



The Media Relations Strategy by the division of community Participation the national commission on violence against women in handling the case of Violence against Women

Vania Utamie Subiako

School of Communication Science, Mercu Buana University, Indonesia

Received: 27 Nov 2020; Received in revised form: 15 Jan 2021; Accepted: 25 Jan 2021; Available online: 06 Feb 2021

©2021 The Author(s). Published by Infogain Publication. This is an open access article under the CC BY license

(<https://creativecommons.org/licenses/by/4.0/>).

Abstract— *The National Commission on Violence Against Women is one of the independent institutions that pursue the enforcement of the equal rights for the Indonesian women. The Commission, also known as the National Commission on Women, holds several priority issues that should be enforced namely: (1) Sexual Abuse; (2) Marriage and Personal Relationship; (3) Human Rights Conflict and Violation in the Past; (4) Women Impoverishment; (5) Vulnerable and Discriminated Women; (6) Social Movement and Human Rights-defending Women; and (7) Women Rights Institutionalization. In order to manifest the responsibility of the State in responding to and handling the act of violence against women, there should be public relations strategy for dealing with the social issues in relation to the proper handling of the violence against women. With reference to the elaboration, the objective of the study is to identify the Public Relation (Community Participation) strategy that has been implemented by the National Commission on Violence Against Women as a State Institution in responding to the seven priority issues within the efforts of building a nation free of violence against women. Then, in conducting the study, the method that has been adopted is the descriptive qualitative method using the in-depth interview, the direct observation toward the National Commission on Women, and the library study in the Commission.*

From the data analysis, it is found that the support for the activities that the National Commission on Women have performed in handling the violence against women is gained from the cooperation with several stakeholders. The cooperation can be : (1) encouraging the People's Consultative Assembly of the Republic of Indonesia to ratify the Draft Bill of Sexual Violence Abolition; (2) disseminating the concept of academic review for handling the violence against women in the remote areas such as Jayapura, Molluccas, East Nusa Tenggara, and alike; and also (3) establishing cooperations with numerous partnering institutions and networks throughout Indonesia in order to meet the needs of the women who have suffered from violence. In addition, in performing the given duties, the Division of Community Participation the National Commission on Violence Against Women also holds press conference or public discussion that involves both the printed and the online mass media.

Keyword— *Public Relation, the National Commission on Women, the Violence Against Women.*

I. INTRODUCTION

Public Relations is a profession that has been established since years ago. The knowledge of Public

Relations have been well-established and has also been taught in universities nowadays. The knowledge of Public Relations has even been taught in the Faculty of Communication and the academies that have focused their

attention to the Public Relations such as London School of Public Relations. Furthermore, there have also been numerous training programs on Public Relations that people can easily find. With reference to the elaboration, a good practitioner of Public Relation is the one who can provide solutions for an issue or a crisis within an organization or the one who is capable of dealing with the threats toward the impression or the reputation of a company or an organization.

In handling numerous cases of violence against women, every state should have an institution that will be commissioned to enforce the human rights for every single women. At the same time, this institution will also be commissioned to manifest the women aspiration. In addition, the State should play the role of providing legal protection to every single citizen and the statement includes the female citizens certainly. In the Republic of Indonesia, this idea has been manifested by the presence of the National Commission on Violence Against Women (the National Commission on Women), an independent institution that pursues the enforcement of the equal rights for the Indonesian women.

The National Commission on Violence Against Women (the National Commission on Women) was established through the issuance of the Presidential Decree Number 181 of 1998, dated October 9th, 1998, and was strengthened by the Presidential Regulation Number 65 of 2005. The birth of the National Commission on Women has been encouraged by the civil demand, especially the female citizens, toward the government in order to manifest the responsibility of the State in responding to and dealing with the violence against women. This demand has rooted from the tragedy of sexual abuse, especially the one that the Chinese-descendant women have suffered from, during the 1998 Riot in the big cities throughout Indonesia (Komnas Perempuan, <https://www.komnasperempuan.go.id/about-profile-komnas-perempuan>).

Every organization is very possible to suffer from certain issues or crises. Due to the situation, the focus should be on how the organization or company deals with the issues that have been encountered. Departing from the statement, it is clear that the division of public relations in a company or an organization plays a very important role in dealing with both of the internal and the external crises or problems within a company or an organization.

One of the important roles that the Public Relations should play, especially in the Division of Public Relations within the National Commission on Violence Against Women, is labelled as *ParMas* (*Partisipasi Masyarakat* or Community Participation). According to Dominick

(Morissan, 2010:8), Public Relations should be able to implement the formation of public opinion that has significant influence toward an organization or a company so that the organization or the company will strive to influence the public to deliver positive opinion for the given organization or company. In addition, Public Relations should also strive to gather information from the public, interpret the information, and report the information to the management if the information has impact on the management decision (the Chief or the Member of Commissioner Board).

Another role that has been equally important is related to communication. In this regard, the practitioner of Public Relation is responsible for explaining the actions that a company has taken to the wide public who has interests with the given organization or company. Last but not the least, Public Relations should also perform the function of management. In relation to performing the function of management, Public Relations serves to assist the management in defining the objectives that will be achieved and adjust the company to the changing environment.

In order to be one of the important parts within the management of a company or an organization, Public Relations should originally be dealing with numerous activities that any company, organization, industry, association, social institution, and government institution performs in order to establish and maintain the good and beneficial relationship. The establishment of such a good and beneficial relationship will be useful for adjusting the company, organization, and other institutions into the surrounding environment and also for introducing these institutions to the surrounding community. The adjustment and the introduction are very significant to perform because the two aspects will assist the achievement of both the company and the institution objectives.

In general, a practitioner of Public Relations has an important role in shaping the understanding, the values, the behaviours, and the attitudes of the public in order that these aspects will always be in accordance with the needs and the objectives of both the company and the organization. The messages that have been retrieved from the collected information can be directly delivered or communicated to the mass media or the other media, which can be adjusted to the targeted objective (Febriyansyah, 2016:230). Furthermore, the presence of Media Relations can be very helpful for the performance of a Public Relations practitioner. According to Lesly (Saputra & Nasrullah, 2011:129), Media Relations refers to the relationship with the communication media for the sake of publicity or the response from the media interest to

the organization interest. Media Relations is directed to forge the good relationship with both the public and the organizational stakeholders, which has been part of the focus within the Communication. Thus, establishing relationship with media becomes one of the ways for maintaining and improving the organizational impression before the stakeholders. Indeed, Public Relations is a profession that has been closely linked to the media or the reporters. At the same time, one of the numerous Public Relations duties in a company is managing the media or also widely known as media relations. Therefore, it can be inferred that one of the programs that support the success of the publicity by Public Relations is Media Relations.

Media Relations can be said as being very vital for Public Relations since Media Relations serves as a highly supportive and efficient tool for communicating all information and interest of a company. Media Relations, at the same time, always deals with the dissemination of information or response toward the news of an organization or a client. The wider or the more access that the public has gained through mass media in relation to the production or the service that a company delivers is, the bigger the rate of public trust will be. However, when a company suffers from certain crisis, Media Relations can be turned into one of the top priority programs for solving the existing crisis. The reason is that in this case Media Relations does not only serve as a publicity program in the normal situation but also as a tool that communicates the factual information with regards to the existing crisis.

From all aspects that should be habituated by a practitioner of Public Relations, the most difficult one is creating a harmonious relationship between the company and the public through positive media such as public understanding, public confidence, public support, and public cooperation. Indeed, since Public Relations is a profession that has always been associated to media or reporters, the practitioner of Public Relations, especially in a company, is managing the media; this duty is widely known as Media Relations (Febriyansyah, 2016:230). Media Relations holds a significant meaning in the conduct of the Public Relations duty alone, namely to deliver public opinion and information to the public especially in handling or preventing the violence against women in Indonesia.

Departing from the increasing number of violence, there should be a state organization that takes active participation in delivering the legal protection both in the form of laws and in the form of sanctuaries in order to ease the victims of the violence. Based on the information that has been retrieved from the official website of the National Commission on Women

(<https://www.komnasperempuan.go.id/>), the National Commission on Women, or the National Commission on the Violence Against Women in specific, has seven priority issues in carrying out the given duties. These seven priority issues are namely: (1) Sexual Abuse; (2) Marriage and Personal Relationship; (3) Human Rights Conflict and Violation in the Past; (4) Women Impoverishment; (5) Vulnerable and Discriminated Women; (6) Social Movement and Human Rights-defending Women; and (7) Women Rights Institutionalization (Komnas Perempuan, 2020 accessed from <https://www.komnasperempuan.go.id/index-isu-prioritas>).

However, nowadays the violence against women has been discussed more than ever within both the offline community and the online community. The range of the violence against women can take various forms such as: (1) domestic violence; (2) sexual abuse; (3) public and community violence; and (4) state violence. From all of these forms, the public violence can be fornication, rape, and sexual harassment while the state violence can be eviction that either has been reported or has been monitored. The examples of such cases are namely: (1) the eviction caused by the geothermal complex construction in Gunung Talang, Solok, West Sumatera; (2) the sexual harassment by the human rights-defending female figure in Surabaya; and (3) the sexual harassment in the Jakarta Special Capitol by the Civil Service Police Unit.

Based on the data from the National Commission on Violence Against Women (the National Commission on Women), the most prominent form of violence in 2018 – 2019 is the domestic violence or the personal domain violence, which has reached 71% (9,637 cases). This form of violence has always been recurring like the previous years with violence toward wife (5,114 cases or 53%) followed by violence in relationship (2,073 cases or 21%), violence on girls (1,417 cases or 14%) and also violence by ex-husband or ex-boyfriend and violence toward housewives (Komnas Perempuan, 2019:1).

Apart from the above figure, the number of incest in 2018 has been 1,017 cases and 425 perpetrators of this case are the biological fathers. Furthermore, the increasing number on the sexual abuse within the domestic violence is found in the figure of the marital rape namely from 175 cases into 192 cases that have been reported (Komnas Perempuan, 2019:1). From these data, it can be inferred that the violence against women has generally been increasing and can take in any place and at any time. At the same time, there are also 9 types of violence against women that have been highlighted by the media in addition to the issues of femicide that has not been familiar for the state,

the cyber violence, the criminalization against women through the Law of Electronic Information and Transaction, the Law of Domestic Violence Abolition, and the Code of Civil Law.

The presence of the issues that have been mentioned above has encouraged the National Commission on Women to state their recommendations to the State, specifically to the Executive, the Legislative, and the Judicative function, in relation to the ratification of the Bill of Sexual Violence Abolition, the provision of legal protection for the women, the elimination of criminalization against women, the abolition of death penalty, and the consistency on the fulfillment of the recommendations for the national and international human rights mechanism.

According to Zheng, Cheung, Lee, & Liang (2015), engaged people have confidence in and support the organisation's goals, have a sense of ownership, feel proud of the organisation and desire to develop and survive in the organisation. Thus, the company must strategically make the organisation survive and develop. Marketers must understand engagement through the company/consumer relationship. Gupta et al (2015) state engagement is described as "the extent to which a person participates in various social roles and relationships," and Zhang, Jiang and Carroll as "the commitment of one member to remain in the group and interact with other members." Social involvement is defined as a process of communication involving the online community. Conversations can take place on individual platforms like Twitter, Facebook and LinkedIn, or on blogs, forums and third-party review sites. Social involvement is generally accepted as any engagement with social media content (Mulyana, Briandana, & Ningrum, 2019). Characteristics of social involvement include activities that do something, interactions with at least two parties involved, social exchange or activities involving, giving or receiving something from others with no coercion. Social involvement does not usually include paid activities or family obligations (Ahmad Mulyana, Rizki Briandana, Endi Rekarti, 2020: 4).

Thereby, the role of the Public Relation by the National Commission on Women can be clearly stated in relation to the enforcement of the human rights for the Indonesian women. Through the clear statement as well, the National Commission on Women can advocate and recommend the provision of legal protection to the human rights of the Indonesian women by putting forward the perspective of the victims, supporting the victims, and recovering the victims from the traumatic experiences left by the perpetrators of the violence. With regards to the

above elaboration, the researcher would like to identify further the media relations strategy that the National Commission on the Violence Against Women has implemented in handling the problems of violence against women in Indonesia.

II. METHOD

Within the study, the method that had been adopted was the case study. According to Yin (Mukhtar, 2013:35), case study is one of the methods that have been implemented in the study of Social Science. This method is highly suitable for implementation by the researchers who would like to discover phenomena by departing from the question word "How" or "Why." Then, the paradigm that had been adopted in the study was the constructivist paradigm. This paradigm was adopted because the researcher would like to describe the strategy of the Community Participation team from the National Commission Women in dealing with the 7 priority issues for the case of violence against women in Indonesia.

In relation to the method, the approach that had been adopted in the study was qualitative research. The data that had been collected by means of qualitative approach were not numbers but, instead, information from interview, field notes, personal documents, records, memos, and other official documents. By adopting the qualitative approach, the researcher strove to establish the meaning of a phenomenon from the perspectives of the interviewees. Specific to the approach, within the study the research had adopted the descriptive qualitative approach. Then, the subjects of the study was the Commissioner from the National Commission on Women named Mariana Amiruddin and the Coordinator of the Division of Community Participation the National Commission on the Violence Against Women named Yulita. On the other hand, the object of the study was the strategies of the Division of Community Participation in handling the issues of the violence against women.

In gathering the data, the techniques that had been implemented were observation, interview, and other official documentation techniques. Through these techniques, the researcher would like to establish the meaning of the given phenomenon from the perspective of the interviewees. After the overall data had been collected, the data were analysed by means of case study method using the qualitative approach. Within the data analysis, the focus was the strategies that the Division of the Community Participation the National Commission on Women in handling the cases of violence against women. Furthermore, in order to guarantee the data validity, the data triangulation was recurrently implemented by means

of in-depth interview with the objects of the study. After the overall data had been collected, the strategies that the Division of Community Participation had implemented as the Public Relations of a company or an organization were elaborated.

III. RESULTS AND DISCUSSIONS

3.1 The Phenomenon of Violence Against Women

The phenomenon of violence against women can be found in and analysed by using the data from the independent state institutions such as the ones from the National Commission on the Violence Against Women. These data are gathered from the direct reports, the by-phone reports, the e-mails from the victims. In this regard, the National Commission on the Violence Against Women, or National Commission on Women in short, exposes the general description on the magnitude and the forms of the violence against women in Indonesia as well as the service provider for the victims of violence against women.

The exposure compiled by the National Commission on Women is named CATAHU, which stands for *Catatan Tahunan Komnas Perempuan* or the Annual Record of the National Commission on Women. The Annual Record has annually been launched in order to commemorate the International Women Day, which falls on every March 8th. The data in the Annual Record

compiles the data of the real cases that the service provider for the victims of violence against women has handled and these data consist of the state-handled cases the community-initiated cases, including the ones by the law enforcers. In addition, the data in the Annual Records compiles the direct report, the monitoring results, and the interview results from the National Commission on Women. The Annual Record itself was known to be launched for the very first time in 2001 (Yulita, 2020, Lembar Fakta dan Temuan Kunci Catatan Tahunan Komnas Perempuan Tahun 2019, Jakarta).

The Annual Records 2020 has compiled 431,471 cases of violence against women that have been reported and handled during 2019 with 6% increase in comparison to the previous year (406,378 cases). These cases of violence against women consist of: (1) 14,719 cases that have been handled by the service providers spread throughout the 33 provinces; (2) 421,572 cases that have been handled by the Court of Religion; and (3) 1,277 cases that have been directly reported to the National Commission on Women.

In 12 years, the violence against women has increased for approximately 792% (almost 800%), which means that the number of violence against women in Indonesia has gone up to 8 times during the last 12 years. Unfortunately, this figure is only part of iceberg phenomenon, which implies that in the real life Indonesian women live an unsafe life.



Fig.1: The General Data on the Victims of Violence Against Women within 12 years, Source: CATAHU Komnas Perempuan 2020.

The domains that have been found and analysed within the phenomenon of violence against women in Indonesia fall into the following three categories:

1. Personal or Private Domain

In this domain, the perpetrators of the violence against women are the persons who have blood ties (father, elder or younger brother, uncle, and grandfather), who holds kinship, who have been in marriage (husband), and who have even had intimate relationship (lovers) to

the victims. Specific to this domain, the number of Violence Against Girls has increased into 2,341 cases in comparison to the previous year namely 1,417 cases. The increase from the previous year is 65% and most of these cases have been related to the occurrence of incest. This finding can be consulted to the following figure.



Fig.2: The Form of Violence Against Girls,

Source: CATAHU Komnas Perempuan, 2020.

2. Public of Communal Domain

In this domain, the perpetrators do not have any blood tie, kinship, and even marital relationship to the victims. Therefore, the perpetrators can be employers, neighbours, teachers, peers, community figures, and even unknown people.

3. State Domain

In this domain, the perpetrators are the state apparatus in the proximity of their capacity. For example, during the incidents of violence against women the state apparatuses are present but they do not take any necessary action to stop the violence or they even let violence take place.

As a comparison, the Annual Records 2019 shows that most of the violence against women have taken place in the private domain. Referring to the data from the partnering service providers of the National Commission on Women, out of 14,719 cases 75% or 11,105 cases have taken place in the private domain, 24% or 3,602 cases have taken place in the public or community domain, and 1% or 12 cases have taken place in the state domain. On the contrary, referring to the data from the Court of Religion 421,752 cases have been related to the violence against wives and this has been the main reason behind the divorce. In addition, from the direct report open service by

the National Commission on Women, it is found that 944 of 1,277 cases (74%) have been gender-based, which belongs to the private domain.

The data that have been collected by the National Commission on Women show that from 3,062 cases of violence against women in the public and community domain, 58% cases are sexual abuse namely fornication (531 cases), rape (715 cases), and sexual harassment (520 cases); meanwhile, 176 cases are sexual intercourse and the remaining cases are attempted rape and attempted sexual intercourse. Fornication and sexual intercourse are the terms that have been mostly used by the Police Department and the Court since the legal foundation of the articles in the Criminal Code have been used for arresting the perpetrators. Then, as having been previously mentioned, in the state domain there are 12 cases of violence against women that have been found. 9 out of 12 cases have been found in the Province of Jakarta Special Capitol and these cases are related to eviction, intimation to journalist during coverage, violation of administrative rights on demography, and charge of affiliation with forbidden organizations.

The National Commission on Women has also recorded that 2 cases from the Province of South Celebes have been related to the violation of administrative rights

on demography and the difficult in gaining health access in relation to BPJS (*Badan Penyelenggara Jaminan Sosial*, Social Security Provider Institution) Service and 1 case from the Province of Central Java has been related to the beating by an officer of the Civil Service Police Unit during an eviction. Furthermore, in the cases of cyber crime the direct reports to the National Commission on Women have been 281 cases, which show 300% increase in comparison to the direct reports in 2018 namely 97 cases. Most of the cyber crime violence takes the form of threat or intimidation by leaking the porn pictures and videos of the victims.

3.2 The Strategy of the Division of Community Participation, the National Commission on the Violence Against Women in Handling the Issues of Violence Against Women

As having been previously explained, the researcher elaborates the results of the study by using several data gathering techniques namely observation, literature reviews, and source documentations in order to answer the problems that have been formulated in the study. Then, specific to answering the strategies of Media Relations implemented by the Division of Community Participation, the National Commission on Women, in handling the cases of violence against women, the proximity of Public Relations definition should be proposed first.

According to Jefkins (in Yadin, 2003:10), Public Relations refer to the planned communication, both the internal one and the external one, between an organization and its audience under the efforts of achieving specific objectives that have been based on mutual understanding. On the other hand, Wright states that the modern Public Relations refers to the plans of wisdom and leadership that will internalize the public trust and expand the public insight (Saputra & Nasrullah, 2011:3).

In making policies, an organization should have strategies of action targeted to serving the common interests especially the ones in the strategic issues that the National Commission on Women have been dealing with. These strategies of action should be disseminated to the public, the governmental institutions, and the partnering institutions. Then, the strategies of action that the National Commission on Women have implemented are based on the knowledge that both the commissioners and the workers in the Commission have with regards to how the company policy, the action procedure, and the other output will contribute to the solution of the problems that become the priority namely: (1) Sexual Abuse; (2) Marriage and Personal Relationship; (3) Human Rights Conflict and Violation in the Past; (4) Women Impoverishment; (5)

Vulnerable and Discriminated Women; (6) Social Movement and Human Rights-defending Women; and (7) Women Rights Institutionalization. All of these aspects are parts of the strategic role that the Division of Community Participation should play as the practitioner of Public Relations in the National Commission (An Exposure by Prof. Alimatul Qibtiyah (Commissioner of the National Commission on Violence against Women in JIB Talks entitled *RUU PKS: Hapus atau Lanjut?*)

The presence of overall understanding toward the situation within the given problems becomes the strategic issue for the National Commission on the Violence Against Women and the presence of such understanding is very important in designing the strategies of action for assisting the problem-solving role with regards to the women issues in Indonesia. In addition, the presence of the Action Strategies is focused on the efforts of adjusting or adapting the organization or the company into the policy discrepancy that the legislative institutions. For example, the House of Representative in formulating the Bill of Sexual Violence Abolition should provide the legal protection to the Indonesian women through the mechanism in the Legislative Body of the House of Representative.

In order to pursue the abolition of violence against women, the National Commission on Women has established a synergistic relationship with numerous governmental elements and the public elements as well through the opening of the partnering networks. For instance, the National Commission on Women and the General Directorate of Islam Education the Ministry of Religion Affairs have established a synergistic relationship in order to handle and prevent the Violence Against Women (VAW) or the Sexual Violence (SV) especially in the complex of Islamic University since 2015. One of the achievements from the partnership is the issuance of the General Directorate of Islam Education in the form of *the General Directorate Letter of Decree Number 5494 of 2019 on the Guidelines and the Prevention of Sexual Violence in the Islamic University* to the Rectors / the Chairman of Islamic State/Private Universities (Komnas Perempuan, July 30th, 2020, <https://www.komnasperempuan.go.id/read-news-sinergi-komnas-perempuan-untuk-pencegahan-dan-penanganan-di-perguruan-tinggi-keagamaan-islam>).

In order to implement the General Directorate Letter of Decree, the leaders of the Centre of Children and Gender Study from the State Islamic Universities / the State Islamic Institutions throughout Indonesia should formulate the Standard Operating Procedures (SOP) for the Handling and the Prevention of Violence Against

Women / Sexual Violence in each institution. At the same time, the National Commission on Women should also hold press conference and prepare executive summary for the dynamics within the changes in the domestic domain, support the victims of sexual violence against women, advocate the ratification of the Bill of Sexual Violence Abolition in the House of Representative and alike (an interview with Yulita, June 17th, 2020).

In implementing the strategies for handling the violence against women, and specifically for handling the 7 priority issues of violence against Indonesian women, the National Commission on Women holds the following authority:

1. Disseminating the understanding toward all types of violence against Indonesian women and the efforts of preventing, mitigating, and abolishing all types of violence against Indonesian women;
2. Studying and reviewing numerous governing legislations and national instruments that have been relevant to the protection of the women rights;
3. Monitoring, identifying, and documenting the violence against women and the violation of women rights and also disseminating the monitoring results to the public and taking actions that foster the proper handling and responsibility;
4. Providing considerations and suggestions to the government, the legislative institutions, the judicative institutions, and the public organizations in order to encourage the formulation and the ratification of legal frameworks and policies that support the efforts of preventing and mitigating any type of violence against women, protecting the enforcement of human rights, and fostering the women rights.
5. Developing regional and international cooperation in order to improve the efforts of preventing and mitigating all types of violence against Indonesian women and also the efforts of protecting, enforcing, and fostering the women rights (Tim Penyusun Rencana Strategis 2015-2019 Komisi Nasional Anti Kekerasan Terhadap Perempuan, 2017).

In setting the indicators of success for the strategic planning process in handling the violence against women within the 7 priority issues, the following objectives of success have been set by the National Commission on Women:

1. There is wider opportunity for the victims of sexual violence, the women vulnerable to sexual violence and discrimination, and the human rights-defending women to access their rights of truth, justice, recovery, and warranty for non-repetition.

In this objective, the indicators are as follows:

- i. Increasing support and acknowledgement from the state to the needs and the experience of sexual violence victims in all contexts and dimensions of violence;
 - ii. Stronger mechanism that assists the victims to access their rights based both the initiative of the State and the initiative of the public; and
 - iii. Increasing capacity (awareness, skills, and initiative, including the ones for building the given mechanism) of the victims in accessing their rights
2. The State is able to conduct the constitutional responsibilities and display the accountability of protection, advancement, enforcement, and fulfilment of human rights, especially in abolishing the violence against women.
In this objective, the indicators are as follows:
 - i. Increasing number of legislations and policies that protect the women rights and that also prevent and handle all types of violence against women in both the regional and national level;
 - ii. Providing and implementing the mechanism of monitoring and performance improvement among the National State Apparatus, the Daily State Apparatus, and the parliamentary members in responding to and preventing the violence against women;
 - iii. Implementing the mechanism of testing and improvement for the legislations in both the regional level and the national level;
 - iv. Integrating the gender perspective-related human rights and the women constitutional rights in the national education system and in the capacity reinforcement system of the National State Apparatus, the Daily State Apparatus, and the parliamentary members within both the regional level and the national level.
 - v. Integrating the Wide Sense of Recovery and the principles of Transitional Justice in each formulation of victim recovery policies.
 3. The establishment of a community that has critical awareness, appreciates diversity, actively pursues the enforcement of human rights, and discontinuing the chain of violence, especially in relation to the abolition of all types of violence against women.

In this objective, the indicators are as follows:

- i. Stronger active role by the community in monitoring, preventing, and handling the cases of violence against women and also supporting the works of the human rights-defending women;
- ii. Stronger response of social movement with regards to the violence against women and

supporting the State in protecting and fulfilling the rights of the sexual violence victims, the sexual violence survivors, and the human rights-defending women.

- iii. Stronger consolidation of women movement in both the regional level and the national level in responding to the issues of sexual violence against women.
4. The Leadership of the National Commission on Women as the National Institution of Human Right specifically established for advocating the violence against women becomes more trusted and acknowledged by the victims, both the women movement and the social movement, and the State in the local, regional, national, and even international level.

In this objective, the indicators are as follows:

- i. Stronger understanding and support from the State, the public, and the victims with regards to the National Commission on Women as the National Institution of Human Rights with all of the specific mandates and strategic roles.
- ii. Stronger role of the National Commission on Women as the reference of knowledge and resource centre with regards to the women rights and the violence against women.
- iii. Stronger institutionalization of the National Commission on Women as the National Institution of Human Rights in the Republic of Indonesia in the State structure, the work mechanism, the resources, and the fund.

The National Commission on Women should be the national institution of human rights in the Republic of Indonesia that bears the perspective of the victims and provides legal protection to the Indonesian women. The foundation of the working framework in the National Commission on Women is able to deliver a stronger role as an Independent State Institution in the enforcement of Indonesian women rights. The foundation of the working framework in the National Commission on Women alone is as follows:

- 1. Constitution, namely the 1945 Constitution
- 2. Law Number 7 of 1984 on the Ratification of the Convention on the Abolition of All Types of Discrimination Against Women
- 3. Law Number 5 of 1998 on the Ratification of the Convention Against Persecution and Other Inhuman Treatment and Punishment
- 4. International Declaration on the Abolition of Violence Against Women and other policies that have been relevant to the human rights

In addition to having established the foundation of the working framework, the National Commission on Women have set the objectives for handling the 7 priority issues of violence against Indonesian women. These objectives become the strategic foundation for the Division of Community Participation in being able to developing the conducive atmosphere for the abolition of all types of violence against women, the enforcement of Indonesian women rights, the prevention of all types of violence against women, and the protection of Indonesian women rights. These objectives are pursued by paying attention to the performance that contributes to the running of the organizational wheel in the National Commission on Women.

The intended performance should be displayed by the Commissioners and the Workers of the National Commission on Women alone. Thus, the intended performance can be found in the following aspects: (1) the observer and the informant of the gender-based violation against human rights and the fulfilment of women rights for the victims of the violence; (2) the resource centre of the women rights; (3) the trigger of the policy formulation and the policy changes; (4) the negotiator and the mediator between the government and the community of victims and also between the government and the community of women right-defending figures with emphasis on the fulfilment of the state responsibility and the recovery of the rights of the victims; and (5) the facilitator of network development and reinforcement in the local, regional, national, and international level for the sake of the prevention, the handling capacity improvement, and the violence against women abolition.

Certainly, in carrying out the performance, especially in handling the issues of violence against women, the Division of Community Participation invites the mass media, the TV station, and also the online media. Usually, the Public Relations officer of the Division of Community Participation issues the press release to both the printed media and the online media prior to the press conference. In addition, the National on Women also holds public discussions about the 7 priority issues or the performance of the Commission in order to suggest policies or legal protection to the victims of violence against women.

Furthermore, the National Commission on Women through the Division of Community Participation has also issued another press release in order to encourage the Deliberative Body of the House of Representative to schedule the draft of the Bill of Housemaid Protection in the Plenary Session of the House of Representative (July 17th, 2020). In this press release, the National Commission

on Women states that the National Commission has overseen the advocacy process of the Bill of Housemaid Protection since January 2020 altogether with other civil organizations such as the National Advocacy Network of Housemaid (*JALA PRT, Jaringan Nasional Advokasi Pekerja Rumah Tangga*), the Congress of Indonesian Women (*Kowani, Kongres Wanita Indonesia*), and alike. The efforts of overseeing the Bill of Housemaid Protection has been continuously monitored until the Bill has been discussed in the Legislative Body of the House of Representative the Republic of Indonesia. At July 1st, 2020, the Legislative Body eventually decided to continue the discussion on the Bill of Housemaid Protection in the 2020 Plenary Session. However, it is found that not all fractions have agreed to discuss the Bill of Housemaid Protection in the 2020 Plenary Session. Specifically, it is noted that 7 out of 9 fractions in the House of Representative have agreed to continue the discussion on the Bill of Housemaid Protection in the 2020 Plenary Session. The National Commission on Women has appreciated the decision and has also encouraged the Bill of Housemaid Protection to be ratified into the Law of Housemaid Protection.

Unfortunately, 15 days after the decision has been made in the National Legislation Body of the House of Representative the Republic of Indonesia, the Deliberative Body of the House of Representative decided to not put the Bill of Housemaid Protection into one of the agendas that will be discussed in the 2020 Plenary Session held in July 16th, 2020 and the National Commission on Women regretted the decision made by the Deliberative Body. It seems that the Deliberative Body of the House of Representative has not completely understood the urgency of manifesting the acknowledgement and the protection for the housemaids through the Bill, which ratification has been pursued for 16 years by numerous community groups and even by the Legislative Body of the House of Representatives the Republic of Indonesia through the composition of Academic Manuscripts and the Bill of Housemaid Protection (Chrismanto Purba, Partisipasi Masyarakat Komnas Perempuan, <https://www.komnasperempuan.go.id/reads-siaran-pers-komnas-perempuan-mendorong-badan-musyawarah-dpr-ri-untuk-mengagendakan-ruu-pprt-dalam-sidang-paripurna-dpr-ri-17-juli-2020>).

Since the Deliberative Body of the House of Representative has decided to not include the Bill of Housemaid Protection into one of the agendas that will be discussed in the Plenary Session on July 16th, 2020, the National Commission on Women has issued several recommendations. These recommendations can be detailed as follows: (1) the Deliberative Body should schedule the

discussion on the Bill of Housemaid Protection in the following Plenary Session on August 2020; (2) the House of Representative should set the Bill of Housemaid Protection into the Initiative Bill of Housemaid Protection and encourage the ratification of this Bill; (3) the communities and the media are encouraged to support the ratification of the Bill and strictly monitor the discussion on the Bill in the House of Representative since the discussion and the ratification of the Bill should be repetitively impelled; and (4) the fractions in the House of Representative should put forward the wider public interest in the discussion of every Bill.

In relation to the treatment and the abolition of violence against women, one of the strategies that the National Commission on Women has implemented is disseminating recommendations and academic review. The recommendations and the academic reviews are prepared by the leadership of the Commissioners in the National Commission on Women through the Division of Community Participation. After the preparation has been completed, the recommendations and the academic reviews will be disseminated through the media of the Division such as official website and Facebook account and also through media coverage.

Apart from the above elaboration, the National Commission on Women has issued their statement on the Postponement of the Discussion on the Bill of Sexual Violence Abolition in the 2020 National Legislation Program (July 1st, 2020). In this regard, Alimatul Qibtiyah states that the National Commission on Women has reproached the postponement on the discussion of the Bill of Sexual Violence Abolition. Such postponement is possible to cause suspicion that most of the House of Representative members have not understood and perceived the critical situations that lie within the sexual violence. Therefore, the National Commission on Women will insist that the House of Representative should fulfil their commitment by seriously discussing the Bill of Sexual Violence Abolition in 2021 for the best interest of the sexual violence victims, especially women, despite the fact that the Bill of Sexual Violence Abolition has been the part of national legislation priority program since 2014.

What makes the problem becomes more concerning is that the Bill of Sexual Violence Abolition has been the commitment that all presidential candidates, all supporting parties, and all parliamentary members in both the regional and the national level have promised. The 2020 Annual Record by the National Commission on Women shows that the report on the case of sexual violence in 2019 has been 4,898 cases. As a comparison, from January until May 2020 there have been 542 cases of violence against

women in the domain of Domestic or Personal Relationship and 24% of these cases (170 reports) belong to the sexual violence. On the other hand, in the domain of Community the number on the violence against women has been 226 cases and 89% of these cases (203 reports) belong to the sexual violence. The mostly reported case of sexual violence from both domains is the cyber gender-based violence. The perpetrators of this kind of violence can be ex-boyfriend, boyfriend, and even unknown people; meanwhile, the form of this violence can be threat of distributing sexually explicit personal pictures and videos, sending or playing sexually explicit personal pictures and videos, exhibitionism, and even sexual exploitation (Komisi Nasional Anti Kekerasan Terhadap Perempuan CATATAN KEKERASAN TERHADAP PEREMPUAN TAHUN 2019, March 6th, 2020, accessed from: https://www.komnasperempuan.go.id/file/pdf_file/2020/Catatan%20Tahunan%20Kekerasan%20Terhadap%20Perempuan%202020.pdf).

Departing from the above elaboration, it can be concluded that the strategies of the National Commission on Women in handling the issues of violence against women are related to the provision of legal protection for the victims in both the Private and the Public domain. According to Nova, the strategies of Public Relations can be broken down into seven part. The first part is Publication. Every function and duty of Public Relations is to design publication and to disseminate information via multiple media with regards to the activities of a company or an organization that should be notified by the public. In this regard, the specific duty of Public Relation is composing news through cooperation with the media (press or reporters) in order to gain publicity under the beneficial manner for the impression of the represented company. Then, the second part is Event. The preparation of an event aims at introducing the product and the service of the represented company, to bring the represented company closer to the public, and even to influence the public opinion toward the company. Next, the third part is News. Through this part, the news about the represented company should be created by means of press release, newsletter, bulletin, and alike. Therefore, an officer of Public Relations should have good writing skills in order to create great publicity.

Furthermore, the fourth part is Community Involvement. The involvement into the daily duties for an officer of Public Relations deals with the establishment of social contact with certain community groups in order to maintain the good relationship (community relations and human relations) between the community and the represented company or organization. Afterward, the fifth part is Inform or Built Image. This part is related to the

one of the main functions in the Public Relations, namely to provide information to or elicit attention from the public so that the return from the public in the form of positive impression can be gained. Next, the sixth part is Lobbying and Negotiation. The lobbying skills by means of personal approach and the negotiating skills are highly necessary for an officer of Public Relations since the objective of a lobby is to gain deal or agreement or even support from the individuals and the institutions that hold significant influence to the survival of the represented organization of company. Eventually, the seventh part is Social Responsibility. This part implies that an officer of Public Relations should bear the social responsibility within the activities of Public Relations. In other words, it can be implied that the represented company or organization should display the concern to the surrounding communities. This aspect is highly important in order to improve the company impression before the public.

As part of Public Relations function in the National Commission on Women, the Division of Community Participation has also implemented the Community Involvement in accordance to the underlying principle namely that the involvement into the daily duties for an officer of Public Relations deals with the establishment of social contact with certain community groups in order to maintain the good relationship (community relations and human relations) between the community and the National Commission on Women. In this regards, the National Commission on Women has opened a hotline for the community members who want to report the act of violence that the women in the given community have experienced under the Domain of Violence Against Women, Sexual Violence, Violence in Relationship, Non-Legally Recorded Marriage, and more. In the practice, the National Commission on Women performs the above functions by establishing partnership with the central government institutions and the regional government institutions especially within the discussions on the concept of treatment, protection, and abolition of violence against women specifically in the remote areas.

The involvement between the National Commission on Women and numerous partners such as the House of Representative the Republic of Indonesia, the People's Consultative Assembly the Republic of Indonesia, the Ministry of Women and Children Empowerment, and the women organization networks in delivering advocacy has been in the form of encouragement, support, and cooperation for handling the case of violence against Indonesian women. In addition, the news that has been circulated by the Division of Community Participation details the action that the National Commission of Women has taken. For example,

the National Commission on Women has held a meeting with the Regent of Jayapura in order to discuss the Concept of Violence-Free Area for Women. The Regency of Jayapura has been selected because this area has been potential for developing numerous initiatives in relation to the handling and the prevention of the violence against women (Komnas Perempuan, 2018, <https://www.komnasperempuan.go.id/reads-komnas-perempuan-dan-bupati-jayapura-membahas-konsep-wilayah-bebas-kekerasan-terhadap-perempuan>).

Saur Tumiur Situmorang (one of the Commissioners in the National Commission on Women) states that the Concept of Violence-Free Area for Women is in line with the Regency of Jayapura Government Planning in rearranging a number of needs in relation to the fundamental community service, including the needs for the women; the rearrangement itself will depart from the rearrangement of the demographic data (an interview on June 4th, 2020, 14:05 Western Indonesian Time). The discussion on the Concept is one of the strategies by the National Commission on Women in handling and encouraging the provision of legal protection for the Indonesian women by delivering advocacy, encouragement, and support to each governmental institutions in order to decrease the number of violence against women throughout the remote areas in Indonesia.

IV. CONCLUSIONS

Departing from the data interpretation and analysis from the interview results, the observation, and also the documentation within the study, there are several conclusions that can be drawn in line with the focus and the objective of the study. First of all, in handling the cases of violence against women, the strategies of Media Relations that the National Commission on Women has referred to the seven parts of Public Relations duty by Firsan Nova. The first part is Publication. Every function and duty of Public Relations is to design publication and to disseminate information via multiple media with regards to the activities of a company or an organization that should be notified by the public. In this regard, the specific duty of Public Relation is composing news through cooperation with the media (press or reporters) in order to gain publicity under the beneficial manner for the impression of the represented company. Then, the second part is Event. The preparation of an event aims at introducing the product and the service of the represented company, to bring the represented company closer to the public, and even to influence the public opinion toward the company. Next, the third part is News. Through this part, the news about the represented company should be created by

means of press release, newsletter, bulletin, and alike. Therefore, an officer of Public Relations should have good writing skills in order to create great publicity.

Furthermore, the fourth part is Community Involvement. The involvement into the daily duties for an officer of Public Relations deals with the establishment of social contact with certain community groups in order to maintain the good relationship (community relations and human relations) between the community and the represented company or organization. Afterward, the fifth part is Inform or Built Image. This part is related to the one of the main functions in the Public Relations, namely to provide information to or elicit attention from the public so that the return from the public in the form of positive impression can be gained. Next, the sixth part is Lobbying and Negotiation. The lobbying skills by means of personal approach and the negotiating skills are highly necessary for an officer of Public Relations since the objective of a lobby is to gain deal or agreement or even support from the individuals and the institutions that hold significant influence to the survival of the represented organization of company. Eventually, the seventh part is Social Responsibility. This part implies that an officer of Public Relations should bear the social responsibility within the activities of Public Relations. In other words, it can be implied that the represented company or organization should display the concern to the surrounding communities. This aspect is highly important in order to improve the company impression before the public.

In sum, all of these parts are very useful for the National Commission on Women in dealing with the seven priority issues that have been the main concern of the Commission's performance. The seven priority issues themselves consists of: (1) Sexual Abuse; (2) Marriage and Personal Relationship; (3) Human Rights Conflict and Violation in the Past; (4) Women Impoverishment; (5) Vulnerable and Discriminated Women; (6) Social Movement and Human Rights-defending Women; and (7) Women Rights Institutionalization. Then, in addition to implementing the seven parts that have been previously mentioned, the National Commission on Women has also established a synergistic relationship with numerous elements in both the government and the community through network establishment. The reason is that the establishment of the synergistic relationship has been in line with the authority of the National Commission on Women namely: (1) disseminating the understanding toward all types of violence against Indonesian women and the efforts of preventing, mitigating, and abolishing all types of violence against Indonesian women; (2) studying and reviewing numerous governing legislations and national instruments that have been relevant to the

protection of the women rights; (3) monitoring, identifying, and documenting the violence against women and the violation of women rights and also disseminating the monitoring results to the public and taking actions that foster the proper handling and responsibility; (4) providing considerations and suggestions to the government, the legislative institutions, the judicative institutions, and the public organizations in order to encourage the formulation and the ratification of legal frameworks and policies that support the efforts of preventing and mitigating any type of violence against women, protecting the enforcement of human rights, and fostering the women rights; and (5) developing regional and international cooperation in order to improve the efforts of preventing and mitigating all types of violence against Indonesian women and also the efforts of protecting, enforcing, and fostering the women rights. The synergistic relationship itself has been established as the departing point for the strategies that the Division of Community Participation, the National Commission on the Violence Against Women, should implement in the performance of the daily duties.

REFERENCES

- [1] Ardianto, Elvinaro. 2011. *Handbook Of Public Relation*. Simbiosis Rekatama Media. Bandung.
- [2] BNP2TKI, *Penempatan Dan Perlindungan Tenaga Kerja Indonesia tahun 2013*, http://portal.bnp2tki.go.id/uploads/data/data_22-06-2015_022721_Data_P2TKI_Tahun_2013.pdf
- [3] Cutlip, Scott M. APR, PRSA Fellow. *Effective Public Relations*, : PT INDEKS Kelompok Gramedia, 2005.
- [4] Febriyansyah Refandi Andi, *Strategi Media Relations Pt. Pelabuhan Tanjung Priok Dalam Menanggapi Krisis*, *Jurnal Kajian Komunikasi*, Volume 4, No. 2, Desember 2016.
- [5] Gupta, A., Calfas, K. J., Marshall, S. J., Robinson, T. N., Rock, C. L., Huang, J. S., ... Norman, G. J. (2015). Clinical trial management of participant recruitment, enrollment, engagement, and retention in the SMART study using a Marketing and Information Technology (MARKIT) model. *Contemporary Clinical Trials*, 42, 185–195
- [6] Iriantara, Yosol. 2005. *Media Relations*. Bandung : Simbiosis Rekatma Media
- [7] Jefkins, Frank.(2007). *Public Relations*. Jakarta : Erlangga
- [8] Kolianan Briand Jim, *Strategi Media Relations Humas Dalam Meningkatkan Kualitas Pelayanan Keluarga Berencana (Kb) Pada Badan Kependudukan Dan Keluarga Berencana Nasional (Bkkbn) Provinsi Ntt*, *Jurnal Administrasi Publik*, Volume 6 No. 1 Thn. 2016
- [9] Komisi Nasional Anti Kekerasan Terhadap Perempuan, *Catatan Akhir tahun Komnas Perempuan*, 2014.
- [10] Komisi Nasional Anti Kekerasan Terhadap Perempuan, *Profile Komnas Perempuan*, diakses di website : <https://www.komnasperempuan.go.id/about-profile-komnas-perempuan>.
- [11] Komisi Nasional Anti Kekerasan Terhadap Perempuan, *Korban Bersuara, Data Bicara, Sahkan Ruu Penghapusan Kekerasan Seksual Sebagai Wujud Komitmen Negara*, Catatan Tahunan Tentang Kekerasan Terhadap Perempuan Jakarta, 6 Maret 2019.
- [12] Komisi Nasional Anti Kekerasan Terhadap Perempuan, *Catatan Kekerasan terhadap Perempuan Tahun 2019*, 6 Maret 2020, diakses di https://www.komnasperempuan.go.id/file/pdf_file/2020/Catatan%20Tahunan%20Kekerasan%20Terhadap%20Perempuan%202020.pdf.
- [13] Komnas Perempuan, *Komnas Perempuan dan Bupati Jayapura Membahas Konsep Wilayah Bebas Kekerasan terhadap Perempuan*, 29 Oktober 2018, <https://www.komnasperempuan.go.id/reads-komnas-perempuan-dan-bupati-jayapura-membahas-konsep-wilayah-bebas-kekerasan-terhadap-perempuan>
- [14] Komisi Nasional Anti Kekerasan Terhadap Perempuan, 2017, *Rencana Strategis 2015-2019 Komnas Perempuan*, Jakarta.
- [15] Komnas Perempuan, *Sinergi Komnas Perempuan untuk Pencegahan dan Penanganan di Perguruan Tinggi Keagamaan Islam*, diakses pada 30 Juli 2020 <https://www.komnasperempuan.go.id/read-news-sinergi-komnas-perempuan-untuk-pencegahan-dan-penanganan-di-perguruan-tinggi-keagamaan-islam>
- [16] Lembaga Bantuan Hukum Jakarta, *Menagih Tanggung Jawab Negara: Hapus Perbudakan Modern Dan Penuhi Hak-Hak Pekerja Rumah Tangga*, 2015, diakses di <https://www.bantuanhukum.or.id/web/menagih-tanggung-jawab-negara-hapus-perbudakan-modern-dan-penuhi-hak-hak-pekerja-rumah-tangga/>
- [17] Lesly, Philip. 1991. *Lesly's Handbook of Public Relations and Communications*. Chicago, Illinois: Probus Publishing Company.
- [18] Morissan. (2010). *Manajemen public relations* (edisi pertama, cetakan ke-2). Jakarta: Prenada Media Group.
- [19] M.Aji Surya, *Majalah Peduli Diplomasi Luar Negeri* diakses di <https://kemlu.go.id/download/L3NpdGVzL3B1c2F0L0RvY3VtZW50cy9QZWV1bGkgNCBFBZGlzaSBEZXMzMjAxNC5wZGY%3D>.
- [20] Mulyana Ahmad, Rizki Briandana Endi Rekarti, 2020, ICT and Social Media as a Marketing Communication Platform in Facilitating Social Engagement in the Digital Era, *International Journal of Innovation, Creativity and Change*. www.ijicc.net Volume 13, Issue 5, 2020.
- [21] Mulyana, A., Briandana, R., & Ningrum, D. A. P. (2019). Social Construction Fandom as Cultural Industry Marketing of JKT 48 Fan Group, 12(3), 257–266
- [22] Purba Chrismanto, Partisipasi Masyarakat Komnas Perempuan, <https://www.komnasperempuan.go.id/reads-siaran-pers-komnas-perempuan-mendorong-badan-musyawarah-dpr-ri-untuk-mengagendakan-ruu-pprt-dalam-sidang-paripurna-dpr-ri-17-juli-2020>
- [23] Ruslan, Rosady.2006. *Manajemen Public relations dan Media Komunikasi*, Konsepsi dan Aplikasi. Jakarta. Raja Grafindo Persada.

- [24] Saputra, W. & Nasrullah, R. (2011). *Public relations 2.0 teori dan praktik public relations di era cyber*. Jakarta: Gramata Publishing.
- [25] Undang-Undang Dasar No. 23 Tahun 2006 tentang Administrasi Kependudukan diakses di http://www.dpr.go.id/dokjdi/document/uu/UU_2006_23.pdf
- [26] Yadin, D. (2003). *Public relations – Frank Jefkins disempurnakan oleh Daniel Yadin (Edisi Kelima)*. Jakarta: Erlangga.
- [27] Yulita, 2020, *Lembar Fakta dan Temuan Kunci Catatan Tahunan Komnas Perempuan Tahun 2019*, Jakarta.
- [28] Zheng, X., Cheung, C. M. K., Lee, M. K. O., & Liang, L. (2015). Building brand loyalty through user engagement in online brand communities in social networking sites. *Information Technology & People*.