

Mengurangi tingkat kekerasan seksual terhadap penyandang disabilitas melalui pemasaran sosial = Reducing the level of sexual violence against people with disabilities through social marketing.

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Abstrak

Penelitian ini fokus terhadap masalah kekerasan seksual terhadap penyandang disabilitas di Indonesia, dan mendalami bagaimana pemasaran sosial dapat mengurangi terjadinya hal tersebut di konteks Indonesia. Penelitian ini dilakukan pada tahun 2021 pada masa pandemic COVID-19. Metode penelitian yang digunakan adalah tinjauan pustaka, dimana penulis meninjau berbagai literatur seperti jurnal, buku, dan laporan terkait isu terkait. Hal tersebut dilakukan agar penulis dapat menjangkau berbagai data dan kasus di skala lebih luas dari luar negeri dan juga dari berbagai daerah di Indonesia. Pertama, penulis menganalisis bagaimana penyandang disabilitas dipandang dalam masyarakat Indonesia. Selanjutnya, penulis mendalami contoh kasus keberhasilan pemasaran sosial yang telah dilakukan dalam Indonesia, serta pemasaran sosial yang berfokus pada masalah diskriminasi terhadap penyandang disabilitas yang telah dilakukan di luar negeri. Hasil tinjauan pustaka menunjukkan bahwa stigmatisasi terhadap penyandang disabilitas masih ditemukan dalam masyarakat, pemerintahan, dan juga di pusat rehabilitasi sosial. Stigmatisasi tersebut menjadi akar masalah dari munculnya kekerasan terhadap penyandang disabilitas. Pemasaran sosial dapat digunakan sebagai suatu intervensi untuk mengurangi stigma dalam masyarakat. Hal tersebut dapat dilihat dari kampanye-kampanye pemasaran sosial yang pernah dilakukan di Indonesia. Dalam konteks kekerasan dan stigma terhadap penyandang disabilitas, kampanye pemasaran sosial juga telah dilakukan di luar negeri dengan hasil cukup baik. Akhirnya, penulis berfokus pada potensi pemasaran sosial di Indonesia. Pertama, kerjasama dengan tokoh masyarakat dapat membantu membuat masyarakat sasaran lebih berterima dan tertarik. Selanjutnya, penggunaan internet tinggi dapat meningkatkan efektivitas pemasaran sosial melalui media online. Disarankan bahwa perlu ada lebih banyak upaya untuk menghadapi masalah diskriminasi terhadap penyandang disabilitas di Indonesia, dan juga perlu lebih banyak penelitian yang mendalami evaluasi pemasaran sosial hak disabilitas yang dilakukan di Indonesia.

.....This research focuses on the issue of sexual violence against people with disabilities in Indonesia, and explores how social marketing can reduce this in Indonesia. This study was conducted in 2021 during the COVID-19 pandemic. The research method used is literature review, where the writer analyzes various literatures such as journals, books, and related reports to form a conclusion. This is done so that the writer can obtain various data and cases on a wider scale from both abroad, as well as also from various regions in Indonesia. First, the writer analyzes how people with disabilities are seen in Indonesian society.

Furthermore, the writer explores examples of successful cases of social marketing that have been carried out in both Indonesia, as well as social marketing that focuses on the problem of discrimination against persons with disabilities that has been carried out in other countries. The results of the literature review show that the stigmatization of people with disabilities can be found in the community level, government level, and in social rehabilitation centers. This stigmatization is the root cause of the emergence of violence against them. In this case, social marketing can be used as an intervention method to reduce stigma in society. This can be seen from the social marketing campaigns carried out in Indonesia. In the context of violence and stigma

against persons with disabilities, social marketing campaigns have also been carried out abroad with good results. Finally, the writer focuses on the potential of social marketing in Indonesia. First, collaboration with prominent community figures can help make target communities more accepting and interested. Furthermore, high internet usage can increase the effectiveness of social marketing through online media. It is suggested that more efforts need to be made to address the issue of discrimination against persons with disabilities in Indonesia, and also more research is needed to investigate the evaluation of social marketing of disability rights conducted in Indonesia.