



## Mental Health Communication: The Phenomenon of Cyber Sexual Harassment Through Social Media

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**Abstract.** Sexual harassment behavior via social media is very easy to find and has caused many negative impacts. Victims will experience depression, self-isolation and even suicide continues to increase, especially victims whose pictures/videos are then uploaded by the perpetrator for certain reasons. This research reveals the phenomenon of cyber sexual harassment that occurs through social media and matters related to it. In order to provide in-depth scientific understanding and limitations. Through a constructivist paradigm, a qualitative approach with a literature review, this research aims to conceptually explore problems regarding crime through social media, especially cyber sexual harassment. The research results show that in Indonesia the issue of Cyber sexual harassment needs to be given serious attention. Referring to the results of exploration carried out, the public still tends not to have good knowledge to classify things that fall into the Cyber sexual harassment category. Sexual harassment as a form of immoral action against someone involving aspects of pornographic acts and pornography causes psychological actions that disrupt mental harmony.

**Keywords:** Cyber Sexual Harassment, Social media, Mental Health Communication.

### Article History

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### 1. Introduction

The existence of social media in society is like a basic need or primary need. The intensity of social media use is very high. Because the use of social media is more directed at entertainment functions. This refers to several studies which show research results that the existence of social media is considered very capable of providing satisfaction to its users. The most important satisfactions are entertainment, social relationships and information (Ananta et al., 2019; Kim et al., 2021; Yuliastuti & Purnama, 2021).

Seeing that entertainment and social relations are the main goals in using social media, of course this is an indication that the time intensity of using social media is quite high. This condition is of course influenced by the situation of societal pressure on the community's own life situation, especially the economy. Moreover, since the end of December 2019, the world has been shocked by the discovery of a new virus which makes people infected with the virus feel short of breath and even die (Yuliana, 2020). Where in January and April this

epidemic became a global pandemic and spread to all corners of the world including Thailand, the Republic of Korea, Japan, the United States, the Philippines, Indonesia and other countries. (As of 2/6/2020 in almost 25 countries), this disease officially named Corona Virus Disease-2019 (Covid-19 by WHO on February 11 2020).

As a result, countries create state health policy regulations by limiting people's activities. The restrictions implemented have reached the stage of prohibiting activities outside the home which will last for approximately 2 years from the beginning of 2020 to 2021. So that more social activities are carried out from home by utilizing the facilities available on social media.

The high intensity of use of social media as a medium for entertainment and social relations causes the level of nosy social users to also increase. In fact, in several literature findings, nosy leads to criminal violations contained in the electronic transaction law (sexual harassment). This is based on information obtained from the official website of the United States government, there were at least 791,790 cases of complaints regarding Cybercrime from 2019 and there was an increase of more than 300,000 cases released by the FBI's annual records, and the losses obtained from public complaints received by the FBI are estimated to be more than of US\$ 4.2 billion (FBI, 2021)

Cases of increase also occurred in Indonesia, as quoted from kompas.com (10/12/2020) based on data obtained by the National Cyber and Crypto Agency or abbreviated as BSSN, the number of cases of cybercrime attacks in Indonesia increased 4 times from usual. This is based on style factors. society's life has changed in the era of COVID-19. Where people's daily activities are largely replaced by gadgets.

## **2. Discussion**

### **2.1 Mental Health Communications**

The high level of cyber sexual harassment crimes certainly has a serious negative impact on the victims. As explained in the previous point, the negative impact of cyber sexual harassment itself has a huge impact on mental health. Not only that, mental health problems in Indonesia are increasing due to various biological, psychological and social factors with a diverse population. The Ministry of Health of the Republic of Indonesia provides information that mental health is one of the significant health problems in the world. Data from the World Health Organization (2016) shows that around 35 million people are affected by depression, 60 million people are affected by bipolar disorder, 21 million people are affected by schizophrenia, and 47.5 million people are affected by dementia. The number of cases of people suffering from mental disorders is expected to continue to increase, resulting in an increase in the burden on the state and a decrease in human productivity in the long term (Ministry of Health, 2016).

It is known that more than 57,000 people in Indonesia have psychological disabilities (Ayuningtyas & Rayhani, 2018). Based on previous data, in 2015 data from the Central Statistics Agency (BPS) showed that the number of suicide cases that occurred in Indonesia reached 812 cases. In 2018, it was recorded that 13 million families or around 20.24% of all families in Indonesia had people with mental disorders. (Juniman, 2018). It is important to overcome the lack of public awareness and knowledge regarding mental health through educational communication, both formal and non-formal.

There are several forms of intervention that can be used in the world of psychology, both individually, in groups and in communities. Each intervention has its own approach to

implementation. One of them is psychoeducation which can be applied individually or in groups. However, in Indonesia, psychological interventions have not been widely implemented. This is one of the causes of the increasing number of people experiencing mental health disorders in Indonesia.

According to Zakiah Darojad (in Sundari, 2005) mental health is a person's avoidance of symptoms of mental disorders and illnesses, being able to adapt, being able to utilize all existing potential and talents as fully as possible and leading to mutual happiness and achieving mental harmony in life. However, in Indonesia, people still consider mental health problems to be less important than physical health. However, if left untreated, mental disorders can threaten a person's life.

Based on 2018 Basic Health Research data, the number of people suffering from mental health disorders in Indonesia continues to increase, especially among teenagers. Around 14,000,000 people in Indonesia aged 15 years and over suffer from mental health disorders such as depression and anxiety. However, apart from the low level of awareness, Indonesian people still have negative perceptions of mental health. For this reason, education and outreach are needed to change people's perceptions of people who experience mental health disorders (Hartini et al., 2018).

One media that can be a means of education about mental health is digital comics. Digital comics are comics whose design process uses digital tools that help create comics (Budiarti & Halimah, 2018). According to McCloud, the ease of digital techniques allows comic artists to experiment in building atmosphere, depth of field which will make the story more 'alive' and touch the hearts of readers (Budiarti & Halimah, 2018). Another convenience of digital comics is their ease of access because they can be read online via mobile phone or tablet anytime and anywhere, can be saved easily, and sent to various other media.

## **2.2 Cyber Crime**

The use of internet facilities makes it easier for users to disseminate and obtain information, but it does not prevent us from crime. Crimes that exist in the internet realm are called cyber crime or by another name Cybercrime. "Cybercrime" or "cybercrime" or "cybercrime" is a phenomenon that has existed for a long time, this is related to the existence of internet facilities where these crimes occur (Chawki et al., 2015, p. 3).

Gordon and Ford (2006, pp. 14–15) and Chawki et al. (2015, p. 5) say that Cybercrime has 2 categories, namely:

### **2.2.1 Type 1 (Targeting Network/Device)**

Cyber crimes that target networks or devices such as data theft, data manipulation, DoS attacks, or committing crimes using Malware software and spreading viruses etc.

### **2.2.2 Type 2 (Making Internet Network Technology a Place for Crime)**

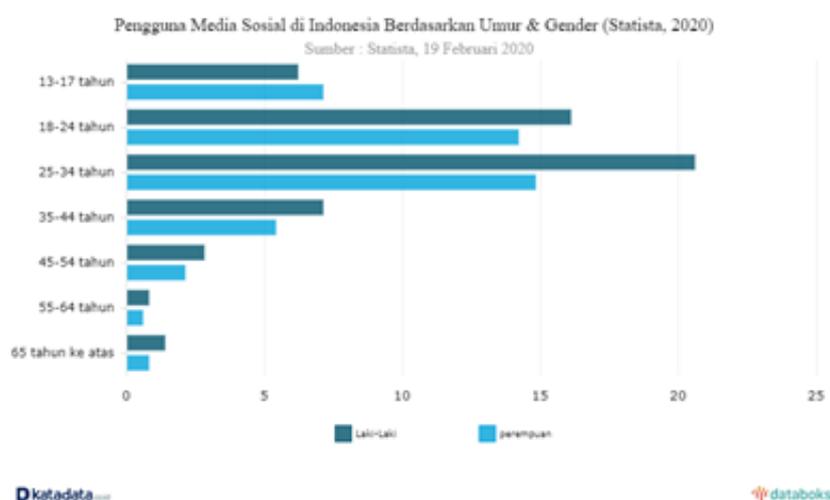
This cyber crime uses technology as a tool to carry out criminal activities against individuals/groups. Type 2 cybercriminals usually commit Cyber Stalking/stalking, cyberbullying, blackmail, fraud, online/cyber-based sexual violence and others. There

are several forms of online/cyber based sexual violence, namely; Cyber Hacking, Cyber Stalking, Impersonation, Cyber Sexual Harassment.

The sophistication of social media technology is not matched by a good personal data security system. The results of research conducted by Elissa M. Redmiles, Jessica Bodford, Lindsay Blackwell (2019) stated that 49% of 39 participants felt unsafe when using Facebook social media for security reasons rather than privacy (38%). As a result, anyone can access the personal data of social media account owners very easily, thereby opening up opportunities for our personal data to be misused.

Moreover, to be able to have a social media account, users must register online by presenting some integrated personal data. Integrated here means that when registering for a social media account, there are other accounts such as an electronic mail address (email) that must be included. Meanwhile, when creating electronic mail, users are also required to enter personal data. Then in terms of social media users, many studies state that teenagers and the younger generation are the groups most active in using social media. Apart from the high intensity of use, teenagers and the younger generation also enjoy uploading their daily activities on their social media accounts. More than that, teenagers and the younger generation in the age range of 15 – 35 years are most happy to show their existence in their social media uploads.

Although in several survey institutions, men are the gender group that uses social media the most. However, this does not mean that the number of users from the female group is small. So, in this position, women are the main objects of cyber sexual harassment behavior. Considering that in internet technology, every human being is given broad authority to access anything, anyone, anytime and from anywhere, which is then called the global village. Below we describe the number of social media users by gender group.



**Graph 1: Graph of Social Media Use in Indonesia Based on Age and Gender**

Source: Statista 2020 (databoks.katadata.co.id)

Referring to the things that the author has described above, the author needs to convey that cases of Cyber Sexual Harassment are generally experienced by women and are in the age range of 19-40 years, this is caused by the high use of social media. media among women. Then referring to the news reported on the Tirto.id news page by Patresia Kirnandita - November 3 2017, he explained that there are several phenomena that perhaps

not many people know about regarding sexual harassment experienced by men. Additionally, there was recently an abuse case involving a 16-year-old boy who was raped by a singer. Researchers suspect that sexual harassment experienced by men does not only occur in the real world, but also occurs in cyberspace.

It is worth mentioning that cyber-based crime or Cybercrime is a crime committed using internet facilities. According to Gunjan et al. (2013) cyber-based crime is a crime that is difficult to detect and is a crime that is difficult to stop the spread of cases.

Cybercrime is included in the realm of virtual communication, where virtual communication is communication in which the message delivery process takes place in the realm of the internet/cyberspace. According to Nurjanah (2018), the term Cyberspace refers to writing, reading, communicating via internet network access. Virtual communication relies heavily on the internet. if the internet does not exist, then virtual communication does not occur.

Gordon and Ford (2006, pp. 14–15) say that Cybercrime has 2 categories. First, cyber crimes that target a network or device such as data theft, data manipulation, DoS attacks, or committing crimes using malware software and spreading viruses, etc. Second, cyber crime uses technology as a tool to carry out criminal activities against individuals/groups. Type 2 cybercriminals usually commit Cyber Stalking/stalking, cyberbullying, blackmail, fraud, online/cyber-based sexual violence and others. There are several forms of online/cyber based sexual violence, namely; cyber hacking, cyber stalking, impersonation, cyber sexual harassment.

### **2.3 Cyber Sexual Harrasment**

In general, CSH acts are often experienced by women. One form of crime experienced by women through social media is cyber sexual harassment (CSH). CSH is conceptually included in the types of cyber bullying. Watts et al. (2017, p. 6) say there are 7 types of Cyberbullying, including 1) Flaming: an action where someone provokes, mocks, insults, speaks harshly. in cyberspace that causes other people to feel offended, 2) cyber sexual harassment: namely the act of someone sending texts, photos, videos that contain elements of sexual harassment in cyberspace so that it makes other people feel disturbed, 3) Cyberstalking: namely an action in cyberspace. where someone is lurking, so that other people feel afraid because of their actions, 4) defamation, 5) Masquerading: carrying out covert actions to send messages that harm other people. 6) Trickery and Outing: the act of someone instigating and spreading all forms of other people's personal data without permission, and 7) Exclusion: deliberately excluding someone from an online group so that it can create a feeling of being excluded from that person.

Acts of sexual harassment usually only occur in the real world, with the times and the emergence of digital media, acts of harassment not only exist in the real world but also in cyberspace. Reed et al. (2020) define the crime of sexual harassment in the digital realm or by another name Cyber Sexual Harassment as a series of image and text messages that are aggressive in nature and contain elements of sexual harassment that are conveyed in use. digital media.

Barak (2005, p. 78) explains several characteristics of Cyber Sexual Harassment, including that Cyber Sexual Harassment perpetrators send messages that contain sexual elements so that the recipient of the message feels offended, humiliated, and uncomfortable.

The messages included in Cyber Sexual Harassment have several categories, namely; 1). Messages referring to the victim's body (“what size are your breasts?”). 2). Personal sex life (“when was the last time you had sex?”). 3). More intimate messages (“are you on your period now?”) 4). Messages containing innuendo, offering sex-related activities (“want to see my genitals?”). 5). Forcing, sending sexual messages, whether in the form of audio recordings, video recordings, photos or text messages (Barak, 2005, p. 80).

This means that Cyber Sexual Harassment has become a threat to all gender groups of internet users in Indonesia. The comfort and safety of social media users in exposing themselves is slowly starting to be limited. Their vigilance in uploading their daily activities does not rule out the possibility of becoming victims of cyber-based harassment, especially on social media. There are many forms of Cyber Sexual Harassment that are often found on social media that are experienced by victims, including perpetrators inviting unwanted sexual acts on the victim, people distributing photos/messages with a sexual context without consent (forced), asking for VCS without consent, receiving texts/photos/videos containing SARA (Saadah, 2020).

Cyber-Based Sexual Violence or Cyber Sexual Harassment is a crime that contains sexual elements. The research results obtained by Abdullah et al. (2019) in the form of Cyber Sexual Harassment (Social Media) are divided into 4, namely 1) harassment in the form of text/writing where the perpetrator carries out the harassment by sending SMS to the victim either through messages or comments on uploads. media. socialization of the victim, 2) visual harassment, usually the perpetrator asks the victim to carry out sexual activities via the Video Call feature or asks the victim to send videos/photos that contain sexual elements, 3) verbal harassment which usually occurs when the perpetrator asks the victim to have sexual relations with the victim. how to call or what is often called call sex, 4) real harassment, which is an action that is a continuation of the three previous forms of harassment where the perpetrator usually threatens the victim by distributing videos/photos belonging to the victim.

The impact experienced by victims as a result of Cyber Sexual Harassment cases is based on the results of research conducted by (Rivituso, 2014, p. 1). Feelings of fear due to repeated acts of Cyber Sexual Harassment. 2) Loss of trust in technology and surrounding society. 3) the emergence of psychological symptoms that interfere with thinking such as stress, depression and shame. 4) Low self-esteem in the surrounding environment. 5) Lack of self-control in cases of Cyber Sexual Harassment. 6) the emergence of feelings of frustration which refers to self-blame. The impact of online sexual harassment has an impact on the mental health and psychology of the victim, this is in line with what Rahman et al. (2018) which states that there is a negative influence between the experience of victims of cyber sexual harassment and the psychological impact it causes. after becoming a victim.

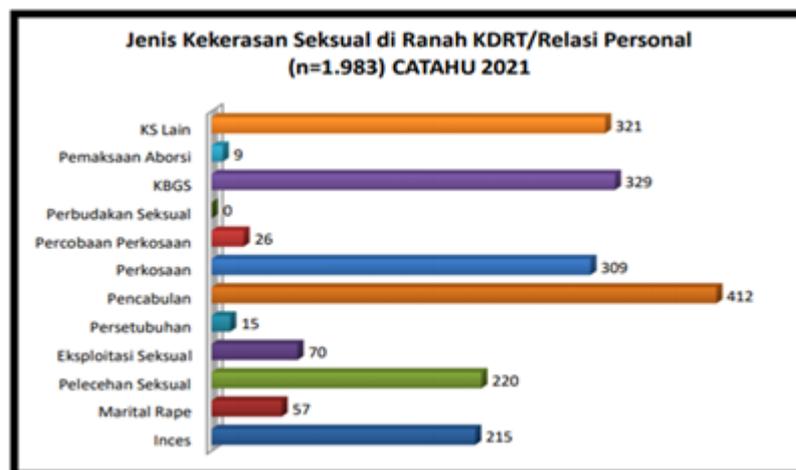
This article focuses on discussing Cybercrime type 2 regarding Cyber Sexual Harassment which is currently widespread, especially in Indonesia. Various data and reports show that women are often victims of sexual harassment. The following data shows cases of violence reported to the National Commission for Women's Protection from 2017 to 2019.



**Graph 2: Cases of Direct Online Complaints about Gender-Based Violence To the National Commission on Violence Against Women 2017-2019**

Source: 2020 Annual Notes (CATAHU) from the National Commission on Anti-Violence Against Women (KOMNAS PEREMPUAN)

Based on 2020 Annual Notes (CATAHU) data from the National Commission on Violence Against Women (KOMNAS PEREMPUAN), KBGS (Cyber Sexual Harassment) cases have experienced a drastic increase, from 2017 – 2019 there has been an increase of around 450 percent. . In fact, in 2020 there was an increase of 940 cases. The following is the data on the violence report in question:



**Graph 2: Known Types of Sexual Violence in Domestic Violence/Personal Relationships 2021**

Source :Annual Notes (CATAHU) 2020 From the National Commission on Violence Against Women (Komnas Perempuan, 2021)

From the graphic results above, it can be seen that KBGS (Cyber Gender-Based Violence) including Cyber Sexual Harassment is ranked 2nd after cases of sexual abuse in Domestic Violence/RP. The increase in cases of KBGS, Cyber Sexual Harassment in 2020 was motivated by the high level of irresponsible use of social media during the Covid-19 pandemic which was increasingly widespread in society.

This issue is in line with research conducted by Mawere (2022) regarding forms of harassment carried out by perpetrators of Cyber Sexual Harassment (CSH) in Zimbabwe. The results of the research show that the forms of CSH that are carried out include receiving explicit picture and video messages, the perpetrator asking the victim for pictures depicting sex and nudity, sending sexual jokes, and posting sexual comments that offend the victim online on the victim's platform. This practice is carried out based on an attempt to take revenge by the man against the woman because the two of them were involved in a deteriorating relationship.

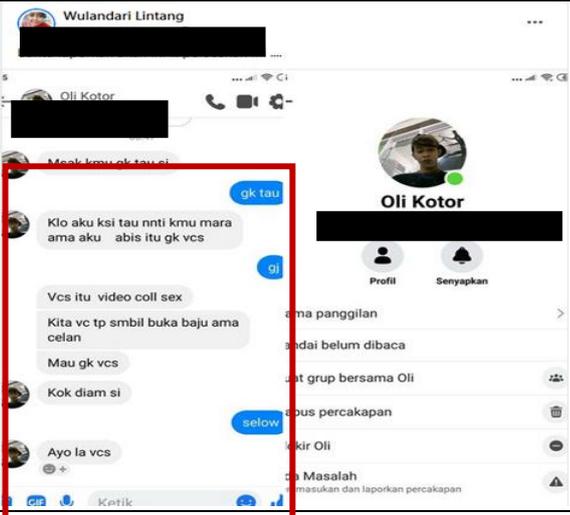
### 3. Research Methods

This research applies the constructivist paradigm, because there are cognitive schemes, concepts and structures needed for knowledge. This research also applies qualitative research methods with a literature review approach. Bearing in mind that this research is intended to describe the reality created through social media, regarding cases and issues of sexual harassment through cyberspace.

### 4. Research Result

Another impact experienced by victims of cyber sexual harassment is a direct impact. From the results of interviews conducted by researchers with victims of cyber sexual harassment, it can be seen that victims of cyber sexual harassment have a direct impact, namely blocking accounts that commit acts of cyber sexual harassment, maintaining the confidentiality of social media accounts, and tightening security in confirming friendships. on social media. social media. The following describes several phenomena of sexual harassment in cyberspace:

**Table 1: Cyber Sexual Harassment Phenomenon**

No	Information	Phenomenon
1	It can be seen from the conversation that the perpetrator invited and forced the victim to carry out VCS	

No	Information	Phenomenon
2	It can be seen from the conversation that the perpetrator invited and forced the victim to carry out VCS, and was willing to pay the victim.	

Source: Private Process, 2021

The conversation data in the table above shows that Cyber Sexual Harassment is something that can disturb internet users, especially social media. The two images above show a conversation about how the perpetrator invited his victim to engage in sexual activity online using the Video Call (VC) feature, better known as Video Call Sexual (VCS).

Clarifying several facts in the documentation above, the author tried to confirm to several people including SH, MA, IFEP, TSD, H that they had received a conversation message from someone which led to language containing pornographic elements. Through the conversation that occurred, there were some who continued to make it a game and there were also those who immediately stopped the conversation.

Not all conversations that contain pornographic elements are considered cyber sexual harassment. Cyber sexual harassment occurs when the victim feels disturbed and does not like the actions of the perpetrator, whether the perpetrator is someone else or someone close to them, otherwise someone cannot be said to be a cyber victim. Sexual harassment if the victim does not feel disturbed and likes what he is doing, carried out by the perpetrator.

Referring to the results of the interview above, the author suspects that most people already know about the basic principles of Cyber Sexual Harassment, but the author is suspicious whether the results obtained are really from the search process or just listening, because social media, especially Instagram, is available. There are many accounts that are able to educate the public regarding Cyber Sexual Harassment. Both through the search and listening process, will be answered in the following chapters.

Instagram is one of the popular media that is widely used by people. Several accounts are also used to provide education that contains informational content about Cyber Sexual Harassment. Consumer (Followers) satisfaction in obtaining information on Cyber Sexual Harassment educational accounts also provides a better understanding of Cyber Sexual Harassment itself. The satisfaction obtained from consumers (Followers) is influenced by the

motives they wish to obtain in the use and utilization of the Cyber Sexual Harassment educational account itself.

From several Instagram accounts that discuss Cyber Sexual Harassment, the author found that there are at least 5 Instagram accounts that provide education about Cyber Sexual Harassment with an average content of more than 20% with the following details:

**Table 2. Education Account Names On Instagram Social Media**

No	Account	Content	Followers
1.	<b>@media.riseup</b>	<p><b>@media.riseup</b> contains content regarding education about Online Gender Based Violence including: <i>Cyber Sexual Harassment</i> as well as distributing banners for educational webinars/seminars about KBGO and informing about phenomena related to this matter, both cases and other things in account <i>this Instagram.</i> <b>@media.riseup</b> provide space for KBGO victims to tell their stories/<i>share</i>. The content regarding CSH on the <b>@media.riseup</b> account is 43%.</p> <p><i>@media.riseup contains educational content about Online Gender Based Violence including Cyber Sexual Harassment and distributes educational webinar/seminar banners about KBGO as well as informing about phenomena related to this, both cases and other things, on its Instagram account. @media.riseup provides space for KBGO victims to tell/confide. Content regarding CSH on the @media.riseup account is 43%.</i></p>	669 Followers
2.	<b>@awaskbgo</b>	<p><b>@awaskbgo</b> The Instagram account under the auspices of the <b>@safenetvoice</b> Instagram account contains content regarding education regarding Online Gender Based Violence, including: <i>Cyber Sexual Harassment</i> as well as distributing banners for educational webinars/seminars about KBGO and informing about phenomena related to this matter, both cases and other things in account <i>his Instagram.</i> <b>@awaskbgo</b> provide consultation services, advocacy for those who are victims of KBGO. The content regarding CSH on the <b>@awaskbgo</b> account is 53%.</p> <p><i>The Instagram account @awaskbgo which is under the auspices of the Instagram account @safenetvoice contains content about education about Online Gender Based Violence including Cyber Sexual Harassment as well as distributing educational webinar/seminar banners about KBGO and informing about phenomena related to this as well. cases and other things on his Instagram account. @awaskbgo provides consultation and advocacy services for KBGO victims. Content regarding CSH on the @awaskbgo account is 53%.</i></p>	4,164 Followers

No	Account	Content	Followers
3.	<b>@stop.kbgo</b>	<p><b>@stop.kbgo</b> contains content regarding education about Online Gender Based Violence including: <i>Cyber Sexual Harassment</i> as well as distributing banners for educational webinars/seminars about KBGO and informing about phenomena related to this matter, both cases and other things in account <i>this Instagram</i>. The content regarding CSH on the @stop.kbgo account is 24%.</p> <p><i>@stop.kbgo contains educational content about Online Gender Based Violence including Cyber Sexual Harassment and distributes educational webinar/seminar banners about KBGO as well as informing about phenomena related to this, both cases and other things, on its Instagram account. Content regarding CSH on the @stop.kbgo account is 24%.</i></p>	1,076 Followers
4.	<b>@taskforce_kbgo</b>	<p>@taskforce_kbgo contains content regarding education about Online Gender-Based Violence including Cyber Sexual Harassment as well as sharing banners for educational webinars/seminars about KBGO and informing about phenomena related to this, both cases and other matters, on its Instagram account. @taskforce_kbgo provides support to victims such as providing assistance to victims when processing the case through legal channels. The content regarding CSH on the @taskforce_kbgo account is 33%</p> <p><i>@taskforce_kbgo contains educational content about Online Gender Based Violence including Cyber Sexual Harassment and distributes webinar banners/educational seminars about KBGO as well as informing about phenomena related to this, both cases and other matters, on its Instagram account. @taskforce_kbgo provides support to victims such as providing assistance to victims when processing cases through legal channels. Content regarding CSH on the @taskforce_kbgo account is 33%</i></p>	519 Followers

Source: *Instagram (as of 08/30/2021)*

The account above is a social media account that is considered active in providing educational content about Online Gender-Based Violence that is more specific and specific compared to other similar educational accounts. Apart from educational content, these accounts provide discussion space, consultations, services for KBGO victims and provide webinar/seminar information about KBGO.

As a social media manager, of course communication actions need to be designed in such a way. The aim is that the message conveyed can not only influence the account's followers, but also make it easier for followers to spread information related to the issue being conveyed. In this context, the author views that communication studies that are considered worthy of being implemented are the health communication approach, with specifications for mental health communication.

## 5. Conclusion

The existence of social media is now a big problem in many countries. The unlimited extent of access makes the advice and regulations set by the government seem sterile. The reason is that with the distribution of existing information, the government is actually unable to limit and impose restrictions. So the power of social media that exists today is the forerunner to a major disaster that cannot be stopped.

Major disasters arise in various sectors of human life and humanity. One of them is social media which is a means of online sexual harassment or what we usually call Cyber Sexual Harassment (CSH). CSH action will occur if a party feels objectionable or the language or image conveyed verbally or non-verbally.

Responding to this problem, many parties are providing educational space on social media. The aim is to provide knowledge, understanding and education about what, how CSH is and how to respond to it.

This article certainly opens up space for communications people to generate new research ideas. Especially regarding the effectiveness of conveying CSH issues, for example studies regarding opinion leaders, mental health, and communication anxiety and so on related to CSH issues.

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