

Community Based Communication Strategy for Trafficking Prevention in Garut Regency

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ABSTRACT

The purpose of this study is to analyze the communication strategy for preventing trafficking carried out by the Garut Regency Social Service which embraces the community in Garut Regency. This research is motivated by the fact that there are high cases of human trafficking crimes in West Java, especially in Garut Regency. The research method is a qualitative approach with interview, observation, literature study, and documentation techniques. The results of the study indicate that the large participation of local communities in efforts to prevent trafficking has helped the government reduce the increasing number of trafficking acts. KPI and FKPM become partners of the Social Service in disseminating the act of trafficking to the community, also providing education in the form of socializing the law regarding punishments that can be criminalized for traffickers and inviting and opening up to the public not to hesitate to report cases of trafficking in their respective environments. The results of this study are expected to contribute to efforts to eradicate trafficking in the form of programs, policies, and procedures and models for handling trafficking which are considered in accordance with the local wisdom of Garut Regency.

Keywords: *Trafficking, community, organization communications*

INTRODUCTION

Garut Regency is an administrative area of West Java Province that has significant cases of human trafficking or human trafficking (herein after will be written as trafficking). Based on data from the 2018 Task Force for the Prevention and Handling of the Crime of Trafficking in Persons, West Java is the area with the largest alleged flow of funds for the crime of trafficking in persons. It was recorded that several trafficking incidents were revealed in Garut Regency using the mode of recruitment into labor which was then used as the purpose of sexual exploitation (prostitution and

pedophilia), and working in rough places with low wages as workers on plantations, as laborers, and as domestic workers.

As an urban area, Garut Regency is an area with high levels of poverty and unemployment. These conditions of poverty and low levels of education encourage the desire to improve fate overseas. On average, trafficking victims are young women who are promised jobs and a better life overseas, where is inseparable from geographical factors and the lack of job opportunities in their area of origin. The Garut Regency Government through the Garut Regency Social Service is often tasked with picking up

victims who are still young and employed as commercial sex workers in locations far from Garut Regency (Suryarandika & Maharani, 2018; Hanapi, 2019). Not only outside the city, even in Garut Regency itself, but trafficking is also carried out by Garut residents themselves whose victims are promised to become domestic servants (Ghani, 2018). This shows that the big problem in eradicating trafficking requires local government commitment and community participation, as well as the division of tasks between institutions so that trafficking cases can be suppressed.

Human trafficking is not only a matter of ordinary crime, because victims are related to violations of basic human rights, which include the right to freedom, the right to a decent life, the right to welfare, as well as human rights as creatures with dignity (Alison Brysk, 2011: 21-24). So it is very reasonable when human trafficking is seen as a very serious form of human rights violation because it contains elements of other human rights violations such as slavery and human exploitation.

According to BKKBN data (BKKBN, 2020), trafficking cases in Indonesia are like an iceberg, which means that the numbers hidden beneath the surface are much larger than they appear. Even based data from the International Organization for Migration (IOM) explained that until April 2006 the number of cases of trafficking crimes in Indonesia reached 1,022 cases of which almost 88.6% of the victims were women. The issue of trafficking has become a public problem, in general, that should be addressed immediately by the government as the competent authority, both centrally and regionally.

The relationship between communication and organization as defined by the experts above is contained in a review that focuses on the people involved in efforts to achieve organizational goals. Communication science provides a basis for humans to answer questions related to what forms of communication are used in organizations, what methods and media are used, what are the drivers and barriers to communication in organizations, and what effects can be caused. The answers to some of the questions above will certainly be the basis for the organization to make it a concept and the rules of the game for its organization based on the type and nature and scope of the organization.

Karl Weick (1995) argues that in organizations there is a process of understanding unclear or ambiguous information through the creation, selection, delivery, and storage of information. According to Weick, an organization will grow if every member has the freedom to communicate interactively. So it is highly recommended, when the organization experiences a crisis, organizational leaders rely more on communication than the rules made. In handling human trafficking in the community, it is necessary to plan community and family empowerment activities that take into account the social, cultural and economic conditions of the community while still considering the development of human resources in accordance with the government's vision and mission (Mulyana & Gustini, 2017).

About the concept of Human Trafficking, five considerations form the basis for the preparation of a communication strategy related to the socialization of policies for the elimination of human trafficking, a

communication strategy consisting of a communicator strategy, message and audience strategy, and media strategy (Mugni, 2020). It can also be seen that trafficking in persons is a crime that is not new in Indonesia. Even countries all over the world condemn this crime. To eliminate this crime, there are many conventions as one way to eliminate the elimination of Trafficking in Persons. Even the crime of trafficking in persons or what is often referred to as human trafficking is a crime that is considered to have the third-largest profit value after two other crimes, namely arms smuggling and drug trafficking. According to the United Nations Trafficking Victims Protection Act 2000, Human Trafficking is the recruitment, delivery, and harboring of people using violent means to achieve goals that only benefit one party.

Meanwhile, the definition of trafficking according to Law Number 21 of 2007 concerning Eradication of the Crime of Trafficking in Persons is the activity of recruiting, transporting, and receiving someone by using violence such as threatening, kidnapping, deceiving, detaining, and abusing the authority that makes people exploited.

Presidential Decree No. 88 of 2002 explains that trafficking in women and children is all acts of traffickers on women and children who have acts of recruitment, acceptance, transfer, departure, and as well as temporary shelter or at the destination. As for how the victim is done by using violence, both verbal and physical, such as kidnapping, fraud, profit frills, debt traps, or other forms of exploitation. Usually the most vulnerable are women and children. Meanwhile, traffickers are people who carry out and approve acts of recruiting, sending, trading, and

receiving people from one place to another to make a profit. Trafficking victims are people who are recruited, taken, hidden, held captive, traded, transferred, and accepted by traffickers to obtain unilateral benefits. The point is that in the act of trafficking there is an element of exploitation and profit-taking unilaterally from traffickers.

In summary, some of the terms used in the practice of trafficking are as follows (Bintari & Djustiana, 2015):

1. Recruitment, refers to recruitment to migrate from the region/country of origin through promises of high-paying jobs. Recruitment can refer to victims who move without being promised a job but are then recruited by being deceived, lied to, or coerced into the country/region of destination. The relationship that exists can often be seen in the way the person is recruited in the area/country of origin, then transferred and exploited at the destination.
2. Delivery (within the country and across national borders), where the victim is physically isolated and does not understand the local language and culture, does not have the right to his legal identity and does not have access to justice. Migrants can also be seen as victims of trafficking without having to see they enter a country legally or not, because the evidence needed can be seen from the conditions of their delivery and/or events after the delivery process, for example exploitation that occurred.
3. Transfer, shelter, and reception. Traffickers move,

- accommodate, and/or receive trafficking victims when sending the victims from their place of origin to their destination.
4. Physical coercion, where the victim is forced to obey and against his own will in other ways, for example being lured by something.
5. Kidnapping, ie when taken illegally by force or through fraud.
6. Fraud, namely if the victim receives wrong or incomplete information that is intentionally carried out by traffickers to be misused. Trafficking victims are tricked into entering into situations of vulnerability.
7. Abuse/torture, ie the victim has no choice but to submit to/accept the treatment to him/her. Abuse of power involves a situation of dependence in which a person who has power over another person does not recognize the rights of those who depend on him.
8. Exploitation, that is, taking advantage of someone for personal purposes and interests.
9. Prostitution/Prostitution where the victims are usually women and children enter the world of prostitution in three different ways, namely voluntary, debt bondage, and involuntary.
10. Sexual exploitation, is the production of pornographic goods as a result of lack of choice against threats, fraud, abuse of power, debt bondage, or forgery.
11. Forced Labor, namely all types of work or services under the pressure of punishment and not done voluntarily.
12. Debt Bondage, is when someone's personnel/services are needed as a way of paying off a loan/debt.
13. Slavery is a status or condition in which a person exercises all his or her control rights over another person.
14. Slavery, namely women who are victims of trafficking are not completely in a situation of forced labor or slavery but lead to servitude.

These trafficking patterns can be stopped with the right communication patterns. It is known that a primary communication pattern and a circular communication pattern are needed. Primary communication patterns using primary media, namely verbal and nonverbal. Then the pattern of circular communication where P2TP2A Social workers and victims of Human Trafficking have the same position (Muhawwin, 2019).

To implement central policies, local governments have a role to play in dealing with trafficking that occurs in their territory. These implementation efforts can take the form of programs, policies, as well as procedures, and models for handling trafficking which are considered by their respective local wisdom (Bintari & Djustiana, 2015). Because the crime of trafficking is an organized crime, which of course involves several people who have the same interests and goals to achieve their benefits, handling it requires a big and firm effort. Although all this time, the government itself has tried to eradicate trafficking by severely punishing traffickers, this crime is still

going on quite massively until now. This is because public awareness is very minimal so that not a few of them are tempted by the lure of jobs and pay that is not small. Other problems are also related to the lack of support and involvement from the community to actively monitor and report on acts of trafficking that occur around them.

Society is a manifestation of the concept of community, in the human community, the individuals who are in it can have purposes, goals, resources, desires, beliefs, preferences, needs, risks, and other similar conditions (N., 2011). Community is part of a form of cooperation that comes from several people to achieve a goal by providing division and work regulations with each other (Moedjiono, 2002). Kertajaya Hermawan argues that a community is a group of individuals who have mutual concern for one another so that there is a close personal relationship between them because each person in the community has the same interests or values (Putri, 2018). Furthermore, Mac Iver mentions that there are several elements in the sentiment community which include:

- a) Feelings element, namely the same feeling through self-identification with the group due to the similarity of interests;
- b) Sharing, which is defined as awareness of the responsibility of community members in the group;
- c) Mutual need, which is interpreted as a feeling of individual dependence on the community (Soekanto, 1983).

There are several factors behind the emergence of the community (Santosa, 2004), including the following:

1. There is a greater interaction that exists between members who live in an area with certain boundaries.
2. There is a human social norm that exists in the social order, including normative culture, historical norms, and socio-cultural differences between social institutions and community organizations.
3. There is a dependency between culture and society which is normative.

The community is formed based on four factors (Isbandi in Yuwafi, 2016), namely:

1. There is a desire to share information among community members according to the common interests they have.
2. The existence of an area as a place where the community gathers.
3. There is a habit among members who are always present.
4. There is a leader as a person who serves as a decision maker in the community.

To prevent this act of trafficking, in addition to actions from the government, support from all parties is also very much needed. So the government must develop an approach that embraces various community groups to be more sensitive and participate in efforts to prevent the occurrence of acts of trafficking that often occur in rural areas.

METHOD

Research methodology is a science that studies the methods used to investigate problems that require solving. Implicit in the definition of a methodology is a set of principles or

criteria by which methodologists can judge the correctness of research procedures. The research methodology guides directing the implementation of research so that the results are by reality. So, the methodology is the science of methods and knowledge of how to research the same principle as the research methodology. The research methodology is the science of research methods (Nurhadi & Din, 2012: 41).

The method in this study uses a descriptive qualitative approach with data collection techniques including observation, interviews, and documentation. Descriptive research is a situation or event. Researchers do not seek or explain relationships and do not test hypotheses. Descriptive research is collecting data based on the factors that support the object of research, then analyzing these factors to look for their role (Arikunto, 2010). The descriptive method is a research method that seeks to describe and interpret objects as they are (Sukardi, 2009). A qualitative approach is a research and understanding process based on a methodology that investigates a social phenomenon and human problem. In this approach, the researcher creates a complex picture, examines words, reports in detail from the respondent's point of view, and conducts a study of the situation experienced (Ardial, 2014).

In this study, researchers conducted interviews with the Head of the Trafficking Division of the Garut Regency Social Service, as well as several communities that work closely with the Social Service Office in the field of socialization and prevention programs which include; The Coalition of Independent Women (KPI) of Garut Regency and the Community Police Communication Forum (FKPM) of Garut Regency. The observation

technique in this study was to make visits and direct observations to the field on the object under study, namely the Social Service of the Trafficking section of Garut Regency.

The documentation in this study includes several archives related to this research such as photos of activities, documents, news, and institutional archives from the Garut Regency Social Service and the community who are invited to cooperate.

The informant selection technique used the purposive sampling technique. This technique is done by using researchers who have determined the number of informants purposively by the objectives to be obtained. In this study, researchers set three informants. This strategy requires informants to be selected based on the consideration of researchers with specific objectives. The reason for the researcher is that the three informants are considered to have the ability and also have good interpretations in answering each question.

Data collection is a technique or method that researchers can use to collect data. After the research carried out various data collection activities in the field from information sources, the data was compiled and entered into data deviations to facilitate further processing. Data recording in the field is done by making daily notes in books, laptops, or smartphones which can be combined with supporting data in the form of photo data and others (Kriyantono, 2009).

The data collection in this study was in-depth interviews. After the researchers carried out various data collection activities in the field from information sources, the data was compiled and entered into data storage to facilitate further processing.

The recording is done based on data from informants in notebooks and combined with supporting data in the form of documentation data such as photos.

Data analysis is the process of organizing and sorting data into patterns, categories, and basic units of description so that themes can be found and working hypotheses can be formulated as suggested by the data (Ardiyanto, 2011). Researchers go through a sorting process to simplify abstract and "rough" data. Data reduction begins by providing a code for each data collection. By giving this code, the collected data will be easier to reduce and can be studied thoroughly.

In this study, data collection techniques were carried out using in-depth interviews and direct observation to each informant determined by observations made in which the researcher was directly involved. Informants were selected according to their knowledge of the crime of trafficking, especially in Garut Regency. The source triangulation process was also carried out by researchers to obtain valid data in this study.

The profiles of informants in this study are as follows:

Table 1. Informan Profile

No.	Nama Informan	Instansi & Jabatan
1	Rendy Mizhar	KANIT Trafficking Dinas Sosial Kabupaten Garut
2	Fajar	Pengurus FKPM Kabupaten Garut bidang penanganan bencana

3	Risnawati Priyatno	Ketua KPI Garut
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Source: Researcher, 2021.

RESULTS & DISCUSSION

Various programs are carried out by the Garut Regency Social Service to prevent and reduce the practice of human trafficking in the community. The handling of trafficking itself is under the Social Security Protection (Social Security Protection from the Garut Regency Social Service. In addition, Social Security is also in charge of disaster management, and the implementation of Social Security (such as the Family Hope Program (PKH), and so on).

Although it has not shown maximum results, these efforts have given birth to several patterns of work for social services to tackle trafficking. Specifically for handling trafficking cases, the Garut Regency Social Service in addition to handling trafficking cases based on community reports, mass media, and also based on instructions from the West Java Provincial Social Service. In this case, what has been done has shown that there are countermeasures in the policy of eradicating trafficking in persons through a communication strategy consisting of a communicator strategy, message and audience strategy, and media strategy.

As for the prevention program, according to the results of an interview with the Trafficking Head of the Garut Regency Social Service, Mr. Rendy, 6 September 2019 the Garut Regency Social Service mostly carried out its initiatives based on program needs in the field. This is a challenge for the Garut district social service. One of the trafficking prevention programs is through socialization involving several community groups. Some groups that have collaborated in the field of

socialization as an effort to prevent trafficking in the community include the Indonesian Women's Coalition (KPI) in Garut Regency, the Community Police Communication Forum (FKPM), and several PKK Cadres in Garut Regency.

This collaboration with several parties certainly makes it easier for the Social Service to synergize and collaborate with community groups. This is as conveyed by Mr. Rendy as the Head of Trafficking of the Garut Regency Social Service. One of the cooperation to prevent the trafficking of victims was the social service socialization program in collaboration with FKPM Garut Regency in 2018. According to Mr. Rendy, this step was considered appropriate because FKPM is a partner of the police in providing services to the community directly. So far, FKPM is considered as an element that is always responsive in efforts to handle several disasters in the community, including humanitarian disasters in the form of acts of trafficking.

Mr. Rendy explained the meaning of trafficking as stated in Law Number 21 of 2007 concerning Eradication of the Crime of Trafficking in Persons, in Article 1 number 1 is: "the act of recruiting, transporting, sheltering, sending, transferring or receiving a person with the threat of violence, use of force", kidnapping, confinement, forgery, fraud, and abuse of power or a position of vulnerability, entrapment of money or providing payments or benefits, to obtain the consent of the person who has control over the other person, whether carried out within the State or between States for exploitation or causing exploited people". From this understanding, trafficking has a fairly broad scope. Because not everyone understands and realizes that his actions are acts of

trafficking against the law. This is where the importance of socialization is to provide understanding to the community.

Based on the results of an interview with the Garut Regency FKPM management, Mr. Fajar, on October 3, 2019. Mr. Fajar as the Garut Regency FKPM Management in the field of disaster management, this collaboration is an important milestone considering the many trafficking cases faced by the undercurrents. Most of them use FKPM officers at the village and sub-district levels as a place to ask questions and decide cases. If these FKPM officers have adequate knowledge, they will certainly be very helpful in handling the trafficking problem. One of them is taking the victim to directly discuss the solution with the Garut district social service. At least having the courage to report is the right step to break the chain of trafficking problems that exist in the community.

Mr. Fajar stated that with the cooperation of several parties, it is hoped that the chain of trafficking problems can be quickly broken. This is because the classic problem that causes the prevalence of trafficking in society is economic pressure. So do not be surprised if the victims of trafficking are people who come from low economic circles.

In addition, the Garut Regency Social Service has also collaborated in efforts to prevent trafficking with the Indonesian Women's Coalition (KPI) Kab. arrowroot. In 2018 KPI collaborated for approximately 1 year with the Social Service to prevent trafficking problems in Garut Regency. This collaboration is an effective synergy because as a women's organization, KPI received a program from the Ministry of PP on the

prevention of trafficking in persons with assistance locations in several villages in Garut Regency, including Pataruman, Lingga Mukti, Karang Anyar, Cikuku, Mangkurayat, Hagarmanah Village, Salakuray, and Sukarame. Of the several villages mentioned, five of them are under the guidance of KPI Garut. While the rest are recommendations from the Garut Regency BKBPP service, namely 5 villages from the Bayongbong sub-district which are the worst victims of trafficking in Garut Regency. This was stated by Risnawati as Chair of the Garut KPI when interviewed on October 10, 2019, in Tarogong, Garut.

Some of the trafficking prevention activities carried out by KPI Garut include FGD (problem identification), workshops, training, and entrepreneurship workshops to train the community's economy. Risnawati further explained that the emergence of trafficking is because most people are willing and tempted by the lure of large salaries. So far, KPI has continued to provide assistance in several villages as a basis. The development of MSMEs is adjusted to the needs and local wisdom (the KPI assisted villages are still running).

The cooperation and cooperation carried out by the Social Service in the Trafficking Sector with the community or community organizations is quite effective in socializing the prevention of trafficking to the community. The function as a community organization run by KPI (Indonesian Women's Coalition) in Garut Regency and FKPM (Community Police Communication Forum) in Garut Regency is also strengthened by the commitment of the management to jointly seek to break the chain of criminal acts of trafficking in persons which is quite high in Garut Regency. This is like the organizational function developed by

Sendjaja (1994) which divides several communication functions within the organization into four functions, namely informative, regulatory, persuasive, and integrative functions.

In the information function, KPI and FKPM become partners of the Social Service in disseminating the act of trafficking to the community. In the regulatory function, KPI and FKPM also provide education in the form of socialization of the law regarding punishments that can be criminalized for traffickers. In the persuasive and integrative function, KPI and FKPM as social service partners invite and open themselves to the public not to hesitate to report cases related to trafficking in their respective environments. This is an effort to break the chain of trafficking acts that have not been realized by the general public. This is according to the results of an interview with Mr. Rendy, as the Head of Trafficking of the Garut Regency Social Service, who said that the active participation of several community organizations that have been collaborating with social services, such as KPI and FKPM is quite effective ammunition for the government in eradication and prevention efforts. act of trafficking. The results of an interview with Mr. Rendy, the Head of Trafficking at the Garut Regency Social Service, on October 3, 2019, previously the public did not know where to report perpetrators or victims of trafficking. With the existence of community organizations or communities near them that have collaborated with the Social Service, complaints and actions will be carried out more quickly.

Mr. Rendy emphasized that the regulations regarding the crime of trafficking as contained in Law no. 21 of 2007 are intended as an effort to eradicate trafficking in persons

through prevention, protection, and prosecution, and community integration. The efforts mentioned above are the government's efforts so that the people can be protected. This integration with the community can be done through sharing programs and activities with several existing communities. Even though this collaboration, socialization can also be carried out regarding the penalties that can be applied to perpetrators with fairly severe punishment, namely imprisonment for a minimum of 3 years and a maximum of 15 years, and a minimum fine of Rp. 120 million and a maximum of Rp. 600 hundred million. This is as stated in Article 2 of Law 21/2007.

CONCLUSION

The results in this study indicate that the large participation of local communities in the prevention of trafficking has helped the government reduce the number of acts of trafficking which is getting higher. The organizational function in the KPI (Indonesian Women's Coalition) of Garut Regency and the FKPM (Community Police Communication Forum) of Garut Regency is running quite effectively by carrying out the communication function within the organization in the form of informative, regulatory, persuasive, and integrative functions.

In the information function, KPI and FKPM become partners of the Trafficking Unit of the Garut Regency Social Service in socializing the act of trafficking in the community. In the regulatory function, KPI and FKPM also provide education in the form of socializing the law regarding punishments that can be criminalized for traffickers. In the persuasive and integrative function, KPI and FKPM as social service partners invite and open

themselves to the public not to hesitate to report cases related to trafficking in their respective environments. This is an effort to break the chain of trafficking acts that have not been realized by the general public. Evaluation of activities is carried out regularly and continuously through monitoring by related agencies and independent institutions and shows that to empower communities and families, a communication approach is needed that pays more attention to the characteristics of the target group, taking into account the situation and condition of the area where the target group is located.

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