

ABSTRAK
PENGRUH KAMPANYE DIGITAL ANTI-SEKSISME TERHADAP
KESADARAN MAHASISWA TENTANG PELECEHAN SEKSUAL DI
RUANG PUBLIK
(Studi pada Kampanye #StopPelecehanSeksual di Tiktok)

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Fenomena pelecehan seksual di ruang publik masih menjadi permasalahan sosial yang berdampak pada kondisi psikologis dan rasa aman korban. Perkembangan media digital mendorong munculnya kampanye sosial, salah satunya kampanye digital anti-seksisme #StopPelecehanSeksual melalui media sosial. Penelitian ini bertujuan untuk menganalisis pengaruh kampanye tersebut terhadap kesadaran mahasiswa mengenai pelecehan seksual di ruang publik. Penelitian ini menggunakan pendekatan kuantitatif korelasional dengan teknik *criterion-based purposive sampling* terhadap 100 responden, serta berlandaskan teori *Uses and Effect*. Analisis dilakukan menggunakan uji regresi linear sederhana dan uji t. Hasil penelitian menunjukkan nilai t-hitung sebesar 12,429 lebih besar dari t-tabel 1,984 dengan signifikansi 0,000 ($<0,05$), yang berarti terdapat pengaruh positif dan signifikan antara kampanye digital anti-seksisme terhadap kesadaran mahasiswa. Koefisien regresi sebesar 0,561 menunjukkan bahwa semakin efektif kampanye, semakin tinggi tingkat kesadaran mahasiswa. Penelitian ini menyimpulkan bahwa kampanye digital melalui platform visual seperti TikTok efektif dalam meningkatkan kesadaran dan mendorong empati mahasiswa terhadap isu pelecehan seksual di ruang publik.

Kata kunci: kampanye digital, anti-seksisme, kesadaran mahasiswa, pelecehan seksual, *uses and effect*.

ABSTRACT

**THE EFFECT OF THE ANTI-SEXISM DIGITAL CAMPAIGN
#STOPPELECEHANSEKSUAL ON STUDENTS' AWARENESS OF SEXUAL
HARASSMENT IN PUBLIC SPACES
(A Study of the #StopPelecehanSeksual Campaign in Tiktok)**

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The phenomenon of sexual harassment in public spaces remains a social issue that significantly affects victims' psychological well-being and sense of safety. The development of digital media has encouraged the emergence of various social campaigns, including the anti-sexism digital campaign #StopPelecehanSeksual on social media. This study aims to analyze the influence of the campaign on students' awareness of sexual harassment in public spaces. This research employs a quantitative correlational approach using criterion-based purposive sampling with 100 respondents and is grounded in the Uses and Effect theory. Data were analyzed using simple linear regression and t-test. The results show that the t-value (12.429) is higher than the t-table (1.984) with a significance level of 0.000 (<0.05), indicating a positive and significant effect of the anti-sexism digital campaign on students' awareness. The regression coefficient of 0.561 suggests that the more effective the campaign, the higher the level of students' awareness. This study concludes that digital campaigns through visual-based platforms such as TikTok are effective in increasing awareness and fostering students' empathy toward the issue of sexual harassment in public spaces.

Keywords: *digital campaign, anti-sexism, student awareness, sexual harassment, uses and effect.*