

# Human Trafficking Countermeasure Efforts of the Indonesian Government on Social Media

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## Abstract

During the first half of 2020, news regarding sexual exploitation and child trafficking circulated on the media, both press and digital media. The national police revealed cases of sexual exploitation and prostitution through social media involving minors. This incident indicates that human trafficking activities have taken place on social media. Human trafficking is a multidimensional problem and Indonesia is struggling to counteract this complex issue. Considering the shift in human trafficking recruitment activity that utilizes social media, the government should consider communicating to the public regarding human trafficking through social media as an attempt to eradicate it. Thus, this study aims to investigate and analyse the involved government institutions' social media contents related to the human trafficking issue. The conventional approach to qualitative content analysis was employed to answer the research questions. The data collection incorporated social media content mining from three of the most accessed social media platforms in Indonesia, namely Facebook, Twitter, and Instagram from January to June 2020. The results indicate that the government institutions' social media contents consist of two themes, which are the illegal migrant worker issue as well as child trafficking and sexual exploitation issue. The conveyed message in both themes merely reports and publishes the details of the institutions' current events and activities related to human trafficking without the intention to socialize or disseminate information.

## Keywords

Human Trafficking; Child Trafficking and Sexual Exploitation; Government Communication; Qualitative Content Analysis; Social Media Contents

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## Introduction

A considerable amount of literature has been published on the human trafficking issue in Indonesia for the past ten years. These studies focus on the complexity of the human trafficking issue, mainly addressing related regulations and laws, law enforcement implementation, victim protection, and government policies to eradicate human trafficking in Indonesia (Andari, 2011; Arif, 2016; Darmastuti, 2015; Daud & Sopoyono, 2019; Fadli et al., 2017; Hakim, 2020; Kiling & Kiling-Bunga, 2019; Kusuma, 2015; Kusumawati, 2017; Minsel & Manehitu, 2017; Putri & Arifin, 2019; Sulistiyo, 2012; Sumirat, 2017; Wuryandari, 2010; Yusitarani & Sa'adah, 2020). Numerous studies also investigate the causes and backgrounds of the growing number of human trafficking cases in Indonesia (Dalimoenthe, 2018; Daniah & Apriani, 2017; Minin, 2011; Niko, 2016; Satriani & Muis, 2013; Sylvia, 2014; Wulandari, 2016). Some studies focus on possible resolutions, while several studies recommend an urgent effort, which needs to be conducted by the government, that is communication to the society including socializing, disseminating information, training, and educating individuals who are prone to human trafficking (Hidayati, 2012; Kedutaan Besar dan Konsulat AS, 2018; Minin, 2011; Utami, 2017). However, the studies that investigate the government's attempts to utilize communication to counteract human trafficking are still very limited (Winarni & Wardani, 2015; Yusuf & Ali, 2019). Hence, this paper addresses the use of communication by the government as an attempt to eradicate human trafficking, particularly through social media.

Human trafficking is both a multinational and multidimensional issue that involves many countries and many aspects of life. Indonesia is one of the countries that has not yet resolved or eradicated this particular human rights violation. The number of human trafficking cases in Indonesia even grows significantly each year. According to the International Organization for Migration (IOM) of Indonesia, the total number of human trafficking victims from 2005 to 2017 reached 8,876; this number is dominated by women, 15% of which are minors, and the rest are men who previously worked as ship crews. Besides, there were 32 human trafficking cases targeting minors in the first trimester of 2018 (Nabal, Wea, & Gulo, 2018).

IOM also noted as many as 250,000 people are traded in ASEAN and 500,000s are traded in West Europe each year. In Indonesia, the total number of human trafficking victims is significantly high each year, reaching 74,616 to 1 million people. Specifically, the total number indicates that there is a victim per second in Indonesia (Zubaidah, 2015). Hence, the facts and data validate the claim that Indonesia is in an emergency state of human trafficking.

In 2017, Indonesia assigned five provinces as red zones that have recorded the highest number of human trafficking cases. These provinces are NTT (East Nusa Tenggara), Jawa Barat (West Java), Jawa Timur (East Java), NTB (West Nusa Tenggara), and Jawa Tengah (Central Java). Of the five provinces, NTT has the highest number of cases. It is claimed that women and young girls are predominantly targeted (Antara, 2017). Surprisingly, NTT has never been in the top five before 2017. To be specific, the number of human trafficking cases in NTT has been growing rapidly and significantly; there were 400 cases revealed in 2016 and 137 cases at the beginning of 2017 (Nabal et al., 2018).

The annual report of human trafficking by the US Embassy and Consulate for Indonesia in 2018 pointed out that Indonesia was on the second level in terms of human trafficking eradication efforts. The report asserted that the Indonesian government has not yet complied with the minimum standard of human trafficking eradication in several primary aspects of concern. One of the lots is an endemic corruption amongst the officials which hinders the attempts to exterminate human trafficking. Besides, the lack of knowledge of human trafficking indicators and regulations amongst the officials has been obstructing the attempt to identify victims and enforce the law. Moreover, the 2007 Human Trafficking Law includes the requirement of violence involvement, fraud, or coercion in the case of child sex trafficking, which is assessed as inconsistent with the international law (Kedutaan Besar dan Konsulat AS, 2018).

The human trafficking issue in Indonesia is a multidimensional problem that also requires multidimensional resolutions. Although the government has successfully transformed the problem complexity into regulations, laws, policies, and combined efforts with multi-stakeholders, the attempts have not been complemented yet using effective communication to the society, particularly the targeted ones. In the context of the human trafficking emergency, the primary target of the government's whole attempts to exterminate human trafficking should be the

citizens in the red-zone provinces.

In the past decade, a number of studies investigated the causal factors of human trafficking in Indonesia, which include poverty, low education level, patriarchal culture that marginalizes women in Indonesian socio-cultural society, tenuous law enforcement, the government's incapacity to provide occupations, national borders that are prone to human smuggling, indifferent village officers towards dropout children in the area, materialistic and consumptive traits, as well as corruption amongst the government officials (Dalimoenthe, 2018; Daniah & Apriani, 2017; Minin, 2011; Niko, 2016; Satriani & Muis, 2013; Sylvia, 2014; Wulandari, 2016). Human trafficking activities incorporate three predominant points, namely recruiting, trading, and exploiting. In the context of human trafficking businesses, Indonesia has played three significant roles, that is as origin country, transit country, and destination country. It is the origin country of victims with economic problems and low education levels, such as women, children, and infants. It becomes a transit country because of its strategic geographical position with minimum border surveillance, resulting in the high entrance and exit activities for women, children, and infants who will be traded in Malaysia, Singapore, Hongkong, Japan, Arab, Australia, etc. It also functions as a destination country for women from China, Netherlands, Spain, Russia, Thailand, Poland, etc. due to its tenuous law enforcement (Daniah & Apriani, 2017; Minin, 2011).

The UN Protocol to Prevent, Suppress, and Punish Trafficking in Persons, Especially Women and Children categorizes trafficking into seven different types, namely trafficking for the exploitation of the prostitution of others, for other forms of sexual exploitation, for forced labour, to place someone in a condition of servitude, for the enslavement of someone, for purposes similar to slavery, and trafficking of organs or the removal of organs from human beings (Minin, 2011). Meanwhile, the National Law Development Agency (BPHN) of Indonesia asserts that there are four fundamental natures of trafficking, that is manipulative and involving transactions, unaware victims, and migration (BPHN, 2007).

To resolve the complexity of the human trafficking issue in Indonesia, the government has undertaken many attempts. One of which is establishing a task force to prevent and counteract human trafficking and cooperate with multi-stakeholders, such as the combined effort between the National Board for the Placement and Protection of Indonesian Overseas Workers (BP2MI) and IOM and between the National Police's human trafficking task force and IOM (Wulandari, 2016). Based on the annual report of the Indonesian National Police's task force to prevent and counteract human trafficking in 2018, generally, the government has conducted many attempts at both national and local scale. However, the report did not mention any attempt of utilizing social media. Although some of the efforts addressed socializing and disseminating information, these activities were conducted offline and limited to some specific areas and audiences. Taking into account the growth of social media used as human trafficking recruitment tools, the attempts to eradicate it should be undertaken on social media.

As stated earlier, communication to society is an urgent attempt that needs to be conducted by the government. Many human trafficking cases in Indonesia have indicated how the perpetrators took advantage of low-educated and less-informed victims. At the end of January 2020, shocking news about a child prostitution case in Jakarta circulated on the media. The victims were minors who were scouted by the perpetrators through social media. By all accounts, they were contacted through social media and were offered a good job with a big salary, yet it turned out to be child prostitution. The children came from Jawa Barat and Jawa Tengah. A similar case was also found in Depok around the same period. A minor was abducted and forced into child prostitution after she befriended and met the perpetrator on Facebook (Andapita, 2020a, 2020b). These cases indicate not only the reality that the perpetrators operate by deceiving poor-educated and less-informed lower-class people, but also an intriguing fact of how social media is used to acquire human trafficking victims.

Thus, the researchers believe that government communication to society is indeed a clamant effort that is urgently needed, particularly through social media. Considering the trend of using social media to acquire victims, the government should allocate its attention and efforts vigorously through social media in the attempts to eradicate human trafficking.

Furthermore, according to the Indonesian Digital Report 2020 by Hootsuite (We are Social), out of 272.1 million of the total population, the total numbers of internet users and active social media users in Indonesia are 171.4 million (64% penetration rate) and 160 million (59% penetration rate) respectively. The data shows that communication to the public through social media channels might as well reach half of the population in Indonesia.

Therefore, the main purpose of this study is to investigate and analyse the involved government

institutions' social media contents regarding the human trafficking issue, whether the contents were produced as an attempt to eradicate human trafficking or not. This study employed qualitative content analysis to describe the contents with the human trafficking issue and what kind of messages these contents conveyed. This paper consists of two main parts. The first part covers the identification of the involved government institutions' official social media accounts and its overall contents. In the last part, this paper analyses and discusses the contents related to the human trafficking issue, the messages conveyed by the contents, and whether the contents are produced as part of the human trafficking counteract attempts or not.

## Method

This study employed a conventional approach to qualitative content analysis to describe the human trafficking issue in government institutions' official social media accounts. A conventional approach to qualitative content analysis is one of the three approaches to qualitative content analysis identified by Hsieh and Shannon (2005). Hsieh and Shannon accounted that rather than being a single method, current applications of content analysis show three distinct approaches: conventional, directed, and summative (Hsieh & Shannon, 2005).

Qualitative content analysis is defined as "a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns". Content analysis aims to serve knowledge and comprehension towards a studied-phenomenon. In conventional content analysis, coding categories are derived directly from the text data (Hsieh & Shannon, 2005).

First of all, to implement the method, the involved government institutions need to be identified and determined. Some government institutions involved directly in disseminating information concerning human trafficking to the public were identified. Based on the technical guidance for the human trafficking task force, several government institutions whose working programs actively include disseminating information to the public are directly involved in the attempts to eradicate human trafficking (Sekretariat Gugus Tugas Pencegahan dan Penanganan Tindak Pidana Perdagangan Orang, 2018). Those institutions are the Ministry of Foreign Affairs, Ministry of Home Affairs, Ministry of Women Empowerment and Child Protection, Ministry of Manpower, Ministry of Communications and Informatics, National Development Planning Agency (abbreviated Bappenas), and Migrant Workers Protection Agency (abbreviated BP2MI) at the national and local scope. Each government institution has its local office in every province, except the Ministry of Foreign Affairs and Ministry of Home Affairs, and each of them has its own website and official social media account. As for the institutions at the provincial scope, only the institutions in NTT, Jawa Barat, and Jawa Timur as the top three red-zone provinces with human trafficking issues were included.

Each of the institutions' official social media accounts on the three most accessed platforms in Indonesia, namely Facebook, Twitter, and Instagram, was traced and catalogued. Contents related to the human trafficking issue were collected from every social media account on each platform from January to June 2020. The keywords used to collect data included "human trafficking", "child trafficking", "sexual traffic", "child prostitution", "prostitution", "illegal migrant", "slavery", "illegal labour", and "trafficked people". The chosen period enabled the researchers to assess the government's performance to counteract human trafficking issues through its social media during the first semester of 2020.

As mentioned earlier, the coding categories in the conventional content analysis are obtained directly from the text data. Because of the limited availability of existing theory and research literature on the topic, the researchers employed open coding for the sample. The sample text data included all of the collected text data, consisting of 37 social media posts, because of its limited availability. Then, the data were sorted out and analysed with MAXQDA software. The analysis processes included: 1) highlighting exact words from the text to capture the key thoughts or concepts; 2) making notes of impressions, thoughts, and initial analysis; 3) deriving labels for codes from the text data as the initial coding scheme; 4) sorting codes into categories by grouping related and linked codes; 5) creating themes based on the relationship between categories into meaningful clusters, and; 6) generating a tree diagram to organize categories into a hierarchical structure. Then, definitions for each theme, category, and code were developed and the relationship between categories and codes were identified based on their concurrence,

antecedents, or consequences (Hsieh & Shannon, 2005).

**Table 1.**

Catalogue of the involved government institutions' official social media accounts and their main profile

No.	Institution Name	Social Media Platform	Account Name	Total Post/Total Likes	Total Followers
1	Kementerian Pemberdayaan Perempuan dan Perlindungan Anak	Twitter	kpp_pa	11.700++ Tweets	110.054 Followers
		Instagram	kemenpppa	781 Posts	79.849 Followers
		Facebook	Kementrian Pemberdayaan Perempuan dan Perlindungan Anak	54.518 Likes	56.946 Followers
2	Kementerian Dalam Negeri	Twitter	kemendagri	679 Tweets	8.254 Followers
		Instagram	kemendagri	944 Posts	201.450 Followers
		Facebook	Kemendagri_RI	34.777 Likes	37.572 Followers
3	Kementerian Luar Negeri	Twitter	Kemlu_RI	30.800++ Tweets	183.965 Followers
		Instagram	kemlu_ri	973 Posts	249.807 Followers
		Facebook	Kementrian Luar Negeri RI (@Kemlu.RI)	81.615 Likes	86.232 Followers
4	BAPPEDA NTT	Facebook	NTT SATU DATA	1.379 Likes	1.380 Followers
5	BAPPEDA JABAR	Twitter	bappedajabar	5.103 Tweets	4.755 Followers
		Instagram	bappedajabar	1.294 Posts	12.316 Followers
		Facebook	Bappeda Provinsi Jawa Barat	851 Likes	896 Followers
6	BAPPEDA JATIM	Twitter	BappedaJatim	155 Tweets	895 Followers
		Instagram	bappeda_jatim	244 Posts	1.811 Followers
		Facebook	Bappeda Jatim	-	-
7	Kementerian Tenaga Kerja dan Transmigrasi	Twitter	KemnakerRI	56.900++ Tweets	198.677 Followers
		Instagram	Kemnaker	4.211 Posts	850.720 Followers
		Facebook	Kementrian Ketenagakerjaan Republik Indonesia	96.669 Likes	107.000++ Followers
8	Disnaker NTT	Website	-	-	-
9	Disnaker Jabar	Twitter	DisnakertransJB	1.257 Tweets	4.822 Followers
		Facebook	Dinas Tenaga Kerja dan Transmigrasi Provinsi Jawa Barat	2.258 Likes	2.384 Followers
10	Disnaker Jatim	Twitter	naker_jatim	229 Tweets	1.915 Followers
		Facebook	Dinas Tenaga Kerja & Transmigrasi Provinsi Jawa Timur	2.544 Likes	2.729 Followers
11	Kementerian Komunikasi dan Informasi	Twitter	kemkominfo	25.000++ Tweets	1.010.957 Followers
12	Diskominfo NTT	Website	-	-	-
13	Diskominfo Jabar	Twitter	diskominfojabar	2.937 Tweets	11.569 Followers
		Instagram	diskominfojabar	1.566 Posts	28.065 Followers
		Facebook	Diskominfo Jabar	4.350 Likes	4.570 Followers
14	Diskominfo Jatim	Twitter	KominfoJatim	3.152 Tweets	14.723 Followers

15	BP2MI (Badan Perlindungan Pekerja Migran Indonesia)	Twitter	bp2mi_ri	12.7 ribu Tweets	13.285 Followers
		Instagram	bp2mi_ri	1.324 Posts	34.751 Followers
		Facebook	Badan Perlindungan Pekerja Migran Indonesia	31.480 Likes	35.475 Followers
16	BP2MI NTT	-	-	-	-
17	BP2MI Jabar	Facebook	BP2MI Jawa Barat	97 Likes	109 Followers
18	BP2MI Jatim	-	-	-	-
19	Dinas P3AKB Jabar	Twitter	dp3akb_jabar	329 Tweets	460 Followers
		Facebook	Bp3akb Jabar	164 Likes	169 Followers
20	DP3AK	Website	-	-	-

Source: Research data set (obtained on 26 August 2020)

## Result And Discussion

The conventional approach to qualitative content analysis is a method used for a study design that has the purpose to describe an issue or a phenomenon (Hsieh & Shannon, 2005). In this context, the phenomenon is human trafficking-related content on government institutions' social media account. This study aims to describe the involved government institutions' social media contents related to human trafficking, the conveyed message of the contents, and whether it was produced as a countermeasure to human trafficking activities or not. The following is the first part of the paper in which the selected government institutions' social media accounts and their profiles are addressed.

The task force for human trafficking in Indonesia is a task force of nationwide government institutions that includes all levels of the organizational institutions, from the central government to the local one. Several government institutions, both at the national and local scope, were identified. One of their working programs in the context of human trafficking is disseminating information to the public (Sekretariat Gugus Tugas Pencegahan dan Penanganan Tindak Pidana Perdagangan Orang, 2018). Then, these institutions' official social media accounts and main profiles were sought and catalogued (see Table 1).

As seen in the presented data (Table 1), local institutions that represent the top three red-zone provinces with the human trafficking issue, namely NTT, Jawa Barat, and Jawa Timur, are included. The data also show that not all of the selected government institutions have a social media account; three of them possess only a website. As a matter of fact, only one out of these three websites operated actively, shown by its latest news on the home page. Meanwhile, eight out of 15 institutions have social media accounts on all three determined platforms (Twitter, Facebook, and Instagram) and the rest owns an account on two or one platforms.

Nevertheless, the existence of social media accounts does not necessarily mean that the accounts are updated actively. For instance, the official twitter account of Bappeda Jawa Barat was recorded with only 155 tweets since it was created. The number indicates the account has not been managed well. On the other hand, the same level of institution, Bappeda Jawa Timur, has posted 5,103 tweets since it was established, which can be implied that the account has been administered from time to time. At the central level, the number of followers of the government institutions' official social media accounts contrasted with one another. For example, the Ministry of Communications and Informatics that owns only a Twitter account possesses more than 1 million followers, while the official Twitter account of the Ministry of Home Affairs was recorded to have only 8.254 followers. Considering the level of organizational institution and the scope of responsibility, the data of total posts and total followers could not be directly compared.

However, in terms of the conventional approach to qualitative content analysis, the contents are the predominant aspect. Generally, the contents that were generated by the official accounts addressed specific issues, mainly related to each institutions' vital work. Thus, keywords were identified and employed to collect contents related to human trafficking issues. The data set points out that from January to June 2020, 11 tweets related to human trafficking were found from 12 official twitter accounts, mostly found on BP2MI's account. Meanwhile, nine related posts were

found on eight official Instagram accounts. They were mostly also found on BP2MI's account. On the other hand, 17 related posts were found on 12 official Facebook accounts. Again, they were mostly found on BP2MI's account. Thus, a total of 37 social media posts related to human trafficking were found on 32 official social media accounts. Each post was analysed to answer the research questions. The following is the second part that analyses and discusses the contents, the conveyed message of the contents, and the roles of the contents as a countermeasure to the human trafficking issue in Indonesia.

Based on the coding process results, two themes were identified from all 37 posts on the government institutions' social media accounts. The social media contents derived from Facebook, Twitter, and Instagram included photos, videos, and texts. The texts were analysed and codes were derived directly from the texts. The analysed texts were classified into different types of content based on their structure. The first type is informative content, which is mostly followed by infographics and related pictures and videos. The majority of the analysed texts is an informative type, which provides the details of certain events and occasions. For instance, BP2MI's Instagram account frequently posted information regarding its activities to prevent illegal migrant workers and provide help for legal migrant workers.

The second type is news content, which includes news title and news link or press release regarding certain events and occasions. This type of content is usually complemented with photos and videos of the event. The third type is appeal content, which always addresses the advantages and disadvantages of a specific issue also is followed by an invitation to conduct certain behaviour. For example, BP2MI's Twitter account posted the content that appeals to its followers to apply as legal migrant workers or so-called procedural migrant workers.

Of the three types of content, 11 codes were derived directly. The generated codes comprise "repatriation of illegal migrant workers", "problem of illegal migrant workers", "syndication of delivering illegal migrant workers", "preventing the departure of illegal migrant workers", "aids for candidates of illegal migrant workers", "disadvantages of being illegal migrant worker", "advantages of a legal migrant worker", "children involvement to prevent human trafficking", "child protection from exploitation", and "the increasing cases of child trafficking through social media".

The code "repatriation of illegal migrant workers" was defined as texts that refer to the government's effort to help apprehended illegal migrant workers abroad to return home to Indonesia. "Problem of illegal migrant workers" code consisted of the text concerning the hindrances and obstacles resulted from being an illegal migrant worker. The "syndication of delivering illegal migrant workers" code was defined as each text that refers to the government's efforts to stop worker-smuggling syndicates. Those three codes were correlated in a category labelled as "current problems and solutions".

Meanwhile, the code "preventing the departure of illegal migrant workers" was defined as the text data presenting the government efforts in tracing, locating, and stopping the departure events of illegal migrant workers through illegal routes. "Aids for candidates of illegal migrant worker" was defined as the text concerning government programs to educate former illegal migrant workers to be legal. "Disadvantages of being illegal migrant worker" was defined as the text that emphasizes the drawbacks of being an illegal migrant worker from all aspects of one's life. "Advantages of a legal migrant worker" referred to the text conveying the benefits of being legal migrant workers. These three codes were correlated and labelled as the "preventive action" category.

At this stage, a theme was generated based on the concurrence between codes and categories, which was the illegal migrant worker issue. All codes and categories were linked and correlated concerning the issue of illegal migrant workers.

On the other hand, "the increasing cases of child trafficking through social media" code was defined as the text concerning the traffic growth of cases involving minors in social media. This code was categorized into the "current problem" cluster. Meanwhile, "children's involvement to prevent human trafficking" was defined as the text regarding the government's plan to allow children to be part of human trafficking countermeasures. "Child protection from exploitation" was defined as the text concerning the urgent need to protect children, particularly, from the endangerment of sexual exploitation. Both codes were categorized into "preventive action". Then, based on the relationship between codes and categories, another theme was generated, namely child trafficking and sex exploitation issue.

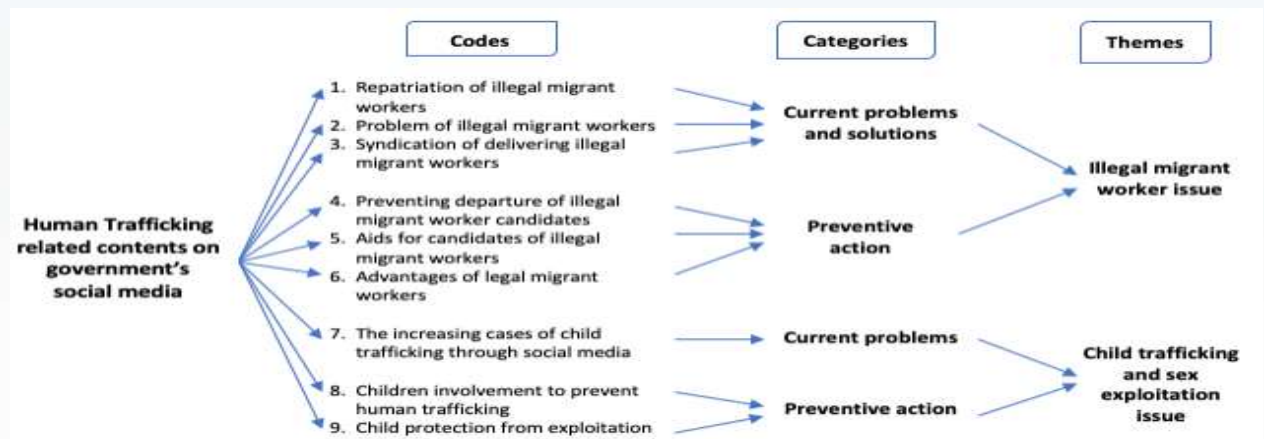
These 11 codes were related and linked and where correlated codes were grouped into a category. Eventually, big themes were generated from the created categories. The theme "illegal

migrant worker issue" was defined as the key concept of social media contents discussing the intricacy of Indonesian non-procedural migrant manpower, while the theme "child trafficking and sex exploitation issue" referred to the context of social media contents that address the problems surrounding minor trafficking for sexual exploitation purpose.

A tree diagram was developed to help organize categories into a hierarchical structure (Hsieh & Shannon, 2005). The tree diagram also served as an overview of how the coding process generated themes from categories and categories from codes.

**Figure 1.**

Tree diagram of the coding process for the government social media contents on the human trafficking issue



**Source:** Research data

Based on the presented data (see Figure 1), the big themes of the involved government institutions' social media accounts are the illegal migrant worker issue and child trafficking and sex exploitation issue. The most active social media accounts in generating the contents are BP2MI and the Ministry of Women Empowerment and Child Protection. The vital works of both institutions are strongly correlated to both themes found. Each theme consists of similar categories, current problems and preventive action, although the category of current problems in the "illegal migrant worker issue" theme is slightly different. It is because it includes "solutions". Both categories presented codes in a similar way.

The findings indicate that the social media contents of the involved government institutions were generated mainly to inform and to publish their current events or occasions. Most of the contents are informative and news content. Even though the appeal content type was also found, the utilization of this type was not significant (two posts on each platform on average). It can be inferred that the conveyed message of the social media content is merely to inform the details of the institutions' activity correlated to human trafficking.

Besides, the appeal contents were not optimized to persuade the audiences. They might have a strong argument by addressing the advantages and disadvantages of a certain topic, but they were not well-established to exert the audiences to change their initial behaviour. The approach of presenting the drawbacks of being illegal migrant workers will not urge people to stop because they have a stronger motive to earn income.

The findings also indicate that the government has not commenced appropriate communication to the public through social media yet despite the high social media penetration amongst the Indonesian population. Thus, this study confirms the recommendation of previous studies that the government needs to communicate to the public more actively and intensively in order to eradicate human trafficking (Hidayati, 2012; Kedutaan Besar dan Konsulat AS, 2018; Minin, 2011; Utami, 2017). Although some communication approaches have been conducted by the government through offline activities, considering the shifting acquisition method used in human trafficking activities and how it has been increasing lately, the government should also shift its communication channel by optimizing its institutions' official social media accounts (Andapita, 2020a, 2020b; Sekretariat Gugus Tugas Pencegahan dan Penanganan Tindak Pidana



Perdagangan Orang, 2018),..

Although a study should address or compare its findings with other previous studies, no literature in Indonesia was found addressing the government's social media contents using content analysis, particularly discussing the human trafficking issue. Most of the studies on the human trafficking issue were conducted with the perspective of laws, regulations, and government policies (Andari, 2011; Arif, 2016; Darmastuti, 2015; Daud & Sopoyono, 2019; Fadli et al., 2017; Hakim, 2020; Kiling & Kiling-Bunga, 2019; Kusuma, 2015; Kusumawati, 2017; Minsel & Manehitu, 2017; Putri & Arifin, 2019; Sulistiyo, 2012; Sumirat, 2017; Wuryandari, 2010; Yusitarani & Sa'adah, 2020). Hence, this study employed a conventional approach to qualitative content analysis. "This type of design is usually appropriate when existing theory or research literature on a phenomenon is limited" (Hsieh & Shannon, 2005).

## Conclusion

This study shows that the involved government institutions have not utilized its social media account to disseminate and socialize the necessary information to eradicate human trafficking activities. In contrast, the government institutions' official social media accounts merely promote its events and activities correlated with its working programs in preventing and solving the human trafficking issues. Although one of the institutions has started to disseminate information and appeal content in persuading its audiences to avoid human trafficking activities actively (BP2MI), the contents were neither well-produced nor frequently posted. Nevertheless, considering the shift in the human trafficking victim acquisition method that utilizes social media, the government needs to improve its communication approach to the public by optimizing its institutions' official social media accounts.

## Limitation And Future Studies

This study had to deal with couple of limitations, including the difficulty in accessing old tweets posted by an account since the total tweets that can be viewed in a Twitter account's home feed is limited to only 3,200 tweets. Another obstacle is the very limited number of relevant studies on the human trafficking issues in the field of communication studies, particularly in the context of government communication.

However, we would like to encourage further research using quantitative content analysis to provide statistical data on related NGOs, public organizations, and other stakeholders' social media contents that address the human trafficking issue in Indonesia. Also, longitudinal research on government communication to the public regarding the human trafficking issues is urgently needed to enable generating a communication model for the national and local scope in the attempt to eradicate human trafficking.

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