

ABSTRACT

Sexual harassment in public spaces is common among young adult women around the world, including in Indonesia. Public harassment is an experience that is open to both men and women, regardless of sexual orientation, culture or belief, and it causes them to doubt their own experiences. When observers see someone being harassed but do nothing to stop it, the abused individual is subjected to a more traumatic experience, and the harasser is given validation that their actions were appropriate. The purpose of the study was to determine the effect of Telkom University students' perceptions on Stand Up campaign messages involving independent variables, namely campaign messages (Variable X), and Perceptions (Variable Y). This research uses descriptive quantitative method. In this study, the T-test hypothesis test resulted in a significance value of 0.000 where the value was < 0.05 so it can be said that the Campaign Message had an effect on the Perception variable. Then the results obtained from tcount of 14,359, and ttable of 1,660. So it can be said that $tcount > ttable$ which means H_0 is rejected and H_a is accepted.

Key word: Campaign Message, Perception, Harassment