IMPLEMENTATION SOCIAL MARKETING COMMUNICATION TO PROMOTE ANTI VIOLENCE OF CHILDREN

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ABSTRACT

Violence of children is increasing and must have concern from all people. Every day cases of violence children occured in all region. The cases of violence children such as sexuality harassment, violence on household by parents or nearest people and many another case of violence. Goverment as institution is responsible to take care their citizens already make many effort. Goverment has many agency for overcome violence to children. But, whatever overcome violence to the children not enough just do by the goverment. To solve case of violence children need collaboration between government and other organization and public. In Indonesia, there are many NGO (Non Government Organization) concerned with violence of child. The activity NGO ussually do campaign to promote anti violence of children and advocate cases of child abuse. One of NGO concerned with child violence is HARA Parenting. As Social organization use social marketing communication to campaign anti violence child and advocate cases of violence children. The strategy of social marketing communication help NGO to promote program anti violence child. Researchers using the theories and concepts of science communication, including on social marketing communications. One of theory is social marketing communication from Kotler. This theory describe the advantage social marketing communication to awareness effect. Researchers used on campaign and IMC theory. In this study, reseracher used a qualitative approach. Researcher will describe the implementation social marketing communication in NGO to promote anti violence child. One of the technique of data collection is depth interview with informan who had investigators charge. Researcher interview fouder and activist HARA. This study used documentation research to analize this reaserch. This study are expected to provide input to the NGO in implementation of social marketing communication to promote program anti violence child. This study are expected to solve barriers problem in social marketing communication.

Keywords: Violence of Children, Social marketing communication, NGO

Introduction

Problem of child abuse is still become a chore for the country. The increasing cases of child abuse proved that cases of child abuse should receive the attention of many parties. Cases of violence against children often occur not only in major cities but also in remote area. Reporting in various mass media show how cases of violence against children more rife in various cities.

Several months ago the community was shocked by the tragic death of Angeline manner by alleged victim stepmother. Although these cases occurred in Bali, but the case is shocking almost all over the country. Angeline is still young died with the violence that there is in his body and his body was buried unnatural. a month before the Angelin tragedy, people were shocked by the case of abandonment of five (5) children in Cibubur. A child is not allowed inside the house for a few days due to a mistake in the eyes of parents.

Violence against children does not stop in that case. A year ago people were shocked by cases of sexual violence of children in an elite international school in Jakarta. The sexual assault cases involving even individual teachers as well as the cleaning service. The reality turned out to be the case not only takes 1 (one) child victims but revealed two (2) victims again. Splashy news JIS cases of sexual violence has not ended, the public was shocked by cases of sexual abuse in nursing care The Samuel Home, Gading Serpong by the owner and manager of the orphanage. Emon whos practices at the case of sexual crimes child abuse under age.

The increasing cases of sexual violence of children prompted the government issued a regulation to address emergencies. With the issuance of a presidential instruction No. 5 In 2014 confirms the National Movement of Sexual Violence of children. National Movement showed the need for the involvement of and cooperation among the various elements in anticipation of sexual violence against children.

The issuance of a presidential decree on cases of sexual abuse of children does not mean a guarantee of violence against children will be reduced. Cases of sexual of child abuse just one of the many forms of violence. A verbal word can also be a force if it is painful and provide psychological trauma in children.

Government's attention to cases of violence of children so far is quite large. However, many factors that leads to violence against remains high. Quoted from online tempo,since of year 2012-2015, many cases of violence child abuse committed by parents. Indonesia reports citing tempo indicators convey that throughout 2015, reporting cases of violence child abuse by parents and 3,235 cases of child abuse that teachers do as much as 709. There are several causes of violence against children are exposed. The causes of child abuse comes from external or social factors, namely poverty (233 articles), social issues and family style (80 articles), mental disorders (105 articles) and low perpetrators of violence will be the effect of his actions. (Tempo.co.id. Retrieved 4-9-2015. At 21:20).

High incidence of child abuse required treatment not only by governments but must involve the various levels of society. Government as states in institution has made efforts in the field are laws and regulations. Instructions president of the government shows good will for care in cases child abuse. Complex child abuse cases also a concern and the concern of non-governmental organizations NGO (Non Governmental Organization). NGO help the government in advocacy campaign as anti-violence against children.

NGO is organization of non profit, typically using social marketing communications to introduce the organization and its programs. As an organization that has a non profit purpose, efforts to attract the hearts of the people are quite different from profit-oriented organizations. Profit organizations are usually easier to market their products in view of the offer is contact with the needs of consumers. In contrast to the organization non-profit, product offerings more social direction that not everyone will be interested.

Social marketing communications for a social institution was instrumental in building public awareness of the existence of the institution. Social marketing communication is also very instrumental in introducing programs organization. Efforts to introduce the program has different challenges than considering profit organization social organization is more touching program towards awareness of or concern not to individual consumers but more towards fellow human beings.

Creation of society awareness of the importance of prevention of sexual violence of children is not easy. There are times when parents realize that violence of children can sexual threaten anyone. Sexual abuse of children usually can threaten a child from the environment and people nearby. Require the cooperation of many parties to anticipate the increasing cases of sexual violence of children.

The Foundation Progress Bunda Sehati is an institution that is very care about the of cases of violence against children. Through various social marketing communications activities they attempt to campaign and advocate on cases of child abuse, including sexual violence. The aim of this research is to know the implementation of communications social marketing non-government (NGO) in building the public awareness to the issue of anti-violence of children as well as knowing the obstacles in the implementation of communication strategies of social marketing non-government (NGO) in building public awareness to the issue of non-violence against children.

Theoretical Framework

Social Marketing Communication

Namely marketing communications expert Kotler and Roberto (1989) said that social marketing strategy to change habits. Social marketing combines the best elements of traditional approaches into social change in a planning and action mindset and ability to use traditional communication technologies and marketing skills. Marketing Social communication objectives is changing consumer habits or the public in general. Marketing Social communication trying to change a habit that is not positive to positive. Therefore, the success of a social marketing communication has been changing pattern seen when the habits of people who are not positive to positive.

Meanwhile Andreasen (2002) explains that in social marketing communications are many factors that will affect behavior change. Marketing Social ideas and habits. Consumers get the knowledge are will change consumer habits. Marketing build knowledge within the consumer so that the consumer motivated to change and have a positive habit. Social marketing faced enormous obstacles that he did not know the environment and provide a model for social change.

There are three (3) elements of social marketing communications according to Kotler and Roberto (1989) the idea or social practice, one or more targets technology adoption and management of social change. Kotler and Roberto (1989) also says that the ideas and habits are the product to be marketed. Products are defined as everything offered and can satisfy the needs or desires. Products may be goods, services, people, places, organizations, and ideas. Meanwhile definition of social products are products that will be marketed to the public to change attitudes and behavior of the community.

Marketing a product in a social marketing is more difficult than with the commercial. This is because:

In social marketing products sold (marketed) are social product or products that are socially beneficial, namely: "new behavior". Social product is different from commercial products in terms of:

a. Inflexibility: commercial marketers more easily redesign their products than social marketers. They can easily change the color, shape, design, or other features. Social marketers are more difficult to alter its products.

b. Intangibility: marketting commersial product shape is more clearly and easily observed. Marketting social products more difficult to observe its output (output) as they often provide insight in the human consciousness.

c. Complexity : social products are more complex than a commercial product because the commercial product can focus on the benefits. Social product has more benefits, but it does not seem clear and should remain described negative effects on society.

d. Controversial: social product is often a contradiction with the values or norms that exist in the community.

e. Weak personal benefit: the social product, the benefits obtained often for society, and rarely to private.

f. Negative Frame: social products, especially those that alter the behavior often sounds negative and uncomfortable done.

To distinguish between a product with products from other competitors, it needs a name, symbols, terminology, design, or a combination of it all is called brand. This symbol must be easy to remember, easy to recognize, easy to say, unique, and provide benefits Branding is not simply give the name of a product but also to build all the attributes attached around the elements marketing hotchpotch.

According to Kotler and Roberto (1989) social marketing products divided into 3 that ideas, practices, and tangible objects.

1. The social idea is an idea that emerged because of the social problems that occur in the midst of society. Products in the form of ideas will form three things namely confidence (belief), attitude (attitude), and value (value).

   a. Belief is a perception that is taken about things factual, something that does not require critical evaluation.

   b. Attitude is positive or negative evaluation to people, objects, ideas or events.

   c. Value (value) is the whole idea of a good thing or wrong. Value problems usually involve human rights issues.

2. The practice of social or social training is basically not a social product, but rather a way to promote social ideas.

a. Act or actions are actions taken to deliver social campaigns to the public.
   - Single act or action of an individual is an individual action was taken.
   - Sustain act tends to additional measures to support social campaigns undertaken a continuous or sustained.

b. Behavior; refers to a person's behavior or the behavior of society towards a social issue. For examples: the action of people who dismiss her from smoking and will not repeat the behavior.

3. Object intangible (tangible object) is a physical product that accompanies social campaigns. Tangible this object is a tool that is involved to achieve a goal of social change. This type of society can expect use these products so that the safety or avoid things that could harm either directly or indirectly on him.

In social marketing communication (social marketing) is the product is something that is offered for purchase, form the expected behavior and the benefits of such behavior. It offered could include also a goods and services to support changes in the behavior of the target. In the case of commercial marketing often say as benefit packages offered on the market to meet the needs of the market.

In marketing theory consists of three elements or divided into three levels namely core product core product, the actual product, and augmented product.

a. Core product is the core of a product, which makes consumers buy these products or the benefits they will get when purchasing the product. In other words, these products will solve consumer problems that can form needs or desire (want). Core product is not expected behavior tools that accompanies or service being promoted, but the benefits will be felt by those who apply the expected behavior.

b. Actual product is right around the core product, is a specific form of behavior that we promote

c. Augmented product in the form of tangible goods or services being promoted along with the expected behavior. Stuff or services are supporting elements for the target groups to make it easier to do the expected behavior. So with the support of the goods or services is the goal to be helped to start doing the behavior being promoted. Augmented product is very useful for reducing rejection or barriers that hold back the target audience to adopt behaviors promoted. In addition, the augmented product is able to keep the new target groups receive the actual product to continue to defend for long periods of time or who have been determined. Because in the event of termination by the behavior of a relatively new target groups adopt the behavior, then this will increase the psychological barriers at target groups that have been interested but have not yet received the actual product.

Formulate the idea / notion of message / information to be presented is not easy if we are oriented to the interests of the communicant (audience oriented), I mean not just been delivered that information, but what about the impact on the recipient. I've already outlined that the level of compatibility of products with market needs so must be considered. Moderate needs (audience) will be in the form of social product ideas / idea / message / information is not easy to determine. It can be known. This can be done with the analysis of the concept of audience needs that consists of "real need" (the real needs of the audience); "Felt need" (need that audience alone can not describe it clearly); and "imagined need" (audience needs is important but is not really necessary).

Social   **Marketing**   **Process**

In a process of social marketing there are a few things to note are:

1. Formulating the concept of products according to the market (target receiver) that is encapsulated in the positioning of the idea or habit - a habit that will be implanted.

2. Pack the product concept to strengthen the positioning that has been selected.

3. Develop an attempt to improve the image that the issue raised (marketed) was consistent with the nature of the problem.

After forming postioning (packing) the product ready 'marketed' or delivered to the audience. Delivery stage is closely related to the function of the resulting product. It is the real   object, or whether the 'product information' is to introduce and maintain what is acceptable require personal service.

There are 4 kinds of possible situations of social product delivery, as follows:

a. Submission of real object and require presentations and personal demonstrations (action advanced self-service).

b. Submission of a real object that does not require presentations and personal demonstrations.

c. Delivery is not an object but in its delivery requires the presentation and demonstration personally.

d. Submission of the social product not including real objects and also does not require the presentation and demonstration personally.

Based on the above explanation of social marketing products are usually related to problems in the field of health (malnutrition, the implementation of family planning), education (literacy), environmental (environmental pollution), safety and others. These products will be presented in the middle of the community by using techniques and marketing strategies that can encourage the creation of social change. However, changing behavior and perceptions is not easy and requires a long time. Therefore, the concept of social Marketing requires a complex strategy to conduct various studies in advance in order to create change in people's behavior.

NGO (Non Government Organization) or NGO (Non Governmental Organization

NGO (Non Governmental Organization) is an organization no government independent and self-sufficient and is not an affiliate of the institutions of state or government (the code of conduct of NGOs Chapter 1 1). NGO as an organization grows independently of the will and desire of their own in the community (Act 4 of 1982 Article 1 Paragraph 12).

The role of NGOs is crucial to building a society and a nation. This is because the funding organization is done for the benefit of society. There arethe roles of NGO:

1. The development and construction of infrastructure
2. Support innovation, pilot and demonstration projects.
3. Facilitate communication
4. Technical assistance and training
5. Research, monitoring and evaluation
6. Advocate   for   the   poor

NGO field that was involved are:

1. Public education and health development
2. Handling special health
3. Social problems of society
4. Environment
5. Economy
6. Development
7. The issue of women

METHODOLOGY

This study used a qualitative methodology. Qualitative research is not concerned with mathematical logic or numbers of research. Qualitative research aims to maintain the shape and content of human behavior and conduct analysis on the existing qualities.

Primary Data

Primary data collection is done in 2 ways depth interviews or unstructured interviews to key persons as well as direct observation. The definition of in-depth interview is a conversation with the specific intent that made the interviewer (the researcher) and interviewee (the interviewee) were giving out answers or explanations of the questions studied. (Rachmat, 2001).

The research plan will interview the HARA as an NGO concerned with the issues of violence against children.

Secondary **Data**

Taken from literature litterature to process data obtained from the primary data, such as books, magazines, newspapers and etc.

Discussion

Hannah, one of the activist of anti of child abuse, described that: violence against children there are several types of verbal and non-verbal violence. According to Hana verbal abuse often occurs in children, and parents do. Examples of verbal abuse are:
- The act of intimidation: yell, scream, threaten, bully children.
- Measures discouraging or embarrass the child
- No honey and cold
- The habit of denouncing child
- Do not ignore and reject child

Presented by Hana that: "Do not underestimate verbal violence. Although verbal abuse does not touch the physical, verbal can cause traumatic impact on children. When observed continuously may adversely affect the child's personality, "says Hana.

According to Hana, the impact of verbal abuse on children can be:

- The loss of confidence
- Appears feelings of helplessness
- Achievement of continuous down
- Lack of creativity
- Appears aggressiveness
- It is difficult to get along

Conscious or not according to hana that verbal violence can be extended to physical violence, such as pinching, beating or torture. Further delivered by Hana, "The purpose a parent disciplines a child's heart, to make strict rules, and if the child is violated, consciously or unconsciously, parents will provide physical sanctions. As a result children bruises, wounds, fractures or used violence, "said Hana".

Verbal and physical violence of children by Hana occur in countries where children are sub-ordinate of the parents. This is according to Hana makes parents assume children can be treated at will. In Indonesia violence of child abuse is very high.

Other types of violence are sexual violence against children. Sexual harassment, according to Hana there are 3 types are: First, without a touch of sexual harassment, for example, teach viewing pornography. Secondly, sexual harassment by touch, for example: rape or just fingered touch. And the Third, sexual exploitation, for example: taking children into prostitution.

Especially, child sexual abuse case, since the year 2013 ago, the National Commission of child Indonesia declaring sexual violence in emergency situations, but the attention of the public and the new government opened wide as Emon and JIS case was revealed in March 2014. Presented by Hana also that on 20 May 2014, the National Commission child and community of mother   Indonesia launched a movement Single Action against Sexual Abuse, and encourage the government to make efforts more tangible to solve this crime.

According to Hana beginning of the campaign of anti sexual crime is on June 11, 2014, the government in this President publishes Instruction 5 president of GN AKSA (National Movement Anti Crime Sex) were instructed to all officers to conduct a real effort to handle this crime.

Hana said:

Seeing this Instruction, National Commission on Children to raise the 'power' alongside 59 institutions (including foundation) the form Coalition Indonesia One Action against Sex Crimes of children, in October 2014, and perform various actions to increase public awareness.

Confirmed by Hana that requires the involvement of many parties in anticipation of sexual violence against children.

Shared foundations Gait Mother accords take the position to move upstream, is at the level of education. In this case since the beginning I've been engaged to undertake educational efforts to raise public awareness regarding this issue. Since the beginning of 2015, I made a program PAK SA or Training Anti Sexual Offences of children, "said Hana".

P A K SA program consists of two programs, they are:

1. P A K S A 3 steps, targeting the parents the parents and the teachers, the children under the age of 9 years, since according to the survey the biggest victims of this crime are children under the age of 9 years.

Hana said:

"The form of the program is the dissemination campaign. Targets are: after attending the program, the target audience may have the knowledge to understand what is a crime sexual, what the mode, anyone who has the potential to be the culprit, which location is generally used, the characteristics of children who are potentially more likely to be victims , to recognize victims of sex crimes, who should be contacted if it finds a sex crime occurs, what should be done to prevent this crime, how to stop it and the effort that can be done to break the chain of this crime".

2. P   A   K   S   A   3T   (Train   the   Trainer   to   Train) The goal is for teachers and volunteer wants to be a facilitator GN AKSA to train children to overcome sex crime.

Forced Program targets are: PAUD "Since the beginning of 2015, I made 17 PAUD in the district (Kelapa Gading) as a pilot project for the program FORCED 3 steps. PAUD was chosen by people because it represents the lower middle class who incidentally is the group with the highest risk sex crimes of children. In addition, parents in early childhood minimal gain important information from any party ".

3. Involved in financing, Hana explained still fund itself. But this time he has invited several organizations to involved.

"Mid-March, the program PAK SA already I present to mother Inad Rustam (North Jakarta mayor's wife). Hopefully, the city government to adopt and fund the program so that it can be implemented in all early childhood in North Jakarta. In addition, to expand the target audience, I have proposed cooperation to the Lions Club of Jakarta. I wish the Lions Club is willing funding to execute this program targeting children orphanage in Jakarta (FORCED program for children will be conducted in orphanages in Jakarta) ".

From the above presentation, it is clear that Hana attempted to social marketing communications to the movement of anti-violence of children through campaigns and education. This is done in order to Hana through progren Lazy increasingly formed public awareness about sexual violence against children. What was done by Hana and their work in line with the opinion with Kotler and Roberto (1989) social marketing products divided into 3 that ideas, practices and tangible objects.

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Conclusion

From the above discussion, it was concluded that if social marketing communications conducted by KIPRA has been quite diverse and strategically. KIPRA do not use the media specifically and does not provide guidance. KIPRA scope about marketing communication is still limited, given the limited funding. However, it activities has been diverse and involves many elements.

Suggestion

It is advisable to use a variety of media to further optimize the results. Media will facilitate in reaching the diverse community at large. On the one hand is still needed expansion of the network between the various parties. Awareness of anti-sexual crimes against children should be able to hit children, parents, family, school, community, media up to the government.

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