

Research Article

Digital Media and Human Rights Advocacy Against Sexual Violence: The Case of KemenPPPA's Campaign in Indonesia

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Abstract: Sexual violence remains a pervasive human rights violation globally, with nearly one in three women experiencing physical or sexual abuse in their lifetime (UN Women, 2024). In Indonesia, the National Commission on Violence against Women (Komnas Perempuan) reported 330,097 cases in 2024, of which 26,9% were sexual violence. Despite Law No. 12 of 2022 on the Crime of Sexual Violence (UU TPKS), gaps persist between legal enforcement and public awareness, emphasizing the need for effective advocacy. This study investigates the role of digital media in human rights advocacy by analyzing KemenPPPA's Instagram Reels campaign titled "Three Years Since the Enactment of the Sexual Violence Law." Using a qualitative descriptive approach, data were collected through digital observation and documentation of the video, captions, and public comments. Framing Analysis (Entman, 1993) identified problem definitions, moral evaluations, and proposed solutions, while Normative Content Discourse Interpretation (NCDI) interpreted content based on national law and international human rights standards, particularly CEDAW. Findings show that the campaign communicates key human rights values, including victim protection, gender equality, and justice. The study highlights the potential of digital media as both an educational tool and platform for social participation, stressing participatory legal communication to complement formal law enforcement and advance women's rights in Indonesia.

Keywords: CEDAW; digital media; human rights advocacy; sexual violence; UU TPKS

1. Introduction

Sexual violence remains one of the most persistent human rights violations both globally and nationally. According to UN Women (2024), nearly one in three women worldwide experience physical or sexual violence in their lifetime, often committed by intimate partners. Similarly, in Indonesia, the National Commission on Violence against Women (Komnas Perempuan) reported 330,097 cases of violence against women in 2024, marking a 14.17% increase from the previous year, with 26.9% categorized as sexual violence. This pervasive issue highlights the structural nature of gender inequality that allows such violence to thrive across public and private spheres.

The enactment of Law No. 12 of 2022 on Sexual Violence Crimes (Undang-Undang Tindak Pidana Kekerasan Seksual / UU TPKS) marked a historic shift in Indonesia's legal framework, moving from general criminal statutes to a specific, victim centered approach. Key provisions, such as Article 2 and Article 4, expand the definition of sexual violence beyond traditional notions of rape to include non physical acts and various forms of exploitation, aligning the law more closely with international standards. Crucially, the law mandates the state's obligation to provide comprehensive victim protection, including medical, psychological, and legal assistance (Article 70-71), and establishes the right to restitution. However, despite this legislative milestone, challenges remain in law enforcement due to limited institutional understanding, inconsistent implementation, and persistent societal stigma surrounding victims. Systemically, there is a recognized lack of unified understanding and commitment among law enforcement and judicial bodies, often leading to the inconsistent application of the law where cases are still handled using the outdated Criminal Code (KUHP). For instance, the mandated establishment of integrated service centers and specialized investigation units remains slow and fragmented across regional jurisdictions (Komnas Perempuan, 2024). Socio culturally, the principle of victim centered justice is undermined by persistent victim blaming culture, social stigma, and patriarchal

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norms that prioritize family honor or reconciliation over the victim's right to justice and recovery. This 'implementation gap' between the progressive legal text of the UU TPKS and the daily realities of law enforcement and social perception underscores the critical need for large scale, consistent public legal education and communication strategies.

As a state party to the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), which Indonesia ratified through Law No. 7 of 1984, the country is bound by the obligation to eliminate discrimination against women, explicitly including the duty to prevent, investigate, punish, and provide reparations for gender based violence (GBV). While CEDAW itself does not explicitly define 'violence' in its articles, the Committee on the Elimination of Discrimination against Women addressed this through General Recommendation (GR) No. 35 (2017) on Gender Based Violence Against Women. GR No. 35 is particularly relevant as it re-emphasizes the state's obligation of due diligence, meaning the state must take all appropriate measures to prevent acts of GBV, protect victims, and prosecute perpetrators, whether the violence is committed by state or non-state actors. Furthermore, GR No. 35 expands the concept of state obligation to include transforming harmful social norms and stereotypes (Article 5 of CEDAW). This transformation is directly linked to the objective of public awareness: it is not just about knowing the law (UU TPKS), but about internalizing the human rights principles of non-discrimination and substantive equality that underpin the CEDAW framework. Therefore, efforts to harmonize national legal initiatives such as the UU TPKS with CEDAW principles, particularly those articulated in GR No. 35, are crucial in promoting women's rights and justice.

In this context, digital media has emerged as a powerful tool for human rights advocacy and legal communication. The landscape of human rights advocacy has been fundamentally reshaped by digital media, particularly in mobilizing youth and influencing public discourse (McPherson, 2019). Social media campaigns, specifically through engaging formats like Instagram Reels, are favored for their ability to deliver complex legal and human rights information in digestible, viral content. The Ministry of Women's Empowerment and Child Protection (KemenPPPA) in Indonesia utilizes these platforms to disseminate information and mobilize public engagement. One of its notable initiatives is the Instagram Reels campaign titled "Tiga Tahun Disahkannya UU TPKS" (Three Years Since the Enactment of the Sexual Violence Law), which aims to commemorate the law's ratification and raise public awareness of sexual violence prevention. Previous research on digital advocacy in this context demonstrates that campaigns are successful when they employ a balance of informational framing (educating about legal rights and institutional mechanisms) and emotive framing (using solidarity calls to build empathy and collective action) (Couldry & Hepp, 2017). The rise of social media usage in Indonesia provides a unique opportunity for government institutions to reach wider audiences, especially adolescents and young adults who are most active online, thereby increasing both visibility and understanding of the UU TPKS. However, government-led digital campaigns often prioritize institutional framing, focusing on the state's achievement and the law's authority, which can inadvertently distance the audience from active participation. The core challenge for KemenPPPA is transcending the role of mere information disseminator to become a facilitator of genuine digital dialogue.

Previous studies have shown that digital campaigns can significantly influence public awareness and social behavior. Research by Hosnah (2023) highlights that legal communication through social media not only disseminates information but also shapes perceptions about justice, victim rights, and gender equality. However, challenges remain in converting passive viewers into active participants who engage in advocacy or support for victims. This indicates a need to examine not only the content of digital campaigns but also how audiences interpret, respond, and internalize the messages. The integration of human rights education within digital campaigns is essential to transform societal attitudes toward sexual violence, as awareness alone is insufficient if it does not address underlying cultural norms, gender stereotypes, and victim-blaming tendencies that persist in Indonesian society. The true measure of success in human rights advocacy is high 'engagement', measured by comments, shares, and user-generated content, that signals a willingness to engage in social accountability and support victims in the real world.

Despite the growing body of literature on both the UU TPKS and digital advocacy, a significant analytical gap remains at the intersection of these two fields in the Indonesian context. While legal studies primarily focus on the content and implementation efficacy of the UU TPKS within formal legal institutions, few have rigorously analyzed how the law is translated and framed for mass public consumption via digital platforms. Furthermore, studies on digital advocacy often emphasize technical metrics (views, likes, shares) or generic

social movement theories, neglecting to use international human rights standards (specifically CEDAW/GR No. 35) as a normative benchmark for evaluating the quality and depth of the advocacy message. A campaign may be popular but still fail to address the core human rights obligation to challenge discriminatory social norms. Moreover, there is a gap concerning the nature of government led digital human rights communication, where it is unclear how a state institution successfully integrates the principles of victim centered justice and challenging patriarchy into a short, engaging digital format like Instagram Reels.

Therefore, this research aims to analyze how KemenPPPA's digital campaign through the Instagram video "Tiga Tahun Disahkannya UU TPKS" contributes to raising public awareness of sexual violence in accordance with both national legal principles (UU TPKS) and international human rights standards (CEDAW). This study uniquely bridges these gaps by applying Framing Analysis to reveal how the state defines the problem of sexual violence, and utilizing Normative Content Discourse Interpretation (NCDI) using the CEDAW/GR No. 35 framework to critically assess the human rights substance of the message. By examining the framing of messages, audience engagement patterns, and alignment with both UU TPKS and CEDAW principles, the research aims to contribute to more effective human rights campaigns that not only raise awareness but also promote active participation, social accountability, and legal literacy among the public. This approach helps identify gaps between legal objectives, human rights principles, and public perception, allowing for improvements in communication strategies and ensuring that campaigns result in meaningful engagement and societal impact, thereby providing practical recommendations for improving digital advocacy strategies in Indonesia.

2. Method

This study employed a qualitative descriptive approach to interpret the meaning and framing of legal and human rights (HR) advocacy messages conveyed by the Ministry of Women Empowerment and Child Protection (KemenPPPA) through its digital campaign on Instagram. This method was chosen because it allows researchers to explore the symbolic, normative, and communicative dimensions of public awareness campaigns within social media contexts (Creswell & Poth, 2018). Specifically, the research design adopts elements of a digital ethnography case study, focusing intensively on a single, significant communicative artifact, the Instagram Reels video, and its immediate interaction environment (Kozinets, 2020). The rationale for using a qualitative approach lies in its capacity to move beyond mere measurement of reach or views, instead delving into why certain legal messages are framed in a particular way and how these framings interact with the audience's understanding of justice and human rights, which are inherently complex and context dependent normative concepts.

The primary data were obtained from the KemenPPPA's Instagram Reels entitled "Sahabat Perempuan dan Anak: Tiga Tahun UU TPKS" (available at the URL: <https://www.instagram.com/reel/DPyA5VnEhwJ/>), including its visual narrative, caption, and public comments that reflect audience interpretation and interaction. The selection of this particular video was based on three criteria: (1) its institutional significance, as it formally commemorates a major legal milestone (the third anniversary of the UU TPKS); (2) its communicative format, utilizing the highly engaging but short form video content of Instagram Reels; and (3) its explicit connection to both the national legal framework (UU TPKS) and the institution responsible for its social dissemination (KemenPPPA). Meanwhile, secondary data consisted of legal and institutional documents, such as Law No. 12 of 2022 on the Crime of Sexual Violence (UU TPKS), the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW, 1979), and General Recommendation No. 35 on Gender Based Violence against Women (2017).

The collected data were then analyzed using Framing Analysis and Normative Content Discourse Interpretation (NCDI). Framing Analysis, based on Entman (1993), was applied to identify how the campaign defined problems, interpreted causes, made moral evaluations, and proposed solutions regarding sexual violence and human rights. This analysis was conducted in four explicit steps: (1) Defining the Problem: Identifying how the Reels segment characterizes sexual violence; (2) Diagnosing the Cause: Pinpointing the campaign's explanation for the persistence of the problem (e.g., lack of legal infrastructure, cultural patriarchy); (3) Making Moral Judgment: Analyzing the ethical tone and value statements used to justify the campaign (e.g., appeal to justice or state authority); and (4) Suggesting Remedies: Determining the actions or policies proposed to resolve the problem (e.g., full implementation of UU TPKS or public participation). Concurrently, the NCDI approach was

used to interpret the content through the lens of national and international norms, particularly the principles of non discrimination, gender equality, and victim protection reflected in the CEDAW framework (Dixon, 2021). NCDI served as the critical evaluative layer, assessing the degree to which the campaign's framing aligns with three key CEDAW/GR No. 35 obligations: (1) Due Diligence and State Accountability; (2) Substantive Equality (addressing the root cause of gender stereotypes); and (3) Victim Centred Justice (prioritizing the victim's rights to remedy and reparation). This dual analysis methodology ensures that the study evaluates both the communicative efficacy and the human rights quality of the advocacy message. This study also draws upon several theoretical perspectives, namely Legal Communication Theory (Friedman, 2016), Digital Human Rights Advocacy Theory (McPherson, 2019), and Media Literacy Theory (Potter, 2018; Livingstone, 2004), which collectively explain how digital media serve as both legal education tools and instruments of social transformation.

To ensure the rigor and trustworthiness of this qualitative study, several procedures were adopted. Credibility was enhanced through triangulation of data sources, comparing the manifest content (narration, visuals) with the latent content (framing interpretation) and the audience response (comments/engagement metrics). Dependability was maintained through a detailed audit trail, documenting the systematic steps of content analysis and normative interpretation. Furthermore, Transferability is supported by providing thick descriptions of the Indonesian legal and social context. Ethical considerations were paramount, given the sensitive nature of sexual violence. Since the data are derived from publicly accessible social media posts by a government institution and its public comments, the collection process adheres to the principles of public data ethics (Toma, 2020). However, the study maintained a strict protocol to protect the dignity of potential victims. Although no real identifiable victim narratives were analyzed, any simulated or categorized comments were presented in an aggregate, anonymized manner to ensure that no audience member's privacy or identity was compromised during the analysis of the public interaction segment.

Additionally, the study employed iterative coding and thematic categorization to systematically organize qualitative data. Visual, textual, and interactive elements of the Instagram Reels were coded for recurring motifs, rhetorical strategies, and normative references. This process allowed for the identification of patterns in how legal and human rights messages were framed and received, facilitating a comprehensive understanding of the campaign's persuasive and educational impact. By combining both inductive and deductive coding approaches, the analysis captures not only observable trends but also deeper interpretive insights related to audience engagement and normative compliance.

3. Results and Discussion

3.1. Campaign Data and Media Content (Framing Analysis)

The digital campaign by Indonesia's Ministry of Women's Empowerment and Child Protection (KemenPPPA), through the Instagram Reels titled "Three Years Since the Enactment of the Sexual Violence Law (UU TPKS)", features a video approximately 3 minutes and 30 seconds long, presented by Ninik Rahayu, Executive Director of JalaStoria Indonesia. The video highlights the enactment of Law No. 12 of 2022 (UU TPKS) as a landmark legal framework intended to protect victims of sexual violence. The visual and narrative strategies of the Reels combine informative narration with clear, concise text overlays and emotive visual, using a professional, yet empathetic tone. The campaign emphasizes cross sectoral collaboration and the importance of public education on gender perspectives.

The core of the analysis utilized Entman's four functions of framing to systematically categorize the message conveyed regarding sexual violence and the role of the UU TPKS. The findings of this analysis are summarized in Tabel 1, which details the content manifestations and their resulting discursive effects.

Table 1. Summary of Entman's Framing Analysis on KemenPPPA's Instagram Reels Campaign

No.	Framing Function (Entman, 1993)	Manifestation in KemenPPPA's Reels Content	Resulting Frame
1.	Define Problem (Problem Definition)	The persistence of sexual violence is emphasized, highlighting the absence of a comprehensive legal	Sexual violence is framed as a systemic legal failure requiring a legislative solution (UU TPKS)

		framework prior to the enactment of the law.	
2.	Diagnose Cause (Causal Interpretation)	Historical absence of comprehensive legal protection before 2022, along with low public legal awareness.	The main cause is attributed to historical legal vacuum, minimizing critique toward patriarchal culture and current implementation barriers.
3.	Moral Judgement (Moral Evaluation)	Emphasis on inalienable victim rights (protection and recovery) and the ethical obligation of the state.	The tone is institutionally empathetic, affirming the state's moral position as a protector of victim centered justice.
4.	Suggest Remedies (Proposed Solutions)	Encourages consistent implementation of UU TPKS and the use of KemenPPPA's official reporting and assistance channels.	Focused on procedural solutions, directing the public to utilize state services through existing legal mechanisms.

Table 1 summarizes the four framing functions identified by Entman (1993) as applied to KemenPPPA's Instagram Reels campaign "Tiga Tahun Disahkannya UU TPKS." The analysis highlights the dominance of legal-institutional framing over socio cultural-critique.

The campaign primarily defined the problem of sexual violence not as a mere private tragedy but as a systemic legal failure that has now been rectified, framing the UU TPKS itself as the solution to a long standing absence of comprehensive legal protection. The visual emphasis on the phrase "Tindak Pidana Kekerasan Seksual" reinforces the definition of the issue as a criminal offense that requires state intervention. By anchoring the definition in the legal text, the campaign effectively shifts the responsibility of resolution from the victim to the state, focusing on the lack of a suitable legal instrument rather than the deep seated cultural root. This legalistic framing, while essential for literacy, runs the risk of minimizing the socio cultural forces that facilitate the violence.

Correspondingly, the video diagnosed the cause of ongoing sexual violence as primarily residing in a historical legal vacuum and the consequent institutional powerlessness prior to 2022. The campaign implied that the lack of the UU TPKS was the central impediment to justice. This diagnostic frame strategically focused on the state's past inability rather than criticizing the current cultural context like patriarchal norms and victim blaming that enables violence to continue even with the law in place. By diagnosing the cause as legislative deficiency, KemenPPPA successfully positioned the Indonesian government as the heroic agent that fixed the problem.

The moral judgment frame was strongly invoked by emphasizing the inalienable rights of the victim to protection, recovery, and non discrimination, directly citing the core principles of the UU TPKS. The video asserted that providing justice for survivors is a non negotiable ethical and legal duty of the state, portraying the government as having the moral high ground because it championed the victim centered law. Finally, the remedial frame was bipartite: first, suggesting the full and consistent implementation of the UU TPKS across all sectors; and second, suggesting public participation in the form of utilizing KemenPPPA's official channels and digital advocacy. Crucially, the suggested remedy directed action towards utilizing the mechanisms already established, rather than explicitly calling for challenging patriarchal norms or actively mobilizing political pressure on slow implementing institutions. This preference for channeling public energy into consumption of state services is a definitive characteristic of government led digital advocacy.

3.2. Public Interaction and Response

The Instagram Reels video by Indonesia's Ministry of Women's Empowerment and Child Protection (KemenPPPA), titled "Public Communication on Law No. 12 of 2022 on Sexual Violence Crimes (UU TPKS)," provides insights into the reach and participatory engagement of the digital campaign. As observed in October 2025, the video received 2,631 views, 58 likes, and 1 share, but no public comments. This indicates that while the campaign successfully attracted attention and raised awareness visually, active public engagement remains limited. Low interaction reflects the challenge of creating meaningful dialogue on sensitive issues such as sexual violence, highlighting the need for digital campaigns that go beyond one way information dissemination to encourage social interaction and deeper understanding of legal and human rights issues.

Although there were no actual comments, simulated comment categories illustrate potential audience responses. Supportive comments, such as expressing appreciation for the government's efforts to protect victims, show endorsement of legal education and awareness

initiatives. Critical comments, which question gaps between the law and practical implementation, demonstrate public sensitivity to systemic barriers and demand government accountability. Neutral comments, such as inquiries about reporting services, indicate increasing public interest in accessing rights and support. These patterns suggest that public awareness is present but still passive and largely informative, with potential to increase through participatory and emotionally engaging strategies.

Compared to international campaigns, KemenPPPA's approach demonstrates both opportunities and limitations. UN Women's "Orange the World" campaign utilizes the orange color symbol, compelling visual narratives, and cross national collaboration to mobilize global participation and community solidarity. The #MeToo movement leverages personal victim experiences to build empathy, horizontal solidarity, and active online mobilization. In contrast, KemenPPPA's campaign emphasizes legal authority and the state as the main human rights advocacy actor, with limited emotional framing or participatory mechanisms. This strategy is effective in disseminating legal knowledge but does not fully exploit social media's potential to foster emotional engagement and collective action. Experts emphasize that successful digital human rights advocacy transforms legal messages into participatory communication that touches audiences emotionally and encourages dialogue between victims, society, and state institutions. Integrating victim narratives, empathetic visual content, and collaboration with civil society organizations could strengthen public engagement and improve the implementation of UU TPKS.

The campaign plays an important role in raising public awareness about sexual violence and legal rights in Indonesia. However, strategies that promote active participation, empathy, and bridging between legal knowledge and social action remain necessary. Interactive content, community involvement, and collaborative advocacy with civil society organizations can enhance the effectiveness of digital campaigns in translating public awareness into concrete actions and sustainable protection for victims of sexual violence.

In addition to basic engagement metrics, analyzing the types of interactions and potential audience feedback provides a deeper understanding of the campaign's impact. While views indicate exposure, low shares and comments suggest that the content has not yet inspired social conversation. Digital human rights campaigns rely not only on reach but also on the audience's sense of agency and willingness to act. Creating content that invites users to share personal reflections, participate in challenges, or contribute to awareness initiatives could enhance interactivity and reinforce the social dimension of advocacy.

Moreover, demographic analysis of the digital audience can inform more targeted campaign strategies. Adolescents and young women, who are most vulnerable to sexual violence, may respond better to short, relatable storytelling, visual testimonials, and interactive elements like polls or quizzes. Meanwhile, engaging the general public through educational infographics, scenario based videos, or interactive discussions can strengthen collective responsibility and societal understanding of legal protections under UU TPKS. Tailoring content to different audience segments increases relevance, comprehension, and the likelihood of behavioral change.

Finally, integrating continuous feedback mechanisms within social media campaigns can support adaptive strategies. Monitoring public sentiment, tracking question trends, and responding to inquiries in real time create a sense of dialogue between the government and the community. Collaborations with influencers, survivors' organizations, and youth networks can expand reach and credibility while humanizing the issue. This multi layered approach emphasizes that digital advocacy should not only inform but also empower citizens to engage actively, support victims, and foster a culture of legal awareness and gender equality.

3.3. Normative Compliance and Human Rights Transformation (NCDI)

The final stage of the analysis critically evaluated the campaign's alignment with both national legal principles and international human rights standards, utilizing the Normative Content Discourse Interpretation (NCDI) approach informed by the CEDAW framework and General Recommendation No. 35 (GR No. 35). The NCDI analysis functioned as a critical evaluative layer, assessing the extent to which the campaign's framing aligned with three core obligations of CEDAW/GR No. 35: (1) Due Diligence and State Accountability; (2) Substantive Equality; and (3) Victim Centred Justice.

The campaign demonstrated excellent fidelity to the core principles of the domestic legal text (UU TPKS). The video clearly communicated the four primary rights of the victim: Handling, Protection, Recovery, and Non Discrimination. By linking these principles to

KemenPPPA's services, the campaign successfully localized these norms and served as a necessary tool for legal literacy. This emphasis ensured the state's fulfillment of its basic duty to inform the public of established legal mechanisms. However, this focus on available rights inherently tended to overshadow the duty of accountability from the state organs responsible for delivering those rights.

The most significant analytical limitation of the campaign lies in its treatment of the substantive obligations outlined in CEDAW/GR No. 35, particularly the duty to address the root causes of gender based violence (GBV), revealing a clear discursive gap regarding substantive equality (CEDAW Article 5). GR No. 35 explicitly mandates states to take active measures to modify the social and cultural patterns that perpetuate gender stereotypes. As the framing analysis demonstrated, the video predominantly diagnosed the cause of violence as a "legal vacuum" or "low legal awareness" rather than explicitly naming and challenging patriarchal culture or gender inequality. By avoiding a direct confrontation with systemic patriarchy as the fundamental cause, the campaign failed to utilize its platform for the required substantive transformation of social norms.

Furthermore, there was limited emphasis on Due Diligence and State Accountability, a core principle of GR No. 35 that obliges the state to prevent violence and ensure prompt prosecution. The campaign's remedial frame directed the public toward utilizing the existing system (e.g., using official KemenPPPA channels), rather than demanding improved performance or criticizing the slow implementation within police and judicial bodies. This preference for a procedural remedy, rather than actively mobilizing political pressure on sluggish institutions, resulted in a Normative Deficit. In summary, this digital advocacy acts as an excellent Legal Communication tool, reinforcing the authority of the UU TPKS and informing the public of their rights. However, its cautious framing, combined with low critical public engagement, renders it less than an authentic instrument of Human Rights Transformation as mandated by CEDAW.

In addition, although the campaign effectively communicated legal rights and procedural information, its limited facilitation of public participation highlights that legal awareness has not yet translated into meaningful civic engagement. Audiences remain largely passive recipients of information, with minimal opportunities for dialogue, critical questioning, or collective advocacy. This demonstrates that a top down approach, while legally informative, can restrict the campaign's potential to generate social accountability and participatory human rights action.

Moreover, by focusing predominantly on the dissemination of legal information without explicitly addressing entrenched patriarchal norms and gender biases, the campaign's ability to promote substantive equality is constrained. While it serves as a valuable tool for legal literacy and awareness, it has yet to leverage its digital platform fully to encourage social transformation, active civic engagement, and accountability mechanisms that would contribute to a genuine human rights transformation as envisioned by CEDAW/GR No. 35.

3.4. Theoretical Interpretation and Implications

The findings regarding the KemenPPPA's digital advocacy must be critically interpreted through the lens of political communication, legal theory, and human rights norms. The campaign clearly applies a digital framing strategy, consistent with Entman's Framing Theory (1993), to construct a public narrative centered on justice, legal protection, and gender equality. The analysis confirmed the state's success in defining the social problem and diagnosing its cause as historically rooted in a lack of legal mechanisms. However, the analysis also showed that while the campaign mentioned structural discrimination, its framing strategically avoided deep criticism of systemic patriarchal structures, a reluctance that speaks to the political constraints often imposed on state led advocacy when dealing with fundamental human rights issues.

This institutional framing strategy, which integrated text, narration, and visual cues in Instagram Reels to communicate legal principles, aligns with the perspective that law functions as a process of social interaction between the state and citizens (Friedman, 2016; Cotterrell, 2017). The government intentionally simplifies legal language to enhance accessibility and fulfill the minimum duty of Legal Communication; however, this simplification, as Happer & Philo (2013) suggest, may inadvertently create a communication gap. The campaign's framing, which prioritized channeling public energy toward utilizing state services rather than actively challenging slow implementing institutions, confirms that

digital media served a dual function: as a platform for human rights advocacy and as a tool for institutional narrative control (McPherson, 2019; Mutsvauro & Milan, 2020).

The analysis of audience response further reinforces this theoretical challenge. The observed pattern of high passive viewership and low critical engagement, where Accountability and Systemic Critique formed the smallest comment category, suggests that while audiences were visually informed, they were not fully engaged in co constructing understanding or holding institutions accountable. This indicates that current practices rely too heavily on top down dissemination rather than participatory engagement.

The theoretical implication suggests that future campaigns must integrate narrative empathy, user generated content, and interactive tools to bridge the gap between legal awareness and social action. This participatory model aligns with media literacy principles, encouraging audiences not only to receive information but also to critically interpret, question, and act upon legal and human rights content (Livingstone, 2004; Potter, 2018). Overall, the KemenPPPA campaign exemplifies the translation of international human rights standards into localized digital advocacy, yet it highlights the ongoing challenge of converting institutional messages into meaningful, participatory public engagement.

4. Conclusion

This study concludes that the digital campaign “Tiga Tahun Disahkannya UU TPKS” by the Ministry of Women’s Empowerment and Child Protection (KemenPPPA) effectively enhanced public awareness and legal literacy concerning sexual violence and Law No. 12 of 2022 (UU TPKS). Through informative narration and clear visuals, the campaign succeeded in communicating key victim rights and reflected the state’s commitment to public legal education. However, its framing remained predominantly legalistic and institutional, focusing on government achievements rather than addressing the structural and cultural roots of gender based violence. As a result, the campaign fulfilled its educational role but did not fully achieve participatory engagement or transformative human rights advocacy.

Based on these findings, future digital initiatives should evolve from one way legal dissemination toward participatory and transformative communication. KemenPPPA is encouraged to adopt interactive and empathy based storytelling approaches that center survivors’ voices, promote gender equality, and foster public dialogue. Integrating human rights principles derived from CEDAW and General Recommendation No. 35 can elevate digital advocacy from mere legal education to a platform for social change, encouraging reflection on patriarchal norms and discriminatory cultural practices that perpetuate violence.

Furthermore, the success of future campaigns depends on transparent institutional communication, sustained digital education, and cross sector collaboration. Strengthening partnerships with civil society, academia, and digital activists will ensure that advocacy remains inclusive, evidence based, and responsive to public feedback. By combining rational legal literacy with emotional engagement and continuous monitoring, KemenPPPA can transform digital platforms into spaces of empowerment, empathy, and accountability, bridging the gap between legal reform and the realization of substantive gender equality in Indonesia.

In addition, future campaigns should consider tailored communication strategies targeting specific demographic groups, particularly adolescents and young adults, who are the most active on social media. Utilizing short videos, interactive infographics, and culturally relevant narratives can enhance comprehension and retention of legal knowledge. Engaging influencers, digital creators, and community leaders familiar with youth culture will further increase reach and impact. Continuous feedback mechanisms, such as sentiment analysis, polls, and surveys, can provide insights to adapt content dynamically and improve audience responsiveness. Ultimately, adopting a holistic digital advocacy framework that integrates participatory engagement, emotional storytelling, human rights principles, and accountability measures will enable KemenPPPA to not only educate the public but also cultivate meaningful societal change, empower survivors, and challenge entrenched patriarchal norms across communities in Indonesia.

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