' content, tone, and timing.
- **Community Engagement and Participation:** This variable captures the degree of community involvement and participation in government-led initiatives to prevent and respond to child sexual violence. It includes community outreach programs, stakeholder consultations, and partnerships with civil society organizations, schools, and healthcare providers.

Several relevant theories inform the conceptual framework, including social cognitive, social norms, and agenda-setting theories. Social cognitive theory provides insights into learning, attitude formation, and behavior change, highlighting the role of observational learning, social modeling, and self-efficacy in shaping individuals' responses to communication messages. Social norms theory elucidates the influence of social norms and peer interactions on attitudes and behaviors related to child sexual violence, emphasizing the importance of normative change strategies in prevention efforts. Agenda-setting theory helps to understand how media coverage and government communication shape public perceptions and policy priorities, guiding the analysis of media framing and agenda-setting effects on community awareness and policy responses.

By integrating these theories into a comprehensive conceptual framework, the research aims to examine the effectiveness of government communication strategies in addressing child sexual violence in Pekanbaru City. By analyzing the relationships between key variables, the study seeks to identify effective communication approaches, inform policy recommendations, and contribute to developing evidence-based interventions to protect children from harm.

3. RESEARCH METHODOLOGY

This research details the qualitative research methodology (Creswell 2013) utilized to investigate the effectiveness of government communication strategies in addressing child sexual violence in Pekanbaru City. The qualitative approach aims to capture rich, nuanced insights into stakeholders' perspectives, experiences, and perceptions of government communication efforts and their impact on addressing this critical issue (Patton 2015).

The research design adopts a qualitative approach to explore the complexities of government communication strategies and their effectiveness in addressing child sexual violence (Merriam 2009). Qualitative methods allow in-depth exploration of stakeholders' perspectives, experiences, and interpretations, providing valuable insights into the context-specific factors influencing communication outcomes (Marshall and Rossman 2016). In-depth interviews are conducted with key stakeholders, including government officials, NGO representatives, healthcare providers, educators, and survivors of child sexual violence. Interviews are designed to elicit participants' perspectives on government communication strategies, challenges in addressing child sexual violence, and recommendations for improving communication efforts.

Participants are selected through purposive sampling to ensure diverse representation and capture a range of perspectives relevant to the research questions (Creswell 2013). Efforts are made to include stakeholders with varying levels of involvement in child protection efforts and experiences with government communication initiatives. Data collection involves conducting in-depth interviews that promote open dialogue, active participation, and trust-building with participants. In-depth interviews are conducted individually with key stakeholders, allowing for personalized exploration of participants' perspectives and experiences. Interviews are audio-recorded with participants' consent, transcribed verbatim, and supplemented with detailed field notes to capture non-verbal cues and contextual insights.

Data analysis involves systematically coding, categorizing, and interpreting qualitative data to identify patterns, themes, and insights relevant to the research objectives (Saldana 2016). Transcripts from interviews are analyzed using thematic analysis, whereby recurring themes and patterns are identified, coded, and organized into meaningful categories. Themes are derived through an iterative process of data immersion, coding, and theme refinement, ensuring rigor and trustworthiness in the analysis process. Ethical principles, including informed consent, confidentiality, and respect for participants' autonomy and well-being, are upheld throughout the research process. Institutional review board approval is obtained, and measures are implemented to safeguard participants' privacy and confidentiality.

4. RESULTS AND DISCUSSION

Sexual violence against children is defined as intentional actions that pose a danger to children, both physically and mentally, and also acts carried out through coercion, threats, or pressure. Sexual violence against children occurs when someone uses a child to obtain sexual gratification. It extends beyond mere sexual pleasure to include actions leading to sexual acts such as touching a child's body, whether the child is clothed or not, forcing a child to engage in sexual activities, and showing pornographic photos or videos to a child. Sexual violence against children involves abnormal actions by others, leading to pornography activities, vulgar language, demeaning of a child's sexual organs, molestation, and rape of children carried out without accountability, and forcing children to participate in illegal sexual activities such as child trafficking.

Several factors make children vulnerable to sexual violence, including their vulnerable and powerless position, low societal morality, especially among sexual violence perpetrators, and parents' low ability to control and prevent crimes against children. Referring to the handling of sexual violence adopted by the UN Council, which includes several rights, among them:

- 1) Restitution, reinstating the situation for the victim as much as possible before human rights violations, requires recovery.
- 2) Compensation is provided for any economically quantifiable damage resulting from human rights violations, such as physical and mental damage, pain and suffering, and lost opportunities, including education, medical expenses, and rehabilitation costs.
- 3) Rehabilitation is provided by legal, psychological, medical care, and other services or care, as well as actions to restore the dignity and reputation of victims.
- 4) Satisfaction and non-repetition guarantees for violations against them.

City governments are usually involved in various activities to handle cases of sexual violence against children. This includes formulating local policies tightening penalties for perpetrators of sexual violence against children, establishing assistance and protection centers for victims, conducting educational programs in schools to raise awareness of sexual violence and how to report it, and collaborating with non-governmental organizations to provide counseling and support services to victims. The city government can also play a role in training personnel handling cases of sexual violence against children, facilitating collaboration between relevant agencies such as the police, hospitals, and social institutions to improve responses to such cases, and enhancing networking with stakeholders in efforts to prevent and protect children from sexual violence.

City governments have a significant responsibility in handling cases of sexual violence against children. Some steps they can take include:

- 1) Education and Awareness, by raising public awareness of sexual violence against children through educational campaigns in schools, community organizations, and mass media.
- 2) Legal Policies, by strengthening legal regulations protecting children from sexual violence and ensuring that perpetrators are punished according to the law.
- 3) Health and Psychological Services, by providing easy access for child victims of sexual violence to obtain the necessary medical and psychological services.
- 4) Strengthening Protection Systems by building and improving child protection systems involving government agencies, social institutions, and the police to protect victims effectively.
- 5) Training and Supervision, by providing training for public officials such as teachers, doctors, and social workers to recognize signs of sexual violence in children and to provide close supervision of places vulnerable to such cases.
- 6) Collaboration with NGOs and Communities by working with non-governmental organizations (NGOs) and local communities to support prevention programs and provide protection for victims.
- 7) Monitoring and Evaluation, by continuously monitoring and evaluating the success of existing programs to ensure effectiveness and sustainable improvement.
- 8) Funding and Resources, by ensuring the availability of sufficient funds and resources to support prevention and handling programs for cases of sexual violence against children.

These steps are part of a holistic and coordinated effort to protect children from sexual violence and provide the necessary assistance for victims to recover and obtain justice. Sexual violence against children is handled by the Department of Women's Empowerment, Child Protection, and Community Empowerment (DP3APM). To assist the DP3APM in providing child protection in Pekanbaru City, the Technical Implementation Unit for Women and

Child Protection (UPT PPA) was established, which is under and accountable to the head of the department in organizing governance affairs in the field of women's empowerment and women and child protection at the provincial and district/city levels. The task of UPT PPA is to carry out operational technical activities in its work area to provide services for women and children experiencing violence, discrimination, special protection, and other issues. The function of UPT PPA is as a service center for handling victims of violence against women and children that is easily accessible and safe in handling cases of violence against women. The services provided by UPT PPA include community complaints, victim outreach, case management, temporary shelters, mediation, and victim assistance, including health, legal assistance, and recovery or psychological services.

Furthermore, UPT PPA has made various efforts to handle cases of sexual violence against children through its communication programs. The communication activities conducted by UPT PPA can be seen through several programs carried out directly and indirectly. These communication activities are an essential aspect of handling cases of sexual violence against children in Pekanbaru City because their goal is not only to convey information but also to ensure that the community can receive and understand the messages conveyed properly. The communication programs conducted by UPT PPA are based on communication strategies that consider various aspects, such as message aspects, media, and collaboration processes with various relevant parties. Before these programs are implemented,

UPT PPA plans because planning is essential for matching initial perceptions of the community with the orientation and direction of the programs implemented by UPT PPA. The communication programs organized by UPT PPA focus on four programs: advocacy, education, consultation, and socialization.

4.1 Advocacy Program

The advocacy program is a systematic effort to support, protect, or fight for a particular goal or group of people. It can be done through various means, including political advocacy, social advocacy, legal advocacy, or public advocacy. These programs often aim to raise awareness, change policies, or assist individuals or groups in need. In communication, advocacy programs often aim to use strong messages and effective communication strategies to advocate for a cause or raise awareness of a specific issue to the target audience. Here are some important aspects of advocacy programs in the context of communication:

- 1) **Crafting Clear and Empowering Messages:** Identify the core of the message to be conveyed, making it strong enough to influence opinions and attitudes.
- 2) **Audience Segmentation:** Understand the audience to be reached. Different messages may be needed for different audience groups to be more relevant and effective.
- 3) **Choosing the Right Media and Platforms:** Selecting the appropriate communication media and platforms to reach the target audience. This could include social media, websites, press releases, email campaigns, or community events.
- 4) **Compelling Storytelling:** Use strong narratives to depict the issue's impact on individuals or communities. This can make the message more relevant and evoke empathy.
- 5) **Collaboration with Influencers or Key Stakeholders:** Partnering with influencers or key figures can help increase the visibility and legitimacy of advocacy messages.
- 6) **Evaluation and Adjustment:** Evaluate the effectiveness of the messages and strategies used. If necessary, make adjustments to make the message more effective in achieving advocacy goals.
- 7) **Consistent Campaigning:** Consistency in delivering advocacy messages is important for building long-term awareness and support.
- 8) **Community Participation:** Engage the community in advocacy efforts. Support from many people can exert greater pressure and influence.
- 9) **Using Relevant Data and Facts:** Support advocacy messages with valid data and facts to strengthen arguments.

Advocacy programs in communication require careful planning, a deep understanding of the audience, and consistency in advocating the messages. With the right combination of strategies, these programs can be effective tools in advocating for important issues.

The Advocacy Program of UPT PPA in Pekanbaru City aims to increase understanding and protection of children's rights, assist children in need, and support UPT PPA in providing better services. The strategies in this program include providing education on children's rights, training for UPT PPA staff on handling child cases, public campaigns to raise awareness of children's issues, and advocacy to relevant parties to ensure that policies protecting children's rights are implemented and strengthened. As expressed by the Head of UPT PPA, Mrs. Ria:

“So advocacy is when our persuasive efforts don’t find satisfactory results, then we need advocacy, sharpening is the term, sharpening towards the target that can change the Decision. So it’s those who have the authority, officials, or organization leaders who can help us achieve our goals. Like the case of AN, we also advocated to the head of the Social Service; that day, we asked him for a temporary shelter. We asked again for a recommendation letter from the Social Service to recommend that she enter the Aisyah shelter. We approached IZI to help fund her education. The advocacy from the department, while the services from the UPT must be comprehensive, comprehensive, so there is treatment, there is socialization of prevention, there is rehabilitation, until afterward, right, so that’s what we do, we also go back and forth with the department, but we see this as an emergency, so we report to the department. Still, we must do the execution action.”

In handling and preventing cases of sexual violence against children, UPT PPA always coordinates with various other institutions or agencies, such as the Indonesian Zakat Initiative (IZI) Riau, for the education expenses of child victims or coordinating with community leaders who are aware of reported incidents in their areas, which is evidence of the important role of surrounding communities in the outreach process. Sometimes, in the process of victim accompaniment and intervention planning, professional personnel also collaborate with other professional personnel, such as psychology counselors with legal counselors or vice versa, as clinical psychologists and psychological counselors with legal counselors, to provide perspectives to victims, with the final decision remaining with the victims.

Moreover, advocacy is only done in certain cases. As expressed by Mrs. Ria:

“Usually, we advocate depending on the case problems, so if it’s important, we meet people, sometimes influential people, so we ethically contact them first via the hotline for communication if we want to meet today or ask for an appointment to meet like that. Similarly, we also go through RT/RW, so we use the hotline phone first, then, later, we come directly, and sometimes we send letters reinforced with letters. So when the agreement happens, like the case of AN yesterday, I contacted first via the director of rehabilitation, okay we meet there face-to-face, after that we met with the head of the department, the director was also taken there then later their decision they wanted later proven with this letter like that so the communication is through electronic channels and face-to-face.”

In providing services and assistance, professional personnel at UPT PPA not only consider their mental health aspects but also pay attention to their physical health, especially for victims of sexual violence. This method is carried out to maintain reproductive health and prevent the possibility of sexually transmitted infections after the occurrence of violence, in this case, referring victims to the nearest community health center from the victim’s location. Victims are also treated very well at each community health center through basic health checks, blood pressure and weight checks, initial assessments by health workers at the community health center, and further examinations according to referrals.

4.2 Education Program

The education program serves as a crucial strategy in preventing and addressing cases of sexual violence against children. It aims to provide knowledge and skills to participants or program members, with a focus on raising awareness in the community about the importance of protecting children from sexual violence. Here are several strategies utilized in this education program:

- 1) **Two-Way Communication:** Allowing the audience to actively participate in the learning process through discussions, Q&A sessions, or forums.
- 2) **Effective Media Usage:** Selecting appropriate media to convey messages, such as images, videos, presentations, or other technologies to enrich the learning experience.
- 3) **Emotional Engagement:** Presenting relevant content that evokes emotions to help the audience become more engaged and reinforce their memory of the subject matter.
- 4) **Message Customization:** Adapting the delivery of messages according to the needs and preferences of the audience, considering that each individual has a different learning style.
- 5) **Constructive Feedback:** Providing constructive feedback to help the audience understand mistakes and improve their skills.
- 6) **Use of Stories or Narratives:** Utilizing relevant stories or narratives to explain complex concepts in a more easily understandable manner.
- 7) **Consistency and Repetition:** Consistently repeating important material to strengthen the audience’s understanding of the topic.

The combination of these strategies is expected to enhance the effectiveness of the education program in the

context of preventing sexual violence against children, enabling the audience to understand better and apply the knowledge they receive.

The education program initiated by the Pekanbaru City Government in addressing cases of sexual violence against children aims to increase public awareness of the importance of protecting children from sexual violence. The program also aims to provide knowledge and skills to parents, teachers, and the general public in recognizing signs of sexual violence in children and how to address them. Additionally, the program provides information about the laws and sanctions against perpetrators of sexual violence against children.

REVIEW OF EDUCATION PROGRAM CONTENT

Direct Education

The direct education program conducted by UPT PPA usually employs various communication media, such as seminars, television, radio, and social media. When acting as a speakers at specific events, UPT PPA provides relevant and audience-customized information. For instance, in seminars held in the field or PKK events, the content is tailored to meet the needs and understanding of the community regarding sexual violence. PowerPoint slides are often used as a visual aid to convey information.

Indirect Education

Moreover, UPT PPA also conducts indirect education programs through various television, radio, and social media events. As speakers in these events, UPT PPA explains gender-based violence, domestic violence, laws related to sexual violence, and steps to handle violence cases. Through these media, the goal is to ensure that awareness regarding sexual violence against children reaches all segments of society.

Social Media Platforms

UPT PPA also utilizes social media platforms, such as Instagram, to conduct live streaming as an educational tool for the public. Through live streaming sessions, they aim to influence individuals who may feel embarrassed or hesitant to report cases of violence they have experienced. The sessions also include Q&A segments to answer questions and further educate the public about the services provided by UPT PPA.

With these diverse strategies and approaches, it is hoped that the education program conducted by UPT PPA can make a significant contribution to the prevention and handling of cases of sexual violence against children in Pekanbaru City.

4.3 Consultation Program

Cases of sexual violence against children are highly sensitive and critical issues. To develop a consultation program to assist in addressing these situations, several steps can be taken:

- 1) **Training and Education:** The consultation program should prioritize training for counselors, educators, parents, and the community on the signs of sexual violence in children, how to detect them, and the steps that can be taken.
- 2) **Psychological Support:** Providing psychological assistance to victims and their families is crucial. The consultation program can direct them to qualified professionals to offer emotional support and therapy.
- 3) **Safe Reporting System:** Establishing a safe and reliable reporting mechanism for children who are victims of sexual violence is essential. The consultation program should assist in understanding the appropriate reporting process.
- 4) **Collaboration with Relevant Authorities:** Partnering with agencies with legal and social authority in handling cases of sexual violence against children can strengthen efforts to provide appropriate protection and ensure a fair legal process.
- 5) **Prevention Education:** Developing prevention education programs aimed at children and adolescents to increase their awareness of sexual violence, teach them about personal boundaries, and how to report incidents.
- 6) **Resources and Support Networks:** Providing access to necessary resources, support networks, and medical services for victims of sexual violence and their families is crucial.
- 7) **Evaluation and Continuous Improvement:** The consultation program should be continuously evaluated and improved based on feedback from intervention providers, victims, and their families. Continuous development will help improve the program's effectiveness.

Remember that this approach requires caution, empathy, and awareness of the issue's sensitivity. The consultation program conducted by UPT PPA is one important initiative to assist the community, especially women and children who are victims of violence, in accessing adequate services. The consultation program aims to help

individuals experiencing violence to access adequate services, including health and legal services. UPT PPA is committed to implementing operational and technical activities in providing services for women and children experiencing violence, discrimination, special protection, and other issues, and the consultation program with Assessment Officers, psychology counselors, Legal Counselors, and Psychologists they provide is one program to realize this commitment.

Through the consultation program of UPT PPA, individuals experiencing violence can access health and legal services handled by experienced and skilled Assessment Officers, psychology counselors, Legal Counselors, and Psychologists. Consultations can be conducted either electronically or in person. Mrs. Ria explained:

“So consultations can be done electronically or in person. Sometimes, there are consultations where someone has a case but doesn’t want to report it. They want to know what to do. There are also cases that we consider as cases, but for them, it’s not a case. They don’t want it to be a problem because it’s within the family. But we also look at the case. For example, if the case involves a child, and the child has been sexually abused, like raped, it must be reported even if they don’t want to report it. We can educate them that it must be reported because it is a crime.”

For consultations conducted in person, the reporter will be provided adequate support and advice regarding their issues. Individuals who wish to consult can come directly to UPT PPA. UPT PPA has also provided a mobile complaint service program for individuals in suburban areas.

The mobile complaint service or mobile service is an innovation of UPT PPA in the Women’s Empowerment, Child Protection, and Community Empowerment Agency (DP3APM) of Pekanbaru City, launched during the 237th anniversary of Pekanbaru City. This Mobile Complaint Service aims to bring UPT PPA services closer to communities in suburban areas of Pekanbaru City or areas where accessing services is difficult. This mobile service is now more commonly known as the Mobile Information System for Women and Children, also abbreviated as SIMOLEK BAPERAN. The purpose of SIMOLEK BAPERAN itself is still related to mobile services, which is to promote services targeting women and children, especially cases that usually start from making reports in this SIMOLEK BAPERAN. Mrs. Ria explained:

“Why is it called SIMOLEK BAPERAN? It has transitioned from mobile services because mobile service vehicles tend to belong to the Ministry of Women’s Empowerment and Child Protection. After all, it is a grant from the Ministry, so it must have a special name. That’s why we developed it into SIMOLEK BAPERAN, which stands for Mobile Information System for Women and Children. We took it from the millennial language. Baperan carries feelings, but in a positive sense because when people come here, they want to express themselves. They want to vent about what happened, especially to women and children, so it’s more attractive and easy to remember. So, when people first see SIMOLEK BAPERAN, what is that? So there’s curiosity, so we use it for that kind of socialization.”

To receive services at SIMOLEK BAPERAN, individuals only need to bring a photocopy of their identification, such as an ID card, family card, or birth certificate. All services provided are free of charge. Additionally, the SIMOLEK BAPERAN program also helps increase awareness and understanding of violence against women and children. For victims who report violence experienced in the SIMOLEK BAPERAN service they do not need to worry about privacy, as victims can undergo assessment and counseling inside the Protection Mobile.

In addition to the SIMOLEK BAPERAN program, UPT PPA also provides consultations for victims who come directly to their office located at Jalan Dagang No. 78, Kelurahan Kampung Tengah, Sukajadi District, Pekanbaru. Victims who wish to report and consult only need to bring an ID card with a Pekanbaru domicile, family card, birth certificate, proof of domicile, or other supporting documents. The procedure mechanism must be followed for the reporter to make a report by bringing the identification above, and then the assessment officer will receive and record the report. For child victims, they must be accompanied by adults. Next, the assessment officer will report to the Head of UPT PPA, who will appoint the person responsible for the case. After that, the reporter or victim will be asked to sign a service contract to receive assistance. Finally, the reporter or victim will receive assistance according to the report received. It is important to note that all services UPT PPA provides are free.

During counseling sessions, counselors pay attention to the comfort of the clients. Yuli, a counselor at UPT PPA, explained:

“Regarding the comfort of the child during counseling, why when counseling Yuli holds or touches the client, sometimes that’s it, ma’am, the client is initially nervous, anxious, to express themselves, so if their hand is held, they feel more relaxed, like yesterday when a child was about to start talking about the sexual violence they experienced, they looked shaky so I held their hand, for some touches first, so they feel comfortable first before discussing it, like nonverbal reinforcement.”

Yuli also explained that the best time for counseling is in the morning. However, this is also adjusted to the availability of the client.

“The time, yes, ma’am, is very influential during counseling. Counseling is best in the morning, ma’am. But we adjust; sometimes the child goes to school, sometimes the mother works and can’t come in the morning, and we adjust when there is an empty schedule. So, ideally, psychological tests and counseling are best in the morning, still fresh, so what they say isn’t contaminated with other things.”

4.4 Socialization Program

Socialization programs, in the context of communication, are a series of activities designed to introduce, communicate, or disseminate information to the public or specific groups about a particular topic, idea, or issue. The main goal is to enhance understanding, awareness, or acceptance of a concept, product, service, or social issue. The socialization program of UPT PPA aims to help the community understand sexual violence against children so that they can prevent it from happening.

The socialization program of UPT PPA itself is conducted both directly and indirectly. Direct socialization is usually done by distributing brochures to the general public. This activity is typically carried out in conjunction with the SIMOLEK BAPERAN program, where various segments of society are present. Distributing brochures in socialization activities is an effective way to disseminate information to the public, in this case, information about the Protection of Women and Children. By targeting the general public, information related to the Protection of Women and Children will be known to even more people.

On the other hand, indirect socialization is carried out through social media platforms such as Instagram. One of UPT PPA’s initiatives, together with the Indonesian Family Planning Association (PKBI) Riau, is to create public service advertisements using Instagram reels and upload them on the @infopku Instagram account. These public service advertisements contain procedures for reporting cases of violence against children and women to the UPT PPA office in Pekanbaru. The procedure starts with the victim visiting the UPT PPA office, where the staff will register the case. Reported cases will be classified and recorded in E-CIKPUAN, followed by interviews and screenings. After that, the staff will assess the victim’s needs, and upon assessment completion, the victim will sign a service contract and receive referral service recommendations. Finally, the victim will be referred to relevant parties or undergo counseling with a professional psychologist.

Additionally, UPT PPA is actively providing information to the public through its Instagram page @uptppakotapekanbaru. The public can learn about other information through this Instagram page, such as the six services available at UPT PPA, including community complaints, victim outreach, case management, temporary shelters, mediation, and victim assistance. Furthermore, the public can also learn about the procedures for reporting to UPT PPA, which include direct reporting, referrals, and outreach.

These socialization efforts aim to increase community awareness and understanding of sexual violence against children and women, as well as to inform them about the services and procedures available for reporting and seeking assistance at UPT PPA.

4.5 Mobile Service Program “Mobile Complaint Vehicle”

The Department of Women’s Empowerment, Child Protection, and Community Empowerment (DP3APM) of Pekanbaru City, through the Technical Implementation Unit for Women and Child Protection (UPT PPA), operates a mobile service or “Mobile Service” for reporting violence against women and children in Pekanbaru City. This service aims to provide information, education, counseling, and reporting for the community, especially women and children who experience violence.

Launched in 2021, this mobile service utilizes a protection vehicle to promote UPT PPA services to the public. Collaborating with other stakeholders, such as the Family Planning Community (Kampung KB), enhances the effectiveness of these activities in reaching the community. Additionally, this service responds to the high incidence of violence against women and children in Pekanbaru City.

The mobile service is integrated with other activities in Pekanbaru City and has evolved into the Mobile Information System for Women and Children (SIMOLEK BAPERAN). SIMOLEK BAPERAN consolidates various mobile activities in the city, including services from other institutions such as BPJS and Bank Riau Kepri.

The mobile service faces several challenges in implementation, including licensing issues and a lack of appreciation from relevant officials. Nevertheless, efforts are ongoing to improve and develop this service.

The workflow of the mobile service includes creating promotional materials, arranging equipment, providing information and counseling to the community, and reporting to relevant authorities upon completion. The service also includes educational sessions UPT PPA staff provides to the community.

Despite facing various challenges, the mobile service remains an important effort in the prevention and mitigation

of violence against women and children in Pekanbaru City.

4.6 E-Cik Puan Web Platform

Launched on June 25, 2018, the E-Cik Puan website aimed to enhance the management and utilization of sorted data within the Department of Women's Empowerment and Child Protection in Pekanbaru City. Its purpose was to allow all local government units, women and child protection services, and citizens of Pekanbaru City to view and submit data and reports related to cases of violence against women and children.

With E-Cik Puan, data presentation becomes faster and continuously accessible. This platform provides detailed information categorized by gender, age, location, and other relevant factors, facilitating comprehensive analysis and decision-making. Using E-Cik Puan has also led to collaboration with national institutions like Komnas Perempuan, allowing for data sharing and analysis for development purposes.

Initially designed for internal use, E-Cik Puan has evolved into a comprehensive web-based application for recording cases of violence against women and children, prioritizing accessibility, speed, accountability, and security for users. However, due to privacy concerns, access is limited to authorized personnel within the department.

Despite its advantages, E-Cik Puan encounters challenges, particularly server downtime, which affects data accessibility. Moreover, ensuring its security and functionality requires ongoing financial investment for training, updates, and maintenance. Additionally, there are concerns regarding potential cyber-attacks targeting the platform due to its sensitive database.

While E-Cik Puan remains an essential tool for managing cases of violence against women and children, addressing its technical and security issues is crucial for its continued effectiveness and reliability.

4.7 Trauma Healing

Trauma Healing is a crucial aspect of post-violence recovery for children, facilitated by DP3APM through UPT PPA in Pekanbaru. It aims to provide psychological support and healing for victims, particularly children, by offering therapeutic activities and counseling sessions for both the children and their parents. The program involves various activities such as games, counseling, education sessions, and parent support groups.

The program caters to children from toddlers to 18 years old, divided into age-appropriate groups for tailored interventions. Activities include games, art therapy, storytelling, and educational sessions led by psychologists and counselors, with the involvement of local forums for children and adolescents.

Before the sessions, all participants are briefed on privacy and ethical guidelines, ensuring a safe and confidential environment. The event spans three days, involving check-in at a hotel, group activities, meals, and check-out procedures, with careful attention to COVID-19 protocols.

Despite its benefits, funding remains a challenge for sustaining the program annually. Organizers express the need for consistent financial support from government agencies to ensure the continuity of trauma healing services for survivors.

In summary, Trauma Healing provides vital support for victims of violence, emphasizing tailored interventions for children and parental involvement, yet faces financial constraints hindering its sustainability.

Government Communication Program in Efforts to Handle Cases of Sexual Violence Against Children

When talking about government efforts, we don't look at them from the perspective of whether they are useful or not. This means that there is need to check, with the users, and of course the beneficiaries must be checked, for example: community leaders, or field officers. They may feel that there is no benefits from government communication programs, for instance during the field study it was established that some members such as the political cadres had failed to get right or proper communication. The following discussions are established from the field from various members:

RA) as the head of the Technical Implementation Unit for the Protection of Women and Children in Pekanbaru City and YL as the Psychology Counselor as community representatives, said that:

In regard to "TRAUMA HEALING PROGRAM", are of the view that trauma healing activity is very good to be conducted because the program's activities restore the spirit of children and helps them heal from the trauma experienced. This means that providing support to child victims is a very appropriate activity.

One of the community representative had a negative response regarding "SOCIALIZATION AND EDUCATION PROGRAM", it is established through discussions that government services for handling cases of trauma are not yet optimal. However, this is considered to be more of individual perception, who may think that they should for government than having any initiative, hence, waiting for topdown government -community socialization. The

community doesn't know about child protection, therefore must be educated, often socialize, take the initiative.

5. CONCLUSION

The research findings indicate that the communication strategy implemented by the Pekanbaru City Government has positively contributed to raising public awareness about child sexual violence and mobilizing support for prevention efforts. However, there are still some shortcomings in implementing the communication strategy, such as limited accessibility of information for certain segments of the population and the need for improved coordination among various relevant agencies.

This study has several limitations to consider. Firstly, the data used may not encompass all segments of society. Thus, the results may not fully reflect the overall public perception. Additionally, limitations in accessing certain information may affect data representation and analysis. Furthermore, constraints in time and resources may limit the depth of analysis and understanding of the impact of the communication strategy.

The study provides a strong basis for further research in two main areas. Firstly, further research can explore the effectiveness of broader and deeper communication strategies, including their impact on public knowledge, attitudes, and behaviors related to preventing child sexual violence. Secondly, research can focus on identifying alternative communication strategies that are more inclusive and effective in reaching hard-to-reach segments of society. Moreover, future research can delve deeper into factors influencing inter-agency coordination and suggest concrete steps to improve it.

6. CONFLICT OF INTEREST

The authors declare that the research was conducted without any commercial or financial relationships that could be construed as a potential conflict of interest.

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Not Applicable.

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