

## Netnographic Study: Caring for Online Gender-Based Violence on Instagram @awaskbgo

Desmie Eranutrise<sup>1\*</sup>, Ratih Baiduri<sup>2</sup>, Rosramadhana<sup>3</sup>

<sup>1</sup>Pascasarjana, Antropologi Sosial Universitas Negeri Medan

<sup>2,3</sup>Staff Pengajar Fakultas Ilmu Sosial Universitas Negeri Medan

**Corresponding Author:** Desmie Eranutrise [desmiaeranutrise@gmail.com](mailto:desmiaeranutrise@gmail.com)

---

### ARTICLE INFO

*Keywords:* Online Gender-Based Violence, Cyberspace, Instagram

*Received :* 3 August

*Revised :* 17 September

*Accepted:* 21 October

©2024 Eranutrise, Baiduri, Rosramadhana: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

This study found the novelty of the fact that cases of gender-based violence doesn't only occur in public spaces, but can also occur in cyberspace. Such as gender-based violence through media and internet networks which are referred to as cases of online gender-based violence. The purpose of this study is to contribute to knowledge of online gender-based violence prevention through Instagram social media. The type of research used is virtual ethnographic research or often called a netnographic study, which uses data collection techniques with in-depth interviews and participant observation. The results of the study show that Instagram social media is quite influential in providing education on online gender-based violence against women and Instagram social media users. Movements made in providing education can be through posts and opening discussions on live Instagram and in the comments column

## **INTRODUCTION**

Cases of gender based violence do not only occur in public spaces, but can also occur in cyberspace. Such as violence through media and internet networks which are referred to as cases of online gender-based violence. The development of technology and communication in today's modern era provides significant opportunities for us to access information from various parts of the world. The development of communication technology makes it easier and more helpful in our daily lives. News publication through online media or social media now tends to be in demand among the public because it can be accessed easily and flexibly and is free of charge. With social media such as Instagram, Facebook, YouTube, Twitter, WhatsApp, Telegram and other social media make it easier to communicate with people. However, apart from the positive impact that we receive from the development of technology and communication, there are several negative impacts that we can feel and see. One of the negative impacts that we are seeing today is cases of sexual harassment. Sexual harassment can occur in any form, namely through social media or internet media. Online gender-based violence is a case of gender violence facilitated by communication and information technology. In cases of online gender-based violence, women are most at risk of becoming victims. In online gender-based violence, the bodies of female victims often become objects of sexual violence in the form of pornography and so on

According to We Are Social & Hootsuite, (Putri & Alila, 2021) dynamic technological developments result in all the daily activities that we do are inseparable from the digitalization process which is marked by the emergence of new media, while new media that appears is social media, such as Instagram, facebook, twitter, youtube, tiktok, telegram and so on. Statistical data records that there are 20.6% male social media users aged 25-34 years and 14.8% female. Social media users aged 18-24 years are male (16.1%) and 14.2% female (Utari et al, 2021: 1). With that many internet and social media users, then the message traffic is very congested. On the one hand this benefits society. However, on the other hand it is also worrying and has a negative impact because on the internet people easily lose their personal data and privacy. This is due to the absence of guarantees for the security of user data on digital media. When almost everyone can connect to the Internet and have accounts on social media, such as Twitter, Facebook, and Instagram, many women experience online gender-based violence. This number has increased drastically when compared to 2017 (16 cases), then in 2018 it increased to 97 cases, and in 2019 it increased again to 281 cases (Mustika & Corliana, 2022: 15). From the data on the increase in these cases from year to year it can be concluded that online gender-based violence is a quite serious problem experienced by women who use social media in many places in various social environments. Case online gender-based violence this happens the most on social media, such as Facebook (FB), Instagram (IG), and Whatsapp (WA). According to Hayati (2021) Shape online gender-based violence this is quite diverse, for example online sex harassment with verbal violence, online grooming (the process of convincing the victim through social media to do

obscene things ordered by the perpetrator), threats to spread immoral photos/videos.

According to Kementerian Pemberdayaan Perempuan dan Perlindungan Anak, the cause of the rise in sexual violence in recent years has occurred due to social restrictions due to the COVID-19 pandemic. In this case, people are very dependent on social media with internet access to carry out their daily activities (Caterine et al, 2022). In 2021 Komnas Perempuan stated that there was an increase in sexual violence on social media by 348% compared to the previous year, in which case several forms of harassment were committed, namely threats to spread indecent media there were 37.5%, pornography in the realm of revenge 15% and cases of prosecuting indecent pictures and videos as much as 10.4%. Cases of online gender-based violence have a major impact on victims both psychologically, socially isolated, economically disadvantaged, limited mobility and fear of using social media. In online gender-based violence, women do not only experience violence in the form of body objectivity or physical use, but women also receive various negative comments that are harassing, sexual assault, such as losing the dissemination of sexual content in the form of photos and videos as well as verbal or graphics (Hayati ; 2021). Besides social media can be used as educational media online gender-based violence, can also be used as a medium in obtaining justice for the victims online gender-based violence. Sharing stories of sexual violence experienced by victims on social media can be an alternative medium for victims to get public attention, sharing stories of sexual violence experienced on social media can be done after failing to get justice through the real world. Going viral on social media is the ultimate goal in getting justice, to be a viral victim online gender-based violence can create hashtags for every post on social media to make it easier for other users to find cases or posts experienced by victims (Pratiwi, 2021).

With social media that we can use today, for example social media Facebook, YouTube, Twitter, WhatsApp, Telegram and Instagram. One of the most frequently used social media today is Instagram social media, especially among teenagers. Using Instagram is a daily routine for many people, especially teenagers nowadays. In social media, Instagram is presented with a variety of visual presentations ranging from online, shop public figures, to the latest news that is happening. Instagram is an application that is used to share photos and videos that allows users to be able to take photos, apply filters, upload and share them to various social media services, including the Instagram account itself.

## **LITERATURE REVIEW**

The relevant study included in KBGO education which is the reference here is research conducted by Musyaffa and Effendi, (2022) "Online Gender-Based Violence in Interactions on Social Media". This research sees that developments in communication technology have a significant impact on the way people interact with other people. Interaction on social media can also give rise to deviations, such as fraud, sexual violence and so on. One of the things that is very detrimental when interacting via social media is sexual harassment which then develops into gender-based sexual violence that occurs online. As for sexual

harassment that can occur through social media, namely cyber stalking, cyber harassment, sexting, and the distribution of intimate video and photo content or revenge porn.

The relevant study included in the Urgency of the KBGO Phenomenon which is the reference in this is research conducted by Iqbal and Cyprien (2021) "the urgency of regulation in the case of online gender-based violence in Indonesia". This research shows how the case progress schemeonline gender-based violence in Indonesia, it was found that cases of online gender-based violence in Indonesia have increased over the last six years. KBGO cases in Indonesia during 2021 increased by 300% compared to 2019. Most of the victims who experienced KBGO were women. The highest KBGO figures were on social media Facebook with a case rate of 34%, Instagram 23%, WhatsApp 14%, Snapchatt 10%, Twitter 9% and Tiktok 6%. From the research results it can be seen that KBGO is influenced by two significant factors, namely the first regulatory factor which is not yet capable enough to provide protection for women on social media, the second factor is social factors that have become entrenched in society, these social factorsviews women as weak creatures with a position in second place after men.

## **METHODOLOGY**

This research is a qualitative research using a virtual ethnographic approach. Virtual ethnography is a research method used to explore the online or virtual world, all research series are carried out virtually. Virtual ethnography is an ethnographic research using virtual methods that is carried out to study and see social phenomena and social culture for social media users.[8] The purpose of using the virtual ethnographic method is to describe culture on the internet through interactions between people and technology such as social media. in virtual ethnographic research, reseacrhers fully interact via internet virtual space, the causes differences between ethnographers who use ethnographic research methods. Virtual space is fully functioned as a place or research location.

## **RESULT AND DISCUSSION**

### **Definition of Online Gender-Based Violence and Its Types**

According to Khairunisa (2020) online gender-based violence arose because during the pandemic, most activities shifted online and were centered in cyberspace. Komnas Perempuan commissioner, Veryanto Sitohang, said that crimes in cyberspace are often facilitated by technology. The victims are generally women who are often associated with their bodies. According to data from Komnas Perempuan, cases of online gender-based violence continue to increase from year to year. Komnas Perempuan during 2017 only received 16 complaints of online gender-based violence cases. This number then increased the following year to 97 cases. In 2019 it increased to 281 cases. Meanwhile, from January to October 2020, cases of gender-based violence increased sharply, up to 659 cases were reported.

According to Pratiwi & Dimas (2021: 83) with the development of the era and the rapid development of communication technology that provides sophistication and ease of accessing technology, gender-based violence has a new form, namely violence that makes internet media a means of gender-based crimes so that crimes do not only occur offline. but it also happens online, this is what is called online gender-based violence. This online gender-based violence is violence that occurs in cyberspace similar to violence in real life, the acts of violence committed must have the intention or intent to harass the victim based on gender or sexuality, including actions that pose risks or suffer physically, mentally or sexually, threat of such action, coercion and eradication of gender-based freedoms. From these opinions it can be concluded that online gender-based violence is a case of violence that occurs in cyberspace due to the negative impact of technological developments that cause crimes that harass victims based on gender or sexual identity. Gender-based violence is facilitated by technology so that it is easier for gender-based crimes to increase in cyberspace by utilizing the internet.

The development of communication technology has had a significant impact on the way people interact with others. Interactions in social media can also cause irregularities, such as fraud, sexual violence and so on. One of the things that is very detrimental when interacting via social media is the occurrence of sexual harassment which later develops into gender-based sexual violence that occurs online. As for sexual harassment that can occur through social media, namely cyber stalking, cyber harassment, sexting, to the distribution of video content and intimate photos or revenge porn. There are eight forms included in cases of online gender-based violence, namely deception or cyber grooming, online harassment or cyber harassment, violation of personal rights or infringement of privacy, spreading personal photos/videos or Malicious distribution, online defamation and online recruitment. As well as there are several behaviors that can be categorized as forms of online-based violence, namely: violating one's personal rights via the internet, supervising and monitoring other people online, damaging one's reputation with fake content on the internet and social media, abusive comments on social media (Musyaffa and Effendi ,: 2022).

### **Online Gender-Based Violence Education on the Instagram Account @awaskbgo**

The Instagram account @awaskbgo is an online advocacy of gender based violence. The Instagram account @awaskbgo was first formed due to an initiative from SAFEnet through an online anti-gender-based violence campaign called the #Awas KBGO campaign on the 16th anniversary of anti-violence against women in 2019. The Instagram account @awaskbgo has started to actively carry out and provide education since 2019 The Instagram account @awaskbgo not only provides education about online gender-based violence but also provides introduction, understanding, prevention, and how to respond to online gender-based violence in Indonesia. Currently, followers of the Instagram account @awaskbgo have reached around 7,900 followers with 277 posts regarding online gender-based violence.

The role of the Instagram account @awaskbgo is very large in contributing knowledge to the community in cyberspace about online gender-based violence, so many activities have been carried out in tackling and providing deeper information on the issue of online gender-based violence. The education that is carried out is through postings related to online gender-based violence, both cases of online-based violence against women and children and online gender-based violence against men.

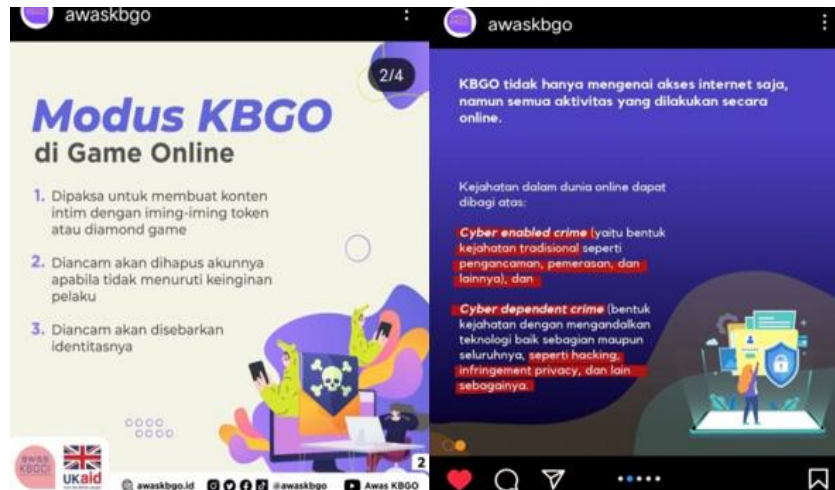


Figure 1. Screenshot of the @Awaskbgo Account Post

The Instagram account @awaskbgo contributes deeper knowledge about forms of online gender-based violence. Apart from providing education in the form of posts on Instagram, @awaskbgo also routinely holds discussions through workshops with media zoom meetings and also via live Instagram. This Instagram account also plays an active role in providing solutions and ways to avoid online gender-based violence. Apart from providing education, the Instagram account @awaskbgo also provides complaint and counseling services for victims of online gender-based violence. This is one of the concerns about sexual violence in cyberspace.

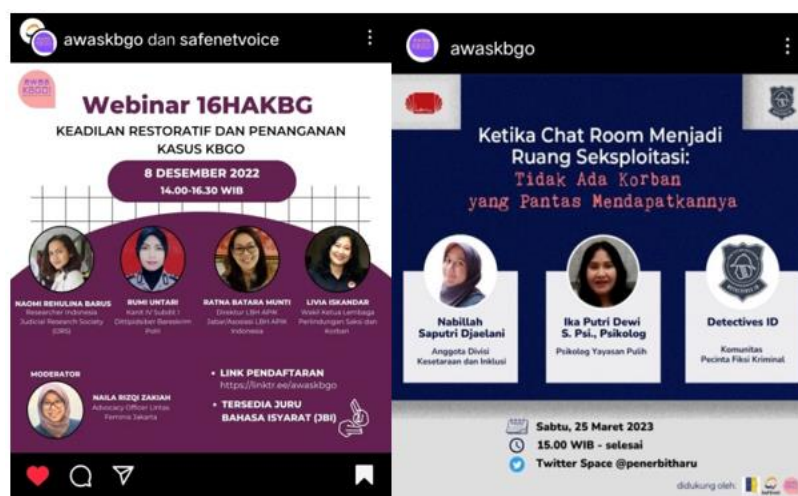


Figure 2. Screenshot of the Discussion Workshop Flyer on the Account Post @Awaskbgo

Often women feel insecure when interacting in cyberspace, one of which is on Instagram social media, a woman or a man posts a photo or video of herself traveling or doing her daily activities, the video or photo is then taken and edited without using clothing and then disseminated by individuals or groups of people who are not responsible. This is very detrimental for women. So to avoid cases like this, a lot of effort is needed in educating the public, one of which is what the Instagram account @awaskbgo is doing. the efforts made can contribute more in preventing and overcoming online gender-based violence in Indonesia.

## **CONCLUSION AND RECOMMENDATION**

Cases of online gender-based violence are currently very common, social media plays a very important role in cases of online gender-based violence. This can be seen from the activities of both women and men in this modern era, where most of their daily activities are not far from social media. Therefore social media is expected to play an important role in providing education in preventing cases of gender based violence. Besides being used as a media for KBGO education, social media can also be used as a medium to get justice for KBGO victims. One of the social media that can be used as education is the Instagram account @awaskbgo, judging from the account's posts.

## **FURTHER STUDY**

Research relevant to the problem of online gender-based violence on Instagram and the use of social media as an educational space as well as various positive and negative impacts of social media for women can be seen from several studies which can be categorized into four categories research, namely the first in the category of social media empowerment in gaining freedom for women, can be seen in research conducted by (Fellyn and Herlina, 2022; Oktafiana and Kristiana, 2021; Ayu, 2022; Pratiwi, 2022. As for the second category, namely the educational category, namely research that provides an understanding of what online gender-based violence is on social media, carried out by (Rendika and Sofyan, 2022; Musyaffa and Effendi, 2022; Ratnasari et al, 2020; Mauliya and Noor, 2022; Sari 2021. The third category is research related to presenting case examples by examining a case of online gender-based violence on social media, namely research conducted by (Ivana Dewi, 2022; Sugiyanto, 2021; Elanda and Pitaloka, 2022; and research by Hidayah et al,2021).and in the fourth category, namely urgency or phenomena which includes research discussing the travel scheme for online gender-based violence cases in Indonesia, namely research from (Muhammad Iqbal and Genie Cyprien, 2021; Zikra and Tantimin, 2022; Dirna, 2021; Sari et al, 2023; Nursyafia et al2023; Anna et al, 2023).

## **ACKNOWLEDGEMENT**

I would like to thank the Almighty God for the grace and mercy that this research can be carried out. Thank you to all the people concerned for this research, namely the manager of the Instagram account @awaskbgo because thanks to the movement and education that was carried out this research was carried out well, especially also to my supervisor Dr. Ratih Baiduri, M.Si and

Dr. Rosramadhana, M.Si, who have guided me as well as possible in the research conducted.

## REFERENCES

- Caterine, Ardicha, Dkk. 2022. Kebijakan Pencegahan Hukum Kekerasan Berbasis Gender Online (Kbgo) : Studi Urgensi Pengesahan Ruu Pks. Jurist -Diction. Vol 1, No 1. Hlm 17- 34. [Https://E-Journal.Unair.Ac.Id/Jd](https://E-Journal.Unair.Ac.Id/Jd)
- Hayati, N. 2021 Media Sosial Dan Kekerasan Berbasis Gender Online Selama Pandemi Covid-19. Humaya. Jurnal Hukum, Humaniora, Masyarakat dan Budaya.
- Khairunisa, I. (2020). Mengenal Bentuk-Bentuk Kekerasan Berbasis Gender Online (KBGO). Unpad.Ac.Id. [Https://Ketik.Unpad.Ac.Id/Posts/981/](https://Ketik.Unpad.Ac.Id/Posts/981/)
- Mussyaffa, Rendika Azhar dan Sofyan Effendi. 2022. Kekerasan Berbasis Gender Online Dalam Interaksi di Media Sosial. *Komunikologi* : Jurnal Ilmiah Ilmu Komunikasi. Vol 19. No 2. Hlm : 85-95. [Https://scholar.google.Co.Id](https://scholar.google.Co.Id)
- Mustika, Sri dan Tellys Corliana. 2022. Komunikasi Keluarga dan Resiliensi Pada Perempuan Korban Kekerasan Berbasis Gender Online. *Jurnal Komunikasi Pembangunan* Vol 20. No 01. Hlm :14-26. [Https://jurnal.ipb.ac.id/index.php](https://jurnal.ipb.ac.id/index.php)
- Pratiwi, Andi Misbahul. 2021. Mengupayakan Keadilan Bagi Korban Kekerasan Seksual Melalui Aktivisme Tagar: Kesempatan Dan Kerentanan Di Indonesia. *Jurnal Perempuan*. Vol 26, No 3. Hlm 207-217. [Https://Scholar.Google.Co.Id](https://Scholar.Google.Co.Id)
- Pratiwi, Mirza Ayunda & Dimas Satriadi. 2021. Perceptions And Conditions Of Gender Based Violence Online On Female Workers In Indonesia. *Jmm : Jurnal Masyarakat Maritim*. Volume 05, No 5. Hlm 81-92. [Https://Scholar.Google.Co.Id](https://Scholar.Google.Co.Id)
- Putri, Natasya Fadiya & Alila Pramiyanti. 2021. Women's Perception Of Receiving Sexist Comments On Instagram. *E- Proceeding Of Management* : Vol.8, No.5. Hlm 7246-7251 [Https://Scholar.Google.Co.Id](https://Scholar.Google.Co.Id)
- Utari, Nyoman larashati Putri dkk. 2021. Pengaruh Terpaan Media Sosial Twitter Terhadap Kepekaan Sosial Remaja Di Kota Denpasar (Studi Pada Utas "Twitter Please Do Your Magic"). Denpasar : Udayana. <https://ojs.unud.ac.id/index.php>