MEDIA LITERACY ON PREVENTION OF PORNOGRAPHY ON SOCIAL MEDIA AND SEXUAL VIOLENCE AGAINST ADOLESCENTS IN MALAYSIA

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ABSTRACT

The current rampant social problems are related to the impact of pornography on social media and the occurrence of sexual violence in society. Pornography has very great dangers, especially if someone is addicted. Not only can drugs cause addiction, but pornography can also cause addiction. Based on research by Bingham and Piotrowski in the Psychological Report entitled Online Sexual Addiction, the characteristics of people who are addicted to cybersex include: lacking social skills and preferring to be immersed in sexual fantasies. In addition, pornography addiction can also lead to sexual violence, such as fraud and sexual intimidation, including threats or attempts to defraud, sexual exploitation, forced prostitution, and unwanted sexual relations. Sexual violence can happen to anyone, whether male, female, or child. These acts that harm victims can occur anywhere in the world, including among teenagers in Malaysia. Therefore, it is necessary to conduct Media Literacy on Pornography on Social Media and Sexual Violence for teenagers in Malaysia as a form of prevention against sexual violence and the impact of pornography on social media on adolescents in Malaysia, especially in Penang Island. This aims to prevent negative things from happening due to pornography and sexual violence on social media.

Keywords: Media literacy, Sexual Violence, Pornography, Media Social, Prevention.

1. INTRODUCTION

According to data from the Ministry of Women's Empowerment and Child Protection (Kemen-PPPA), a total of 19,593 cases of violence were recorded in Indonesia from January 1 to September 27, 2023. Among these, 7,451 victims (approximately 38%) were aged 13-17, indicating that adolescents are the most vulnerable group to violence. (databoks.katadata.co.id). The Indonesian Child Protection Commission (KPAI) received 4,683 complaints throughout 2022, with 2,113 of them related to violence against children. (kompas.id). The National Commission on Violence Against Women (Komnas Perempuan) recorded more than 2.5 million cases of gender-based violence reported over the past 10 years. Specifically, in 2020, 299,911 cases of gender-based violence were recorded. (komnasperempuan.go.id).

Meanwhile, in September 2024, Malaysian authorities rescued more than 400 children and adolescents suspected of experiencing physical and sexual violence in 20 orphanages managed by the Global Ikhwan Services and Business (GISB) organization. During the operation, 171 adults, including Islamic religious teachers, were arrested. (bbc.com).

Sexual violence can happen to anyone, whether male, female, or child. Sexual violence, which is an act that harms the victim, can also occur anywhere, including among adolescents. Sexual violence is any act that involves, harasses, humiliates, or attacks a person's body or reproductive function, resulting in mental and physical suffering. Sexual violence can be committed by men or women against anyone, including wives or husbands, parents, boyfriends, siblings, close relatives, friends, or even strangers.

According to the National Commission on Violence Against Women, sexual violence itself has several types, including fraud, sexual intimidation including threats or cunning attempts, sexual exploitation, trafficking of women for sexual purposes, forced prostitution, sexual abortion, marriage including divorce, pregnancy, forced abortion, pressure to contraception and sterilization, sexual sealing, inhumane and sexually nuanced punishment, sexual customary practices that involve or discriminate against women, and sexual, including through discrimination based on morality and religion.

Cases of sexual violence generally occur because of the perpetrator's desire, which is strengthened by the opportunity to do so. Some things that can cause someone to commit sexual violence include being a victim, being a witness, lust, dependency, power relationships, and the habit of watching pornographic videos. Frequently watching videos or shows containing sexual activity can build sexual fantasies that lead to acts of sexual violence. Currently, there are many pornographic sites spread on social media. The variety of exposure to mass media containing pornographic content harms its users, including sexual fantasies. Someone who has sexual fantasies and is unable to control them can become a perpetrator of sexual violence. Anyone can be a victim of sexual violence, including

adolescents.

Based on the presented data, it is evident that violence against adolescents remains a serious issue in Indonesia and Malaysia. The increasing number of cases and complaints each year highlights the importance of more effective prevention and handling efforts by the government, relevant institutions, and society. Collaboration in building a developed and advanced nation is part of citizens' responsibilities (Suparno, 2018).

2. METHOD

The target audience of media literacy on preventing pornography on social media and sexual violence is adolescents in Malaysia, especially those in the Penang region of Malaysia. The adolescents referred to in this activity refer to the psychological and biological development phase in the age range of 10 to early 20s.

This activity is fostering media literacy that covers seven competencies: **Analysis** (related ability to comprehend the material and content as well as to break down and study a message or information within a media), **Evaluation** (the ability to put value or judgment on a message of information delivered by media), **Grouping** (ability to group some information we receive from a certain media in a certain similarity and difference), **Induction** (ability to analyse and study any information from particular, within a small scope, to something more general or universal about the whole), **Deduction (**ability to analyse and study any information from general then elaborate it to something more particular), **Synthesis** (ability to re-compose a message or information from a media into a message with a new different structure than before), and **Abstracting** (complete ability and competency, from analysing, describing, finding a focal point of problem or issue to simplifying messages and displaying it with practically more understandable language).

This training is conducted by several techniques or methods: discussion, presentation, and lecture. A focus group discussion is conducted by dividing participants into small groups and then discussing themes or issues brought up by the source speaker, especially related to the effects of sexual violence and pornography in social media. After discussing, a representative from each group presents the result of their group discussion in sequence and then receives responses and feedback from other discussion groups.

After that, the results of the focus group discussion (FGD) are discussed and elaborated by the speakers by giving instructions and elaboration through a lecture. In this elaboration, the speaker delivers the main material about sexual violence and the negative impact of pornography on social media. To explain and provide further understanding of the material, the source speaker also gives related examples and evidence about sexual violence and pornography in social

Media literacy for preventing pornography on social media and sexual violence against adolescents in Malaysia was held:

Day   : Saturday – Monday Date
                           : 03rd – 05th May 2025
Place   : Pertubuhan Masyarakat Indonesia (PERMAI) Pulau Pinang – Malaysia

Each team member has an important role in contributing to this community service activity, from preparation to implementation. This community service activity begins with observing problems related to pornography on social media and sexual violence among adolescents in Malaysia through literature studies. After that, write an invitation letter and permission to carry out community service activities after being agreed upon by the implementation of the activity, and ending with an evaluation activity.

3. RESULTS AND DISCUSSION

The internet has become an inseparable part of our modern daily lives. Restricting people from accessing the internet is like prohibiting them from using electricity and choosing to return to the old era, which was still very conventional. Therefore, a correct and appropriate answer is needed to overcome this. A question that requires an answer is how we provide solutions to the negative impacts of exposure to pornography and sexual violence on social media, especially for adolescents in Malaysia.

The international community service activity titled *"Media Literacy on Prevention of Pornography on Social Media and Sexual Violence Against Adolescents in Malaysia"* was successfully conducted from May 3 to 5, 2025, at Pertubuhan Masyarakat Indonesia (PERMAI), Penang, Malaysia. The program involved 50 participants, primarily Indonesian adolescents aged 13–19 residing in Malaysia. Key results achieved include:

- **Improved Digital Literacy and Online Safety Awareness**
  Pre- and post-training assessments indicated a significant 80% increase in participants' understanding of digital literacy, the dangers of online pornography, and ethical behavior on social media.
- **Enhanced Understanding of Sexual Violence Prevention**
  Around 70% of the participants demonstrated better comprehension of consent, how to identify and report sexual violence, and preventive measures in both digital and real-life contexts.
- **Active Participation in Group Discussions and Presentations**

Focus group discussions proved effective in stimulating critical thinking. Participants were able to identify risks related to exposure to pornographic content on social media and propose community-based solutions.

- **Positive Psychosocial Impact**
The participants expressed increased confidence in discussing sensitive topics such as sexuality and digital ethics. Some showed interest in becoming peer educators or community volunteers to promote digital literacy among fellow youth.

Based on this description, the best solution that can be taken to prevent the negative impact of pornography and sexual violence against adolescents in Malaysia is to provide media literacy training to prevent pornography on social media and sexual violenceagainst adolescents in Malaysia.

After following this training, adolescents in Malaysia are expected to havea comprehensive understanding of the dangers and negative impacts of sexual violence and pornography on social media. Apart from that, it is hoped that this training can empower the behavior of adolescents in Malaysia to have the strength and courage to prevent the negative impacts of sexual violence and pornography on social media.

Another target of this training is scientific publication in a reputable National Journal that discusses community service as a mandatory output and intellectual property rights asan additional output. This publication is required because the public must know more aboutthe negative impacts of sexual violence and pornography on social media. Apart from that, through this publication, it is hoped that adolescents in Malaysia can understandand learn how to behave and anticipate the negative impacts of sexual violence and pornography on social media.

The community service program entitled *"Media Literacy on Prevention of Pornography on Social Media and Sexual Violence Against Adolescents in Malaysia"* is conducted offline or face-to-face on Saturday – Monday, May 3 to 5, 2025. This programis in collaboration with the Indonesian Community Organization (PERMAI) of Pulau Pinang, Malaysia. This event was attended by adolescents in Penang, Malaysia.

The training event began with participant registration assisted by the organizing committee, and the event opened with statements given by the implementing team and community leaders. Next, we entered the material presentation session by the presenters fromMercu Buana University, which ended with a question-and-answer session between the presenters and the participants. At the end of the session, a video and photo session were taken to document the moment.

This training went well and perfectly. The participants, consisting of adolescents in Malaysia, were very enthusiastic and proactive in participating in the whole training session. It can be seen from the many questions asked by participants regarding the issue of sexual violence and pornography on social media. Apart from that, the participants also conveyed the various real problems they face as adolescents in Malaysia. This problem was immediately discussed and examined by providing the best solution that could be done to overcome it, both from the point of view of the adolescents and the leadership of the Indonesian Community Organization (PERMAI) of Pulau Pinang - Malaysia, as a community that accommodates adolescents in Penang. Malaysia

4. CONCLUSION

The results of the community service program training entitled *"Media Literacy on Prevention of Pornography on Social Media and Sexual Violence Against Adolescents in Malaysia"* show that the participants who are adolescents in Penang Malaysia already know and understand the presence of social media, including the benefits and the impacts it can have, both negative and positive,

Regarding sexual violence and pornography that is often found on social media, theycan also understand it. Apart from that, some of them also found pornographic content several times in various types and forms, some of which even unconsciously fell into the pornographic content category. Therefore, adolescents need to be provided with understanding and knowledge regarding digital media literacy and its impacts, especially those related to sexual violence and pornography on social media.

Based on the results of Community Service activities conducted in collaboration with the Indonesian Community Organization (PERMAI) of Pulau Pinang - Malaysia, the suggestion that can be made is that this activity can be conducted continuously in the futureso that it can provide persisting education for a wide range of female factory workers abroadwho experiencing sexual violence and pornography at the workplace.

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