CHAPTER I

INTRODUCTION

1.1 Background

Society has made rape culture a normative habit. According to Devi in *Menjadi Perempuan* (2018, p.6), it is manifested through how the media portrays women by using words such as "tainted" or "overpowered" instead of "rape" and "assault", and also how they casually describe a woman's physique vulgarly. This leads to sexist behavior and unconscious practice of rape culture.

The term rape culture itself was introduced by feminists to society since the 1970s (Buchwald, et al. 1994). Even after more than a decade, it is still looked upon and dismissed as something that is simply there. Rape culture not only normalizes rape, but encourage victims to stay silent and not fight back. In order to diminish rape and any form of sexual assault, society must start seeing rape culture as something crucial and very obscure. The first step is to acknowledge, only then can the fight begin.

In 2016, cases of rape and sexual assault started to make noise in Indonesia when a school girl was gang raped and murdered in Bengkulu. Some of the perpetrators were also minors and therefore given lesser sentences and punishment. Although one of the perpetrators was given the death penalty, some were only given 10 years imprisonment, and others were given rehab sentences reported by Franciska, C. (2016, May 4). This sparked anger among Indonesian feminists because it was deemed unfair and how the law does not protect women and children from violence - both sexual and physical.

In 2018, Indonesia faced another rape case that shook people globally when a 15 year old girl in Jambi was given 6 months sentence in jail and 3 months of training and rehabilitation after performing an *illegal* abortion that was caused by being repeatedly raped by her 18 year old brother reported by The Jakarta Post,

Editorial Board (2018, July 24). This proves that the law is once again a huge enabler of rape and still to this day: a practitioner of rape culture.

In 2022, rape cases were taken more seriously than ever. The discovery of numerous rape done by Herry Wirawan, a teacher in an Islamic boarding school in Bandung, towards 13 students between the ages of 11 to 16 that resulted in at least 8 of the victims pregnant, finally pushed the law against sexual violence. About a week after Wirawan's death sentence, Indonesia lawmakers finally passed the bill Sexual Violence Crimes (TPKS). Since the first draft, this law ignited some backlash from conservatives such as the Prosperous Justice Party (PKS) that argued it would promote abortion, adultery, and LGBTQ which did not align with *eastern norms* and ignored *Islamic* religious values reported by Guzman, C. de. (2022, April 14). This shows how in Indonesia, norms and religious values could surpass the protection of rape and sexual assault victims and suspend a bill that could save the lives of many.

Even though Indonesia is taking a step towards the right direction by passing the bill, it is still miles behind in ending rape culture. The media plays a big part on shaping the views of society, however it is not uncommon that they practice rape culture by violating the journalistic code of ethics (UGM, 2021).

Article 5 of the journalist code of ethics states that Indonesian journalists should not mention and broadcast the identities of victims of immoral crimes and the identities of children who are perpetrators of the crimes (dewanpers.id , 2015). Unfortunately, the reality is this still happens everyday, and even when it is not done explicitly it is still done implicitly. An example of this is the recent news in social media that have been flooded with a sexual assault allegations in Cikarang where the boss demanded an employee to sleep with him if she wants to prolong her contract. Instead of focusing on the actual news, some media such as tvonenews.com and tribun took advantage of this for clickbaits and reported hints of her identity and daily life (image 1.1).
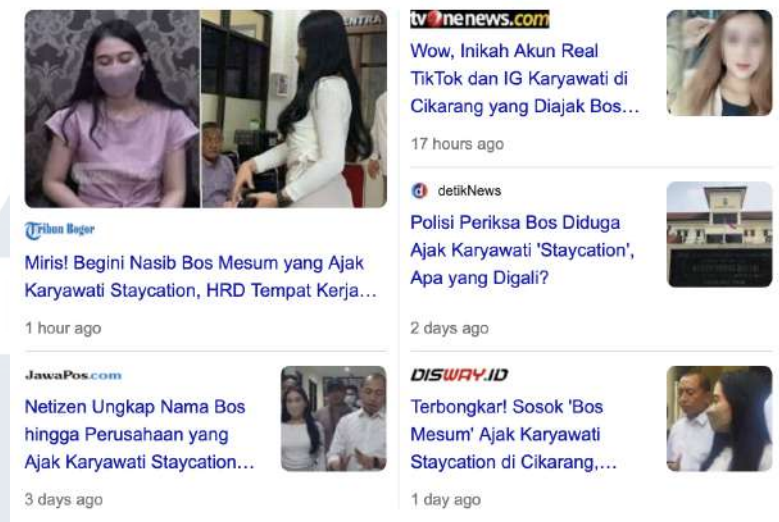
Image 1.1. News title objectifying the victim and making it a viral sensation.

sumber: google.com

The rape culture that media such as tvonenews.com and tribun portrays made the author chose rape culture as the topic for this final project. It is obvious that Indonesia is still not aware of the culture that is happening and how it affects society, especially the victims. The goal is to make rape culture acknowledged and abolished, which can be done through the media such as podcast using technology.

Technology has come a long way and changed the way communication and news travel. The internet has tremendously evolved media, from what used to be all paper and radio, are now visuals and voices from a screen. Journalism has become very accessible to society through archives in the webs and live broadcast in internet tv and radio. In order to stay updated, journalists have to publish their news in whatever the most mainstream yet reliable media is (Perreault & Ferrucci, 2020). An example of this would be podcast journalism. Instead of making a live segment that the audience has to listen to at a specific time, they make a recorded and edited one that can be downloaded and listened to anytime.

The term *podcast* was first unintentionally introduced by Ben Hammersly, a journalist from *The Guardian*, who wrote about the rise of audio broadcasting and web blogging in mp3 players such as iPods in 2004. The idea of audio web blogging was started in 2003 by Andrew Curry, a former MTV video jockey, who wanted to make money by talking *freely*. Dave Winner, his partner, developed the iPodder software in the same year and using his Really Simple Syndication *(RSS)* program, discovered it would be the perfect platform for the later known podcast media (Jabeer, 2022).

According to Daniel Ruby (2023) from *Demansage* - an international reporting and analytics website, statistics from industry figures compilation show there are globally 5 million podcasts with 70 million episodes between them and 464.7 million listeners worldwide as of May 2023.

Indonesia is quite a fan of Podcasts, ranking number two in "Most Podcast Listeners" from the global statistics report by *Meltwater* and *we are social* (Kemp, 2023). The data supports the use of podcast as a medium for this final project due to its influence and *on-demand* status, especially for millennials and older Z generations which are the target audience.
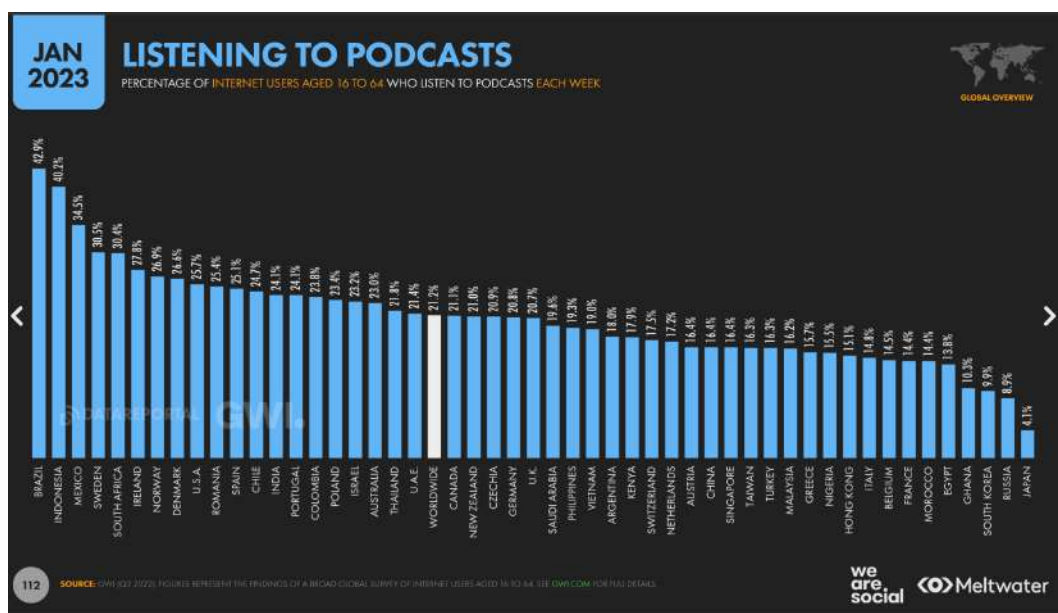

Image 1.2. Digital 2023: January Global Statshot Report shows Indonesia as the number two podcast listener after Brazil.

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According to Spotify Wrapped 2022, Indonesia's most famous podcast genres are gen Z life, comedy, pop culture, horror and paranormal, and religion (Asih, 2022). They can be seen in the top podcast rankings in Spotify.
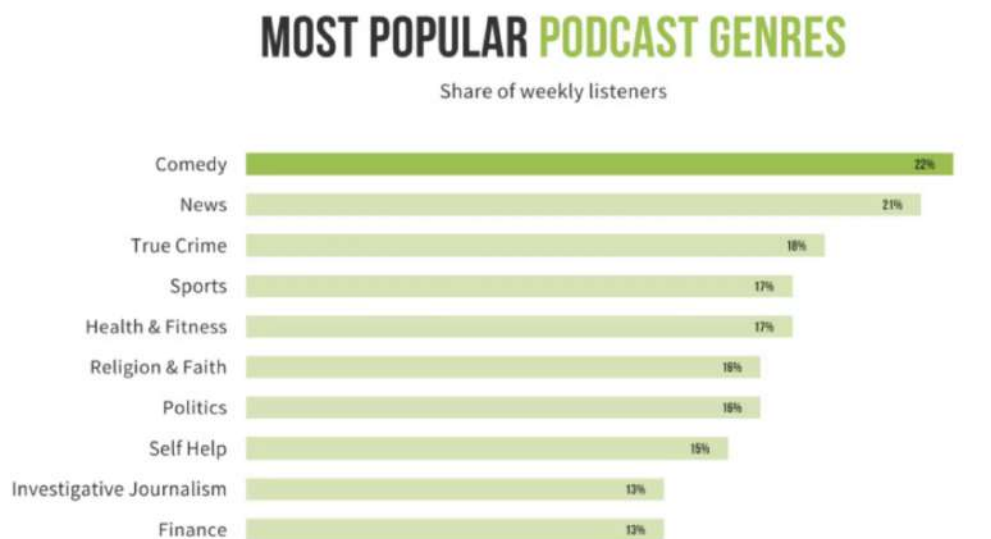
Spotify Wrapped untuk Podcast Teratas (2)
Genre Podcast Paling Banyak Didengarkan di Indonesia

1. Gen Z Life
2. Comedy
3. Pop Culture
4. Horror and Paranormal
5. Religion

Image 1.3. Spotify Wrapped 2022 shows culture and gen Z life to be one of the top genres of Indonesian podcasts.

Meanwhile *Podcastle,* an international podcast app maker and website, reported Health and Investigative Journalism to be one of the most famous Podcast genres in 2022, which is the genre of this final project (Team, 2022).

MOST POPULAR PODCAST GENRES
Share of weekly listeners

Genre	Share
Comedy	22%
News	21%
True Crime	18%
Sports	17%
Health & Fitness	17%
Religion & Faith	16%
Politics	16%
Self Help	15%
Investigative Journalism	13%
Finance	13%

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Image 1.4. Podcastle's Podcast Statistics and Data for 2022 shows Health and Investigative Journalism as number 5 and 9 in the most popular Podcast Genre list.

Source: podcastle.com

According to both the international data (Podcastle) and local data (Spotify Wrapped Indonesia), rape culture would be a suitable podcast topic because it discuses health and culture using an investigative journalism manner. The topic might be considered serious for Indonesia - seeing they prefer comedy podcasts, however pop culture is the third most popular genre (Image 1.3) and rape culture is a part of pop culture.

Rape culture is a social issue. According to Soekanto & Sulistyowanti (2017), social issue is an incompatibility between social or cultural elements of a community or group of people that can disrupt fulfilling the goals of a social group, and cause social imbalance. Talking about social and cultural issues is never easy, especially in religious and adhere to custom countries like Indonesia. Nevertheless, social issues such as mental health is a popular topic in Indonesian podcasts, some examples are Greatmind by Marissa Anita and Lowbatt Podcast by Andri Azhari in Noice, Indonesia's local audio content application. These podcasts often invite therapists and specialists as guests to get a better perspective on mental health.

Podcasts are generally more relaxed and easy listening as they are originally meant to be according to Andrew Curry, but this does not mean that it is limited to that approach. There are many ways a podcast can be a journalism product, such as including voxpop, clips of current news, talks that are based on statistics instead of opinions, and documentary audio. The *Say It As It Is* podcast aims to be a journalistic podcast that does just that while talking about rape culture.

1.2 Purpose of the Work

The purpose of this final project is as follows;

1. Produce a Podcast program with the title Say It As It Is with the topic of rape culture that will be uploaded to Spotify. This podcast will have a duration of 60 minutes that is divided into several seriated episodes.
2. Gain at least 100 listeners for each episode as a stepping stone for this podcast to be considered one of the most influential podcasts in the future.
3. Discuss rape culture from the perspective of women, men, and psychology.

1.3 Use of the Work

Academic Use

Say It As It Is Podcast is created as an educational tool that teaches the importance of ending rape culture both for each individual and for the surrounding environment.

Practical Use

Say It As It Is Podcast is created to be a reference, to improve the law and social norms regarding sexual violence and rape culture, which is aimed specifically at enforcers and lawmakers in Indonesia.

It was also created to assist research and further work on sexual violence and rape culture that is occurring in Indonesia.