

**PENGARUH PESAN IKLAN LAYANAN MASYARAKAT “MENGENALI,
MENCEGAH, DAN MENANGANI KEKERASAN BERBASIS *GENDER*
ONLINE (KBGO)” DI *INSTAGRAM* TERHADAP SIKAP *FOLLOWERS***

@Cerdasberkarakter.Kemdikbudri

HANY SYAFA

Abstrak

Maraknya kasus KBGO pada anak dapat membuat anak menjadi merasa tidak aman berada di lingkungan sekitarnya, sehingga dapat menghambat pengembangan dirinya di masa waktu yang relatif masih muda. PUSPEKA atau Pusat Penguatan Karakter yang merupakan unit organisasi di Kemendikbud bertugas untuk melaksanakan penyiapan kebijakan teknis serta penerapan dalam aspek penguatan kepribadian, salah satunya dengan memberikan edukasi kepada masyarakat bagaimana menyikapi kasus kekerasan berbasis *gender online* dengan iklan layanan masyarakat yang disebarakan melalui akun *Instagram*-nya yaitu @Cerdasberkarakter.Kemdikbudri. **Teori** yang digunakan pada penelitian ini yaitu *Medium Theory* yang dikembangkan oleh Mc Luhan. **Metode penelitian** kuantitatif eksplanatif. Populasi pada penelitian ini yaitu *followers* dari akun *Instagram* @Cerdasberkarakter.Kemdikbudri kemudian dilakukan penarikan sampel yaitu sebanyak 100 responden. **Hasil** menunjukkan bahwa korelasi antara variabel X dan variabel Y memiliki hubungan yang kuat yaitu sebesar 0.716. Berdasarkan hasil dari perhitungan koefisien determinasi menunjukkan bahwa terdapat pengaruh sebesar 46,7% yang ditimbulkan dari pesan iklan layanan masyarakat “Mengenali, Mencegah, Dan Menangani Kekerasan Berbasis *Gender Online* (KBGO)” di *Instagram* terhadap sikap *followers* sedangkan sisanya dapat dipengaruhi oleh faktor-faktor lain di luar penelitian ini. Kemudian pada hasil uji hipotesis menunjukkan bahwa H_0 ditolak dan H_a diterima yang berarti bahwa adanya pengaruh dari pesan iklan layanan masyarakat “Mengenali, Mencegah, Dan Menangani Kekerasan Berbasis *Gender Online* (KBGO)” di *Instagram* terhadap sikap *follower*. **Maka dari itu dapat disimpulkan** bahwa iklan layanan masyarakat “Mengenali, Mencegah, Dan Menangani Kekerasan Berbasis *Gender*

Online (KBGO)⁶ di *Instagram* Pusat Penguatan Karakter yaitu @Cerdasberkarakter.Kemdikbudri dapat mempengaruhi sikap *followers*-nya.

Kata Kunci: Kekerasan Berbasis *Gender Online*, Iklan Layanan Masyarakat, *Instagram*, Sikap Followers.

**THE INFLUENCE OF PUBLIC SERVICE ADVERTISEMENT MESSAGES
"RECOGNIZING, PREVENTING, AND ADDRESSING ONLINE GENDER-
BASED VIOLENCE" ON INSTAGRAM OF THE ATTITUDE'S
FOLLOWERS @Cerdasberkarakter.Kemdikbudri**

Abstract

HANY SYAFA

*The large number of KBGO cases against children can make them feel insecure in their surroundings, so that it can hinder their development when they are relatively young. PUSPEKA, or the Character Strengthening Center, which is an organizational unit in the Ministry of Education and Culture, is tasked with carrying out the preparation of technical policies and implementation in aspects of personality strengthening, one of which is providing education to the public on how to respond to cases of online gender-based violence with public service advertisements distributed through its Instagram account, namely @Cerdasberkartu.Kemdibudri. This study uses the medium Theory which was developed by McLuhan with **explanatory quantitative** research methods. The population in this study, namely followers from the Instagram account @Cerdasberdinding.Kemdikbudri, was then taken as a sample of 100 respondents. **The results** show that the correlation between variable X and variable Y has a strong relationship that is equal to 0.716. Based on the results of calculating the coefficient of determination, it shows that there is an influence of 46.7% resulting from the public service advertisement message "Recognizing, Preventing, and Dealing with Online Gender-Based Violence (KBGO)" on Instagram on followers' attitudes, while the rest can be influenced by other factors. other than this research. Then the results of the hypothesis test show that H_0 is rejected and H_a is accepted, which means that there is an influence from the public service advertisement message "Recognizing, Preventing, and Dealing with Online Gender-Based Violence (KBGO)" on Instagram on follower attitudes. **Therefore, it can be concluded** that the public service advertisement "Recognizing, Preventing, and Dealing with Online Gender-Based Violence*

(KBGO)" on the Instagram Character Strengthening Center, namely @Cerdasberdinding.Kemdikbudri, can influence the attitude of its followers.

Keywords: *Gender-Based Violence Online, Public Service Advertisements, Instagram, Attitudes of Followers*