

**VISUAL COMMUNICATION: CASE STUDY ON
THE VISUAL APPROACH IN CHILD SEXUAL
ABUSE AWARENESS CAMPAIGN (PRINT ADS)**

by

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LIST OF ABBREVIATIONS

| | |
|-------------|--|
| CSA | Child Sexual Abuse |
| NGO | Non-Government Organisations |
| PSA | Public Service Announcement |
| ATL | Above the Line Ads |
| BTL | Below the Line Ads |
| CI | Corporate Identity |
| DMP | Decision Making Process |
| SMCR | Sources, Messages, Channel and Receive |

**KOMUNIKASI VISUAL: KAJIAN KES MENGENAI PENDEKATAN
VISUAL DALAM KEMPEN PENCEGAHAN JENAYAH PENDERAAN
SEKSUAL KANAK-KANAK (IKLAN CETAK)**

ABSTRAK

Di antara tahun 2011 – 2016, 80% daripada 5502 kes berkaitan penderaan seksual terhadap kanak-kanak yang dilaporkan, pelakunya adalah orang yang dikenali mangsa. Kes ini menjadi isu yang sangat besar dan memerlukan perhatian daripada pihak kerajaan. Oleh itu, bagi menangani isu ini, kesedaran daripada masyarakat amat diperlukan. Di Malaysia, pelbagai kempen kesedaran telah dikembangkan dan dilaksanakan dalam dan luar negara. Kempen ‘Hentikan!! Jenayah Seksual Kanak-Kanak’ adalah salah satu contoh kempen yang dijalankan oleh pihak kerajaan dan NGO. Matlamat utama kempen ini adalah untuk memupuk tanggungjawab serta kesedaran dikalangan masyarakat Malaysia. Walaubagaimanapun, visual yang digunakan dalam kebanyakan kempen adalah *hard sell* dan tidak berkaitan dengan isu penderaan seksual terhadap kanak-kanak. Oleh itu, objektif utama kajian ini adalah untuk mengkaji sama ada kaedah visual yang digunakan dalam kempen kesedaran, yang mana ia fokus kepada iklan cetak. Oleh itu, kajian ini akan menggunakan pendekatan penyelidikan kualitatif yang melibatkan dua sampel iaitu, agensi rekabentuk dan para akademik. Tujuan utama kajian ini adalah untuk mengenal pasti dan menentukan penemuan kajian. Kajian ini signifikan kepada pereka dan para pengkaji yang mana mereka dapat merekabentuk dan menggunakan strategi yang betul dalam pelaksanaan rekabentuk kempen.

VISUAL COMMUNICATION: CASE STUDY ON THE VISUAL APPROACH IN CHILD SEXUAL ABUSE AWARENESS CAMPAIGN (PRINT ADS)

ABSTRACT

Between the year 2011 to 2016, 5502 cases of child sexual abuse (CSA) with almost 80% offenders are close to the victims have been reported. CSA has become a huge problem and needs attention from the government. Therefore, in order to prevent this issue, society's awareness is required. In Malaysia, a various range of awareness campaign has been used nationally as well as internationally. The '*Hentikan!!: Jenayah Seksual Kanak-Kanak*' campaign is an example of campaign executed by the government and the NGOs. It aims to build up the commitment and awareness of the society. However, the existing awareness campaign's visual used are mostly hard-sell and not related to the child sexual abuse issue, which focusing on photos of children. Hence, this study aims to investigate the visual approach used in the CSA awareness campaign, where it focuses on the print ads. Therefore, the research will employs qualitative research design, which involved two samples – design agencies and also academician. The main purpose of this research is to identify and define the findings. Both samples are significant to this study so that both designers and academic researcher are able to design and define the right strategy to be used in executing the campaign.

CHAPTER 1

INTRODUCTION

The research discusses the role of visual communication that specifically focuses on the print advertising (print ads) in child sexual abuse awareness campaign. These visual representations are the background and rationale for the study. This study gives significant details of advertising design, which focuses on the campaign design in the print ad.

1.0 Background

Child sexual abuse (CSA) is categorised as crime perpetrated against individuals under the age of sixteen (16) years old. The law pertaining sexual abuse among children differs in terms of demographic and age of the victims when the abuse occurred and incest is also part of this criminal act. Some of the academic literature put limitations on the definition of child sexual abuse where it is clarified that the perpetrator has to be at least five (5) years older than the victim for it to meet the study criteria (Quadara, Nagy, Higgins & Siegel, 2015). It includes a wide range of action between child and adult, which involves body contact and exposing the children to sexual abuse. In Malaysia, most incidents occur when a child is made a victim of lust, which is often associated with constitutional abuses, trust and responsibility by the abusers to the victims. Figure 1.1, shows the highest case in 2014 with 1829 cases compared to year 2011 with only 824 cases (Ministry of Women, Family and Welfare Development, 2016).

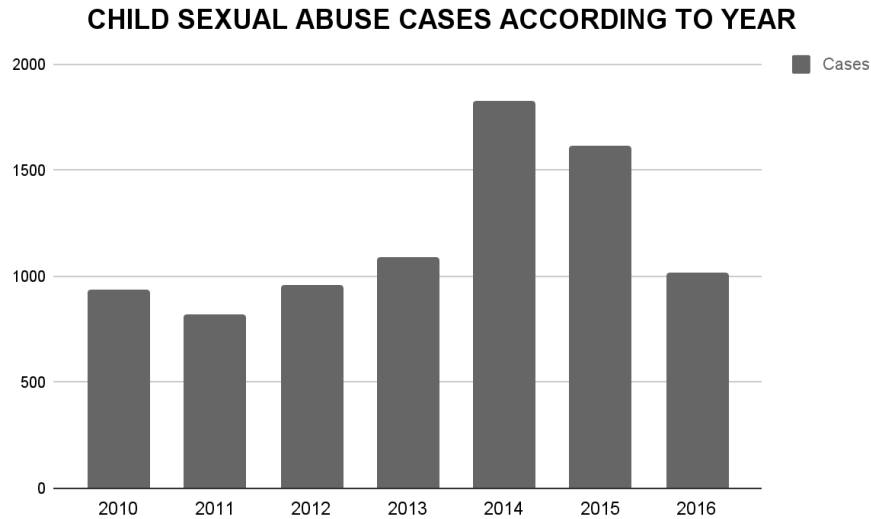


Figure 1.1 Statistic of Child Sexual Abuse in Malaysia according to year.

Due to this, the Malaysian government has implemented several initiatives that relate to prevention and management of this issue. Below are the initiatives:

1. S31 (1) of Child Act 2001 with a maximum penalty of RM20,000 and ten (10) years jail or both serves as punitive measure and deterrent;
2. Coordination Committee on Child Protection as prescribed under Part II of the Child Part II of the Child Act 2001 serves to advise the Ministry on child protection.
3. Child Protection Teams - *Pasukan Pelindung Kanak-kanak (PPKK)* which consists of a Welfare Office as Chairperson, a Medical Offices, Senior Police Officers and Concerned Civil Societies.
4. A Child Protection Policy introduced in July 2009 (as part of the National Economic Policy), which requests for participation and commitment from parents and guardians to protect children from all forms of harm, including sexual abuse.

5. Establishment of over 149 child activity centers - *Pusat Aktiviti Kanak-kanak (PAKK)* serving 20,000 high-risk children (identified as vulnerable to abuse and neglect) was set up. These institutions provide seminars, courses and workshop and intervention in the form of counselling, sports and motivational talks.
6. Appointments of 183 psychologists were made by the Department of Social Welfare. These psychologists are stationed in various departments such as the Department of Women Development, National Board of Community Development, and Panel Counsellors. With their coordination, all 183 psychologists are prepared to counsel children and family members who suffer from trauma. At the same time, psychologists were also obliged to follow up on each case at each stage.
7. Suspected Child Abuse and Neglect (SCAN) team in 34 hospitals around the nation was established specifically for handling child sexual abuse cases and they were placed in public hospitals with pediatrics specialists and wards.
8. *Talian Nur* (NUR Hotline) 15999 was introduced in 2007 to assist abused children and adults to seek advice and assistance by reporting child abuse cases. The Ministry of Women, Family and Welfare Development launched the Childline in November 2010 specifically for children as front line effort to fight child abuse.
9. The ministry also organised various advocacy programs with the cooperation of agencies and non-governmental organisations (NGOs), generic towards family-oriented issues.

(Aziz, 2016)

10. *Program Hentikan Jenayah Seksual Kanak-kanak* was launched on 13 March 2017 with the objectives of increasing the society awareness on child sexual abuse and protecting children from any criminal threats.

(Jabatan Kebajikan Masyarakat, 2013)

However, despite all of the efforts carried out by the ministry, the number of child sexual abuse cases continues to rise. Studies show that only 10% of perpetrators in child sexual abuse cases are strangers. Most sexual abuse offenders are known to their victims; about 30% is made of relatives of the child, either fathers, mothers, brothers, uncles or cousins; 60% is represented by acquaintances such as family friends, nanny or babysitters or neighbours (Aziz, 2016). Hence, widespread prevention campaigns need to be done with the support of effective campaign designs.

Campaign design in advertising can be described as a communicator. It is utilized to communicate the ideas or information to the audience, besides creating awareness on the issues that are raised. Campaign can also be in a form of a message broadcast with the purpose to prevent a certain issue. Chris Rose has supported this in his article,

Campaigning can be fun but it's often hard, dull, frustrating and unsuccessful. Campaigning is usually only done when all else has failed. It involves a conversation with society, persuading people to take an unusual interest in supporting a move that would not normally happen. It means setting up and sustaining processes that are not normal or 'business as usual'.

(Rose, 2010)

It explains that campaign is needed in order to support a certain issue so that it can be solved with the right way of communication. An awareness campaign does not only give the public relevant knowledge and information, but it maximises the motivation to take action or preventive measures so that the issue can be curbed. In other words, campaign can be described as a series of advertising with a combination of conceptual and ideation, put together into one execution that is communicated to the target audience.

In delivering a campaign, a medium needs to be carefully chosen so that the message will be effectively delivered to the audience. In this research, print ad has been chosen as the campaign-delivering medium as it is the best method to be used in every campaign. As mentioned in the Graphic History book, print advertising is one of many forms of advertising. It will always be the most popular advertising used since the post-war era (Meggs & Purris, 2011). Likewise, in other media, print ad is used to convey message to the target audience. In addition, it provides more than just an assertive and image-based discussion; it makes people stop, look and respond to the printed ads. Therefore, in awareness campaign, print ad is one of the most suitable mediums to be used as it is cheaper, insightful, impactful, provocative and relatable to the target audience.

Print is a sales tool that needs to invite and seduce a person into buying or doing something. That tool needs to be sharp and simple, not fettered by myriad of things. In fact, print is its own thing because it endures, as it does not go away like television, like a thief in the night.

(Aitchison, 2008)

“Print ads have incredible power of advocacy and persuasion.”
(Tutssel & Aitchison, 2008)

This indicates that low cost medium also great motivational tool and able to persuade the target audience.

However, delivering an effective campaign design does not solely depend on the method or medium used. The most critical aspect is the art direction, which is the most important stage in creating a design. Therefore, few strategies need to be carried out orderly to ensure effective execution. In order to accomplish the process, there are three things that need to be understood; media, target audience and promise (Barry, 2012). This is to ensure that it can be reliable on which piece of information to focus on and which to scrap. Although the ideas are brilliant, they can result in a seemingly dull or irrelevant fact - depending on how they are interpreted.

Between 2007 and 2017, only six (6) organisations produced awareness campaign on child sexual abuse; UNICEF, *Talian Nur*, MAKSUM, Women's Center for Change – WCC and P.S. The Children did campaign design on print ads, including posters, flyers, buntings and banners (*Jabatan Kebajikan Masyarakat*, 2012). In 2016, *Kementerian Wanita, Keluarga dan Masyarakat* had produced a new campaign that specifically concentrates on Child Sexual Abuse called *Hentikan!! Jenayah Seksual Kanak-kanak*. Below are some samples on the campaign designs produced by these organisations;

MAHASISWA MENGUTUK PENDERAAN KANAK-KANAK & PEMBUANGAN BAYI
Rintihan bapa

| Negeri | Pembunuhan Bayi |
|-----------------|-----------------|
| Selangor | 127 |
| Johor | 104 |
| Sah | 78 |
| Terengganu | 42 |
| Negeri Sembilan | 30 |

| Tahun | Pembunuhan Bayi |
|----------------|-----------------|
| 2005 | 67 |
| 2006 | 81 |
| 2007 | 95 |
| 2008 | 100 |
| 2009 | 96 |
| 2010 | 96 |
| 2011 (Januari) | 94 |

| Tahun | Keputusan Mahkamah |
|-------|--------------------|
| 2008 | 2780 |
| 2009 | 2769 |
| 2010 | 2963 |

JOM KURANGKAN STATISTIK

MAHASISWA MENGUTUK PENDERAAN KANAK-KANAK & PEMBUANGAN BAYI
"Tapi yang lebih penting ialah insidide ini sudah tentu memberi kesan mendalam kepada orang tua yang terpaksa berdepan dengan kematian anak-anak mereka dan tanggungjawab memelihara."
- Datuk Siti Nurhaliza -
Kuala Lumpur, 10 April 2010

"Sebanyak 82 pelajar kolej-kolej universiti di sekitar negara telah mengadakan forum diskusi mengenai penderaan kanak-kanak dan pembunuhan bayi."
Datuk Siti Nurhaliza
Wakil Menteri
di Jabatan Perdana Menteri,
KEMERIAHAN, 17 April 2010

"Tapi yang lebih penting ialah insidide ini sudah tentu memberi kesan mendalam kepada orang tua yang terpaksa berdepan dengan kematian anak-anak mereka dan tanggungjawab memelihara."
Datuk Siti Nurhaliza
Wakil Menteri
di Jabatan Perdana Menteri,
Kuala Lumpur, 17 April 2010

Kempen Tangisan Jiwa III
Selamatkan Gelandangan dan Penderitaan
Membantu mengubati Penderitaan Kanak-Kanak & Pembunuhan bayi

untuk Agama Bangsa Tanah Air

KAMI MENGUTUK PENDERAAN KANAK KANAK & PEMBUANGAN BAYI
SAYANGI DAN BERIKAN MEREKA HARAPAN

Figure 1.2 Print ads by MASKUM – Poster



Figure 1.4 Print ads by UNICEF – brochure and Women Centre for Change (WCC) – poster.



Figure 1.5 Print ads by Kementerian Wanita, Keluarga dan Masyarakat - Poster



Figure 1.6 Print ads by Kementerian Wanita, Keluarga dan Masyarakat - Poster

In the samples provided, many methods of visual delivering are applied. The potential to change and capture the way people think needs to be well planned. Both good or bad advertisement, it is an instrument that either manipulates or motivates their lives. Therefore, it is important to discuss and carefully plan on the ideation and strategies before the campaign is executed with two simple basic tools namely by knowing the target audience and the methods used in the campaign. By knowing the basic tools, a simple press ad can double up as poster that is in a slightly different format (Barry, 2012) and it helps the designers to plan well in creating the artwork. Last but not least, the main components that need to be taken into consideration are the visual and headlines. Whether it is used in hard sell or soft sell approach, the message that is going to be delivered has to be clear and strong so that it does not need anything else to support the statement given.

1.1 Problem Statements

The problems occurred in this research are:

- a. The visuals used in the existing CSA awareness campaign are not directly related to the issue.

Apart from this, the research found that the visuals used in the print ads are not directly related to the information delivered. The information given is presented in figure 1.7 and it is directed to child abuse. However the images or visualused are more on the visual of babies rather than educating or motivating the audience to make them aware of the issue. The visuals and messages used have to be parallel and accurate to the message delivered Broadbent and Chigani (2016). The visual needs to ensure that the message delivered to the audience is relevant even though the visual used is indirectly delivered to the audience and it has to be carry the weight of the campaign's aims.



Figure 1.7 Print Ads by MASKUM USM – Poster Design

b. The existing awareness campaign designs mostly use hard sell visual to communicate with the audience.

This is evident through the data collected from the NGOs and government organisations. It was found that the visuals used are mostly directly communicated. But unfortunately, it does not reflect the audience. A strong visual has to be well communicated, no matter what kind of approach they (the designers) have been using (Barry, 2008). Therefore, in delivering a campaign especially an awareness campaign, the message that they (organizers) try to deliver has to reach the target audience attention. This is to ensure that the message is well accepted and the impact given is delivered to the target audience.

c. The print ads designed in the awareness campaign do not conform to a standard specification.

Print ads are used to convey specific information. One of the important goals in launching a campaign is to present the information in a way that is accessible and systematically designed to achieve that goal. From the data collected, the print ads designed for the campaign were not standardised. The elements applied in the posters were not directly related to the campaign's aims; preventing child sexual abuse issue. Reid (2017) mentioned that a design should be guided by a specific rule and it is usually contextually dependent rules. These rules are guidelines used by the designers to adhere to, in order to achieve the standard and consistency of a design. Therefore, it is important to maintain the consistency by using a standard specification or guidelines in order to get a better result.

1.2 Research Questions

In order to ensure that the objectives of the research are achieved, few research questions were devised. These questions were formed to be in line with the significance of the topic studied. Below are the research questions;

- a. Are the graphic visual elements important in designing an awareness campaign design?
- b. What kind of visual approach needed in order to create effective awareness in child sexual abuse awareness campaign?
- c. Is there any design guidelines used by the advertising agencies in designing an awareness campaign design in Malaysia?

1.3 Research Aims and Objectives

This research aims to determine a strong understanding on the visual guidelines in delivering a solid message in awareness campaign design, especially in Child Sexual Abuse issue. In order to achieve the research aims the following objectives were developed:

- a. To determine the graphic visual element in awareness campaign design.
- b. To identify the suitable effective visual approach used in child sexual abuse awareness campaign.
- c. To identify the design guidelines used in local content to design an awareness campaign in Malaysia.

1.4 Significance of the Study

This research is very significant to designers or researchers who design or manages a child sexual abuse awareness campaign. This is because they will be able to design and define the right strategy used in executing a campaign.

“Every strategy should have an element of distinction (small or large) from the competition’s strategies, as should the proceeding concept and campaign.”
(Barry, 2012)

Every campaign that is carried out needs to be planned and strategised, so that it is relevant in order to reach the target of the awareness campaign. This is to ensure that the implementation stage will be done according to the campaign’s objectives. This study will facilitate other researchers, designers, NGOs and other organisation, which place print ads as the complement of campaign design process.

1.5 Scope and Limitation

In order to ensure that this research covers the main objectives, a study focusing on the visual approach used in the child sexual abuse awareness campaigns from local organisation print ads are identified as the research resource. Therefore, this research emphasizes on the suitable visual approach used in the awareness campaign, which is precisely on hard sell and soft sell approach. It also focuses on the understanding of the awareness campaign that leads to the acceptance of the campaign’s target audience, which is guided by the 4 P’s of Persuasion Model. This model is an international guideline that supports the local designer in producing the campaign. It is a model that serves as guidelines for the designer on how to capture the target audience attention by providing them a visual communication, as visual

(picture) and message (promise) to persuade (proof) their target audience to take action (push). Henceforward, researcher has also made the limitation on the respondents where the focus revolves around only to two groups of respondents; Academician (IPTA and IPTS) and Designers (Johan Associates and Leo Burnett Kuala Lumpur). Besides that, this study applies the qualitative research as the method. A questionnaire which was constructed based on the DMP model with the 4 P's of Persuasion, was later distributed to the respondents. DMP model was selected for this purpose because it helps the designers in the decision making process by structuring the guidelines before the ads are being produced. This is to ensure that the finding of this research is recognised and can provide a set of guidelines for other parties.

1.6 Theoretical Framework

This section concentrates on the structure that can hold or support a theory of the research study. A theoretical framework consists of concepts definitions and reference to relevant scholarly literature together with existing theory that is used for a particular study. It demonstrates an understanding of theories and concepts that are relevant to the topic of the research paper and relates to the broader areas of knowledge being considered (Ravitch, Sharon & Riggan, 2017). It acts as a framework that holds the research strategy, simultaneously formulated to explain why the research problems under this study exist. The framework introduces the view of chapter one of this research study. Figure 1.9 represents the theoretical framework applied.

THEORETICAL FRAMEWORK



Figure 1.8 The Theoretical Framework of visual approach used in child sexual abuse awareness campaign

1.7 Summary

The background study of child sexual abuse awareness campaign design in Malaysia was collected and explained at the beginning of this study. The preliminary investigation was conducted with the intention to create justification on the role of visual communication, which is focusing on print ads. Hence, the gap was identified together with the problem statements and the purpose of the research, of which the theoretical framework of this study was based on. In the meantime, the term's definition has been delineated for clarity in literature review. Finally, the thesis chapter's outline is presented.

The main purposes of this research are to identify the suitable visual approach used to determine the graphic visual elements and finally to produce the design guidelines that will be used in designing an awareness campaign visuals. In order to achieve the objectives, the study focused on hard sell or soft sell as the suitable visual approached in the CSA awareness campaigns and print ads as the delivering medium. Two (2) types of models have guided the research; 4P's of Persuasion Model and the DMP Model. At the same time, the limitation of the respondents was that the researcher focused only on two groups of respondents; Academician (IPTA and IPTS) and Designers (Johan Associates and Leo Burnett, Kuala Lumpur). Furthermore, the study applied the qualitative research as the methods of the study, which entailed questionnaires distributed to the respondents. Finally, the theoretical framework applied on this research consists of concepts definitions and relevant references from scholarly literature together with the existing theories that are used in a similar study. It contains the theory of advertising's role and functions from Wells, Moriarty and Burnett (2006), which explained the role and function of advertising towards the marketing, communication, economic and societal. Besides, the theoretical framework was also inclusive of the theory of campaign design cited from Barry (2012) in which he explained on the advertising as a communication item in campaign design. The effective advertising media by both studies of Burtenshaw, Mahon and Barfoot (2006) and similar message by Landa (2004) discussed on the right mediums and methods used in delivering an advertisement. Finally this study looks extensively into the theory of the evaluation on effectiveness by Book and Schick (1997), in which the guidelines used in producing a design is explained.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter provides an overview on the child sexual abuse awareness campaign and the understanding of suitable visual elements and the design guidelines in executing the awareness campaign. It introduces the framework for the case study that comprises the main focus of the research described in this thesis. Therefore it is important to set the context of the literature review work by providing:

- An explanation of Malaysia's child sexual abuse awareness campaign
- Description on the roles and functions of advertising
- Evaluation of the suitable visual approach used in executing the awareness campaign
- Observation on the design guidelines used by the design agencies.

The main purpose of the literature review is to identify the previous research on the child sexual abuse awareness campaign and reveals if there are any guidelines or models used in executing the campaign especially in terms of visual communication. This was carried out in order to constrict the data collection requirements for the primary research to be conducted and it formed part of the emergent research design process (Denscombe, 1998). The approach is adopted in line with the current practice of a qualitative research work. Hence, it is regarded as acceptable for the research to familiarise the existing research prior to collecting the data for the studies (Easterby-Smith, Thorpe & Lowe, 2002).

The studies assisted three main purposes; first, they did it by providing the direction in composing the data collection, which guarded it against the risk of overload at the primary data collection stage. Secondly, previous studies also contributed to collection of the finding in line with the depth of the literature into a formal review that helped to maintain the study, in the sense of the topic's viewpoint. Lastly, past studies increased the opportunities in conveying a critical analysis on the main purpose of the data collected during the data analysis stages of the research were reached.

2.1 Conceptual Framework

The framework attempts to connect all the aspects of inquiry in the research. It acts like a map of answers to the issue at hand. The conceptual framework explains, either graphically or in narrative form, the presumed relationships among them. Frameworks can be rudimentary or elaborate, theory driven or commonsensical descriptive or causal (Robson & McCartan, 2016). The main elements to be studied - the key factors, constructs or variables and the framework represents the literature's finding in chapter two. It provides the framework of the research design and the data analysis, which will be presented in chapter four. The following theories serve, as the foundation of the research and ensuing discussion will highlight the connections of whole research done. Figure 2.1 represents the whole framework of the research.

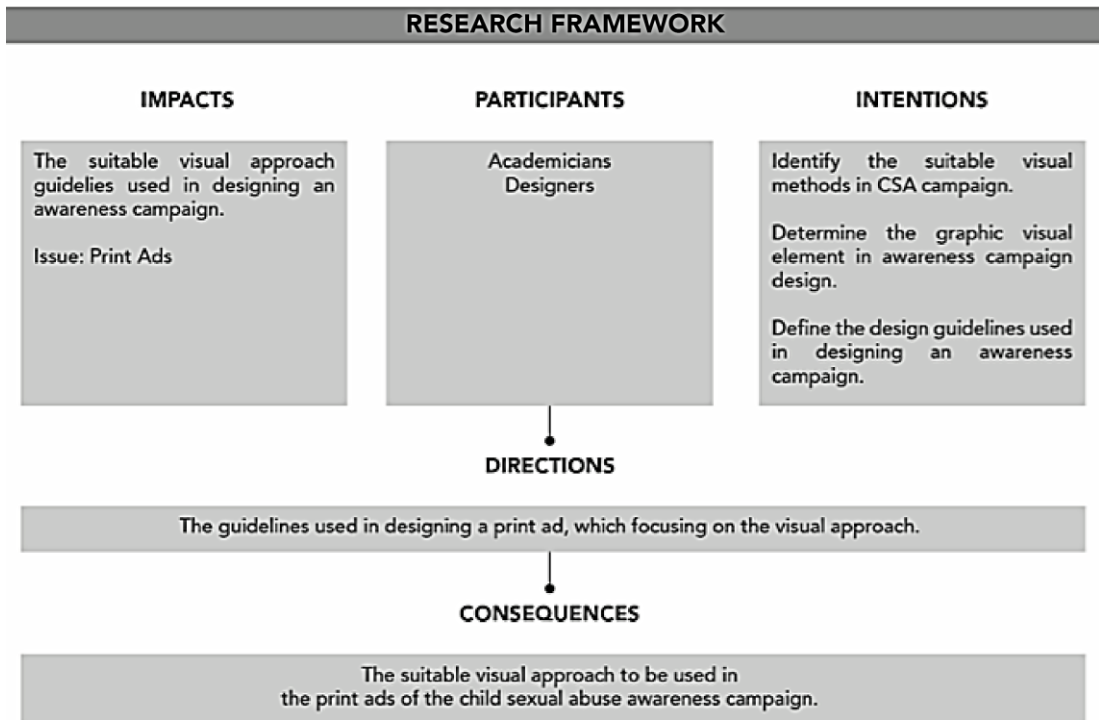


Figure 2.1 The research framework

As shown in the research framework above, the aim of the research is to define the design guidelines used in designing an awareness campaign design. The participation of IPTA and IPTS academicians together with the designers from local design agencies helped the researcher in getting the guideline used in producing a campaign design. The graphic visual elements used in creating a campaign design will be investigated and a suitable approach will be determined in order to deliver the campaign. Consequently, it will deliver a solid message in awareness campaign design, especially on child sexual abuse issue. Few interviews were conducted to obtain the views from several types of respondents. Therefore, the finding produced a guideline that guide future designers and educators in producing and executing awareness campaign design, with the main focus on the suitable visual approach to be used.

2.2 Definition of Child Sexual Abuse

A child is a person who is under the care of an adult, who can be the parents, guardians or the fosterers. However, the legal definition of a child generally can be referred as;

“A child is a person who is age below 18 years old.”
(*Jabatan Kebajikan Masyarakat, 2013*)

“A child means a young human being below the age of puberty or below the legal age of majority.”
(Oxford Dictionary of English, 2010)

This definition entails the understanding that a child is considered an adult after undergoing a certain phase when the body begins to develop and change at its own pace. Children love to be pampered, cuddled and be kissed especially by individuals who are close to them. In that event, children need supervision from the adults, not only from the parents but also from the society. Parents should teach and remind the children on the possible threat of getting to know a stranger as a precaution when faced with sexual abuse. Prof Datin Noor Aziah Mohd Awal (2016) in one of her interviews has supported this notion;

“Dalam hal ini, golongan dewasa memainkan peranan untuk menyedarkan kanak-kanak jenis kelakuan, perbuatan dan juga bentuk ancaman yang boleh dilakukan oleh sesiapa sahaja terhadap mereka.
“In this case, the adults have to play their role to enlighten the children on the behavior, acts, and treats which can be done by anyone towards them.”
(Awal, 2016)

However, the connection between an adult and a child also led to the child sexual abuse cases. It is a form of exploitation towards the children that create bad

influence to the child and also to the society. This happened when an adults use their power over the child to assert their sexual intention. According to Children Act 2001,

Child sexual abuse is when a child is sexually abused if he or she takes part, either as participants or observers in any activity that is sexual in nature for any purpose or sexual exploitation by any for the sexual gratification of that person or another person.

(Jabatan Kebajikan Masyarakat, 2009)

This explains that when a child is involved in any sexual activity; directly or indirectly it means that he or she has been sexually abused. Even a simple act of touching could also mean sexually abusing a child as it can be described as an ‘unwanted sexual contact’ (Brown, Peña & Rankin, 2017).

The environment outside the home has the potential risks for children as this might cause kidnapping and other danger such as traffic accident. Awal (2016) explained that all of us are required to take extra precaution in observing and caring for the children when their parents are unable to supervise them, including the nannies, neighbours and people surrounding them. This is to make sure that the children are alert to the risks that they are going to face when they go on walks and outings. Children are innocent beings; who could not recognize and be forewarned of any possible danger from the others. The friendly character; in them often dodge them from detecting the secrecy surrounding them. Most of the victims of child sexual abuse are often threatened and coerced by the perpetrators into remaining silent and are frightened of the consequences if they disclose the abuse (CASAs, 2018). But, in Malaysia parents are often reluctant to openly discuss sexual matters with the children

for them it is not appropriate for a child to talk about sex. Normally, parent's perspective towards sexual education is sex is a personal and sensitive conversation.

“Setengahnya menyatakan perkara itu tidak baik, lucah dan tidak sesuai bagi kanak-kanak untuk mempelajari serta memahami seks.”
“Some say it is not suitable to talk on the obscene matter and inappropriate for children to learn and understand about sex.”
(Awal, 2016)

According to Awal, the society prefers to be silent rather than explain to the children on the matter. The truth of the matter is the children are not exposed to the sexual knowledge in order to avert themselves from being one of the victims. These factors contribute to a silent victim, which means a child will often not disclose on sexual abuse directly. Child sexual abuse happens in many ways and factors. It occurs across socio-economic, cultural, racial and ethnic groups. The abuser could be the trusted person, like immediate family members. Referring to the *Wahab & Nor (2018)* this issue has been one of the serious crimes in Malaysia and is listed under an act called *Akta Kesalahan-kesalahan seksual terhadap kanak-kanak 2017 (Akta 792)* whereby the criminals shall be liable to a maximum fine of RM50,000 or imprisoned up to 20 years, or both depending on the crime. The offenders may also be lashed than a fine and / or imprisonment. Even though, the punishment meted out to the offenders, it was supposed to serve as a warning to potential offenders, but unfortunately, the child sexual abuse cases are increasing. Hence, the society should also help to control the issue from further spreading and the prevention campaign should be done in order to educate and inform that child sexual abuse is perilous to the society especially the children themselves.

2.2.1 Child Sexual Abuse Prevention Campaign

Although these heinous acts happen widely in Malaysia, there is still a lack of initiatives to prevent this issue. The severity of this issue deserves certain awareness among Malaysian public. The Ministry of Women, Family and Community Development launched a campaign called ‘*Talian Nur*’ on the 15th January 2010, with the aim to provide quality service that is fast, accurate and efficient through hotline call (*info Talian Nur*, 2011). This provides emergency services and inquiries regarding cases like abuse, neglect, domestic violence, juvenile problems and counselling.



Figure 2.2 A campaign by Ministry of Women, Family and Community Development – ‘*Talian Nur*’

Question raised by the Assistant Social Welfare Officer from *Jabatan Kebajikan Masyarakat*, Sungai Petani (Daerah Kuala Muda);

Bagi pandangan saya, kempen Talian Nur ini sebenarnya tidak memberi apa-apa refleks kepada masyarakat sekeliling. Malah kita dapat lihat, kempen yang dijalankan lebih kepada menyediakan perkhidmatan yang hanya berfungsi ‘selepas’ kes-kes yang disebut itu berlaku. Jadi, memang tiada tindakan kearah mencegah isu ini daripada masyarakat. Ini kalau kita lihat dari segi ‘pencegahan’ lah ye...

To me, the campaign itself does not reflect the society. In fact, as we can see, the campaign provides services, which is only being done ‘after’ the cases had happened. Therefore, there is no action taken towards preventing the issue by the society. That is if we look at it in the context of prevention.

(Ismail, 2011)