

The Effectiveness of Providing Communication, Information and Education (KIE) Using Social Media (Instagram) on Knowledge About Preventing Sexual Violence in MTS Children  
Al-Wathoniyah 43 of 2024

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### ABSTRACT

*Background: Preventing sexual violence against children requires holistic efforts, including providing effective communication, information and education (KIE) to children and society in general. In the current digital era, social media, such as Instagram, has become a popular platform among teenagers and can be used as a tool to convey IEC messages.*

*Objective: To determine the effectiveness of providing communication, information and education (KIE) using social media (Instagram) on knowledge about preventing sexual violence in children at MTS Al-Wathoniyah 43 2024*

*Method: The sample size in this study used the Slovin formula. The sampling technique is probability sampling with the simple random sampling method. The data used is primary data obtained from the results of a questionnaire asking about before and after knowledge about sexual violence. This research uses data analysis, namely normality test analysis and difference tests using the t test, namely the paired sample t test*

*Results: Wilcoxon test obtained the majority of the average value from 73 respondents, namely positive rank, namely an increase in knowledge about preventing sexual violence with an average of 37.00 and sum of rank 2701.00. There is effectiveness in providing communication, information and education (KIE) Using Social Media (Instagram) for Knowledge About Preventing Sexual Violence in Children at MTS Al-Wathoniyah 43 Jakarta in 2024*

*Conclusions and Suggestions: Expected to increase knowledge, awareness and behavior by utilizing the various features and formats available, Instagram can become an interesting and interactive educational platform.*

*Keywords: Providing Communication, Information and Education Using Instagram Social Media, Knowledge, Sexual Prevention*

### INTRODUCTION

According to the World Health Organization (WHO) report in 2020, the Global Status report on Prevention of Violence against Children stated that half of the total child population in the world or around one billion children experienced sexual violence, psychological violence, injury, disability and death. The report stated that as many as 40,150 children aged 0-17 years died due to violence globally. Nearly 300 million children experience physical punishment or psychological violence from parents or caregivers (Iriyani, 2022).

According to the Indonesian Child Protection Commission (KPAI), the most dominant cases of sexual violence against children occurred in 2023 until December 31 2023, as many as 3000 cases were the same as in the previous period. Based on the form of violence complaints at service institutions, sexual violence

was dominated by 2,363 or 34.80%, followed by psychological violence at 1,930 or 28.50%, physical violence at 1,840 or 27.20% and economic violence at 640 cases or 9.50%. (KPAI, 2024).

Sexual violence against children often involves physical contact between the perpetrator and the child, including acts of rape or molestation. While children are at a natural age to be curious about their bodies, they often do not receive adequate information about sexuality. This is caused by a culture that is still taboo in providing knowledge about sexuality to children. As a result, children's knowledge of sexuality tends to be low, and this can increase the risk of sexual violence behavior against children (Dini Maulinda, et al, 2022).

The rapid development of technology in the millennial era has indeed changed many aspects of our lives. In the last few decades, we have witnessed tremendous progress in the fields of communications technology, computers, the internet, and mobile devices. Technology has become an inseparable part of everyday life, influencing the way we search for information, communicate and carry out various activities (Fitriani, Y, 2021).

Social media invites anyone who is interested to participate by providing feedback openly, commenting, and sharing information quickly and without limits. Someone who started out small can become big with social media or vice versa, social media can be said to have a big influence on someone's life (Yusi Kamhar, M., & Lestari, E. (2020.).

Data regarding the use of social media in Indonesia can be seen from research conducted by We Are Social Digital in collaboration with Hootsuite. Hootsuite is a content management service site that provides online media services connected to various social networking sites Facebook, Youtube, Whatsapp, Fb Messenger, Weixin / Wechat, Instagram, Qq, Qzone, Douyin / Tiktok, Sina Weibo, Twitter, Reddit, Douban , LinkedIn, Baidu Tieba, Skype, Snapchat, Viber, Pinterest, and Line (Fitriani, Y. (2021)

The growth of internet users in Indonesia is showing very rapid growth, from data uploaded by (Hootsuite (We Are Social): Indonesian Digital Report 2022) the data presented includes trends in internet and social media users in Indonesia in 2022, data on time to access digital media Indonesian population in 2022, social media platforms used in Indonesia in 2022 and a summary of Instagram social media users in Indonesia in 2022 (Association of Indonesian Internet Service Providers (APJII), 2023).

Based on the theory which explains that social media is something that is widely used in all circles, both children and adults, in providing information related to sexual violence, researchers want to conduct research providing education through social media (Instagram) to determine a person's level of knowledge.

A preliminary study on MTS Al-Wathoniyah 43 children found that health education had never been carried out, especially regarding sexual prevention. Interviews with teachers asking about the reproductive health curriculum, especially sexual and sexual prevention, found that there was no curriculum about sexual matters. However, according to the data, the majority of students have social media, namely Instagram. Based on the initial survey, it was found that the majority had social media Instagram, researchers wanted to provide education about sexual violence on social media, namely Instagram. Based on the background above, the author is interested in conducting research with the title "Effectiveness of Providing Communication, Information and Education (KIE) Using Social Media (Instagram) on Knowledge About Preventing Sexual Violence in Children MTS Al-Wathoniyah 43 Year 2024

## RESEARCH METHODS

This research was conducted to determine the effectiveness of providing IEC using social media (Instagram) regarding violence in increasing knowledge about preventing sexual violence against children. This research was conducted at MTS Al-Wathoniyah 43 from April to June 2024. The independent variable

in this research was the provision of IEC using social media (Instagram) and the dependent variable was Knowledge about the Prevention of Sexual Violence. The number of students at MTS Al-Wathoniyah 43 is 272 people. The sample size in this study used the Slovin formula, which was taken from grades 7, 8 and 9 of MTS Al-Wathoniyah 43 students. The sampling technique was probability sampling using the simple random sampling method. The data used is primary data obtained from the results of a questionnaire asking about before and after knowledge about sexual violence. This research uses data analysis, namely normality test analysis and difference tests using the t test, namely paired sample t tests using SPSS statistics.

## RESEARCH RESULT

### A. Univariate Analysis Results

1. Frequency Distribution of Children's Characteristics at MTS Al-Wathoniyah 43 Rorotan Cilincing, North Jakarta

**Table 1**  
N= 73

<b>Respondent Characteristics</b>	<b>Amount (n)</b>	<b>Percentage (%)</b>
<b>Student age</b>		
12 year old	14	19,2
13 year old	59	80,8
<b>Gender</b>		
Male	31	42,5
Female	42	57,5

Based on table 1 , it shows that of the 73 student respondents at MTS Al-Wathoniyah, the majority were 13 years old, 59 people (80.8%) and 14 people aged 12 years (19.2%). The majority gender is female 42 people (57.5%) and 31 male (42.5%).

2. Average Value of Knowledge about Preventing Sexual Violence Before and After Providing Communication, Information and Education (KIE) Using Social Media (Instagram) to MTS Al-Wathoniyah 43 Children in 2024

**Table 2**

<b>Knowledge</b>	<b>N</b>	<b>Mean</b>	<b>Standard deviation</b>	<b>Min</b>	<b>Max</b>
Before	73	60,286	6,1327	50	73,3
After		75,515	4,4338	68	86,6

Based on table 2 , it can be seen that the assessment of knowledge about preventing sexual violence before providing Communication, Information and Education (KIE) using Social Media

(Instagram) obtained an average value of 60.286, and a standard deviation of 6.1327 with a minimum knowledge assessment of 50 and maximum 73.3. Meanwhile, after providing Communication, Information and Education (KIE) using Social Media (Instagram), the average score was 75.515, and the standard deviation was 4.4338 with a minimum knowledge assessment of 68 and a maximum of 86.6.

3. Difference in the Average Difference in Knowledge about Preventing Sexual Violence Before and After Providing Communication, Information and Education (KIE) Using Social Media (Instagram) to MTS Al-Wathoniyah 43 Children in 2024

Tabel 3

Knowledge	N	Mean	Difference
Before	73	60,286	15,229
After		75,515	

Based on table 3 above, it can be seen that the assessment of knowledge about preventing sexual violence before and after shows a difference in the assessment, namely 15,229 knowledge which increased before and after providing Communication, Information and Education (KIE) Using Social Media (Instagram)

## B. Normality Test Results

Before carrying out the bivariate analysis, a normality test was first carried out on the pretest and posttest measurements of Providing Communication, Information and Education (KIE) using the Instagram social media method. Data normality test was carried out with Shapiro - Wilk. If the p value > 0.05 then the data is homogeneous.

Tabel 4

### Normality Test Results

	Kolmogorov - smirnov			Shapiro – wilk		
	statistics	df	sig.	statistics	df	sig.
Before	.215	73	.000	.894	73	.000
After	.184	73	.000	.913	73	.000

Based on table 4, the results of the normality test assessment show that the Kolmogorov - smi Shapiro - wilk value is 0.00 (before) and 0.00 (after) so the Shapiro - wilk value with a P-value < 0.05 means it can be concluded that the test normality is not a normal distribution. The results obtained are not normal, so the normality test uses non-parametric statistics (Wilcoxon Test) as an alternative to the paired sample T test if the research data is not normally distributed.

### C. Bivariate Analysis Results

Table 5

Effectiveness of Providing Communication, Information and Education (KIE) Using Social Media (Instagram) on Knowledge About Preventing Sexual Violence in Children MTS Al-Wathoniyah 43 Year 2024

Intervention		N	Mean Rank	Sum Of Rank	Sig. (2-tailed)
After	Negative Ranks	0	0,0	0,0	
Before	Positive Ranks	73	37,00	2701,00	0.000
	Ties	0			
	Total	73			

Based on the Wilcoxon test, the majority of average scores from 73 respondents were positive, namely an increase in knowledge about preventing sexual violence with an average of 37.00 and a sum of rank of 2701.00.

The research results are known as Asymp. Sig (2 – Talled) has a value of 0.000 because  $0.000 < 0.05$ , it can be concluded that the hypothesis is accepted. This means that there is effectiveness in providing communication, information and education (KIE) using social media (Instagram) on knowledge about preventing sexual violence in children MTS Al-Wathoniyah 43 of 2024

## DISCUSSION

### A. Overview of Providing Communication, Information and Education (KIE) Using Social Media (Instagram)

Instagram is an application for taking photos and taking pictures or photos that apply digital filters to change the appearance of the photo effect, and share them on various social media services, including Instagram itself. Instagram has five main menus, all of which are located at the bottom of the main display of the Instagram application (Indonesian Digital Community, 2019).

Instagram, with its user base of more than 1 billion people, has become a powerful and profitable IEC (Communication, Information and Education) platform. Its wide reach allows the dissemination of information to diverse audiences. Easy two-way interaction helps build effective communication and get valuable feedback. Interesting content in the form of images, videos and text makes information easy to understand and attracts audience interest. (Pujiono A, 2021).

Instagram, with its users reaching more than 1 billion people, is an ideal platform for KIE (Communication, Information and Education). Create an account and optimize your profile, define your target audience, and create engaging content in a variety of formats. Use relevant hashtags, engage with your audience, and promote your account. Monitor and evaluate results to continuously improve strategies. Use attractive visuals, create short captions, post consistently, utilize Instagram Stories, and collaborate. With these steps, Instagram is ready to become an effective IEC tool to reach a wide audience and have a positive impact on society (Astuti, I., 2021).

The use of Instagram social media has several limitations in providing Communication, Information and Education (KIE). First, content on Instagram is limited to short photos and videos, making it inadequate to convey comprehensive information and education (Nomiaji, 2020)

Second, the interactivity available on Instagram is limited, where features such as discussions, Q&A sessions, and pedagogically rich feedback may be difficult to achieve. Third, Instagram's reach tends to be limited to users who already follow the account, so it can limit the dissemination of information and education to a wider audience (Nomiaji, 2020)

Fourth, content on Instagram is “fleeting” and sinks in quickly, so delivering lasting information and education may be more difficult. Fifth, even though it is superior in the visual aspect, the format and size of images/videos on Instagram may not be optimal for presenting complex information and education (Nomiaji, 2020)

## B. Effectiveness of Providing Communication, Information and Education (KIE) Using Social Media (Instagram) on Knowledge About Preventing Sexual Violence in Children at MTS Al-Wathoniyah 43 North Jakarta in 2024

Effectiveness of Providing Communication, Information and Education (KIE) Using Social Media (Instagram) on Knowledge About Preventing Sexual Violence in Children at MTS Al-Wathoniyah 43 North Jakarta in 2024

The Wilcoxon test obtained the majority of average values from 73 respondents, namely positive rank, namely an increase in knowledge about preventing sexual violence with an average of 37.00 and a sum of rank of 2701.00. There is the effectiveness of providing communication, information and education (KIE) using social media (Instagram) on knowledge about preventing sexual violence in children at MTS Al-Wathoniyah 43 North Jakarta in 2024 with Asymp. Sig (2 – Tailed) is worth 0.000.

The research is in line with Solehati, et al (2022) which explains that the results of the research show that there are 6 forms of intervention to prevent KSA that parents can carry out, namely providing sexual health education to parents, providing education for parents about preventing KSA, family education programs, parenting patterns. good parents, optimizing the role of parents, and the relationship between educational level and parental knowledge. Thus, there are several KSA prevention measures that parents can take to protect their children from KSA.

The research results are in line with Janah, R., et (2023). The research results show that sexual education for children has great benefits in providing knowledge, preventing children from attacks and the negative risks of sexual violence. Providing sex education to children can be done with the help of educators, parents and religious leaders. Media that can be used as educational material such as lectures and discussions, toys, books and interesting applications.

The research results are in line with Anelka, I., Pranayama, A., Sutanto, R., (2020) One of the activities that is generally carried out on Instagram is increasing knowledge and sharing, for example sharing about parenting. Reporting from the Ranker site, parents follow parenting accounts on Instagram to feel calm because they are not alone in the difficult situation of raising children, many other parents are experiencing similar difficulties.

Based on the results of research regarding the importance of knowledge about sexual violence in preventing it, several important things can be concluded. Adequate knowledge about sexual violence, including an understanding of the types of sexual violence, its signs and impacts, is very important to prevent sexual violence from occurring. This knowledge helps increase public awareness and encourages more effective prevention efforts.

A good understanding of the risk factors and causes of sexual violence, such as gender stereotypes, power imbalances, and a culture that looks down on victims, allows for targeted interventions to minimize risks. Education and outreach about sexual violence, especially to

vulnerable groups such as children and adolescents, is very necessary so that they can recognize and protect themselves from risky situations.

However, based on the provision of education through Instagram media or social media, researchers are of the opinion that the Instagram social media carried out by researchers using content on Instagram is limited to photos and short videos, so it is not adequate to convey comprehensive information and education. Results can be found. the effectiveness of using the Instagram social media method on knowledge.

Therefore, researchers can conclude that Instagram social media, which is limited to photo and short video content, is inadequate for conveying comprehensive information and education, however research shows the effectiveness of using the Instagram social media method in increasing knowledge.

The limitations of Instagram's format can be a challenge in conveying complex messages, but its advantages in attracting attention, building engagement, and conveying messages in an attractive visual manner can be overcome with the right strategy. Researchers can utilize other Instagram features, such as Instastory, IGTV, or Reels, to expand content formats, as well as integrate Instagram with other social media platforms or websites to provide more comprehensive information.

Apart from that, actively involving users through interaction, comments and feedback can also increase the effectiveness of delivering information and education via Instagram social media. Thus, although the Instagram format has limitations, research shows that the use of this social media can be effective in increasing audience knowledge, if done with the right strategy.

The use of social media, especially Instagram, can be used appropriately so that education regarding sexual violence can be carried out optimally. Even though the current research has limitations, looking at the knowledge scores before and after being given education, it was found that there was an increase in knowledge. Therefore, it is important to educate about sexual prevention with the aim of implementing the prevention of sexual violence the.

## CONCLUSION

Based on the results and discussion of research results, it can be concluded that:

1. The majority of the 73 student respondents at MTS Al-Wathoniyah were 59 people aged 13 years (80.8%) and 14 people aged 12 years (19.2%). The majority gender is 42 people (57.5%) and 31 men (57.5%)
2. Assessment of knowledge about preventing sexual violence before providing Communication, Information and Education (KIE) using Social Media (Instagram) obtained an average score of 60.286, and a standard deviation of 6.1327 with a minimum knowledge assessment of 50 and a maximum of 73.3.
3. Assessment after providing communication, information and education (KIE) using social media (Instagram) obtained an average score of 75.515, and a standard deviation of 4.4338 with a minimum knowledge assessment of 68 and a maximum of 86.6.
4. Assessment of knowledge about preventing sexual violence before and after shows a difference in the assessment, namely 15,229 knowledge which increased before and after providing Communication, Information and Education (KIE) using Social Media (Instagram).
5. The research results are known to Asymp. Sig (2 – Talled) has a value of 0.000 because  $0.000 < 0.05$ , it can be concluded that the hypothesis is accepted. This means that there is effectiveness in providing communication, information and education (KIE) using social media (Instagram) on knowledge about preventing sexual violence in children MTS Al-Wathoniyah 43 of 2024

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