

Analysis of the Effectiveness of the Film Like and Share as an Anti-Violence Campaign Media against Women for Generation Z



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ABSTRACT: In a gender perspective, violence against women is a complex problem and is rooted in power imbalances between genders. Violence against women includes all forms of violence directed specifically at women based on gender differences. Over the past few decades, movement against violence against women has grown strong and widespread around the world, which seeks to raise awareness, advocate for policy change, as well as provide support to victims. The movie have great power in conveying messages and influencing public opinion. Movies have a strong potential to create social change because it is able to reach a wide audience and influence their emotions and perceptions. This research will analyze how a film can trigger changes in attitudes, behaviors and actions on violence against women because in today's digital era, movies are an effective means to deliver anti-violence campaigns.

KEYWORDS: Gen-Z, Film, Women

INTRODUCTION

Violence against women includes all forms of violence directed specifically at women based on gender differences. These forms of violence include physical, sexual, psychological, and economic violence. Violence against women can occur in various contexts, including in intimate relationships, family, community, and work. This is a serious violation of human rights and needs to be eradicated (Sulaeman, 2015). Violence against women is a global problem that affects the lives of millions of women around the world. Responding to the massive acts of violence against women, many countries have adopted regulations and policies to protect women from violence. For example, the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) requires countries to take effective steps to prevent and eradicate violence against women. In addition, many countries also have laws and regulations that specifically regulate the prevention and handling of violence against women, including the establishment of assistance and protection centers for victims of violence. Over the past few decades, the movement against violence against women has grown stronger and more widespread throughout the world. This movement involves non-governmental organizations, government agencies, human rights activists, and civil society in general. This movement seeks to raise awareness, advocate for policy change, provide support to victims, and change social norms that support violence against women.

Films have great power in conveying messages and influencing public opinion. In today's digital era, films are an effective means of conveying campaigns against violence against women. Films can visualize the experiences of victims of violence, arouse the emotions of the audience, and trigger reflection and change in attitudes. Films that focus on the issue of violence against women can broaden public understanding of this problem, encourage dialogue, and mobilize support for better social change. In recent years, campaigns against violence against women through film have become increasingly popular and effective in reaching a wide audience. The film "Like & Share" is one example of a significant work in this regard. This film has the potential to create a strong emotional experience for the audience and help change their perspective on violence against women. Therefore, this study will explore the impact of the film in raising awareness and influencing the attitudes and behavior of the audience regarding violence against women.

The film "Like & Share" is an interesting and relevant work in the context of preventing violence against women. The film "Like & Share" depicts the story of a woman who is a victim of violence and how she struggles to free herself from this dire situation. The film successfully highlights various aspects of violence against women, including physical, psychological, and economic violence, as well as its damaging impacts on victims and society at large. By raising this sensitive issue, the film provides an opportunity for the audience to understand and face the realities faced by women who are victims of violence. One of the strengths of the film is its powerful depiction of women's struggles and resilience in the face of violence. The main characters

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in the film show determination and courage in facing difficult situations. The film emphasizes the importance of empowering women to fight violence and seek help from their surroundings. This encourages the audience to consider their role in providing support and promoting gender equality. In addition, the film also illustrates the importance of breaking down the stigma and social norms that support violence against women. In several scenes, the film criticizes attitudes and behaviors that justify or ignore violence against women. This triggers reflection on how social norms can influence perceptions and actions towards violence against women. In this context, the film encourages the audience to change attitudes and behaviors that are detrimental to women and promote gender equality.

However, although the film "Like & Share" makes a valuable contribution to combating violence against women, there are several aspects that need to be considered. First, the film can deepen the analysis of the root causes of violence against women, including the structural, cultural, and social factors that perpetuate the violence. In addition, the film can further highlight the importance of cross-sector cooperation, including the participation of the government, non-governmental organizations, and civil society in preventing and handling violence against women. The film "Like & Share" is an important work and makes a significant contribution to preventing violence against women. Through a powerful depiction of struggle, resilience, and the importance of breaking down social norms that are detrimental to women, the film encourages viewers to think critically, change attitudes and behaviors, and support women who are victims of violence. Thus, the film has the potential to be an effective tool in the campaign against violence against women and strengthen the feminist movement as a whole.

METHOD

Data Source

In this study, data collection was conducted through literature search. The object of this study is the campaign against violence against women through film media. This study only uses secondary data sources through online literature searches. As a qualitative study, data can develop at any time which can be obtained with documentation that supports the research.

Data Collection Technique

Data collection in this study uses documentation techniques. Documents are records of an event that has occurred or has passed. Documents can be in the form of writing, pictures, or monumental works from someone (Sugiyono, 2015).

Data Analysis Techniques

The data analysis stage plays a role in qualitative research as the main factor in assessing the quality of research, and in the data analysis stage, the researcher's ability to interpret data is the key to answering the problem formulation and drawing conclusions (Kriyantono, 2007). The data analysis technique in this study uses the interactive model of Miles and Huberman (Miles, Huberman, & Saldana, 2014). The interactive model consists of, first, the data condensation process, namely the process of selecting, focusing, simplifying, abstracting, and/or changing the data that appears, which aims to strengthen the data. Second, the data presentation stage, namely a set of research data that is structured and allows for an analysis process to make it easier for researchers to see and understand the overall picture or certain parts of the research data, so that researchers can decide on further actions. Third, the conclusion drawing stage, which is carried out by researchers continuously so that conclusions can be obtained that are truly valid and able to answer the problem formulation, and can achieve research objectives.

Research Stages

For data analysis, it is carried out since the data began to be collected. This means that when researchers are collecting data, the analysis process can be carried out simultaneously. The first is to identify the data obtained to answer questions about what is being studied, then map it. The process of identifying data can also be called data reduction by selecting and sorting the data that has been collected, especially regarding the campaign against violence against women through film media. The next step is to make verification or temporary conclusions based on selected data related to the focus of the study.

RESULTS AND DISCUSSION

In Indonesia itself, the phenomenon of sexual violence has been rampant, both in the form of physical, verbal and non-verbal sexual violence. National Commission on Violence Against Women (2020): The National Commission on Violence Against Women (Komnas Perempuan) shows that sexual violence is often influenced by social norms that silence victims. One example that recently occurred was a girl selling fried food who was killed because it was based on the perpetrator's intention to harass the girl for a long time. Of course, this happened because of several bad backgrounds or factors, especially in the environment of the perpetrators, which of course is very detrimental to others. However, to discuss the phenomenon of sexual violence that is rampant, it is important to first understand the social context faced by women, especially Generation Z.

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Gender and Violence against Women

Gender according to (Butler, 1990) in (Hasan, 2019), states that media studies introduce gender as something that is built from various symbols, values, and other resources from culture. In addition, gender is an attribute given by society to indicate differences in nature, character, characteristics, and certain functions given to men and women. For example, the assumption that men are more rational than women who are more emotional, men are in public spaces (earning a living) while women are gentle. Therefore, for the feminine, gender is the result of social construction, and from here comes the expression that gender is a social construction. As a result, the emergence of gender injustice that has an impact on women, the hope for emancipation has instead turned into marginalization. Gender injustice basically gives rise to 25 other unfair treatments, such as the assumption that women are gentle, therefore women are often considered weak and various negative stereotypes against women begin to emerge, ignoring women's voices, to skepticism towards problems of violence against women (Hasan, 2019).

Efforts to realize gender equality to eliminate this injustice are not impossible, even though patriarchal culture has been going on for a long time. Patriarchal culture itself is a value that lives in society, which positions men as superior and women as subordinate. To change this culture, a long period of time is needed, and this time is used to maximize education, namely by transferring community norms, knowledge and skills, including gender norms (Susanto, 2016). Violence against women is an act of blasphemy and castration of human dignity that can occur at all levels of life, both at the level of education, economy, culture, religion, and ethnicity. This is because violence basically occurs due to the understanding of the world which is still dominated by men (Amalia, 2011). Another definition formulated by the Indonesian Ministry of Health (Depkes RI) in 2006 regarding violence against women is any act that is related to or may result in misery or suffering for women, whether physical, sexual, psychological, threats, coercion, and 26 deprivation of liberty both in the community and in the household (personal) environment (Indrasty et al., 2021). A very terrible form of deviation from patriarchal culture is the occurrence of forms of violence against women, the form of violence can be physical and non-physical violence. According to Esfand in Indrasty et al. (2018, p. 97), in terms of the perpetrators, violence against women can be carried out by men, husbands, society, and the government. The relationship between gender as a social construct with violence against women, shows the gap between men and women, so that various negative unilateral assessments that are detrimental to women begin to emerge, such as the assumption that women are gentle. This is where violence against women begins, namely because men with their patriarchal culture consider women weaker than men who have the power to determine something.

Generation Z's Understanding of Violence Against Women

Generation Z is a generation or children born between 1997 and 2012 who are very connected to technology and social media. Twenge (2017) stated that Generation Z is a generation that has grown up with digital technology since birth, especially smartphones. They are very familiar with social media, which she said can affect mental health due to increased social isolation. Generation Z has very broad access to information, but is also vulnerable to the risk of violence, especially gender-based violence. In a sociological study of sexual violence on campus, Armstrong (2014) revealed that campaigns against sexual violence often have to overcome the culture of silence and impunity that applies in many institutions. This campaign needs to involve deeper education about consent and the role of power in sexual relationships to create effective change. The many incidents of sexual violence that have occurred show that violence against women is still a significant problem throughout the world, especially in Generation Z. This violence can be in the form of physical, psychological, sexual, and technology-based violence such as cyberbullying and revenge porn.

Although Generation Z is known to be more progressive in terms of social issues, a deeper understanding of violence against women is still needed. Lack of adequate education and understanding can lead to the normalization of violence in personal relationships and public spaces. Generation Z grew up in the digital era, where access to information and social interaction is very fast and easy. However, this also has the potential to increase the risk of sexual violence, both directly and online. This phenomenon raises an urgent need for prevention, considering that women from this generation are often the targets of various forms of violence, including gender-based violence and harassment on social media.

The results of the study showed that most Generation Z have a basic understanding of physical violence, but awareness of more subtle forms of violence such as psychological violence and technology-based violence is still low. This shows the need to increase literacy about gender and violence among this generation.

Factors Influencing Understanding of Violence

Several factors that influence Generation Z's understanding of violence against women include:

1. Exposure to Social Media Content
2. Generation Z grew up in the digital era, where social media is an important part of their daily lives. Exposure to various content on social media can shape their understanding of the issue of violence against women.

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3. Positive and Negative Content: On the one hand, social media can spread educational information and raise awareness about gender-based violence through educational campaigns, videos, and articles. On the other hand, social media can also be a place to spread content that degrades women, such as memes, videos of harassment, or content that normalizes violence.

4. Normalization of Violence: Continuous exposure to negative content can result in the normalization of violent behavior in their views, making such actions seem trivial or even acceptable. This can reduce their empathy for victims of violence.

5. Peer Influence

6. The social environment of peers has a significant influence in shaping Generation Z's views on various issues, including violence against women.

7. Discussion and Sharing Experiences: Generation Z often discusses social issues among their friends. If the peer group supports positive values about equality and anti-violence, this can increase their understanding and concern. However, if peers ignore or even belittle the issue, then the understanding that develops can be minimal or negative.

8. Social Conformity: The desire to be accepted by a peer group can lead individuals to follow the norms that apply in that group. If group norms tend to downplay violence or uphold gender stereotypes, then individuals may be more likely to adopt similar views, even if they personally disagree.

9. Lack of Formal Education on Gender Equality and Gender-Based Violence

10. Formal education plays a key role in shaping individuals' understanding of social issues.

11. Inadequate Curriculum: In many schools, education on gender equality and gender-based violence is still lacking. Without adequate education, Generation Z is not given enough information to understand the various forms of violence and their impact on women. This can lead to insensitivity or misunderstanding of serious issues.

12. Experiential Education: Education that involves discussions, role-plays, or simulations of violent situations can be more effective than relying solely on theory. However, this method is not yet common in formal education in many places.

Social Campaigns and Their Influence

The urgency of preventing sexual violence among Generation Z women must be seen from the perspective of empathy and awareness. Many young women may feel isolated or voiceless in the face of violent situations, so it is important to create safe spaces where they can share their experiences and learn about their rights. Education about gender equality and sexual health needs to be integrated into school curricula and community programs to raise awareness and encourage preventive behavior. However, there is one activity that can be a means of preventing sexual violence, namely social campaign activities. Social campaigns are a very effective tool in combating sexual violence. Weinreich (2010) stated that social campaigns use a social marketing approach to achieve behavioral change in individuals and society more broadly. One relevant film is "Like and Share," which depicts the impact of sexual violence and the importance of community support. This film not only highlights the emotional impact on victims, but also invites the audience to play an active role in fighting stigma and supporting each other. Through a strong narrative, this film can inspire Generation Z to be more critical of the issue of violence, and encourage them to get involved in social anti-violence campaigns.

Social campaigns such as the film "Like and Share" have a positive impact in raising awareness of Generation Z about sexual violence. The narratives built by popular media help them more easily identify situations of violence and provide support to victims. However, this study found that Generation Z's involvement in social movements is still hampered by the lack of safe and supportive discussion spaces at the community level. Overall, a multidimensional approach involving education, community support, and media campaigns such as the film "Like and Share" can help build greater awareness and create positive changes in society to reduce and prevent sexual violence against women.

CONCLUSION AND SUGGESTIONS

The film "Like and Share" has proven effective as a campaign medium in conveying messages against violence against women, especially to Generation Z. This film successfully utilizes strong visual and emotional appeal to communicate important messages about gender-based violence, so that the message is more easily accepted, remembered, and understood by the younger generation who grew up in the digital era. The use of film as a means of education and campaign has proven to be able to increase awareness and understanding of the issue of violence against women among Generation Z. The touching narrative, relatable characters, and situations that are relevant to their daily lives have succeeded in creating an emotional closeness with the audience. Generation Z, who are generally more familiar with and prefer digital and visual media, responded positively to the method of conveying messages through this media, so that film becomes an effective tool in changing their perceptions and attitudes towards gender violence.

The effectiveness of this campaign can be seen from the increasing number of public discussions on social media platforms, such as Twitter, Instagram, and TikTok, after this film was screened. The audience not only discussed the issues raised in the film,

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but also shared personal experiences and raised awareness of the importance of ending violence against women. In addition, the analysis of the results shows that young audiences increasingly understand the importance of gender equality and the propaganda of gender-based violence. They become more critical in dealing with forms of violence that are often hidden behind unhealthy social norms. However, to achieve a broader and deeper impact, the campaign through this film must be accompanied by additional educational programs. Programs such as group discussions, workshops, or counseling can help strengthen further understanding of gender-based violence and provide space for viewers to process the information they receive. Discussion groups can be a place to explore the issues raised in the film and allow Generation Z to share views and develop critical thinking. In addition, counseling or mentoring programs for victims of violence are also needed to ensure that victims get the support they need and can speak in a safe environment. Overall, the combination of campaign films and additional programs can have a more comprehensive impact, not only in raising awareness but also in encouraging real action to prevent violence against women. This is important because gender-based violence requires not only a change in perception, but also a collective commitment from society, especially the younger generation, to create a safer and more equal environment for all genders.

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