

CHAPTER I

INTRODUCTION

1.1 Overview of Research Objects

Stand Up is a program supported by L’Oreal Paris and the Hollaback NGO that was launched internationally on March 8.2020, to help prevent harassment in public places and create safe and inclusive spaces for all.

The goal of this program is to train 1 million people to be Upstanders in order to create a culture in which harassment in public places is strongly condemned by society. Stand Up has a vision and a mission statement:

1. Vision

“L’Oreal Paris has always championed and celebrated women’s empowerment in all situations,” said Global Brand President L’Oreal Paris. There is street harassment, and now is the time for us to stand up for one another.

Stand Up is a program that teaches women and men how intervene safely when they witness sexual harassment in public places. Let us all stand up to street harassment; it is worthwhile.

2. Mission

- a. Raise the public about the topic of sexual harassment in public spaces
- b. Train 1 million people to take an active role through the easy 5D training method for intervention in harassment incidents in public places
- c. Help provide a safe space for everyone
- d. Bringing training to the community’s heart and launching a global movement of victim’s advocates



Picture I.1 Logo of Stand Up

(Source: Standup-international.com accessed on 29th September 2021 at 19:36 WIB)

Stand Up uses training to communicate a message to the larger community. This training is provided in the form of a 60-minute online seminar and a 10-minute training through the official Standup website. As of November 29, 2021, as many as 524,697 people have completed the Stand Up training program via online seminars and the official Stand Up website. The number of people being trained will increase over time.

Stand Up has a 5D method as well. This method is a collection of tools recognized by experts to assist us in intervening safely when we witness harassment is public. The 5D method at issues are:

1. Distract

This method is intended to draw attention away from the harasser. This method can be used by posing as a victim's friend and inviting the victim to move away from the harasser

2. Delegate

When you witness harassment, look for authorized individuals such as police officers or security guards who can intervene and assist the victim

3. Document

This is probably the simplest way for us to intervene in harassment. Keep an eye on the situation and take notes or record it. Give the recording to the victim and do not publish it on social media without the victim's permission

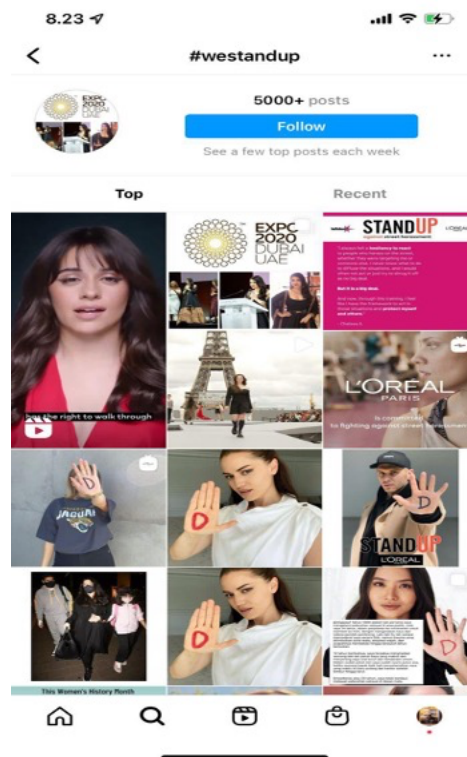
4. Direct

Speak up and rebuke the harasser while focusing on the victim. Ignore the abuser's response and leave

5. Delay

If you have no other options, this may be the safest option. After the incident, calm the victim down and assure her that she is not at fault. Position yourself as a friend.

Stand Up also has a community that offers opinions, support, and even stories about being victims of harassment in public spaces. People can freely share their opinions and experience on social media using the hashtag #westandup.



Picture I.2 Stand Up Community on Instagram

(Source: Instagram)

1.2 Research Background

Sexual harassment in public spaces is a common occurrence for young adult women around the globe, including in Indonesia. Harassment in public places is a humiliating experience for both men and women, regardless of sexual orientation, culture, or belief, and it causes them to doubt their own experiences. When bystanders see someone being abused but do nothing to stop it, the individual who is being abused is subjected to an even more traumatic experience, and the harasser

is given validation that their action was appropriate. Every time we intervene, our goal is to bring about this change (<https://www.standup-international.com/id/id/facts>).

Public harassment is an experience that gradually undermines the victim's self-esteem and feeling of self-worth, causes the victim to mistrust their own experience, and leads to an immature life. When we see unhelpful abuse, it enhances the suffering for the individual being harassed and shows the harasser that their action is correct (Stand Up Anti Harrasment, 2020). With this Stand Up Anti-Harrasment campaign, the hope is to break down this dynamic one intervention at a time, eventually shaping a culture in which harassment is considered unacceptable behavior. Reseaercher is focusing on the Stand Up Camapaign in Indonesia.

Gender-based violence is defined by the United Nations High Commissioners for Refugees (UNHCR) as direct violence against a person based on sex or gender, including acts that cause physical, mental, or sexual harm or suffering, threats to do so, coercion, and deprivation of liberty. Gender-based violence (GBV) can take many forms, one of which is sexual violence, which is defined as any action, whether verbal or physical, taken by someone to control or manipulate another person and force him or her to engage in unwanted sexual activity, the most common example being sexual harassment (Redline Indonesia, 2021). It is feared that combating the Covid-19 epidemic would lead to gender-based violence (GBV). Even GBV itself is a manifestation of a shadow pandemic. The conclusion is supported by research conducted by Jakarta Feminist towards the end of 2020 (CNN Indonesia, 2021). The Minister of Education, Culture, Research, and Technology, Nadiem Makarim, also stated that the Covid-19 pandemic had an effect on the number of cases of sexual violence, where data showed the vulnerability of women to sexual violence, as well as an increase in cases of violence against women from January to July 2021, where as many as 2,500 cases of violence against women occurred, which exceeded the number of cases in 2020, and stated that (CNN Indonesia, 2021). So many victims and witnesses choose to remain silent when they see or even experience gender-based violence because they often feel they are not protected by the law or even supported by the surrounding environment; therefore, the community needs to raise awareness of the importance of gender-based violence education because gender-based violence frequently causes mental damage to both the victim and the witness.

L'Oreal and Hollaback used platforms such as Youtube and Instagram to distribute the campaign. Furthermore, training is offered, which can be accessible for free on the website (www.standup-indonesia.com). The Stand Up campaign provides five techniques for dealing with harassment when it occurs in this course. These five ways are known as 5D, and they are as follows:

1. Distract

This method is intended to draw attention away from the harasser. This method can be used by posing as a victim's friend and inviting the victim to move away from the harasser

2. Delegate

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4. Direct

Speak up and rebuke the harasser while focusing on the victim. Ignore the abuser's response and leave

5. Delay

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In this regard, L'oreal Paris, one of the world's leading beauty brands with a presence in 130 countries across five continents, collaborated with Hollaback, a human-powered global movement to end all forms of harassment, to create the Stand Up global campaign. Stand Up is a training program that aims to prevent harassment in public places and create safe and inclusive spaces for all (L'Oréal Paris Stands Up Against Street Harassment, 2019). The campaign itself is a planned communication activity that is moderate, open, and tolerant, has a limited time or duration, a clear program, and persuasive. Campaign activities attempt to change behavior, attitudes, responses, and perceptions in order to form positive public opinion (Ruslan, 2013, p. 69). In this research, the researcher wanted to examine the understanding and perception of the students of Telkom

University towards the Stand Up campaign message to help prevent any kind of sexual harassment. Stand Up became a campaign that increased public awareness of the importance of firmly combating public harassment, and it was published internationally in 2019, before finally entering Indonesia on March 8, 2021, to coincide with International Women's Day (Napitulu, 2021). In this research, researcher will examine the campaign that held in Indonesia.

Previous research with a similar topic was conducted by Dinar Apriliyani (2022) with the title “The Influence of Stand Up Anti Harassment Campaign Message On The Brand Image of L’Oreal”. This study examines is there influence between the Stand Up campaign message on the brand image of L’Oreal. The coefficient of dertermination calculation results from this study show that there is an influence between the campaign message and the L’Oreal brand image, but the influence of the brand image is not entirely due to the campaign message; there are other factors outside the research that can influence it. What distinguish this research from previous research that has been done is the subject of the research. In this study, researcher examined the brand image of L’Oreal as the subject of the research.

This research is about the influence of 5D Stand Up campaign message on the perception of Telkom University students. The reason the author chose the Stand Up Anti harassment campaign is because harassment is still the biggest concern in the world especially in our country Indoensia. The author specifies the scope only to the students of Telkom University because Telkom University is the number one private University in Indoensia that has 39.762 students. So that the author is interested in making this research with the title “Message Influence on IG: The Perception of Telkom University Students on Stand Up Campaign” by using quantitative research method.

1.3 Reseacrh Identification

It can be concluded that the problem identification for this research is “is there any influence between Stand Up campaign message on the perception of Telkom University students?”.

1.4 Research Objectives

Based on the explanation of the problems, it can be concluded that the research objective is to find out the influence of Telkom University student’s perception on Stand Up campaign message.

1.5 Research Aim

a. Theoretical Aspects

Theoretically, this research is expected to be able to become a references in the development of quantitative research and widen the horizons for the study of Communication Science, especially on Marketing Communication studies in future research.

b. Practical Aspects

Practically, this research is expected to provide the campaign maker to develop more to reach the campaign's goal.

1.6 Time and Period of Research

Table I.1 Research Timeline

No.	Research Stages	Years (2021/2022)									
		DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
1.	Submission of Topics and Titles										
2.	Preparation of Chapter I to Chapter III										
3.	Pre Research										
4.	Desk Evaluation Collection										

No.	Research Stages	Years (2021/2022)									
		DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
5.	Desk Evaluation Revision										
6.	Research										
7.	Preparation of Chapter IV to Chapter V										
8.	Thesis Defense										