

Mapping the Bekasi City KPAD Communication Strategy to Optimize the Role in the Prevention, Disclosure and Assistance of Violence against Children, Especially during the COVID-19 Pandemic

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Abstract

The Indonesian Child Protection Commission as the implementer of the mandate of the child protection law has the responsibility for the sustainability of child protection throughout Indonesia involving all stakeholders, especially institutions under the government, to strengthen the duties and functions of KPAI in terms of supervision and assistance in child protection. Establishing a Regional Child Protection Commission, abbreviated as KPAD, which is stated in Article 74 paragraph (2) states that the regional government in this case is needed to form a Regional Child Protection Commission or similar institution. With the establishment of the KPAD, it is hoped that the work of protecting children at the regional level can be maximized. The Bekasi City KPAD is present based on statutory orders and is determined through the appointment of the Bekasi Mayor Decree and the presence of the Bekasi City KPAD is expected to be a strengthening of advocacy work in this case the protection of children where the function of the KPAD based on the law has the function of supervision and assistance to work -The work of institutions related to child protection, besides that, the task of mentoring is also an important role of the Bekasi City KPAD. The problem of this research is how the Bekasi City KPAD Communication Strategy Formulation for Stakeholders in Efforts to Handle Violence against Children in Bekasi City during the Covid-19 Pandemic 19? The method of writing this paper uses desk research, data and information obtained from information sources in the form of observations, interviews, literature, journals, e-books, media reports and other sources obtained from online media during the period March 2019 to October 2021. Results the purpose of this research is to find out the Mapping Strategy used by KPAD in dealing with various problems in the protection of children in the city of Bekasi, both prevention and in handling cases that occur.

Keywords

communication strategy; child protection, violence against children; role of child protection institutions; organizational communication



I. Introduction

Violence against children continues to occur, increasing in number and is difficult to control. The number of published violence against children is still limited to reported cases or those receiving services at hospitals, health centers, KPAI, police and child protection and service institutions. While the actual number is still difficult to find because it is an iceberg

phenomenon. Many cases of child abuse are not revealed to the public, because there are still many incidents that are reluctant to be reported by the public, especially when violence against children occurs in the household. Most Indonesians consider domestic violence to be an internal family problem that does not need to be interfered with by outsiders, including law enforcement officers.

During the COVID-19 pandemic, violence against children in Indonesia has increased. Sihombing (2020) state that Covid-19 pandemic caused everyone to behave beyond normal limits as usual. The outbreak of this virus has an impact especially on the economy of a nation and Globally (Ningrum, 2020). The problems posed by the Covid-19 pandemic which have become a global problem have the potential to trigger a new social order or reconstruction (Bara, 2021). The Online Information System for the Protection of Women and Children (SIMFONI PPA) noted that cases of violence against children in Indonesia during the period from January 1 to December 31, 2020 reached 6,519 cases with 6,315 victims. Where, 58.80% of the violence occurred in the household. This figure increases when compared to data from the Indonesian Child Protection Commission in 2019 of 4,369 cases and in 2018 of 4,885 cases of child violence (KPAI, 2021).

KPAI stated that children are prone to become victims of violence because of two factors, namely problems that have occurred between parents and children due to broken relationships and family economic problems that have an impact due to COVID-19 (KPAI, 2020).

From the monitoring of Bekasi City KPAD data and information, in line with national data from the KPAI, in Bekasi City there was also an increase in cases of violence against children during the COVID-19 pandemic. Sihombing (2020) state that Covid-19 pandemic caused everyone to behave beyond normal limits as usual. In fact, Bekasi City is one of the cities that is committed to realizing a Child-friendly Bekasi City. The Bekasi City Government's commitment to creating a decent environment for children has been stated in the Bekasi City Regional Regulation Number

12 of 2012 concerning the Protection of Women and Children. The Bekasi City Regional Child Protection Commission (KPAD) has also been established to strengthen the duties and functions of the Indonesian Child Protection Commission as the executor of the mandate of the Child Protection Act. The presence of the Bekasi City KPAD is expected to strengthen the performance of child protection advocacy, with the function of supervising and assisting the work of institutions related to child protection, especially in Bekasi City.

Based on this, the Bekasi City KPAD Communication Strategy Mapping is needed to optimize the role in the prevention, disclosure and assistance of violence against children, especially during the COVID-19 pandemic.

II. Research Methods

The method of writing this paper uses desk research, data and information obtained from information sources in the form of observations, interviews, literature, journals, e-books, media reports and other sources obtained from online media during the period March 2019 to October 2021. (Key informants) are people or groups of people who have basic information on a particular culture. Key informants will be a source of cultural phenomena. Foresight in determining key informants is a strategy that needs to be prepared from the start (Endaswara, 2006: 121). In this study, the person who is able to provide key information in helping recommend researchers to carry out the research process is Aris Setiawan, Se (Chairman of KPAD Bekasi City). Informants are insiders in the research setting. Informants are people who are used to provide information about the situation and condition of the research setting.

III. Discussion

3.1 Situation Analysis Situation

Analysis is a planning tool that requires critical thinking of internal strengths and weaknesses as well as opportunities and threats that can come from external sources. Situation analysis aims to understand the situation of the internal and external environment where the communication plan will be carried out; understand the risks and opportunities so as to obtain a complete picture of the organization or situation at any given time; identify the organization's ability to meet the needs of communication planning before implementing the communication strategy, and identify weaknesses in planning so as to develop responses that can improve the planning.

Based on the results of the analysis of the annual report, meeting results, monitoring of mass media and social media, literature review and interviews, a situation analysis using SWOT-PEST analysis was formulated as follows:

a. Strengths – PEST

STRENGTHS – POLITIC (SP)	
A.	Legal
	<i>is the legal basis of the KPAD for monitoring and assisting cases of violence against children in Bekasi City.</i>
1.	Bekasi City Regulation Number 12 of 2012 concerning Protection of Women and Children
2.	Bekasi Mayor Regulation No.Regional Child Protection Commission Bekasi City
B.	Policy
	<i>The foundation of the KPAD policy for monitoring and assisting cases of violence against children in Bekasi City.</i>
1.	Vision, mission and strategic plan of the Bekasi City KPAD
2.	City KPAD work program
3.	KPAD regulations
C.	Institutional
	<i>The Bekasi City KPAD is to support monitoring and assistance activities in cases of violence against children in Bekasi City.</i>
1.	KPAD membership consists of 1 Chair, 1 Deputy Chair, and 5 Commissioners
2.	In carrying out its duties KPAD is assisted by the KPAD Secretariat led by the Head of the Secretariat
3.	Commissioner for Education, Socialization and Advocacy
4.	Commissioner for Health, Social and Disaster
5.	Commissioner for Children Dealing with Law and Trafficking
6.	Commissioner for Data and Information, and Drugs
7.	Commissioner for Alternative Care

STRENGTHS – ECONOMY (SE)	
A.	Economic and financial
	<i>policies Economic and financial policies that support activities in handling cases of violence against children in the City of Bekasi</i>

1.	Based on the Regulation of the Mayor of Bekasi No. 10 of 2018, the financing needed for the implementation of the Bekasi City KPAD tasks is charged to the Bekasi City Regional Revenue and Expenditure Budget
B.	Sources of funding
	<i>Financial resources raised to support handling cases of violence against children (including for strengthening institutional capacity and human resources).</i>
1.	Self-help members of KPAD

STRENGTHS – SOCIAL (SS)	
A.	Community
	<i>Life Social life that pays attention to the social, economic, and cultural conditions of the community related to handling cases of violence against children during the covid-19 pandemic</i>
1.	Increased number of complaints of cases of violence against children, as a signs that KPAD is starting to gain trust from the community as partners in supervising & assisting child protection cases
B.	Public Opinion and Media Views
	<i>Aspects of public opinion and media views that can influence public perception and concern for handling cases of violence against children during the covid-19 pandemic</i>
1.	With an interpersonal approach, KPAD is able to uncover the causes of cases of violence against children.
2.	KPAD establishes good synergy with the PPPA Office
3.	KPAD provides good assistance to children in conflict with the law

STRENGTHS – TECHNOLOGY (ST)	
A.	Research and Development (R&D) Activities
	<i>Technological elements related to handling cases of violence against children</i>
1.	Optimization of complaint services online-based
2.	KPAD has a fast, accurate and easy public complaint service that is friendly
B.	Information and Communication Technology
	<i>Utilization of information and communication technology and access to information technology related to handling cases of violence against children.</i>
1.	Development of a “Child Case Monitoring Apps”

b. Weaknesses – PEST

WEAKNESSES - POLITIC (WP)	
A.	Legal
	<i>is the KPAD's legal basis for monitoring and assisting cases of violence against children in Bekasi City.</i>
1.	KPAD receives and reviews public complaints regarding violations of children's rights. Because it is a complaint offense, cases that are not reported by the public cannot be handled.
B.	Policy

	<i>The basis of the KPAD policy for monitoring and assisting cases of violence against children in Bekasi City.</i>
1.	The task force for the protection of women and children (SATGAS PPA) at the district level to RT/RW has not been running according to its function.
C.	Institutional

	<i>Effective institutional KPAD Bekasi City to support the activities of monitoring and assisting cases of violence against children in the City of Bekasi.</i>
1.	Limited quantity and quality of KPAD human resources, while in terms of tasks it is increasing and must reach the lowest point in cases of handling violence.

WEAKNESSES - ECONOMY (WE)	
A.	Economic and financial
	<i>policies Economic and financial policies that support activities in handling cases of violence against children in the City of Bekasi</i>
1.	The funding needed for the implementation of the tasks of the Bekasi City KPAD is a grant from the Bekasi City Government
2.	Limited KPAD Budget for Handling Cases of Violence in Children

WEAKNESSES - SOCIAL (WS)	
A.	Community
	<i>Life Social life that pays attention to the social, economic, and cultural conditions of the community related to handling cases of violence against children during the covid-19 pandemic</i>
1.	Weak protection of children's rights which is shown by increasing the number of complaints of cases of violence against children during the covid-19 pandemic in the city of Bekasi
2.	The social and mental rehabilitation system for victims is still weak
B.	Public Opinion and Media Views
	<i>Aspects of public opinion and media views that can influence public perception and concern for handling cases of violence against children during the covid-19 pandemic</i>
1 T h e	The actual number of cases of violence against children is greater than the reported figure. Because of the culture of being afraid to report, especially if the perpetrator of violence is a close person or family.

WEAKNESSES - TECHNOLOGY (WT)	
A.	Information and Communication Technology
	<i>Utilization of information and communication technology and access to information technology related to handling cases of violence against children.</i>
1.	IT facilities are still limited; does not yet have an integrated technology system
2. T h e	KPAD website and the “Child Case Monitoring Apps” system have not been managed optimally

c. Opportunities – PEST

OPPORTUNITIES – POLITIC (OP)	
A.	Legal
	<i>is the legal basis for monitoring and assisting cases of violence against children in general in Indonesia.</i>
1	UUD 1945 article 28B paragraph 2
2	Law no. 23 of 2002 concerning Child Protection
3	Law no.concerning the Convention on the Rights of the Child Regarding the Sale of Children, child prostitution, and child pornography
2 0 1 2	. 35 of 2014 concerning Amendments to Law no.Protection Child
5	PP No. 78 of 2021 concerning Special Protection for Children
6	Presidential Decree No. 61 of 2016 concerning the Indonesian Child Protection Commission
B.	Policy
	<i>The foundation of the KPAD policy for monitoring and assisting cases of violence in Indonesia and is cross-sectoral</i>
1.	PP No. 59 of 2019 concerning the Implementation of Coordination of Child Protection
2.	PP No. 8 of 2017 concerning Procedures for Implementing Coordination, Monitoring, Evaluation, and
	Reporting of the Juvenile Criminal Justice System
3.	PP No. 40 of 2011 concerning Guidance, Assistance, and Recovery of Children Who Are Victims or Perpetrators of Violence
4.	Presidential Regulation (PERPRES) No. 25/2021 concerning Child Friendly District/City Policies
5.	Learning Study on Handling COVID-19 Indonesia on non-health aspects by BAPENNAS
C.	Institutional
	<i>Communication activities of the Bekasi City KPAD require an effective institution to support activities in handling cases of violence against children in Bekasi City</i>
1.	Establishment and Development of Friends of Children Information Centers in the Regions based on Circular (SE) No. 27A/2021
2.	The Community-Based Integrated Child Protection Agency (PATBM) established by KemenPPA is deployed in every city/district (up to the kelurahan level)
3.	Women and children protection task force (SATGAS PPA) at the sub-district level to RT/RW

OPPORTUNITIES – ECONOMY (OE)	
A.	Economic and financial
	<i>policies Economic and financial policies that support activities in handling cases of violence against children in Indonesia</i>
1.	Potential use of APBD funds for the implementation of KPAD tasks in Bekasi City
2.	Special Non-Physical Allocation Funds for Women and Children Protection Services Year 2021 based on Minister of P3A Regulation No. 1 of 2021 which consists of: Operational Assistance for the Protection of Women and Children (BOPPA); Operational Assistance for the Protection of Women and Children Services for Victims of KtPA, including TIP (BOPPA KtPA/TPPO Services); and Operational Assistance for the Protection of Women and Children Prevention of Victims of VAW, including TIP (BOPPA Prevention of KtPA
)	TPPO
	/
	.
1.	Potential financing from NGOs and other stakeholders who care about handling cases of violence against children
2.	KPPPA provides specific assistance to women and children affected by COVID-19, to ensure that women and children have their rights fulfilled in the midst of the COVID-19 pandemic, based on the Secretary's Letter Minister of PPPA No. B-371A/Sesmen/Roren&Data/ PR.01/04/2020

OPPORTUNITIES – SOCIAL (OS)	
A.	Community
	<i>Life Social life that pays attention to social, economic, and cultural conditions of the community related to handling cases of violence against children during the covid-19 pandemic</i>
1	KPAD's synergy with the WUA Office, task force, academics, and child protection practitioners
2.	
N G O	and stakeholder concern for cases of violence against children
B.	Public Opinion and Media Views
	<i>Aspects of public opinion and media views that can influence public perception and concern for handling cases of violence against children during the covid-19 pandemic</i>
1.	KPAD always encourages cases of sexual harassment not to be resolved amicably, but must be processed by law.

OPPORTUNITIES – TECHNOLOGY (OT)	
A.	Research and Development Activities (R&D)
	<i>Technological elements related to handling cases of violence against children</i>
1.	To strengthen child protection services, in April 2020 the Government launched Mental Health Psychology Service (SEJIWA). Through cooperation with PT. Telkom, Tbk -

d. Threats – PEST

THREATS – POLITIC (TP)	
A .	Legal
	<i>is the KPAD's legal basis for monitoring and assisting cases of violence against children in Bekasi City.</i>
1 .	was formed voluntarily so that there are areas that are weak in monitoring and assisting children's cases
.	KPAD 25/2021 concerning Child Friendly Regency/City Policies have not been widely implemented.
C .	Institutional
	<i>Effective institutional KPAD Bekasi City to support the activities of monitoring and assisting cases of violence against children in the City of Bekasi.</i>
1 .	Synergy between institutions in handling the problem of violence against children is still weak
2 .	The police are considered slow in following up on cases of violence against children reported by the KPAD of Bekasi City, so that the resolution is protracted.
3 .	Law enforcement is often hampered when dealing with actors related to political power and money

	which provides a hotline - and the Indonesian Psychological Association (HIMPSI) - which provides professional psychologists and assists and strengthens the capacity of volunteers at the national and regional levels.
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THREATS – ECONOMY (TE)	
A .	Economic and financial
	<i>policies Economic and financial policies that support activities in handling cases of violence against children in Indonesia</i>
1 .	Cases of violence against children have not become a concern and priority, so that budget policies have not been in favor of KPAD
2 .	Changes in the situation with parents who <i>work from home</i> (WFH), or even their parents experience termination of employment (PHK) which causes a crisis - family economy, which has an impact on violence against children.
3 .	Economic cases in the family as a trigger for violence against children, children are vulnerable to violence, are often exploited, and have difficulty accessing the fulfillment of children's welfare

THREATS – SOCIAL (TS)	
A .	Community
	<i>Life Social life that pays attention to the social, economic, and cultural conditions of the community related to handling cases of violence against children during the covid-19 pandemic</i>
1 .	trend of increasing cases of violence against children during the covid-19 pandemic nationally based on the results of the KPAI survey on the Fulfillment of Children's Rights and Protection
2 .	Low understanding and awareness of parents about protecting children's rights
3 o f	children during the COVID19 pandemic in the form of: <ul style="list-style-type: none"> - increasing child crime, especially sexual abuse; - increased domestic violence against children (custodial rights, physical violence, neglect) - increased child labor, and - increased child marriage
B .	Public Opinion and Media Views
	<i>Aspects of public opinion and media views that can influence public perception and concern for handling cases of violence against children during the covid-19 pandemic</i>
1 .	The government is more focused on the issue of the covid-19 pandemic in the health and economic fields but has missed the fulfillment of children's rights.

2.	Families are considered not to pay attention to children in particular and are more focused on surviving in the midst of the COVID-19 pandemic until they finally forget the rights of children to live. Some parents have the heart to exploit their own children for economic gain.
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THREATS – TECHNOLOGY (TT)	
A	Research and Development Activities (R&D)
.	
	<i>Technological elements related to handling cases of violence against children</i>
1	The negative impact of using gadgets on children during the COVID-19 pandemic based on the results of the KPAI survey
.	
B	Information and Communication Technology
.	
	<i>Utilization of information technology and communication and access to information technology related to handling cases of violence against children.</i>
1	There is no central to regional integrated database and system in handling cases
.	

. The results of the above situation analysis are summarized in the SWOT-PEST Analysis matrix as shown in Figure 3.

SWOT – PEST Model	Political	Economic	Social	Technology
Strengths	+ Landasan hukum dan kebijakan KPAD + Struktur kelembagaan KPAD	+ Aturan pembiayaan KPAD dari APBD + Swadaya KPAD	+ KPAD dinilai mampu menjalankan tugas dengan baik	+ Pengembangan layanan berbasis TI
Weaknesses	- Kuantitas dan kualitas SDM terbatas - Hambatan delik aduan	- Keterbatasan anggaran	- Meningkatnya kasus perlindungan hak anak - Sistem rehabilitasi	- Fasilitas TI dan pengelolaan website belum optimal
Opportunities	+ Regulasi dan kebijakan perlindungan anak secara nasional	+ Potensi penggunaan dana APBD, DAK, bantuan NGO	+ Sinergi KPAD dengan stakeholder	+ Layanan pemerintah pusat untuk penguatan kapasitas TI
Threats	- Proses penegakan hukum lamban	- Faktor ekonomi keluarga sebagai pemicu kekerasan	- Program Rumah & Sekolah layak anak belum berjalan	- Sistem data TI belum terintegrasi

Figure 3. SWOT – PEST Analysis

3.2 Preparation of Communication Strategy

a. Communication Objectives

In order for the target audience to adopt or change behavior, a specific end goal must be considered. What specific behaviors are desired from the various target audience groups to ensure the objectives are achieved. Planning for strategic communication activities requires that communication objectives must be detailed, measurable, on target, and in context based on a certain time limit. In other words, the communication goals must be SMART, namely: *specific* (goals must state who or what is the focus of efforts, as well as the

type of change that is intended), *measurable* (goals must include a number or proportion of expected changes, and can be verified), *achievable* (goals use current knowledge and skills as a barometer to ensure that goals can be achieved), *relevant* (goals support or align with other goals) and *time bound* (goals must clearly state the timeframe for achieving behavior change).

In general, the objective of the Bekasi City KPAD communication program is to reduce the rate of violence against children by 20% by the end of 2022. The general objective is reduced to four specific objectives based on the main issues raised as follows:

1. Availability of adequate KPAD budget for handling cases violence against children in 2022
2. Increase up to 20% of law enforcement settlements against criminal cases of child abuse in Bekasi City during 2022
3. Reduce the number of complaints of violence against children by 20% for 12 months Jan-Dec 2022
4. Heads of affected families the economy will regain its livelihood in 2022.

b. Key Message

The next step is to develop a message, which is what you want and need to communicate with the target audience so that the desired goal is achieved. Key messages are the main messages conveyed by the messenger to be remembered and implemented by the target audience. Key messages can be the main guide that is discussed between the sender and the target audience to increase understanding and strengthen the relationship between the two in communicating towards behavior change.

The key messages made in the KPAD communication strategy in handling cases of violence against children during the COVID-19 pandemic are:

1. Protection of children's rights is the responsibility of all parties, especially the government
2. Enforce the law fairly and indiscriminately
3. Emergency fulfillment of child protection rights
4. The economy is maintained, the family is prosperous
5. The Bekasi City KPAD is here to protect the rights of children

c. Target

Audience The target audience is individuals/groups who need to be addressed according to the priority problems and targets that have been set. Identification of the target audience can be done by grouping as follows: geography (location), demographics (age, gender, education), sociography (social and economic status), or psychographics (lifestyle, values, beliefs, opinions, attitudes).

The target audience in the Bekasi City KPAD communication strategy is divided into three *stakeholder* , namely:

1. Government
2. Bekasi City Community
3. Mass media in Bekasi City

d. Communication Media

The world and communication technology have changed rapidly in the last 20 years. From dependence on traditional/old communication channels such as print and broadcast media, there are now choices of new communication channels, including the internet and *smartphones*.

Communication can be done in two ways, namely:

- a. Direct/face-to-face communication. Face-to-face communication is very useful for establishing relationships, listening to audience needs, and reducing misinformation. This communication can be done, among others, through meeting forums, socialization, counseling, edutainment that combines information and entertainment, exhibitions, and promotional activities.
- b. Communication through channels. The communication channel is a means or vehicle for conveying messages to the target group. Communication channels can be categorized into three main channels, namely: Print media, such as newspapers, magazines, leaflets, and outdoor media (billboards, billboards). Internet/digital media, such as social media and websites.

The PESO model is an integrated program that enables communicators to not only build authority and credibility but also do so in a measurable way that makes sense to the organization they work for. Combining *Paid*, *Earned*, *Shared*, and *Owned*, the PESO model helps build a strategic framework that makes sense for organizational goals (Dietrich, 2018).

e. Tactics Used

Strategy can be referred to as the *guiding principle* in running the campaign. In short, strategy is concerned with how to achieve goals while tactics is about what is used to achieve goals. The communication tactics that will be carried out by the Bekasi City KPAD are as follows:

1. Advocacy and hearings related to meeting the needs of the KPAD budget for the protection of children's rights in Bekasi City
2. Advocacy with audiences regarding legal cases of child abuse to the police and prosecutors
3. Education campaigns for children's rights the right to child protection
4. Counseling and training on improving the family economy
5. Sending press releases on the law enforcement process in cases of child violence to the mass media

f. Monitoring and Evaluation

Monitoring and evaluation can help assess what differences a communications program has made while providing important information needed to improve the program. For example, how effective is the selected communication channel and so on.

Monitoring and evaluation of the Bekasi City KPAD communication program will be carried out by measuring the *outputs* and *outtakes* of each communication tactic carried out as follows:

1. Bekasi City Government and DPRD decisions regarding the Bekasi City KPAD budget scheme,
2. Police and Attorney team responses,
3. Responses public awareness related to child protection rights,
4. Number of family heads who have returned to earn income/livelihood, and
5. Response to mass media coverage related to cases of violence against children.

IV. Conclusion

4.1 Conclusion

In carrying out its function as a supervisor and assistant for the protection of children's rights in Bekasi City, Bekasi City KPAD requires support from many stakeholders to achieve the goal of reducing violence against children targeted by 2022.

4.2 Conclusions from SWOT and PEST Analysis

Strengths (Strengths) PEST of the Bekasi City KPAD on political factors is the existence of regulations, policies and institutions in the supervision and facilitation of the protection of children's rights in the City of Bekasi, such as the Perda and Perwalikota Bekasi concerning the Bekasi City KPAD, the strategic plan and work program of the Bekasi City KPAD and effective institutions in supporting activities. On the economic factor, there are policies and sources of funding, namely based on the mayor's regulation, the financing of the Bekasi City KPAD task is charged to the Bekasi City Regional Budget. On social factors, there is an increase in public trust in the Bekasi City KPAD as a partner in monitoring and assisting cases of violence against children. And on the technology factor, research and development activities have started, in the form of online-based complaint services, as well as the use of technology and information in the form of pioneering child case monitoring application systems.

Weaknesses (Weaknesses) PEST of the Bekasi City KPAD political factors is that the KPAD cannot handle further cases of child rights violations that are not reported. Another weakness is the limited quality and quantity of KPAD human resources. On economic factors, there is a limited budget for the implementation of the KPAD program. On social factors, the weak protection of children's rights is shown by the increasing number of complaints of cases of violence against children during the pandemic in Bekasi City. And on the factor of technology, IT facilities are limited and have not been managed optimally.

Opportunities (Opportunities) PEST are on political factors the many regulations, policies and institutions that support the fulfillment of child protection rights, both at the city, provincial and national levels. On the economic factor, there is a potential use of APBD funds for the implementation of the tasks of the Bekasi City KPAD and the potential for financing from NGOs and stakeholders. On social factors, there is a synergy between KPAD and the WUA Office, task force, academics, and child protection practitioners, as well as increasing awareness of NGOs and stakeholders on cases of violence against children. On the technology factor, the government launched a service to assist and strengthen the capacity of volunteers at the national and regional levels.

Threats (Threats) PEST political factors is that the synergy between institutions in handling violence against children is still weak and the police are considered slow in following up on cases of violence against children reported by the Bekasi City KPAD. On economic factors, cases of violence against children have not become a concern and priority, so that budget policies have not been in favor of the KPAD, in addition to economic cases in the family as a trigger for violence against children. On social factors, there is a trend of increasing cases of violence against children during the national covid-19 pandemic. And on the technology factor, there is no central to regional integrated database and system in handling cases.

4.3 Conclusion Mapping Issues and Stakeholders

At the issue mapping stage, 9 issues were identified consisting of internal and external issues, which were then analyzed for issue descriptions, level of occurrence, level of impact, qualitative impact, closure statement, and mitigation plans. From the results of the mapping of these issues, four priority issues were obtained, namely the protection of children's rights,

law enforcement, economic factors that trigger violence against children, and the limited budget of the Bekasi City KPAD.

Based on the level of interest and level of power, the parties who need to be invited to collaborate (collaboratively) are the Bekasi City government, Bekasi City DPRD Commission 4, Bekasi Police, and the Bekasi City Kejari. The parties that need to be involved KPAI, PPA Task Force, RT/RW/Kelurahan officials, Bekasi City Children's NGO, Bekasi City Children's Community, mass media in Bekasi City, and the people of Bekasi City. Parties to consult (consult) are universities/academics and child psychologists. Meanwhile, the parties to remain informed are the business community and the private sector.

4.4 Conclusion of the Communication Program

The four objectives to be achieved from the communication strategy are the availability of an adequate KPAD budget for handling cases of child violence in 2022, an increase of up to 20% of the completion of law enforcement against criminal cases of child violence in Bekasi City during 2022, reducing the number of complaints of violence against children is 20% during the 12 months of Jan-Dec 2022, and heads of families who are affected by the economy will regain their livelihood in 2022.

A number of communication media were selected, categorized as paid, earned, shared or owned, which were adjusted to each key message and the audience you want to target.

4.5 Suggestions and Recommendations

To implement the Bekasi City KPAD communication strategy in Handling Cases of Violence against Children during the Covid-19 Pandemic several steps that can be taken are as follows:

- a. Socialization and internalization of communication strategies to all structural levels, commissioners, management and members of the Bekasi City KPAD,
- b. Division of tasks, team and person in charge of each communication strategy goal so that the implementation of the communication program can be more focused and achieve the targets in accordance with the planned time target,
- c. Implementation of communication strategy,
- d. Regular monitoring and evaluation of the outputs and outputs that have been determined, so that if there are obstacles, improvements and improvements can be made to the program.

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