

Communication strategy in socialising services for handling violence against women and children

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Abstract Cases of violence against children and women remain a worrying problem, but not all victims are willing to report it for various reasons. This situation has prompted the government to provide services through the Regional Technical Implementation Unit for the Protection of Women and Children. The purpose of this study is to analyse the effectiveness of the communication strategies used by the Regional Technical Implementation Unit for the Protection of Women and Children in Cilegon City in disseminating information about the services it provides. This research was conducted using a qualitative approach with a case study method. The informants consisted of five people based on purposive sampling techniques. Data collection was carried out through observation, interviews, and documentation, followed by data validity checking and data analysis. The results showed that the communication strategies used in disseminating information about services for handling violence against women and children included situation analysis and target determination, selection of communicators, selection of media, and preparation of media to be used as communication channels, and were implemented in various forms of socialisation activities, including psychoeducation activities, socialisation to schools in the form of distributing roll-up banners or seminars, and socialisation about the PATBM (Integrated Child Protection Community) programme at the village and sub-district levels. This strategy has been effective in expanding the dissemination of information about violence response services in the community. The study provides practical recommendations for public relations practitioners and offers directions for further research on communication strategies.

Keywords: communication strategy; handling services; violence against women and children

INTRODUCTION

Violence against women and children remains a worrying problem and continues to occur in various regions. Violence is inappropriate human behaviour that causes suffering, both physical and psychological (Furi & Saptatiningsih, 2020). Violence against children and adult women can leave physical scars; moreover, this violence can have a negative impact on the social, psychological, and emotional development of victims of violence (Musdalipah & Dwiyantri, 2022). In fact, victims often experience psychological disorders in the future (Bühler-Niederberger & Alberth, 2023). Therefore, if victims do not receive proper treatment, it is likely that they will grow up to be individuals with various emotional disorders, such as depression and more serious mental disorders (Syahputra et al., 2022).

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Violence is a serious social problem, and globally, 30% of women have experienced physical and/or sexual violence in their lifetime, according to the document Preventing Violence Against Women by the World Health Organisation (WHO, 2019). In Indonesia, cases of violence against women and children still occur frequently (Amalia & Nurhaeni, 2021). Cases of violence against women are still a serious problem. The types of violence against women that were most often experienced were psychological violence (41%), physical violence (25%), sexual violence (25%) and economic violence (9%), as shown in Figure 1.

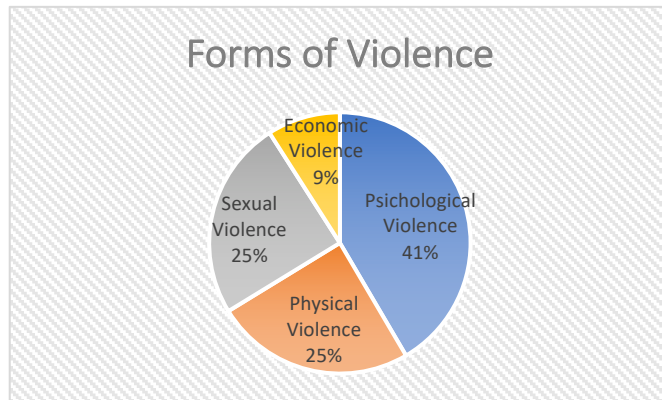


Figure 1. Forms of violence
 Source: CATAHU, 2023

These forms of violence are gender-based violence, and based on data on gender-based violence in the provinces of Java, especially West Java, Central Java, and East Java, they account for the highest number of cases. However, in terms of distribution, the provinces of Java, including the Jakarta Capital Region and Banten, also recorded a high number of cases. In the province of Banten, there were 12,611 reported cases, out of a total of 388,496 cases of violence against women reported in Indonesia in 2022. This data is sourced from the Annual Report (CATAHU) published by the National Commission on Violence Against Women every year. In addition, violence against children also continues to occur. The following data in Table 1 on cases of violence against children in the Banten region.

Table 1. Number of violence against children

No	Year	Number Violence Cases
1	2021	664
2	2022	831
3	2023	850

Source: <https://siga.kemenppa.go.id> processed by researcher (2024)

Based on Table 1, it can be seen that cases of violence in Banten continue to increase, despite government policies regulating this issue. Specifically, Banten Provincial Regulation No. 9 of 2014 concerning the Protection of Women and Children from Violence states that violence is any act that causes physical, psychological, or sexual suffering, or neglect, including threats to commit acts, coercion, or illegal detention.

Violence against women and children occurs in almost all areas in the Banten region, including in Cilegon City. Head of Department of Women's Empowerment, Child Protection, Population Control and Family Planning (DP3AP2KB) Cilegon City Agus Zulkarnain explained, in 2021 245 cases were reported to DP3AP2KB Cilegon City. "During 2022 the number of women and children's clients is 144 clients with 268 cases, all of which have been assisted," The assistance provided by DP3AP2KB includes assessments by psychologists, post-mortem examinations, and legal process assistance. In fact, according to him, DP3AP2KB also carries out various other efforts such as home visits to clients, psychological education, coaching, counselling to schools and the client's living environment (Sutanto, 2022).

Head of Women and Children Protection Unit (PPA)Cilegon City, Masita, explained that there were 227 cases of violence against women and children from January to November 2023. There were 113 cases of psychological violence, 46 cases of physical violence, 46 cases of

sexual violence, 15 cases of neglect, and 7 cases of human trafficking. Specifically, against children, there were 56 cases of psychological violence, 12 cases of physical violence, 34 cases of sexual violence, 5 cases of neglect, and 6 cases of human trafficking. Masita said that her party continues to make coaching efforts through socialisation and assistance to protect children and women in Cilegon City from acts of exploitation and violence (Mulyana, 2023).

Table 2. Number of violence cases against women and children handled

No	Year	Number Violence Cases
1	2021	245
2	2022	268
3	2023	227

Source: documentation of UPTD PPA Cilegon City processed by researchers (2024)

Based on Table 2, the amount of violence against women and children in Cilegon City in 2022 was 268 cases, which means there was an increase compared to 2021, which was 245 cases, and in 2023, there were 227 cases that were being handled. The violence experienced by victims includes physical violence, psychological violence, sexual violence, neglect, and trafficking. So that various socialisation efforts were carried out, both at the village, sub-district and school levels to inform the importance of preventing cases of violence against children, because there are future dangers that will be experienced by children who are victims of violence.

Socialisation to the community carried out by the government is part of public information dissemination efforts, as the community has the right to know and needs information about the services provided by the government (Annisarizki; Mardiana, 2022). Socialisation can run well if a communication strategy is implemented beforehand (E.Y.H.S, 2015; Mustafa et al., 2023).

A communication strategy is necessary so that the message is appropriate and can be understood by the audience. A communication strategy is a combination of communication planning and communication management to achieve objectives, with different approaches depending on the situation and conditions. Communication planning is the process of allocating communication resources to achieve organisational objectives. These resources include not only mass media and interpersonal communication, but also any activities designed to change behaviour and create specific skills among individuals and groups within the scope of tasks assigned by the organisation (Cangara, 2022). In addition, communication strategies include the following: defining and formulating communication objectives, selecting target groups, creating key messages for target groups by considering the reasons for implementing the programme, the objectives of changing the level of knowledge of the target group, and how to convey the messages (Suryadi, 2018).

In practice, the implementation of strategic communication within the state bureaucracy is based on instrumental methods of political marketing to achieve its hegemonic goals. This includes not only the use of public relations practices, but also extensive public opinion research. The latter has been used in government to refine information about government programmes with the general aim of gauging public opinion, but is now used to identify target audiences of citizens so that the ruling government can tailor and adjust the right message to the right sector in order to gain maximum approval and, ultimately, votes (Kouzani & Nouman, 2025; Kozolanka, 2015).

Previous studies have explained that communication strategies are applied internally and externally using various media, including online, print, and electronic media. The communication strategies used include open and closed social communication strategies, as well as mass media and social media communication strategies (Hidayat, Susilo, and Anggoro 2023; Disya Anggreni Manurung & Harapan Tua Ricky F S, 2021). Another study on communication strategies is the communication strategy implemented by PT. Jasa Raharja in increasing public understanding of accident insurance for passengers, namely by implementing strategies such as outreach and partnership programmes, media publications, traffic data control on traffic routes, and handling accident victims in hospitals. This strategy plays a role in increasing public understanding of traffic accidents and passenger insurance in general (Airlangga, 2017).

Communication strategies are very important, as shown by the results of research conducted by Rumah Aman as a UPT PPA DP3AK East Java, which was analysed using the SOAR approach to obtain positive responses and results. This is because it is supported by policies, commitment and cooperation with relevant stakeholders, and public awareness (Syahputra et al., 2022). Due to the importance of communication strategies, this is the background for researchers to conduct research on how the communication strategies of the Regional Technical Implementation Unit for the Protection of Women and Children (UPTD PPA) in Cilegon City disseminate existing services in an effort to address violence against children and women.

METHODOLOGY

Research on communication strategies in social services in handling violence against women and children was conducted using qualitative research methods with a case study method. Qualitative research is research that uses a natural setting, with the aim of interpreting the phenomena that occur and is carried out by involving various appropriate methods (Creswell, 2015). The technique for determining informants used purposive sampling, that determining certain criteria (Creswell, 2015), These criteria were working at the Regional Technical Implementation Unit (UPTD) for the Protection of Women and Children (UPTD PPA) in Cilegon City, having competence in handling services for cases of violence, and being involved in the formulation of strategies and implementation of service socialisation, as well as additional informants from the community who received socialisation activities. Semi-structured interviews were conducted using a prepared list of questions, but allowed for other questions related to the issue to be asked freely, to ensure that the information obtained was organised, focused, and in line with the research objectives (Kriyantono, 2022). In addition, the researcher collected data through non-participant observation and collected documents such as printed brochures, data from institutions, and data obtained online (Creswell, 2015). This research was conducted over four months, and the data collected was transcribed, categorised, and analysed descriptively (Miles, M. B., Huberman, A. M., & Saldaña, 2014).

RESULTS AND DISCUSSION

Types of violence receiving services at the Cilegon city women and children protection technical implementation unit

Several types of violence in general based on the results of research in the form of documentation from the Cilegon City Women and Children Protection Technical Implementation Unit (UPTD) include physical violence (hitting, slapping, kicking, etc.), psychological violence (intimidation, threats, deception, etc.), sexual violence (touching intimate parts, hugging, etc.), neglect (lack of support, husband leaving the family, etc.), and exploitation (forcing children to work excessively). Violence against women is any act that causes suffering or distress to women physically, sexually, or psychologically, including threats of certain acts, coercion, or arbitrary detention, whether it occurs in public or in the private sphere. Meanwhile, violence against children is abusive behaviour committed by others against children while they are still legally considered children. Forms of violence against children are classified as physical violence, sexual violence, and social violence.

Based on the results of this study, the Regional Integrated Service Unit for the Protection of Women and Children in Cilegon City, which is under the Cilegon City Office of Women's Empowerment and Child Protection as well as Population Control and Family Planning (DP3AP2KB), has six service functions, namely complaint reception, assistance, outreach, shelter, temporary housing, and mediation. Meanwhile, the form of assistance provided to victims of child abuse is the provision of expert services, including mediation, legal consultation, psychological consultation, and spiritual consultation. The services available at the Regional Technical Implementation Unit for the Protection of Women and Children need to be socialised so that the public is aware of them, by implementing appropriate communication strategies.

Complaints are received by inviting the public to come directly to the UPTD PPA Office for the Protection of Women and Children during service hours. One of the sources said that the initial process when the public files a complaint is that the complaint will be received by the case manager. When meeting with the case manager, a needs assessment will be conducted to find out more about the case of violence experienced and its chronology, so that the case manager

can determine the services to be provided and will be continued by a mediator, psychologist, advocate, or religious team, as shown in Figure 2.

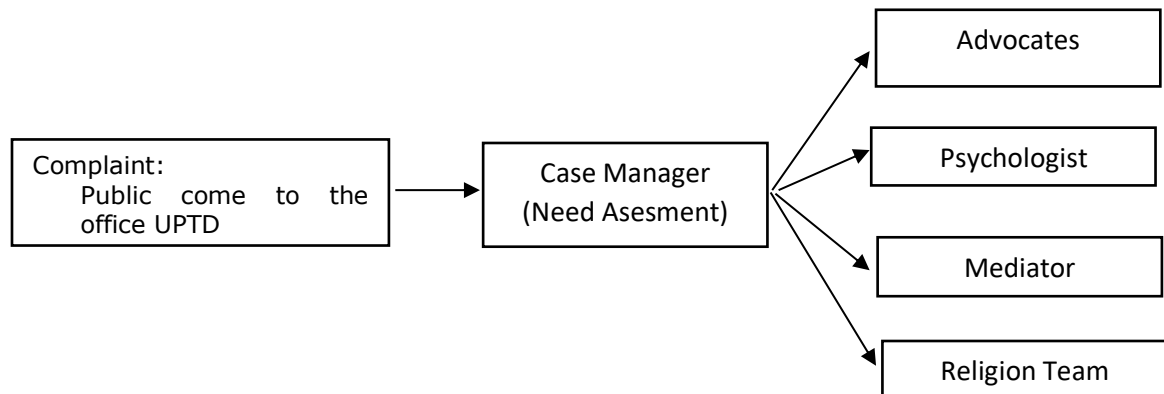


Figure 2. Flow of complaint violence against women and children services based on results
Source: Author (2024)

Based on the results of the study, the communication strategy carried out by Regional Technical Implementation Unit for the Protection of Women and Children Cilegon City in socialising its services was to conduct a situation analysis and determine the target audience, then select communicators who will deliver the socialisation, determine the media to be used in conveying the information, and determine the form of socialisation activities.

Situation analysis and target audience determination

Situation analysis and target audience determination were carried out as the first step, namely by analysing data on the number of violence complaints received, then analysing the process and handling carried out. In addition, situation analysis was also carried out with the help of volunteers who obtained information from the community about possible cases of violence in certain neighbourhoods. With the presence of volunteers in the Regional Technical Implementation Unit for the Protection of Women and Children in Cilegon City, more cases of violence were uncovered. Totally ten volunteers were placed in each sub-district in Cilegon City. Based on this, the target audience for the socialisation of services and violence prevention was determined to be the school environment, both teachers and students, as well as families in the Cilegon City community.

Selecting of communicators to deliver the socialisation

Next, the strategy was to determine the communicators, or the people who would carry out or deliver the socialisation. The selection of communicators was based on an individual's ability to communicate and deeply understand the available services. It also depended on the location and target audience when carrying out socialisation activities, so that almost all personnel in the Regional Technical Implementation Unit for the Protection of Women and Children (UPTD PPA) took turns as communicators in socialising the services, namely mediators, volunteers, psychologists, and the head of the Women and Children Protection Unit.

Communication strategies can be implemented if the right communicators are selected. Communicators must be able to position themselves wisely. They must be able to define their audience and then determine how to convey the message to the audience so that it is well received. The selection of communicators in communication strategies can be done by looking at several elements, namely the credibility, knowledge, and experience of the communicators. Credibility is important because it relates to trust, while competence and experience demonstrate expertise and ability in conveying messages (Suryadi, 2018).

Communication strategies are explained through four main concepts: actors, actions, interactions and negotiations, and meaning. The selection of communicators or actors may involve more than one actor, either individuals or groups. The involvement of various actors

makes communication strategies more important and relevant. Actions are carried out through interaction and negotiation. Actions refer to the steps taken by actors to achieve communication goals. These actions include delivering messages, persuading, or influencing the audience (Mahfudh et al., 2024; Shahbazi & Bunker, 2024).

Interaction and negotiation refer to interactive communication and involve a negotiation process between communicators. Through this interaction, the meaning of the message can be formed and understood together. Meaning, as the final stage in a communication strategy, is the result of a communication process formed through interaction and negotiation. This meaning can vary depending on the context and understanding of each actor (Amin et al., 2024; Odero et al., 2025).

Determining the media to use in conveying information

Socialisation regarding the Regional Technical Implementation Unit for the Protection of Women and Children in Cilegon City is an important thing that needs to be done, so the next strategy is needed, namely choosing the right media to convey this information. In choosing the media as a communication channel, various studies were conducted in advance, such as who the target audience is, the content of the information to be conveyed, and what goals will be achieved by disseminating the programme.

Based on these considerations, the media used were talk shows on local Cilegon radio stations such as Mandiri 102FM Cilegon Radio, as well as other media such as printed brochures and standing banners, as can be seen in Figure 3.



Figure 3. Brochure of Socialisation
Source: research document (2024)



Figure 4.. Standing banner as a medium for conveying information about service distribution
Source: research document (2024)

Figures 3 and 4 show some of the media used to convey information in the context of socialising services for handling cases of violence against women and children. The standing banners used contain information about the threat of punishment, both imprisonment and fines for perpetrators of violence. The letters used are printed in large, bold type so that they can be read clearly, and seem to indicate the seriousness of the penalties that will be imposed if acts of violence are committed. The banners also include contact numbers that can be called. These banners were distributed to schools in Cilegon City so that schools would be aware of the services available at the Regional Technical Implementation Unit for the Protection of Women and Children (UPTD PPA) in Cilegon City. Similarly, the message in the brochure contained an

invitation to work together to stop acts of violence, which is the responsibility and obligation of the entire community.

Socialisation uses the social media platform Instagram, namely through the @uptdppacilegon account, because Instagram is considered the most relevant in the current era, and the process of disseminating information is faster. In addition, it is also apparent that Indonesians now prefer information in visual form. Based on observations, the Instagram social media account @uptdppacilegon contains information about ongoing activities and services, such as posts about outreach activities in schools or in sub-districts and villages in Cilegon City, as well as other activities. In addition, the information provided through this Instagram account also includes the requirements for those who need the services and the services provided free of charge. Other information provided includes the schedule of expert services, such as mediation, psychological, legal, and spiritual services, as well as the volunteer duty roster, as can be seen in the following documentation:



Figure 5. Posts on Instagram account of UPTD PPA, Cilegon City
Source: @uptdppacilegon (2024)

Figure 5 are example of posts on the @uptdppacilegon Instagram account as a medium for disseminating information. The images show PATBM (Integrated Community-Based Child Protection) outreach activities carried out in Grogol Village, where PATBM is one of the programmes for disseminating information on services for the prevention and handling of violence against children and women in Cilegon City.

A communication strategy is the planning and management of communication activities designed to achieve predetermined communication objectives. This strategy aims to ensure that the messages conveyed by the communicator reach and are well received by the target audience. The messages conveyed can be in the form of images, text, and so on. The selection of messages and media is one of the important factors in the success of a communication strategy (Setiansah et al., 2025; Strauß & Šimunović, 2025).

Determining the types of outreach activities

Based on the informant's explanation, communication strategies are applied in various types of outreach activities, including psycho-educational activities such as those carried out in Masigit, Cilegon City in July 2023, outreach to schools in the form of distributing roll banners or seminars, socialisation of the Community-Based Integrated Child Protection (PATBM) programme at the village and sub-district levels, and training, one of which is holding a training session on 'Group Therapy for Characterful and Happy Teenagers', as well as coordinating with various parties in efforts to prevent and combat violence against women and children, namely coordinating with the Cilegon City Social Service, the Public Prosecutor, the Police, and the Cilegon District Attorney's Office, as well as coordinating with guidance counsellors in junior high schools throughout Cilegon City.

Based on the results of the study, the communication strategy carried out by the Cilegon City Regional Technical Implementation Unit for the Protection of Women and Children in disseminating information about existing services is on target, as demonstrated by the community's increasing awareness of the dangers of violent behaviour against children and women and the supportive educational and community environment for dissemination.

Various activities carried out by the Regional Technical Implementation Unit for the Protection of Women and Children in Cilegon City in disseminating information about services for handling violence against women and children aim to provide the community with information about the services available to the wider community, so that people can report or file complaints directly if they hear, see, or experience acts of violence (Rossa & Alfikri, 2023; Winfield et al., 2024). It is hoped that cases of violence can be reduced through both prevention and appropriate handling, as acts of violence against children and women can disrupt social order (Johnson et al., 2020; Pol et al., 2023).

Communication strategy is a comprehensive plan involving communicators, messages, media, and recipients to change the attitudes or behaviour of the audience. Communication strategies must be responsive to the conditions and situations of the target audience (Andersson, 2025; Salpiati, 2024). It is important to implement communication strategies in socialisation activities so that the information to be conveyed is well received by the target audience (Armand & Slutzman, 2022). The communication strategy carried out includes situation analysis and target audience determination, followed by communicator determination and selection of media to be used as communication channels, as well as message composition based on appropriate language selection techniques, taking into account the characteristics of the content and purpose of the message to be conveyed, as well as the type of media owned by the audience (Bangero, 2025; Cmeciu & Cmeciu, 2014). The content of the message refers to the packaging of the message intended for the general public (Cangara, 2022).

The effectiveness of a message is largely determined by the strategy applied in the planning and management of a number of message-related factors, such as the appeal of the message, which is achieved through fear appeal, reward appeal, motivational appeal, emotional appeal, and humour appeal (Parker et al., 2024; Warta, 2024).

This is in line with the efforts made by the Regional Technical Implementation Unit for the Protection of Women and Children Cilegon City, which collect messages with various characteristics so that they are well received by the community. The messages delivered are informative, persuasive, and educational. Informative messages include information about laws related to violence and its types and punishments for perpetrators. Persuasive messages use techniques such as persuading, arousing emotions, providing encouragement as can be seen on the banner which contains an invitation to the community to jointly protect women and children from acts of violence. While educational messages aim to educate the community on how to report acts of violence. Through this approach, the unit hopes that they dare to report and protect women and children from violence.

The ability to process information is important in socialising an activity or programme, both in relation to audiences within the organisation and audiences outside the organisation. Information is input that must be mastered or possessed (Laksono, 2016). Communication strategies require precision in selecting the media to disseminate information about programmes or other activities, whether through social media such as Instagram, Facebook, and others, using websites, or mass media (Aprianti et al., 2023; Gallegos, 2025). The selection of the right media must be accompanied by the preparation of good and correct messages (E.Y.H.S, 2015). Cross-sectoral integration is very important to protect the welfare of women and children (Bacchus et al., 2024; Yu et al., 2025).

The results of this study indicate that the use of appropriate communication media can support the smoothness and effectiveness of communication. Media not only serves to convey messages, but also to control the information received and provide constructive feedback, which ultimately helps institutions in implementing programmes (Cmeciu & Cmeciu, 2014; Urrahman, 2025). Communication strategies can create value for organisations. This organisation-centred approach is essential in developing strategic communication and public relations theory and practice. However, a broader approach that considers the perspectives of stakeholders and the community is also necessary (Andersson, 2025; Bangero, 2025).

Communication strategies have the function of effectively disseminating informative communication messages to audiences and bridging cultural gaps. For example, programmes originating from other cultural products that are considered good to implement and adapt to one's own culture are highly dependent on how the strategy packages information in its communication (Lenamah et al., 2025; Suryadi, 2018b).

CONCLUSION

This study provides a reference that it is important to implement communication strategies in socialisation activities so that the information to be conveyed can be well received by the target audience. The communication strategies implemented include the selection of communicators, the selection of media, the preparation of messages, the determination of activities, and the implementation of evaluations. There are still victims of violence who are reluctant to report to get service assistance, which is an obstacle for the Cilegon City Technical Implementation Unit for the Protection of Women and Children to be handled immediately. The suggestions that emerged from the research results are further efforts that can be made in relation to socialisation activities, such as updating posts on social media, increasing visits to educational institutions and communities, holding seminars with interesting material, for example, on the behaviour of teenagers and children so that they are more caring in socialising as an effort to prevent violence, and increasing cooperation with various parties. Based on these findings, this study offers several recommendations. From an academic perspective, future researchers are encouraged to explore communication strategy policies in various organisational environments, such as government and private institutions, in order to broaden the scope of research. From a practical perspective, policy makers and public relations practitioners are advised to recognise the importance of integrating communication strategies in achieving institutional goals. This study contributes to a deeper understanding of how similar institutions can implement communication strategies more effectively in today's dynamic environment.

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