

## THE ROLE OF UNICEF IN PREVENTING CHILD SEXUAL VIOLENCE CASE STUDY: P-OCSEA PROGRAM ON DIGITAL PLATFORMS IN INDONESIA (2023)

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### Abstract:

This study analyzes UNICEF's role in addressing online child sexual exploitation and abuse (P-OCSEA) in Indonesia in 2023. The program was introduced in response to rising cases of child sexual crimes through digital media alongside increasing internet access. The main research question is whether the cooperation between Indonesia and UNICEF has been effective in preventing sexual violence against children on digital platforms. Using International Organization and Human Rights theories and a descriptive qualitative method based on literature review, the study finds that UNICEF plays an active role in improving digital literacy, providing reporting mechanisms, and advocating for child protection policies. Challenges remain, particularly low digital literacy levels and weak inter-agency coordination. Nevertheless, the P-OCSEA Program contributes to strengthening institutional capacity and raising public awareness of child protection in digital spaces. The study concludes that effective child protection in the digital era requires cross-sector collaboration and integration into national policies.

**Keywords:** *UNICEF, Child Sexual Violence, Exploitation, Human Rights, Policy.*

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### INTRODUCTION

Human Rights (HR) are fundamental rights inherent to every individual from birth, encompassing justice, protection, security, and opportunities to develop in various aspects of life such as family, education, law, economy, and society, as emphasized in Law No. 26 of 2000, which states that human rights are inherent in nature, not granted by the state or other individuals, and must be protected without exception, especially for children, in accordance also with Law No. 39 of 1999, which affirms that children's rights to protection from violence, exploitation,

and abuse are essential (Arifin, 2019). The term human rights originates from “droits de l’homme” in French, “human rights” in English, and “huquq al-insan” in Arabic, which refer to principles of justice and truth inherent in every individual as a creation of God, and therefore cannot be ignored, reduced, or taken away by anyone (Nurliah Nurdin, 2022). However, sexual violence against children, both in the real world and in the digital realm, constitutes a serious violation of human rights that damages children’s physical and mental well-being and their right to grow in a safe and loving environment, an issue that has become increasingly complex in the digital era due to the rapid development of the internet and social media, which facilitate the phenomenon of Online Child Sexual Exploitation and Abuse (OCSEA) (CNN Indonesia, 2023).

Komnas Perempuan (2023) recorded that 34.80% of 2,363 complaints of sexual violence were cases of Online Gender-Based Violence (KBGO) involving students and university populations, including sexting, cyberbullying, grooming, and the distribution of pornography without consent, demonstrating how vulnerable children are in the digital sphere (Kholifaturrahmah, 2024). The Central Statistics Agency (2024) reported that 88.99% of Indonesian children aged 5 years and above use the internet for social media, increasing the risk of exposure to harmful content and unsafe interactions, exacerbated by low digital literacy among children and caregivers as well as weak supervision and reporting systems (Anisah & Lewoleba, 2024). Social media such as Facebook, Instagram, TikTok, and WhatsApp, although facilitating communication, also open opportunities for perpetrators to commit sexual harassment through comments, direct messages, or inappropriate visual content, often by individuals known to the victim, who perceive such actions as jokes without understanding their impact (Sumarta Setiadi, 2022; Anak Agung Sagung Nandya Pramesti et al., 2021; Perwirawati, 2023). In Indonesia, although Law No. 39 of 1999 and Article 34 of the UNCRC affirm children’s rights to protection from sexual exploitation, law enforcement remains weak, especially in the digital sphere where evidence is difficult to obtain, perpetrators can easily conceal their identities, and many cases go undetected due to the lack of public awareness, child-friendly reporting facilities, and parenting patterns that do not support protection (Rizkiyani, 2023).

UNICEF, as an international organization that has collaborated with the Government of Indonesia since 1950, plays a strategic role through the P-OCSEA (Prevention of Online Child Sexual Exploitation and Abuse) Program, which aims to prevent and address child sexual violence in the digital realm through

education, advocacy, policy strengthening, and collaboration with the government, local communities, and digital platforms, with a focus on creating an online environment that is safe and child-friendly (UNICEF, n.d.). Nevertheless, the high number of OCSEA cases, low digital literacy, weak law enforcement, lack of coordination among institutions, and socio-cultural complexities constitute major challenges in the implementation of P-OCSEA, making it necessary to further examine the effectiveness of this program in Indonesia in 2023. Previous studies, such as Rizkiyani (2023), who defines sexual violence as coercive acts with sexual intent, Sumarta Setiadi (2022), who classifies harassment into physical and verbal forms, and Shorea Helminasari et al. (2023), who highlight the role of social media in facilitating OCSEA, provide an important foundation; however, studies on the role of international organizations such as UNICEF in P-OCSEA in Indonesia remain limited, as previous research has focused more on legal regulations, sex education, or digital literacy, while the implementation of global programs in local contexts has been less explored. This gap is further exacerbated by the reality in Indonesia, where weak law enforcement, low public awareness, and socio-cultural complexities hinder child protection, compounded by the limited academic literature analyzing the adaptation of global norms such as the UNCRC and SDGs 16.2 into local contexts through programs like P-OCSEA.

Despite the growing body of literature on child sexual violence, digital literacy, and legal protection frameworks in Indonesia, existing studies remain largely fragmented and tend to focus on isolated dimensions of the problem. Most previous research emphasizes either legal analysis, educational approaches, or technological risks, without sufficiently examining how international organizations operationalize global norms into concrete programs at the national level. In particular, there is limited scholarly attention to how UNICEF, as a key international actor, translates global child protection frameworks such as the UNCRC and SDGs 16.2 into localized interventions through programs like P-OCSEA. Furthermore, prior studies rarely address the gap between normative frameworks and implementation realities, especially in the context of socio-cultural barriers, weak institutional coordination, and platform governance challenges. Therefore, this study fills this gap by providing an integrated analysis of UNICEF's role, program implementation, and the interaction between global norms and local constraints in preventing OCSEA in Indonesia.

This study employs International Organization Theory (Clive Archer) to analyze UNICEF as a global actor that designs child protection policies, as well as

John Locke's Human Rights Theory, which emphasizes children's natural rights to life, liberty, and protection from violence, to highlight how UNICEF internalizes global norms into the Indonesian context through P-OCSEA, while identifying the gap between global normative idealism and the reality of local practices influenced by low digital literacy, weak law enforcement, and socio-cultural challenges. This study aims to explore UNICEF's program in preventing child sexual violence through P-OCSEA, identify the challenges in program implementation in 2023, and evaluate UNICEF's efforts to reduce the number of child sexual violence cases in the digital sphere, with the expectation of providing input for policymakers to strengthen child protection, increase awareness among the public, parents, and educators, and enrich academic literature in the field of international relations and child protection in the digital era. The hypothesis of this study is that P-OCSEA is effective in increasing public awareness and strengthening child protection policies against online sexual violence in Indonesia, but faces significant challenges such as low digital literacy, weak law enforcement, lack of coordination among institutions, and socio-cultural complexities that affect program implementation at the local level.

## **METHOD**

This study adopts a qualitative research design to explore in depth the role of UNICEF in preventing sexual violence against children through the P-OCSEA (Prevention of Online Child Sexual Exploitation and Abuse) Program on digital platforms in Indonesia in 2023, using a descriptive approach that captures phenomena naturally without manipulation, producing data in the form of narratives, interview excerpts, photographs, and documentation to analyze program effectiveness, challenges such as low digital literacy, weak law enforcement, and socio-cultural complexity, as well as UNICEF's commitment in collaboration with the Government of Indonesia, local communities, and digital platforms such as Yayasan BaKTI and DP3APPKB Surabaya, as explained by Bogdan and Taylor that qualitative research produces descriptive data to understand behavior and social context holistically (Moleong, 2018).

This design was chosen due to its exploratory nature, which is suitable for the field of international relations that emphasizes narrative interpretation rather than quantification, allowing for an in-depth analysis of the implementation of P-OCSEA, such as teacher training, parenting sessions, and assessments in 10 Islamic boarding schools in Central and East Java, reaching thousands of participants for

education on social media ethics and OCSEA prevention (UNICEF Indonesia, 2023; BaKTI, 2023). This approach is aligned with qualitative case study research focusing on a single entity, namely UNICEF, to understand program dynamics in the Indonesian local context, where OCSEA cases are increasing alongside the fact that 88.99% of children aged 5 years and above use the internet, thereby increasing the risk of exposure to online violence (Anisah & Lewoleba, 2024).

Data collection was conducted through indirect observation (non-participant observation) by observing news content, UNICEF's 2023 annual report, and scientific publications such as Jurnal Niara (2024), which recorded a 61.46% decrease in child violence cases in Surabaya due to UNICEF-DP3APPKB collaboration, as well as document analysis in the form of screenshots from digital platforms, training modules such as Jogo Konco for OCSEA reporting, and official data from the Ministry of Women's Empowerment and Child Protection (KPPPA), which enabled evaluation of program progress, such as training 42 participants in Makassar and Maros in July 2023, as well as identifying challenges such as limited inter-agency coordination (Sugiyono, 2017; BaKTI, 2023).

Data analysis employs descriptive qualitative techniques based on the Miles and Huberman model, including data collection, data reduction to select relevant information such as the effectiveness of education for 18,500 students in South Sulawesi, data presentation in the form of narratives, tables, and charts to visualize the relationship between policy advocacy and socialization, and conclusion drawing through data verification to ensure accuracy, for example by comparing program outcomes with SDGs 16.2 targets (Sugiyono, 2017; Jurnal Niara, 2024).

This study examines aspects of UNICEF's role through the dimensions of advocacy (parameters: strengthening national legal policies, such as support for the Child Protection Law) and socialization (parameters: effectiveness of education for parents, children, and the community), child sexual violence through the legal protection system (parameters: fairness of legal processes, availability of safe houses and rehabilitation centers) and law enforcement (parameters: involvement of authorities in handling cases), as well as P-OCSEA through education (parameters: OCSEA prevention materials, such as social media ethics, and media formats such as printed or digital modules) and child empowerment (parameters: training in safe digital skills), with the aim of evaluating the effectiveness of P-OCSEA, identifying challenges such as low digital literacy and weak inter-agency coordination, and providing policy recommendations to strengthen child

protection in the digital era, with the hypothesis that P-OCSEA is effective in increasing awareness and child protection policies against online sexual violence, but is hindered by low digital literacy, weak law enforcement, and socio-cultural complexity, so that this study is expected to enrich the literature on international relations and support practical recommendations for child protection in Indonesia.

## **RESULT AND DISCUSSION**

The results section presents the findings of hypothesis testing, which may include tables, graphs, and other forms of data presentation.

The discussion contains the interpretation and evaluation of the research findings, as well as a review of various related issues that may influence the results of the study. The description in this section emphasizes a critical and substantive analysis of the research findings, and also includes the limitations of the study.

### ***Results of the Analysis of the Implementation of the P-OCSEA Program in Indonesia***

The analysis of the implementation of the P-OCSEA program initiated by UNICEF in Indonesia shows a complex and multifaceted picture. On the one hand, this program has succeeded in laying an important foundation for efforts to protect children in the digital realm through a series of strategic interventions. On the other hand, the program is confronted with deeply rooted structural, cultural, and technological challenges that significantly hinder the achievement of optimal effectiveness. The results of program implementation can be described through two main pillars: the strategic achievements that have been attained and the gaps and fundamental challenges that still need to be addressed.

#### ***Strategic Achievements of the P-OCSEA Program***

The implementation of P-OCSEA in Indonesia has produced a number of significant achievements that serve as important capital in building a safer digital ecosystem for children. These achievements can be classified into four main areas: strengthening regulation and policy advocacy, public awareness campaigns and digital literacy, expansion of multi-stakeholder partnerships, and increased access to reporting and case response services.

#### ***Strengthening Regulation and Child Rights-Based Policy Advocacy***

One of the most fundamental achievements of UNICEF's intervention is its role as a strategic actor in policy advocacy at the national level. UNICEF does not

merely position itself as a program implementer, but also as a critical partner of the government in strengthening a legal framework oriented toward child protection. The analysis shows that UNICEF is actively involved in the process of formulating and strengthening implementing regulations of Law Number 12 of 2022 concerning Sexual Violence Crimes (UU TPKS). This advocacy specifically focuses on provisions related to technology-based sexual violence, ensuring that the definitions and handling mechanisms, as stated in Article 4 and Article 14 of the UU TPKS, are aligned with the dynamics of contemporary cybercrime (BPK RI, 2022).

Intensive collaboration with the Ministry of Women's Empowerment and Child Protection (KemenPPPA) serves as the main driving force. Through this partnership, UNICEF has succeeded in encouraging the integration of a child-centered approach and the principles of the Convention on the Rights of the Child into the national legal system. This effort, as emphasized by Grisela (2025), is crucial for building a strong policy foundation. It does not stop at the legislative level, but also extends to the development of technical instruments such as Standard Operating Procedures (SOP) for handling OCSEA cases. These SOPs serve as vital guidelines for law enforcement officials and service providers in responding to cases in a manner that avoids revictimization. This legal foundation, reinforced by Law Number 35 of 2014 concerning Child Protection (BPK RI, 2014), provides legitimacy and legal strength for every P-OCSEA intervention in the field.

### ***Broad Reach of Public Awareness Campaigns and Digital Literacy***

In the realm of public education, P-OCSEA has achieved measurable success through the initiation of innovative and large-scale national campaigns. A flagship program, #JagaBareng, launched in 2023, serves as concrete evidence. This campaign is the result of strategic collaboration between UNICEF, KemenPPPA, Save the Children, and other global partners. Its objective is clear: to expand the reach of information regarding OCSEA risks and prevention strategies to all segments of society, ranging from children, parents, and educators to the broader community.

According to data from UNICEF Indonesia (2023), the #JagaBareng campaign successfully reached more than 44 million internet users in Indonesia. This figure, achieved through various distribution channels such as social media (TikTok, Instagram), video platforms (YouTube), and public service announcements, demonstrates extraordinary success in information dissemination. The campaign

approach, designed in a child-friendly format using engaging visuals, relevant narratives, and the involvement of young influencers, has proven effective in increasing attractiveness and engagement among target audiences, particularly children and adolescents. Beyond merely disseminating information, this campaign also emphasizes the active role of children as agents of change through platforms such as child forums, in line with the principle of child participation in the Convention on the Rights of the Child.

### ***Expansion of Multi-Stakeholder Partnerships to the Local Level***

UNICEF consciously adopts a decentralized approach in the implementation of P-OCSEA, recognizing that program effectiveness is highly dependent on local contexts. Collaboration with local governments and civil society organizations (CSOs) becomes a key element. One of the most concrete and successful examples is the collaboration with the Surabaya City Government in implementing the Kampung Ceria program. This program represents a community-based intervention model designed to build a safe environment in densely populated areas with high vulnerability levels. Its interventions are holistic, including digital literacy training for children and adolescents, digital parenting education for parents, and the establishment of consultation centers and early reporting systems at the neighborhood level (RT/RW).

Another example is the partnership with Yayasan BaKTI in South Sulawesi. In Maros and Makassar, UNICEF organized specialized training for educators and service providers at Family Learning Centers (PUSPAGA) and Special Schools (SLB). The focus on children with disabilities reflects UNICEF's understanding of groups with layered vulnerabilities, where the approach used accommodates their visual and sensory needs (BaKTI, 2024). This training not only provides knowledge but also equips participants with practical skills to identify, handle, and refer OCSEA cases using inclusive and sensitive approaches. In Sragen Regency, the community-based strategy is strengthened by training community leaders and posyandu cadres to become child protection agents, equipping them with knowledge of reporting mechanisms and the importance of building a victim-supportive ecosystem (Sragenkab.go.id, 2023).

### ***Increased Accessibility of Reporting Services and Case Response***

Recognizing that awareness without effective response mechanisms is insufficient, UNICEF places particular emphasis on strengthening reporting systems. The SAFE4C (Safe and Friendly Environment for Children Online)

initiative was developed as a data-driven protection framework. Its objective is to strengthen national capacity in three crucial aspects: early detection, rapid response, and victim recovery. Through collaboration with the Indonesian Child Protection Commission (KPAI) and the Ministry of Communication and Informatics (Kominfo), UNICEF promotes the development of digital reporting systems that are not only easily accessible but also designed to be child-friendly and integrated with psychosocial support services.

Initial evaluations of the program's implementation show promising results: there has been an increase in the number of reported OCSEA cases to relevant institutions. This indicates growing public trust and the courage of victims to report incidents. More importantly, the program encourages improved cross-sector coordination in case handling. Training provided to law enforcement officers and social workers emphasizes the importance of a trauma-informed approach, representing a paradigm shift from formalistic handling toward a recovery-oriented and victim-centered approach.

From the perspective of International Organization Theory as proposed by Clive Archer, UNICEF's involvement in P-OCSEA reflects its function not only as an operational actor but also as a normative agent that facilitates the diffusion of global standards into domestic policy frameworks. UNICEF's advocacy and partnership strategies demonstrate how international organizations influence state behavior through soft mechanisms such as policy guidance, technical assistance, and multi-stakeholder engagement, rather than coercive power.

### ***Significant Gaps and Fundamental Challenges in Implementation***

Behind these achievements, an in-depth analysis reveals a series of fundamental challenges that seriously hinder the effectiveness of the P-OCSEA program. These challenges are systemic in nature, encompassing cultural, technical, and institutional structural aspects.

### ***The Iceberg Phenomenon: Low Reporting Rates of Cases by Child Victims***

The most crucial and concerning challenge is the very low rate of OCSEA case reporting. The data presented in the analysis depicts a bleak picture of the "iceberg phenomenon," where official figures represent only the visible tip of a much larger and hidden problem. The primary reference in this regard is the report *Disrupting Harm in Indonesia (2022)*, a comprehensive study conducted by UNICEF, ECPAT International, and INTERPOL.

This study reveals alarming facts. It was found that around 20% of Indonesian children aged 12 to 17 have experienced at least one form of online sexual violence. However, even more concerning is that 56% of these child victims have never reported their experiences to anyone, whether to parents, teachers, or authorities. The reasons behind this silence are highly complex, rooted in deep feelings of shame, fear of being blamed (victim-blaming), lack of knowledge about reporting mechanisms, and concerns about negative responses from their surrounding environment.

**Table 1.** *Summary of Key Findings from the Disrupting Harm Study (2022) in Indonesia*

Key Indicator	Findings	Implication
Prevalence of Online Sexual Violence	Around 20% of children aged 12–17 have experienced it	The scale of the problem is very large and widespread among adolescents
Non-Reporting Rate	56% of victims choose not to report	There is a crisis of trust and massive psychosocial barriers
Main Platforms of Occurrence	Facebook, WhatsApp, TikTok, and Instagram	Violence occurs on the most popular and commonly used platforms
Main Reasons for Not Reporting	Shame, fear of being blamed, lack of knowledge on how to report	Social norms and lack of education become major barriers to justice

These findings are reinforced by data from the participatory platform U-Report. A poll conducted in 2023 showed that more than 55% of adolescent respondents stated that they had experienced or witnessed inappropriate behavior on the internet, yet only 13% had the courage to report the incident (U-Report Indonesia, 2023). This dramatic gap between prevalence and reporting becomes a key indicator of systemic failure in providing a safe space for victims to speak out.

### ***Digital Literacy Gaps Across Generations and Groups***

Another fundamental challenge is the low level of comprehensive digital literacy. The analysis clearly distinguishes between technical ability to use devices and true digital literacy, which includes critical thinking skills, cybersecurity awareness, and the ability to identify risks.

Among children, although they are digital natives, many do not yet possess these capacities. Cases of exploitation that originate from online games in Central Kalimantan and South Kalimantan (Kompas TV, 2024; Media Indonesia, 2024) serve as concrete examples. Children become victims of grooming because they are unable to recognize psychological manipulation hidden behind seemingly normal interactions.

On the other hand, parents demonstrate even lower levels of digital literacy, creating what is referred to as a generational gap. A study by Sari and Marnelly (2023) shows that parental supervision is often passive or limited to prohibitions or warnings without a deep understanding of children's online activities. A case in Lampung, where perpetrators manipulated a child through a WhatsApp video call without the parents' knowledge even though they were at home (Kompas.com, 2023), tragically illustrates how the absence of active parental guidance creates fatal vulnerabilities. Another study by Sari (2024) also found that public perception remains limited, where many parents are not yet aware that children's activities on social media can become entry points for perpetrators of crime.

### ***Escalating Complexity of Modus Operandi and Cross-Platform Exploitation***

Perpetrators of online sexual crimes demonstrate a high level of adaptability and sophistication, often staying one step ahead of prevention efforts. Their modus operandi is no longer simple, but involves complex manipulative strategies and the use of multiple platforms simultaneously to obscure their traces. These methods often exploit power relations and psychological manipulation, such as posing as peers to build trust before requesting explicit content and carrying out extortion or sextortion (Batukarinfo.com, 2024).

The exposure of the "Premium Place" network by Bareskrim Polri in 2024 serves as a perfect case study of this phenomenon. This network operated with a structured business model:

1. Victim Recruitment: Conducted on open social media platforms such as Instagram and Facebook, where initial interactions are easier to establish.
2. Communication Escalation: Conversations are moved to encrypted messaging applications such as WhatsApp and Telegram to avoid

detection.

3. Exploitation and Content Production: Victims are coerced into producing child sexual abuse material (CSAM).
4. Distribution and Monetization: The content is sold within closed Telegram groups with paid membership systems, followed by thousands of members (CNN Indonesia, 2024; Detik.com, 2024).

This complexity, combined with gradual grooming techniques, makes such crimes extremely difficult to detect by platform moderation systems, which generally operate in silos and are not integrated. This situation is further exacerbated by technological designs that prioritize user engagement over child protection (Gayatri, Rusadi, & Meiningsih, 2016: 13).

### ***Structural Weaknesses in the Security and Moderation of Digital Platforms***

One of the most significant obstacles originates from the technology industry itself. Many digital platforms that are popular among children have not demonstrated a strong commitment to protecting underage users. Their security systems and content moderation mechanisms remain highly inadequate. The viral case of fictional narratives with incest themes on Facebook and Twitter in early 2024 illustrates the failure of systems to recognize harmful content that is symbolic or narrative in nature. Despite being widely reported, platform responses were slow and lacked transparency.

Platforms with end-to-end encryption such as Telegram, although important for privacy, are often misused. The “Premium Place” case demonstrates how this feature becomes a double-edged sword, creating “dark spaces” where criminal activities can take place undetected. As stated by Hidayati (2022), the orientation of technology companies that prioritize economic profit and user growth over social responsibility creates a digital environment that is inherently unsafe for children.

### ***Limited Special Protection Systems and the Risk of Revictimization for Victims***

For children who have already become victims, the journey to seek justice and recovery is often full of obstacles. Special protection systems for them remain very limited. Psychosocial support services, child-sensitive legal assistance, and trauma-informed recovery approaches have not yet been optimally integrated.

As a result, victims often experience revictimization, namely repeated trauma caused by systems that are supposed to protect them. Legal processes that are formalistic and insensitive often force children to repeatedly recount their

traumatic experiences in front of untrained officials. A case in Central Kalimantan (Kompas TV, 2024) serves as an example where child victims did not receive systematic counseling services after the incident. Social stigma and unethical media coverage further exacerbate their psychological condition. This failure constitutes a direct violation of Article 39 of the Convention on the Rights of the Child, and as emphasized in General Comment No. 25 on the Rights of the Child in the Digital Environment (UN Committee on the Rights of the Child, 2021), the state is obligated to provide reporting and recovery channels that are responsive to children's psychosocial needs.

### ***Inequality in Geographic Access and Reach to Vulnerable Areas***

The implementation of the P-OCSEA program remains heavily concentrated in urban areas. There is a sharp disparity in access between children in major cities and those living in 3T areas (underdeveloped, frontier, and outermost regions). Although internet penetration has begun to reach these areas, it is not accompanied by adequate digital protection infrastructure.

Cases revealed by the North Kalimantan Regional Police in collaboration with Interpol (Kompas, 2025) show how perpetrators strategically target children in remote areas due to weak supervision and limited access to support services. Similarly, a case in Bandar Lampung involving 38 victims from economically disadvantaged families (Kompas, 2020) highlights how socio-economic and geographic vulnerabilities intersect, creating high-risk pockets that have not yet been reached by the program. Several regions still experience a shortage of competent professionals and lack adequate Integrated Service Units (ULT) (Mahardhika dan Sari, 2024).

### ***Low Accountability of Digital Platforms and Weak Intersectoral Collaboration***

The final overarching challenge is the low accountability of digital platforms and weak intersectoral coordination. To date, there are no strict regulations that explicitly require platforms to implement robust child protection standards. The principle of due diligence has not been seriously enforced.

On the government side, coordination among institutions such as Kominfo, KemenPPPA, the police, and the Ministry of Education remains partial and fragmented. The absence of a shared data center, lack of a nationally integrated reporting mechanism, and the absence of external audit systems for platform providers result in prevention and enforcement efforts being inefficient and reactive. The success of program implementation is highly dependent on effective

cross-sector coordination, the availability of valid data, and consistent public policy support (Ishak dan Wijaya, 2024).

These structural and systemic challenges highlight the limitations of international organizations in fully enforcing global norms at the domestic level. While UNICEF plays a critical role in norm diffusion, the effectiveness of such efforts remains highly dependent on state capacity, political will, and socio-cultural acceptance. This reflects Archer's argument that international organizations operate within constraints imposed by member states, limiting their ability to ensure full compliance with international standards.

### ***Critical Discussion of Results and Implications***

The results of the analysis presented above provide a foundation for a deeper discussion, which interprets these findings within a broader theoretical framework and formulates relevant policy implications. This discussion focuses on a critical analysis of the P-OCSEA strategy, the dynamics between global norms and local realities, and the role of technology as a double-edged sword.

### ***Interpretation of the Non-Reporting Crisis: A Reflection of Systemic and Cultural Failure***

The non-reporting rate of 56% revealed by the Disrupting Harm study is not merely a statistical figure; it represents a verdict on the overall effectiveness of the child protection system. This figure must be interpreted as a manifestation of a deep crisis of trust and deeply rooted toxic social norms. The existence of formal reporting channels such as SIMFONI-PPA or the KPAI hotline becomes irrelevant if child victims do not feel safe using them.

The primary barriers are psychosocial and cultural in nature. In many communities in Indonesia, issues related to sexuality are still considered taboo. Victims of sexual violence, especially girls, often bear the burden of stigma and shame. The paradigm of victim-blaming, in which victims are considered to have "invited" or contributed to the violence they experienced, remains very strong. Fear of being blamed by parents, labeled as "naughty" by teachers, or becoming the subject of gossip within the social environment becomes a far greater barrier than merely lacking technical knowledge on how to report. Open communication between children and parents has been shown to positively contribute to children's willingness to report, making the quality of emotional relationships within the family a crucial pillar (Sari, 2024).

In this context, P-OCSEA campaigns such as #JagaBareng, although successful in terms of reach, may have only addressed the surface level, namely increasing awareness, but have not yet succeeded in fundamentally changing attitudes and behaviors. Educational efforts must be accompanied by a more fundamental transformation of social paradigms. This requires deeper interventions at the community level, involving religious leaders, traditional leaders, and local cadres to dismantle myths surrounding sexual violence and to build a social ecosystem that supports victims.

This condition further reinforces John Locke's argument that the protection of natural rights requires not only formal recognition but also effective enforcement mechanisms. When social norms and institutional systems fail to provide a safe environment for victims to report, the fundamental right to security becomes compromised, indicating a gap between normative ideals and lived realities.

#### ***Dilema Organisasi Internasional: Norma Global vs. Realitas Lokal***

Pelaksanaan P-OCSEA di Indonesia adalah sebuah studi kasus yang menarik untuk menguji teori organisasi internasional, khususnya pandangan Clive Archer. Archer (2022) mengemukakan bahwa organisasi internasional seperti UNICEF memiliki peran ganda: sebagai pembentuk norma global (*norm-setter*) dan sebagai fasilitator adaptasi kebijakan di tingkat domestik. Teks analisis menunjukkan UNICEF berhasil memainkan peran pertama dengan mendorong adopsi prinsip-prinsip Konvensi Hak Anak ke dalam UU TPKS.

Namun, tantangan terbesar terletak pada peran kedua. Terjadi friksi yang signifikan antara norma-norma global yang ideal (misalnya, hak anak atas perlindungan, partisipasi, dan pemulihan) dengan realitas lokal di Indonesia yang kompleks (misalnya, norma budaya yang tabu, ketimpangan infrastruktur, kapasitas kelembagaan yang terbatas, dan resistensi dari sektor industri). Rendahnya tingkat pelaporan, lemahnya penegakan hukum, dan minimnya layanan pemulihan adalah bukti nyata dari kesenjangan implementasi ini.

Keberhasilan UNICEF, oleh karena itu, tidak dapat diukur hanya dari seberapa baik norma global diadopsi dalam teks hukum, tetapi dari seberapa efektif norma tersebut diterjemahkan menjadi perubahan nyata di lapangan. Hal ini menuntut UNICEF untuk tidak hanya melakukan advokasi di tingkat elit (pemerintah pusat), tetapi juga bekerja secara intensif di tingkat akar rumput,

memperkuat kapasitas aktor-aktor lokal, dan menyesuaikan strategi intervensi agar relevan secara budaya.

### ***Critical Analysis of the P-OCSEA Strategy: Balancing Education and Regulation***

The P-OCSEA strategy, which adopts a multi-level approach involving children, families, schools, communities, government, and the private sector, is theoretically appropriate. However, in practice, there is an imbalance in emphasis. The strong focus on education and awareness campaigns (a bottom-up approach) has not been matched by an equally strong emphasis on strict regulation and law enforcement toward digital platforms (a top-down approach).

Digital literacy education for children and parents is indeed crucial, but placing the entire burden of prevention on them is a fundamental mistake. This is akin to asking swimmers to improve their swimming skills in a pool full of sharks, instead of removing the sharks from the pool. As long as digital platforms are not strictly regulated to implement safety by design—where safety is integrated into the product design from the outset—children will continue to remain in vulnerable positions, regardless of how “digitally literate” they are. As emphasized by Syahputra (2023: 67), there is a wide gap between the rapid development of technology and the ethical awareness of digital service providers.

The “Premium Place” case on Telegram serves as clear evidence that the architecture of technology itself can become part of the problem. Therefore, the next strategic step for UNICEF and the Government of Indonesia should involve a shift in focus. In addition to continuing educational efforts, advocacy must more aggressively demand corporate accountability. This can take the form of:

- a. Requiring platforms to have child-specific reporting systems integrated with national child protection institutions.
- b. Demanding algorithm transparency to ensure that children are not exposed to harmful content.
- c. Imposing significant penalties on platforms that fail to remove child exploitation content within a specified timeframe.

### ***Natural Rights in Digital Space: John Locke’s Perspective***

John Locke’s philosophical framework on natural rights provides a strong moral foundation for this discussion. Locke argues that every individual possesses inalienable rights to life, liberty, and security. In the context of the 21st century, the “space” in which these rights must be guaranteed is no longer limited to the

physical realm, but also includes the digital space. Online sexual exploitation of children constitutes a brutal violation of children's natural rights to live in safety and free from violence.

Locke also emphasizes the role of the family as the primary unit responsible for protecting these rights from birth. The failure of many parents to provide effective supervision and digital guidance, as reflected in the analysis, can be viewed as a failure to fulfill this fundamental responsibility. However, when the family fails, Locke argues that the state (government) has the obligation to intervene and provide a safety net. Weak platform regulation and law enforcement indicate that the state has not fully fulfilled its obligation to guarantee children's right to security in digital spaces. The P-OCSEA program, from this perspective, can be seen as an instrument of international civil society attempting to fill the gap left by the failures of both family and state

## **CONCLUSION**

UNICEF has an important role in strengthening efforts to prevent child sexual violence in digital spaces through the implementation of the P-OCSEA (Prevention of Online Child Sexual Exploitation and Abuse) Program, which began to be applied in Indonesia in 2023. This program was developed in response to the increasing number of online-based sexual exploitation cases, driven by the penetration of information technology and the growing access to digital devices among children and adolescents. In this context, UNICEF views that child protection strategies must include structured and comprehensive preventive dimensions, emphasizing a child rights-based approach as well as cross-sector collaboration. By utilizing digital technology capacity, UNICEF has designed various educational and participatory initiatives that simultaneously strengthen institutional capacity in responding to child sexual crimes on the internet.

The P-OCSEA program is designed with a focus on three main pillars, namely increasing digital literacy for children and parents, strengthening reporting systems for online sexual violence, and policy advocacy that encourages improvements in the child legal protection system in cyberspace. Participatory platforms such as U-Report serve as a medium for adolescents to express their perceptions of digital safety, ensuring that the approach used remains contextual and needs-based. In addition, UNICEF's collaboration with various state institutions, including the Ministry of Women's Empowerment and Child Protection (KPPPA), the Ministry of Communication and Informatics (Kominfo), as

well as law enforcement authorities, demonstrates a strong commitment to creating a safer digital environment for children. This multi-sector collaboration is key in building an integrated and sustainable protection system against online child sexual violence.

However, the implementation of the program still faces a number of structural challenges. One of the fundamental problems is the low level of digital literacy among children and parents, especially in remote areas that have limited infrastructure and access to information. Lack of knowledge regarding digital safety makes children more vulnerable to manipulation, extortion, and other forms of sexual exploitation. In addition, the inadequate capacity of human resources at the regional level, suboptimal technological infrastructure, and weak coordination among institutions also hinder the effectiveness of interventions in cases of Online Child Sexual Exploitation and Abuse (OCSEA). Many cases of online sexual violence are not reported due to a lack of knowledge about reporting mechanisms, fear of social stigma, and the absence of optimal legal protection guarantees for victims.

In facing these various challenges, UNICEF remains consistent in developing innovations to strengthen child protection systems in the digital era. These efforts are realized through the development of integrated digital reporting platforms, the implementation of digital literacy training for educators and child protection officers, and the preparation of educational materials that are easily accessible to the wider community. In addition, UNICEF is also actively involved in policy advocacy and national regulatory reforms oriented toward protecting children from digital-based sexual crimes. This approach is not only aimed at responding to cases directly, but also at instilling awareness of the importance of digital resilience from an early age as a form of long-term prevention.

The success of the P-OCSEA program is highly dependent on active community involvement, including the participation of local communities, religious leaders, and parents who play a role as the primary protectors of children within their social environment. A community-based approach becomes a strategic component in delivering child protection messages in a relevant and sustainable manner. In this regard, UNICEF demonstrates a shift in the approach to child protection from one that is institutional and centralized toward a more participatory and community-based model.

Overall, the implementation of the P-OCSEA Program shows that international organizations such as UNICEF can play a significant role in building a

strong child protection system through evidence-based approaches, technological innovation, and strategic collaboration with national actors. UNICEF not only functions as a program implementer but also as a driving force for change in legal systems, social behavior, and institutional governance. The case in Indonesia serves as a concrete example that child protection in the digital era requires a comprehensive approach, adaptive to local contexts, and involving all stakeholders actively. Therefore, the sustainability and expansion of similar programs require political and institutional support from the government, as well as the mainstreaming of child digital protection in national and regional development planning.

From a theoretical perspective, this study demonstrates that international organizations such as UNICEF play a significant role as norm entrepreneurs in promoting child protection in the digital era, as highlighted in International Organization Theory. However, the findings also reveal a persistent gap between global normative frameworks and local implementation, shaped by structural, institutional, and socio-cultural constraints. In line with John Locke's theory of natural rights, the inability of state and societal systems to fully protect children in digital spaces reflects a failure to guarantee fundamental rights to security and protection. Therefore, future policy efforts must move beyond awareness-raising and prioritize stronger regulatory frameworks, platform accountability, and integrated institutional coordination to ensure that child protection in the digital environment is both effective and sustainable.

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