HUMAN TRAFFICKING TROUGH SOCIAL MEDIA

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Abstract

Human trafficking is like an iceberg phenomenon. The number that hiding under the surface is greater far beyond what we can see. Human trafficking can be happened to anybody and anytime, including our relatives and neighbors who lack of knowledge and education about the subject

Thus, the need for communications campaign to disseminate the knowledge necessary to prevent the human trafficking. Therefor, this paper scrutinized the campaign to raise the awareness on human trafficking by Computer Mediated Communication especially twitter. One of the interesting fact is twittter account @FemaleNotThing with tagline "she is not for sale" give an education and knowledge as communication campaign on human trafficking isues.

This paper objective is to describe how the perception of student in Prof.Dr.Moestopo (Beragama) University on human trafficking issues from the @FemaleNotThing account and to examined the effectiveness of communication campaign by twitter account. One of the finding shown that 75% of students (n=41) aware about human trafficking issues.

The use of new media in the form of communications campaign can be an alternative for the solution to introduce and raise awareness even trigger social movement on issues of human trafficking.

We recommend the use of large-scale communication campaign integrated with official agency program nationally to combat human trafficking.

Keyword: Human Trafficking, Communication Campaign, @FemaleNotThing, Twitter, Computer Mediated Communication, exploitation.

Introduction

With a large population, Indonesia has a lot of problem such as poverty. This situation may encourage the trafficking of women not only because of poverty but also unequal gender.

The International Organization of Migration and a leading Indonesia anti trafficking NGO estimates that 43 to 50 percent – or some 3 to 4,5 million – of Indonesia's expatriate workforce are victims of conditions indicative of trafficking. Each of Indonesia's 33 provinces is a source and destination of trafficking, with the most significant sources areas being Java, West Kalimantan, Lampung, North Sumatra and South Sumatra. The majority of Indonesian migrant workers face conditions of forced labor and debt bondage in Asian countries are more advanced and midlle East - especially Malaysia, Saudi Arabia, Singapore, Kuwait and Syria .

In the 2011 U.S Departement of state's Trafficking in Persons was placed Indonesian Government in tier 2 for not fully complying with minimum standards Trafficking Victims Protection Act's for the elimination of trafficking but making significant efforts to do so.

The definition of trafficking in persons defined as :

"trafficking in persons" shall mean the recruitment, transportation, transfer, harboring or receipt of persons, by means of the threat or use of force or other forms coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability, or the giving or receiving of payments or benefits purpose of exploitation. Exploitation shall include, at the minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, forced labour or services, slavery or practices similar to slavery, servitude or the removal of organs."

Gender unequal problems become biggest reasons for increase of human trafficking specialized in women. Limitations of knowledge and education also be part of this situation can be happen in Indonesia. Preven-

Top cities in Indonesia that tweets
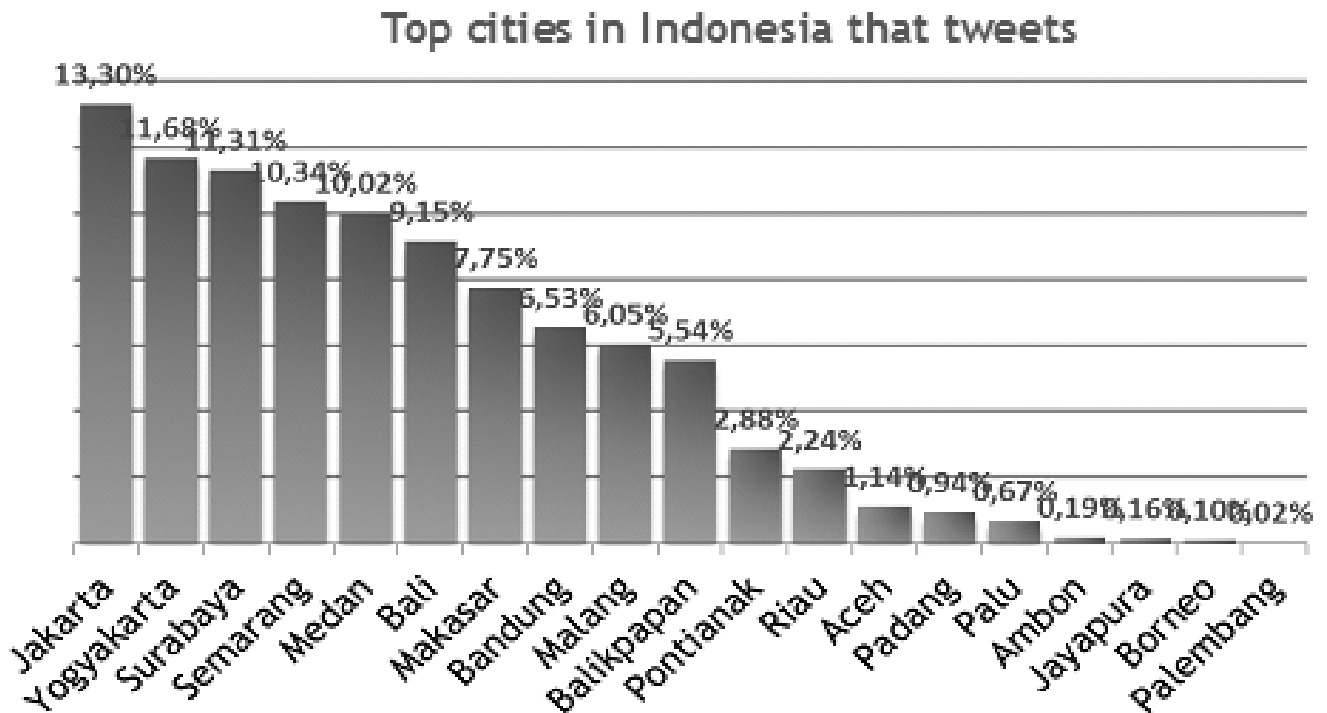
Grafik 1. SalingSilang.com Engine, Indonesian Twitter Users H1 2011. Kamis, 22/03/2012 Pk. 01.54

tion of this situation can be solved if the information about trafficking can be disseminate in our community. Social media be able to transmitted information about trafficking. Pierre Levy in Cyberculture, sees World Wide World as global information, have flexibility and dynamic for man to increase their knowledge and involved to democracy.

In Indonesia according database from Business Measurement Intelegence, Indonesia Telecommunication Report Q2 2011, internet user are significance growth. In 2009 internet user in Indonesia 41.081.000, and in 2010 become 60.975.000 and last year in 2011 internet user in Indonesia become 84.748.000.   This growth show how internet users in Indonesia are significance growth. Internet become basic needs for the people in Indonesia. Smart phone users make this situation happen. So they can be able to connect with social media in their hand. Social media such as facebook, twitter, plurk, path, blog reacheable evertime and everywhere, and they can show their activity with that.

According Andrea Kaplan and Micheal Haenlein social media is :

"a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content.".

Brian Solis, in his book Social Marketing Compass says :

"Social Media is the democratization of information, transforming people from content readers into publishers. It is the shift from a broadcast mechanism, one-to-many, to a many-to-many model, rooted in conversations between authors, people, and peers."

Social media are new real world, between communicator and communicant who can communicate reguraly and transparent. Barrier between them can be dissolved. In Indonesia, facebook users is the third in whole world and twitter is the biggest five in the whole world. Around 19,5 people in Indonesia use twitter. Twitter is micro-blogging with 140 character, since Jack Dorsey build this micro blogging in 2006, at 2009 twitter become favorite social media in Indonesia.

People using twitter to transfer their information to others, knowledge and mostly the information can be social movement. In Indonesia, many social movement build from information from twitter, such as Koin untuk Prita, Akademi Berbagi, Indonesia Berkebun, Pengajar Muda and many more.

This movement not only in online area but also in offline activities . Social media become media who spread morality and message to build social changes. According this situation, six student Faculty of Communication University of Prof. DR. Moestopo (Beragama) use this power for social change in trafficking women's issues.

Student as agent of change must commit become a

leader of social change. Trafficking in Indonesia is one of the biggest issue that student can be part to push that changes. As public leader, student can socialized the information about trafficking, law enforcement and the victim

@FemaleNotThing Movement as Communication Campaign

This movement is to build a base on the situation of trafficking in women in Indonesia. First step for this project they are building survey on trafficking at the University DR. Moestopo (B), many student know about the problem of human trafficking, but not many of them can express or disseminate information about the trafficking of women.

According to this situation, they build communication campaign in social media (twitter) to inform about communications for student and others. They believe in social media, many students will have information about trafficking, recruitment method on trafficking and information about prevention on trafficking in women.

Research Aims

1. This paper objective is to describe how the perception of student in Prof. Dr. Moestopo (Beragama) University on human trafficking issues from the @FemaleNotThing account and to examined the effectiveness of communication campaign by twitter account about trafficking in women by using social media ?

Framework Thought

Computer Mediated Communication (CMC)

After years we be able communication with face to face communication, letter, telegram or by telephone. Computer Mediated Communication is the concept of communication using computer, Steve Jobs called this is communication activity " via computer" not only "private computer". A.F Wood and M.J Smith , Computer Mediated Communication is the symptom people use computer to communicate with others.

John December (1997) said, "Computer Mediated Communications (CMC) is a process of human communication via computers, involving people, situated in particular contexts, engaging in process to shape media for a variety of purpose. " Susan Herring (1996) also said that Computer Mediated Communications is human communication by using computer (Thurlow Lengel & Tomic 2004). By the time and modernization, internet applied this definition.

Everett M. Rogers says :

"Computer communication is not just an impover-ished attempt to emulate interpersonal interaction. It has several advantages over face to-face communication, such as asynchronicity, but it also suffers from its lack of nonverbal band and has several other differences from face-to-face interaction."

Holmes said (Holmes, 2005 :33) in information society many people using computer to get connected with other people or face to screen than face to face communication. Mengenai hal ini Trevor Barr mengidentifikasikan beberapa tipe interaksi di internet (Barr, 2000: 118) : 1.One to one messaging (ex. email). 2. One to many messaging (ex. listserv). 3. Distributed message databases (ex.USENET newsgroup). 4. Real-time communication (ex. internet relay chat). 5.Real-time remote computer utilizationn (ex. telnet). 6. Remote information retrieval (ex. 'ftp', 'gopher'dan 'www')

Everret M. Rogers says :

Computers will become the printing of the twenty-first century. Publishing is becoming electronic for both reason of convenience and cost. Large information cases can be edited,stored, transmitted and searched with a speed and flexibility impossible for ink record on paper (Pool, 1983, p. 190). Paper will not disappear in the future, any more than typewriter have replaced all pens, paper is to useful for certain purpose. Nor does computer communication eliminated the need for literacy. In fact, communication via computers demands not only the ability to read , but also the ability to type (as anyone who has faced a computer keyboard certainly knows). The term "computer literacy" with an inexact meaning, has arisen in the 1980's. For some who use this term, it means the ability to program , for other it means the skill of using available computer program , while yet others use computer literacy as being prepared to live and work in the information society of the future.

Interactivity

Two ways communications does not in itself guarantee interactivity. Rather an exchange on action reaction must develop into a relationship in which one utterance becomes a context for another. Without this form on connectivity, relationships become either circular or solipsistic.

When CMC is experienced as an extention of interpersonal of institutional relationship online, interlocutors are generally reffered to as users. When interlocutors have no offline relationships and identities exist only online, they are reffered to as avatars.

Baym also identifies five different sources of im-

pact on CMC: (1) external context, in which the use of CMC is set, (2) the temporal structure of the group (synchronistic or asynchronistic), (3) the infrastructure of the computer system (speed, number of computers, capacity for anonymity, user friendliness) (4) the purpose for which the CMC is used (interest oriented, uses and gratifications) and (5) the characteristics of the group and its members (group size, educational level of participants.

Methodological Research and Research Location
Methodological this research is descriptive and done in Faculty of Communication University of Prof. DR. Moestopo (B)

The Type Of Research
Chosen qualitative method with collect data from indepth interviews and from literature

Technical Determined Informant
Informant in this research is FemaleNotThing group. Informants who will be interviewed following as (1) Key Informants as: FemaleNotThing group as communicator in socialized the information about trafficking in Woman in social media; (2) Casual Informat as : followers @FemaleNotThing

Source Data and Instrument of Collecter Data
(1) Source data : Primary Data is taken from FemaleNotThing group as the communicator in social media, Secondary Data is taken from articles of media and relevant documents; (2) Instrument of Collector Data:Data that is taken by using : (a)observation, (b) Deep interview

Technical Analysis Data
This research is a qualitative – descriptive
The Research Result and Discussion
@FemaleNotThing Background
Student as agent of change in this technology communication era be able to disseminate the information to build change in this country. In trafficking case, Indonesia become source country and this situation, awake several student in Faculty of Communication Prof. DR. Moestopo (Beragama) in Jakarta, to respons this condition.

Students are agents of change who can be a leader to stop and give knowledge and also information to prevent the exploitation of women trafficking is approaching unnoticed around us. @ FemaleNotThing aims to combat trafficking in social media. Twitter become popular in Indonesia, and many student using twitter to express what happening around their life. Twitter became tools to dissemate information about trafficking in Indonesia. The campaign contains insights about human trafficking, especially women and also disseminate the knowledge modes . Based jobs overseas there might be traded or even a female entertainer. Thus @ FemaleNotThing is a project that raised through student coverage and hope to be even greater in a campaign in cooperation by the relevant institutions. @Female-Nothing is a tools that uses the communications campaign is targeted at students, especially in Moestopo. @FemaleNotThing member as informan to this paper said what kind information are disseminated.

Informan I
MaulidaRachmaniar (member of @FemaleNotThing)

Maulida Rahmaniar a familiar call Niar 5th semester studying at the university of Prof Dr Moestopo (Beragama). Niar is a social media addict with a sort of twitter, with the facilities he have with his Blackberry access through Niar to comment or even write a status on his twitter account. Niar's mother now works in the social department of the ministry on the issue of human trafficking where he is very involvement with social issues. On the campaign @ FemaleNotThing in for some jobdesk such as Niar organized a campaign and also split time in accordance with a timetable which will take place @ FemaleNotThing as a report of activities and sometimes it saves every time financial statements are issued for the campaign. Niar also get recommendations on trafficking of sharing his mother to ask around to the National Commission women and migrant care. He also helped to Mert twit every time @ FemaleNotThing status updates.

Informan II
Inu Dwi Annisa (Member of @FemaleNotThing)
woman who are usually called inu is a K-pop lovers she accessed his favorite Korean star is through social media twitter, @ FemaleNotThing that membership in the PR he was the one who frequently update the status of the account @ FemaleNotThing a move to fight the crime of human trafficking and he submit the issue raised on account of the pewaspadaan against human trafficking, human trafficking and how it happened. He renewed status @ FemaleNotThing sometimes 5 times a day sometimes up to 10 times more depending on the reference which he held.

Informan III

Amirah Zatin Nadya (Part of @FemaleNotThing)

Nadya is woman from West Sumatra which is the eldest son, he is an active twitter users who access twitter through his expensive gadgets, football fans a member of @ FemaleNotThing are holding public also at the event. Often nadya replace Inu to alternately update task status at @ FemaleNoThing, he had the idea that the issue of human trafficking is very interesting especially women who are victims not only have low levels of education but students would be able to happen trafficking was not awakened.

Why choose social media especially twitter?

Informan I

Maulida Rahmaniar (Part of @FemaleNotThing)

Twitter is easy to reach teenagers or college students like us, can also use Facebook and blogs but now his Twitter again buming really, and twitter is very effective in the communication campaign.

Informan II

Inu Dwi Annisa (Part of @FemaleNotThing)

Because social media is currently favored by people such as teenagers and college students. So the pleasures of society to use social media to perform the action that people do not feeling burdened even feel happy when seeing action in the form of status updates @ FemaleNotThing done.

Informan III

Amirah Zatin Nadya (Member of @FemaleNotThing)

Because of the current social media especially twitter is a trend among teens and is Indonesia most users.

After already exists account @ FemaleNotThing by the number of Followers were ….. what you know from the response of followers?

Informan I

Maulida Rahmaniar (Member @FemaleNotThing)

Many followers who responds to what posted by @ FemaleNotThing for example Retweet and favorite

Informan II

Inu Dwi Annisa (Member of @FemaleNotThing)

"Many followers who retweet the post can be Interpreted that the followers like do or agreed that in the post tweets."

Informan III

Amirah Zatin Nadya (Member of @FemaleNotThing)

"The many who want to know about human trafficking, rich in the cases who wrote the victims or targeted"

After online campaign that has been conducted in Moestopo University if there is more activity recommendations?

Informan I

Maulida Rahmaniar (Member of @FemaleNotThing)

"Trying for future dissemination to villages usually many victims of human trafficking with minimal knowledge. Essentially like counseling about human trafficking that must be aware"

Amirah Zatin Nadya (Member of @FemaleNotThing)

"Hope this project is not only completed the task subjects wrote again but we do more activities like this and worked together to crack down on human trafficking, which in collaboration with the relevant institutions."

For some Folllowers, online activity @FemaleNotThing can disseminate basic information about trafficking in Indonesia :

Dewi Puspita as followers female nothing says she follow @FemaleNotThing since this account has made, she says :

"I know the information is being updated occurring particularly on the talk lively woman"

Others followers Nila Andriana says:

" Since now, I know there are many more women are bought and sold just like that without the responsibility of the parties concerned."

Dewi and Nila says they interested in the issue of of human trafficking because :

" Because I think the case is very inhumane and very alarming.

Nila Adriana (Followers @FemaleNotThing)

" Interested in it because as a woman, I need to help the other women that is trapped into human trafficking and they are more respected with that."

@FemaleNotThing activity not only in disseminate information by using social media but also do offline activity such as : 1.Distributing blank papers in which we socialize to sample classes totaling 41 people and get a result of 75% of students who know the human trafficking problem. 2. We also made the magazine twice a wall where its content provides further understanding of trafficking filter posts the results on twitter

and social media on twitter also show some concrete examples of issues concerning human trafficking. 3. Attaching flyer containing pictures or quote continuous with human trafficking issues. 4.Further actions we are members of the @ femalenotthing opportunity to take action by using a symbolic mask as a prostitute who wants to awaken and get agreement that human trafficking must be eradicated. 5. Then our last action, movie discussion titled trafficking and take one story from the film, "Perempuan Punya Cerita" create of Nia Dinata .

This method can be alterantive campaign to disseminate information in Indonesia.

Conclusion

Using Social Media for social movement to combat trafficking is alternative action to disseminate information about trafficking in Indonesia. Twitter became tools can bring online activities to offline activities, as example coin for Prita movement is the one of successful social movement using social media and also offline activity. This research conclusion is twitter is effective to disseminate information about trafficking in student of Faculty of Communication and with offline activity this action can bring massive action to combat trafficking in Indonesia.

Sugesstion

We suggest the using of communication campaign in the large scale integrated with the official institutions'

programs in the national scale to eradicate the human trafficking. For this movement @FemaleNotThing also can use buzzer to spread the information more massive. For content in twitter @FemaleNotThing can join with government and NGO to get newest information about trafficking and do the action nationally.

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