Utilizing Social Media to Combat Sexual Violence: A Study of the Speak Up Movement on Instagram

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Abstract:
This study aims to uncover the motivations and reasons behind victims' decisions to speak out on Instagram and evaluate the impact and responses to the speak-up movement against sexual violence. The research employs a qualitative method with data collection techniques, including online observation, specifically through the social media platform Instagram, focusing on sexual violence survivors who courageously share their cases on this platform. The findings indicate that the speak-up movement on social media plays a crucial role in empowering victims, raising public awareness, and accelerating the enactment of the Sexual Violence Crime Law (UU TPKS). However, the study also identifies shortcomings in the responsiveness of authorities to the disclosed cases. The contribution of this research lies in providing new insights into Instagram's role in legal and social advocacy, as well as in the online observation methodology used to assess the impact of the speak-up movement and the direct experiences of survivors.
Keywords: speak up movement, sexual violence, Instagram, UU TPKS.

INTRODUCTION

Sexual harassment on social media platforms, including Instagram, has become an increasingly pressing issue in this digital era (Nurbayani, 2022). According to data from the Ministry of Women Empowerment and Child Protection (KEMENPPA), as of January 1, 2024, there have been 15,936 reported cases of sexual harassment affecting 3,404 male victims and 13,849 female victims (KEMENPPPA RI, 2024). Many victims of sexual harassment feel reluctant or afraid to report these incidents to the authorities. As an alternative, they often feel more comfortable and safe speaking out anonymously or through less formal platforms. In this context, social media, particularly Instagram, plays a crucial role in providing a space for victims to speak openly about their experiences. With 88.86 million users in Indonesia as of February 2024, making it the country with the fourth-largest number of Instagram users in the world after India, the US, and Brazil (Annur, 2024a), and with usage rates reaching 85.3%, second only to WhatsApp, Instagram provides a broad and accessible platform for victims to share their stories and raise public awareness about this issue (Annur, 2024b).

Speaking out on social media is not exempt from the legal regulations in Indonesia. Article 27, paragraph (3) of the Information and Electronic Transactions Law (UU ITE) governs defamation, which victims must consider

when sharing their experiences on social media (Nabilah et al., 2022). Victims who speak up must include valid evidence in their content to reduce the potential for societal backlash and to increase their hope for broader validation, not just from a few individuals but from many readers.

Although many previous studies have explored the role of social media in revealing experiences of sexual violence and harassment (Alaggia & Wang, 2020; Byerly, 2020; Zeng, 2020), most have focused on platforms like Twitter and Reddit or within different cultural and social contexts such as the United States and China. Additionally, these studies often focus on the #MeToo movement in general or on specific groups, such as Incels, associated with sexual violence (Andreasen, 2021). While some research has identified the role of social media in digital advocacy and campaigns against gender-based violence in Indonesia (Nurhayati & Sukmono, 2022; Ratnasari et al., 2021), studies specifically examining the speak up movement on Instagram in the context of sexual violence in Indonesia remain limited.

This research occupies a unique position by focusing on the speak up efforts on Instagram, which offers a distinct and dynamic platform for victims of sexual violence in Indonesia to share their experiences. Additionally, by relying on qualitative methods and online observation, this study not only contributes to understanding how victims utilize Instagram as a medium to combat sexual violence but also explores how local social and cultural dynamics influence their courage to speak out. This aspect provides a novel dimension to the research, which has not been extensively explored by previous studies, especially in the context of Indonesia, with its distinct social, cultural, and legal challenges related to sexual violence issues.

This research aims to uncover the motivations and reasons behind the victims' decisions to speak openly on Instagram and to evaluate the impact and response to this movement. This study argues that Instagram plays a crucial role in empowering victims and raising public awareness, but there are shortcomings in the responsiveness of the authorities that need to be identified and addressed. By examining this phenomenon, this research can provide valuable insights to enhance understanding of the role of social media in sexual harassment issues and improve existing handling mechanisms.

METHOD

This research uses a qualitative approach to explore the experiences of sexual violence victims who bravely speak up on social media, particularly on Instagram (Lune & Berg, 2017; Rahim & Dilawati, 2022). In this study, the selected subjects include individuals who have become victims of sexual violence and then courageously shared their experiences through the Instagram platform. The cases addressed in this research encompass various forms of sexual violence, including verbal harassment, physical assault, and rape, with incidents occurring in diverse settings, such as academic environments, workplaces, and households.

The types of data used in this research consist of primary and secondary data. Primary data was obtained directly from the sources through online observation, following the guidelines developed by Christine Hine (2008). Researchers collected primary data from Instagram posts where victims of sexual violence voluntarily shared their experiences. The researcher gathered secondary data from various references relevant to the research topic, including articles, reports, and other sources that support the analysis.

Participants in this research are individuals who have been victims of sexual violence and have bravely spoken up on Instagram. They serve as the primary sources of information (informants) in this study. The researcher collected data from Instagram accounts that openly shared their experiences, including examples like @gitasav, @arawindak, @komahi_ur, and @perempuanberkisah.

Table 1: Sexual Violence Survivors Who Spoke Up on Instagram

Victim Name	Case	Instagram Account
GS	Experienced harassment through DMs on Instagram by receiving photos of male genitalia.	@gitasav
AK	A victim of sexual violence and faced online gender-based violence (OGBV).	@conde.co and @arawindak
L (UNRI Student)	Experienced sexual harassment by the Dean of FISIP UNRI, Syafri Harto, during thesis guidance.	@komahi_ur

CM (Lombok Student)	A sixth-semester student interning at Hotel RL experienced physical and verbal sexual harassment by the hotel manager. The perpetrator touched the victim, invited her to bathe together, and verbally harassed her.	@perempuanberkisah
KS	A victim of rape by her stepfather from the fifth grade until high school graduation.	@perempuanberkisah

Source: Compiled from various references, 2024.

The researcher carried out the research process in several stages. First, we identified and selected Instagram accounts relevant to the research focus. Then, we collected data through in-depth online observation of the content shared by the victims. The online observation technique allowed me to obtain direct information from the victims about the forms of sexual violence they experienced, their responses to the incidents, and how they voiced their experiences in the public space.

The data analysis technique used involved several stages, starting with processing the data collected from Instagram (Miles & Huberman, 2013). We then reduced the data by filtering and selecting the parts relevant to the research objectives. We conducted data analysis by identifying the main themes from the victims' experiences, the patterns of violence disclosed, and the public's response to their disclosures. The final stage of data analysis involved drawing conclusions and implications from the research findings to provide further insights into the phenomenon of sexual violence and the importance of speaking up on social media.

RESULTS AND DISCUSSION
Social Media: A Powerful Tool for Driving Social Change

Social media has evolved into an incredibly effective tool for driving various social movements, particularly in combating crimes and injustices (Colbran, 2020). Its ability to reach a global audience in real time provides a powerful platform for individuals and groups to disseminate information, organize actions, and influence public opinion (Frost-Arnold, 2023). History shows numerous examples where social media has played a key role in significant social movements.

One of the most well-known examples is the #BlackLivesMatter movement, which began in the United States in 2013 after the killing of Trayvon Martin by a security officer. This hashtag grew into a global movement advocating for racial justice and opposing police brutality against Black communities (Mayorga, 2018). Social media enabled widespread sharing of victims' videos and stories, rallied international support, and sparked policy reforms in various countries.

In Indonesia, social media has also proven to be an effective tool in fighting injustice. The #SaveKPK campaign supported the Corruption Eradication Commission when a law revision threatened it. Through Twitter and Instagram, the public and activists successfully drew public and international media attention, sparking mass demonstrations in various cities (Nugraha et al., 2023). This campaign demonstrated the power of social media in mobilizing the masses and influencing government policies. These events gave rise to the phrase "No Viral, No Justice." Another example is the #MeToo movement, which exposed numerous cases of sexual harassment and violence in workplaces worldwide, including in Indonesia, where many victims courageously spoke out and gained public support through platforms like Instagram and Twitter (Sweeny, 2020).

Thus, social media not only serves as a channel of information but also as a catalyst for individuals and groups to engage in social action (Phelps & Hamilton, 2022). Social media platforms encourage users to actively participate in social movements in a more direct and connected manner. Viral information and campaigns often ignite a sense of care and social responsibility among users, motivating them to join movements, share personal experiences, or spread important messages to their networks.

Furthermore, social media creates a space for communities to collaborate and coordinate their social efforts. Through features like discussion groups, hashtags, and online campaigns, individuals can easily connect with fellow activists, plan actions, and track the progress of their movements (Aßländer, 2020). In various ways, social media not only raises awareness but also organizes collective power that can address injustices and drive positive change in society.

The "Speak Up" Movement Against Sexual Harassment on Instagram

In the digital era, social media has evolved into more than just a tool for personal communication (Castells, 2008). Social media now serves as a platform that enables individuals to create and disseminate informative content accessible to a broader public (Setia & Iqbal, 2021). One of the most striking trends in this context is the "speak up" phenomenon, often observed on Instagram. This phenomenon involves victims of sexual harassment sharing their experiences to raise public awareness about the issue. Although they receive various responses, both supportive and critical, this phenomenon has influenced society's views on sexual harassment.

Experts define "speak up" as the act of individuals openly expressing their experiences or opinions on certain issues, often aiming to build awareness and drive social change (Chowdhury et al., 2019; Khang, 2018; Tyree, 2020; Weiss & Morrison, 2019). In the context of sexual harassment, "speak up" refers to the courage of victims to speak about their experiences publicly, particularly through social media, to combat stigma and gain support. Goffman (1963) argues that openly speaking out is an effort to change public perceptions and address social injustice by utilizing social media's visibility. The relevance of this research lies in how the "speak up" phenomenon on Instagram reflects the victims' efforts to challenge stigma and obtain the support they lack from their immediate surroundings.

Before the "speak up" phenomenon became popular, many sexual harassment victims felt pressured to hide their experiences, considering them private secrets (Tyree, 2020). However, with the rise of the "speak up" trend, many victims now feel more courageous to share their experiences on social media openly. Sharing these experiences not only gives a voice to the victims but also serves as a tool to spread awareness about sexual harassment to a wider audience.

According to the Indonesian Dictionary (KBBI), the term "sexual harassment" refers to actions that degrade or humiliate someone sexually, which both men and women can perpetrate. Sexual harassment includes actions that cause harm to the victim, often in the form of sexual violence (KBBI, 2018). Pinchevsky et al. (2020) explain that sexual harassment falls under the category of sexual violence, such as coercion to engage in sexual activities and rape.

On social media, sexual harassment is no longer limited to verbal comments but can also occur through private message features on various platforms. For example, GS, an influencer and YouTuber experienced sexual harassment through private messages on Instagram from a user named T. GS shared her experience of the harassment through her Instagram Story, revealing how the account used a fake profile picture belonging to another person named H. Although GS tried to resolve the issue by removing H's photo from her Instagram account, the problem escalated because H felt accused of being the perpetrator of the harassment.

GS's desire to protect herself and voice the injustice experienced by many women online motivated her to speak up. Through her social action, GS aimed to set an example that harassment victims do not need to remain silent and that they have the right to fight back and speak about their experiences. GS's "speak up" effort demonstrated her courage in facing a difficult situation and her determination to combat harassment, even though it also triggered a complex and prolonged reaction in the online world. The support from netizens, which made this topic trend on Twitter and go viral on Instagram, also demonstrated public solidarity with victims of sexual harassment on social media, reinforcing the message that fighting against injustice is both important and impactful.

**Figure 1:** Chronology of the sexual harassment case against GS

Source: Instagram @gitasav, 2018 and Tribunnews, 2018.

AK has also made other speak up efforts. AK, a film actress known for her role in "YUNI," chose to speak up as a victim of sexual violence after enduring a year of unjust public criticism and accusations. With support from an independent advocacy team, AK finally decided to share her story through her film titled "DIAM." The film serves not only as a work of art but also as a medium to reveal the traumatic experiences she had long suppressed. AK's actions were a form of resistance against the sexual violence she experienced in 2022 and an effort to change the narrative that often blames the victim rather than the perpetrator.

AK's desire to end the cycle of victim-blaming that frequently occurs in cases of sexual violence deeply influenced her motivation to speak out. In "DIAM," AK firmly asserts that the public's focus should be on the perpetrators of violence, not the victims. However, the reality she faced was a society more interested in controversy than in understanding the essence of her struggle. Despite continued doubts and criticisms from many, AK chose to speak up to show that victims of sexual violence have the right to be heard and to seek justice.

Figure 2: Screening of the film "DIAM" on Instagram
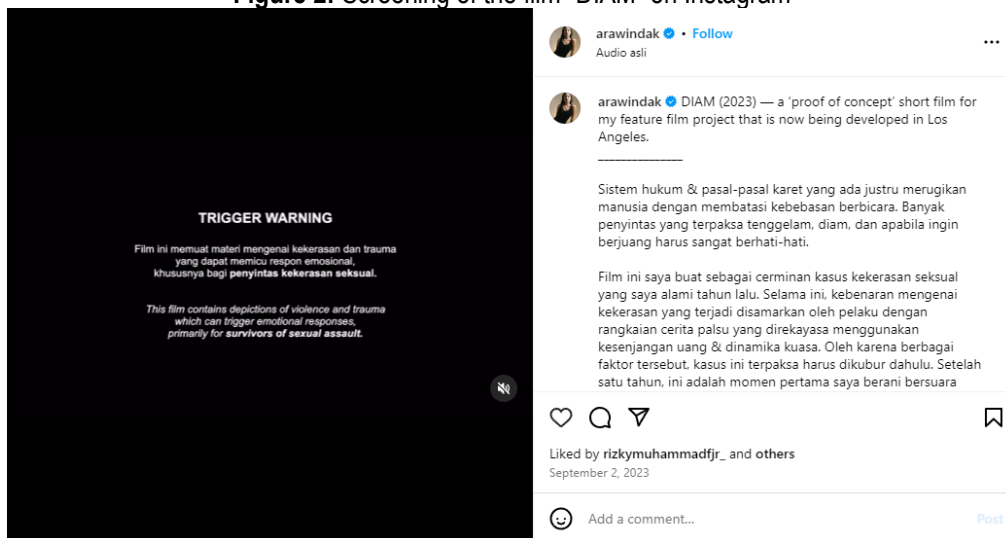
Source: Instagram @arawindak, 2023.

AK's social actions through the film "DIAM" were not only to defend herself but also to provide support and courage to other survivors of sexual violence. She aims for her work to uncover the truth that has long been hidden behind the dynamics of power and money, which often protect perpetrators of violence. By refusing to remain silent and choosing to speak up, AK shows that no one should ever underestimate the strength of survivors and that the truth must be relentlessly pursued, even though the path may be fraught with obstacles and challenges.

Another instance of speaking up came from L, a student at the Universitas Riau (UNRI), who went viral on social media after revealing a case of sexual harassment she experienced from a lecturer who was also the Dean of the Faculty of Social and Political Sciences (FISIP) at UNRI, SH. L disclosed the incident through the Instagram account of the International Relations Student Corps (@komahi_ur) on November 4, 2021, providing details about how the incident occurred during a thesis guidance session on October 27, 2021. In her post, L recounted how the lecturer asked personal questions, expressed the phrase "I love you," and then physically approached her, engaging in highly inappropriate behavior, including kissing her cheek and forehead.

**Figure 3:** L speak up on the sexual harassment she experienced

Source: Instagram @komahi_ur, 2021.

L's desire to seek justice and prevent similar harassment against other victims motivated her to speak up and report the incident to the Pekanbaru Police Department. L's bravery in speaking out represents a significant social action, breaking the silence surrounding sexual harassment in academic settings by doing so publicly. Despite facing challenges, including counterclaims from the alleged perpetrator accusing her of defamation, L remained steadfast in her efforts to uncover the truth. Her actions have sparked widespread solidarity from various groups, highlighting the importance of individual courage in advocating for their rights and promoting greater social change.

Next, CM's speak-up efforts involved reporting ongoing sexual harassment. CM, a student from Lombok, frequently experienced sexual violence. While interning at Hotel RL in North Lombok, CM became a victim of both physical and verbal sexual harassment by the hotel's manager in February 2023. The incident led CM to experience profound trauma, ultimately deciding to terminate her internship. Despite numerous attempts, including reporting to the police and seeking support from related organizations, her efforts to achieve justice yielded no results. The police even declined to continue the investigation, citing insufficient evidence, even though the perpetrator had admitted to the offense during clarification.

Figure 4: CM's speak up on sexual harassment
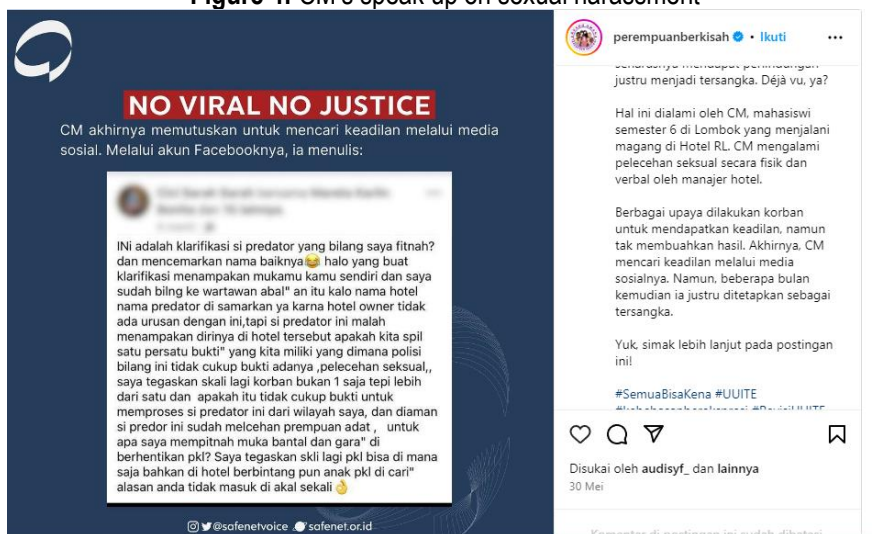
Source: Instagram @perempuanberkisah, 2024.

Feeling that justice was not on her side, CM ultimately chose to speak out through social media. She went viral with her case in the hope of gaining public attention and justice. However, this move backfired and harmed her. In March 2024, the police came to CM and interrogated her without adequate legal assistance. Several months later, she was named a suspect in a case using the Electronic Information and Transactions Law (ITE), which was completely baseless. This case illustrates how victims of sexual violence, especially women, are often ignored and even criminalized when they try to fight for their rights. CM's courage to speak out against injustice deserved recognition, but unfortunately, she faced undue legal pressure.

Additionally, KS also spoke up. The sexual violence KS experienced from a young age represents a profound tragedy. KS became a victim of rape by her stepfather from fifth grade until she graduated from high school. For years, KS endured severe trauma from the abuse. The perpetrator's threats of murder if KS reported the abuse, forced her to keep this dark secret for many years, even after she recognized that the actions were forms of sexual violence. Although KS attempted to resist and avoid the perpetrator's actions, she could not escape the accompanying threats of physical violence. However, in 2021, KS finally found the courage to report the perpetrator, who was then arrested and sentenced to 14 years in prison. Even though the perpetrator received a prison sentence, KS's trauma did not simply vanish. Fear, panic attacks, and a sense of emptiness continue to haunt her life. KS feels isolated and alienated from herself, even after enduring years of suffering.

Figure 5: KS's speak-up post on sexual violence

Source: Instagram @perempuanberkisah, 2022.

KS found hope when she connected with the safe space provided by the Perempuan Berkisah (PB) organization through Instagram. Through intensive counseling with a psychologist in PB's safe space, KS began to rediscover her inner strength. She realized that the healing process cannot solely rely on others but must start from within herself. This awareness became KS's primary motivation to speak about her experience, even though it was not an easy decision.

KS's motivation to speak up stemmed from her desire to free herself from past trauma and to help others who might be experiencing similar situations. She wanted to demonstrate that, despite the obstacles on the path to healing, it is achievable with the right support and personal perseverance. Through her actions, KS not only seeks to recover but also aims to challenge the stigma surrounding sexual violence victims and inspire others to overcome their fear, seek help, and speak about their experiences.

Table 2: Victims of sexual violence who spoke up on Instagram

Victim's Name	Form of "Speak Up"	Motivation for "Speak Up"
GS	She revealed sexual harassment through private messages on Instagram and shared her experience through Instagram Stories.	To protect herself and voice the injustice faced by many women online, as well as to provide an example that victims of harassment do not need to remain

		silent and have the right to resist and speak about their experiences.
AK	She has used the film "DIAM" as a medium to reveal her experience of sexual violence and to combat victim blaming.	To stop the cycle of victim blaming and emphasize that public focus should be on the perpetrators of violence, not the victims, as well as to offer support and courage to other survivors of sexual violence.
L (UNRI Student)	She was exposed to her experience of sexual harassment by a lecturer through the Instagram account of the International Relations Student Corps (Komahi).	To seek justice and prevent similar harassment from happening to other victims, as well as to break the silence around the issue of sexual harassment in academic settings.
CM (Lombok Student)	She has shared her experience of sexual harassment during an internship at Hotel RL Lombok Utara on social media after failing to obtain justice from authorities.	To attract public attention and seek justice, and to highlight that victims of sexual violence, especially women, are often neglected and even criminalized when trying to fight for their rights.
KS	She revealed her experience of sexual harassment since childhood by her stepfather and discussed the healing process through Instagram.	To free herself from past trauma, assist others who have experienced similar situations, challenge societal stigma related to victims of sexual violence, and inspire other victims to overcome their fear, seek help, and speak up.

Source: Compiled from research findings, 2024.

In Max Weber's theory of social action, the motivation of sexual violence survivors to speak up and seek justice reflects a form of highly meaningful social action influenced by various subjective and contextual aspects. Weber categorized social action as individual actions that have subjective meaning and that individuals direct toward the behavior of others. In the experiences of the survivors, the actions of GS, AK, L, CM, and KS can be classified as social actions because they aim not only to respond to their personal experiences but also to influence and change societal perceptions of sexual violence.

The survivors' motivation to speak up falls into the category of value-rational action *(wertrational),* where their actions reflect the values they uphold, such as justice, truth, and the protection of human rights. For instance, AK's decision to speak through the film "DIAM" reflects an effort to advocate for justice and stop the cycle of victim blaming that often occurs in society. AK aims to use film media as a tool to influence public opinion and change the narrative that blames the victims (Weber, 2023).

Additionally, we can understand other motivations underlying these acts of speaking out through the category of affectual action *(affektuell),* where strong emotional impulses such as trauma, fear, and anger toward the injustices they have experienced drive their actions. For example, KS, who decided to report the harassment she endured after years of enduring trauma, did so due to an emotional drive to free herself from the trauma and help other victims who have experienced similar situations (Weber, 1978).

We can also view the motivation to speak up as instrumental rational action *(zweckrational).* Survivors strive to achieve specific goals through rationally chosen means, such as using social media to publicize their cases, gain public attention, and pressure the relevant institutions. GS and CM, for instance, use social media as a strategy to achieve justice that they could not obtain through formal legal channels (Brennan, 2020).

Thus, the social actions of sexual violence survivors to speak up and seek justice not only reflect personal drives to recover but also represent actions aimed at changing social norms, advocating for human rights, and creating a broader social impact. Through these actions, they not only seek justice for themselves but also aim to inspire and empower other victims to speak up and confront injustice.

Response to the "Speak Up" Trend Against Sexual Violence

The "speak up" phenomenon on Instagram has inspired many people who have experienced harassment or similar experiences to share their stories on the platform. Social media serves as a place where people seek justice, support, and validation from fellow users. This action helps to eliminate the stigma faced by individuals who still tend to blame victims. By speaking openly on social media, victims can draw attention to the issue, prevent similar incidents in the future, and encourage other victims to confront sexual crimes bravely.

The "speak up" actions taken by sexual violence survivors in Indonesia, such as GS, AK, L (UNRI student), CM (Lombok student), and KS, have had a significant impact on social media. Their bravery in revealing traumatic experiences and facing various consequences has inspired many other victims to stop remaining silent and confront the sexual violence they have experienced. Their actions are not merely self-defense but also symbolize resistance against the culture of victim blaming that still frequently occurs in society.

GS demonstrates through her experience of facing harassment on Instagram that social media can effectively advocate for justice and reveal the truth. AK, with her film "DIAM," changes the narrative about sexual violence and enables other victims to share their stories. L's courage in disclosing harassment by a dean at UNRI has sparked widespread solidarity. Meanwhile, CM continues to fight for justice despite facing unfair criminalization. KS, who faced trauma from being raped by her stepfather for years, eventually found the strength to speak up after receiving support from the online community, showing that healing and empowerment can begin with speaking out.

The passing of the Sexual Violence Crime Law (UU TPKS) by the Indonesian House of Representatives (DPR) represents an important step. This law illustrates how positive community responses, including efforts to speak up on social media, can influence policy changes. After six years of struggle and lengthy discussions, lawmakers enacted this law, signaling the state's commitment to protecting victims of sexual violence and providing clear legal protection for handling such cases. The bravery of survivors to speak out and broad public support, especially through platforms like Instagram, were key drivers in accelerating the enactment of this law.

The UU TPKS itself introduces several significant innovations focused on victim protection, such as the regulation of a victim trust fund, which ensures financial support for those affected. Additionally, the law expands the definition of sexual violence to include nine forms of offenses, such as electronic-based sexual violence and sexual exploitation, which Indonesian law did not specifically regulate before. Although there is criticism regarding the removal of points related to rape and abortion, the enactment of UU TPKS is still considered a major achievement in protecting victims' rights and paving the way for further improvements in the criminal justice system in the future.

Other responses include the widespread expression "No Viral, No Justice," which reflects the belief that justice often depends on whether a sexual violence case becomes viral on social media. This expression arises from public dissatisfaction with the often slow, unjust, or unresponsive legal system (Badaru, 2022; Soembolo, 2022). Social media then becomes a tool for the public to demand attention and pressure law enforcement to act more swiftly and decisively (Leo, 2017). One prominent example is the case in Pandeglang, Banten, where a university student became a victim of rape and the non-consensual distribution of intimate images. The case only gained attention after the victim's sibling, Iman Zanatul Haeri, exposed it on social media. Prior to this, the legal process was slow, and even in court, the prosecutor appeared to side with the victim by asking her to "forgive" the incident (Rivaldo, 2023).

Although the strategy of going viral can be effective, several challenges and weaknesses need consideration. First, making a case go viral can place immense pressure on the victim, such as threats from the perpetrator or social pressure. In the Pandeglang case, for example, the victim and her family faced additional pressure after revealing the case on social media. Second, this action can also carry legal risks, particularly related to the Electronic Information and Transactions Law (UU ITE), which prosecutors may use to target those who viralize a case, as seen in the case of CM (a student in Lombok) (Nabilah et al., 2022). Therefore, it is crucial for those who choose to speak up on social media to understand these risks and, if possible, seek assistance from organizations that can provide legal and psychological support, as in the case of KS, who sought help from the Perempuan Berkisah organization. Speaking up should be considered as a last resort when formal legal efforts fail, with an understanding that this process has serious consequences.

Another response to the prevalence of sexual violence in campus environments involves universities increasing their efforts to strengthen the prevention and handling of such cases. The Minister of Education, Culture, Research, and Technology Regulation No. 30 of 2021 encourages higher education institutions to take more decisive actions in addressing sexual violence, including establishing dedicated service units to receive reports, assist victims, and impose appropriate sanctions on perpetrators (Suherman et al., 2021). In several universities, this regulation has triggered significant changes in campus culture, with a rise in awareness and victims' courage to report previously ignored or covered-up cases of violence. The implementation of Regulation No. 30 demonstrates that universities are now more serious about addressing sexual violence issues, alongside public pressure to create a safe and violence-free educational environment.

Furthermore, research conducted by the International NGO Forum on Indonesia Development (INFID) in 2023 shows that the majority of respondents believe perpetrators of sexual violence should receive severe penalties, ranging from 10 to 15 years in prison. Additionally, more than half of the respondents also consider that supplementary penalties such as fines or compensation should be applied. The survey results reveal that 80.7% of respondents support severe penalties of 10 to 15 years in prison, 15.4% support moderate penalties of 5 to 10 years in prison, and 3.1% support lighter penalties of 1 to 5 years in prison (INFID, 2023).

However, although the "speak up" trend on social media has become a powerful tool against sexual violence, this effort is only one part of a broader and more holistic approach needed. Adiputra et al. (2022) research shows that despite increased awareness of sexual violence through social media, comprehensive legal regulations such as the TPKS Law are crucial to address the increasingly complex forms of sexual violence in Indonesia. This aligns with Peuchaud's (2014) findings, which highlight the success of social media activism in Egypt in documenting and protecting sexual violence victims through platforms like HarassMap. However, the research also indicates that activism alone is insufficient without strong institutional support and systemic change.

Further, research by Burghardt and Steinl (2021) emphasizes that legal reforms must consider broader social and political dimensions, such as gender-based power hierarchies often unaddressed by legalistic approaches alone. Peacock (2022) even criticizes the overreliance on legal strategies as the main solution, arguing that it can expand the repressive power of the police and exacerbate sexual violence issues in society. On the other hand, comprehensive sexual education, as discussed by Schneider and Hirsch (2020), is proposed as a primary prevention strategy that should begin early to address the root causes of sexual violence behavior. Although sexual education has the potential to mitigate risk factors leading to sexual violence behavior, researchers have not widely evaluated it in relation to its preventive outcomes.

Considering the findings above, the conclusion is that we should view the "speak up" trend on social media as part of a broader and systematic effort to combat sexual violence. To achieve tangible and sustainable change, deep legal reforms, effective public education, and victim empowerment are necessary. The momentum from the "speak up" trend drives broader systemic change, ensuring that society no longer hides sexual violence but confronts it with concrete actions and comprehensive support from various societal elements.

CONCLUSION

This research finds that the "speak up" trend on social media, especially Instagram, has become a major catalyst in inspiring sexual violence victims in Indonesia to speak out and challenge the prevailing culture of victim-blaming in society. It not only provides a platform for victims to share their experiences but also accelerates advocacy efforts and the passage of the Sexual Violence Criminal Law (TPKS). Unlike previous studies that focused more on formal legal approaches, these findings emphasize that social media plays a crucial role in shaping public opinion and driving policy changes through mass support mobilization.

This research introduces the concept of using social media as an effective advocacy tool within the legal and social contexts in Indonesia. It highlights that social media can broaden the understanding of how digital platforms can serve not only to raise awareness but also to influence public policy and law. Additionally, this study combines qualitative analysis with a sociological perspective, providing a more holistic method to examine the impact of "speak up" on social and policy changes.

However, this research has limitations, particularly in its geographical and demographic scope, which is limited to cases that went viral on social media. Furthermore, the study focuses more on the short-term impacts of the "speak up" movement without examining the long-term effects on victims and broader cultural changes. We recommend that future research explore the long-term impacts of "speak up," delve deeper into the legal dynamics related to the TPKS Law and evaluate the effectiveness of comprehensive sexual education as a strategy for preventing sexual violence across different segments of society.

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