

ABSTRACT

In the current era of globalization, Information and communication technology is growing rapidly, one of them is social media. But, along with rapid technological development, there are parties who abuse social media functions like instagram. The current problem on Instagram is sexual harassment where there are two parties who communicate online and the two parties are perpetrators and victims. The perpetrator gave a short message on Instagram which initially praised but directed to sexual. The purpose of this study was to find out the causes of sexual abuse and reduce the amount of sexual abuse on Instagram.

The method used in this study is a case study that is examined qualitatively by collecting the results of interviews from several sources, that is two speakers who were victims of sexual harassment and one guest speaker from the women's national commission. The primary data collection technique uses observation to the women's national commission and conducts structured interviews, and uses secondary data obtained from book literature, the internet, and previous research.

Based on the results of this study, the causes of sexual harassment cases on Instagram were not only from perpetrators, victims could also be the main cause of this case. In addition, the communication context that occurred with the two victims who interviewed by the researchers also had little difference, from the causes and consequences that the researchers found that prevention methods could be used to avoid this case.

Keywords : Social media, Cyber Sexual Harassment, Instagram
