

The IMPACT OF THE BODY SHOP #fightforsisterhood CAMPAIGN ON PUBLIC ATTITUDES TOWARDS SEXUAL VIOLENCE

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ABSTRACT

Prior research has identified a link between Public Relations (PR) campaigns and public attitudes toward specific issues. Currently, Indonesia is grappling with a surge in sexual violence cases. In 2022, a Ministry of Women's Empowerment and Child Protection (Kemen PPPA) report recorded 25,050 cases of violence against women, representing 79.9% of all victims. Responding to this concerning trend, The Body Shop (TBS) Indonesia launched the TBS #FightforSisterhood PR campaign, dedicated to addressing sexual violence. This study seeks to evaluate the impact of the TBS #FightforSisterhood campaign on public attitudes regarding sexual violence. Key concepts encompass PR campaigns, attitudes, sexual violence, and the stimulus-response (SOR) theory. Utilizing a quantitative approach, data was collected through surveys from followers of the @thebodyshopindo.impact account, totaling 10,300 respondents. Non-probability purposive sampling yielded a sample size of 100 followers, determined using Slovin's formula. Data analysis involved simple linear regression conducted with SPSS software. Results from the study reveal a significant positive impact of the TBS #FightforSisterhood PR campaign on public attitudes toward sexual violence. This research underscores the potential for brands to drive meaningful change on pressing social issues when campaigns are executed thoroughly, highlighting their power to effect social change.

Keywords: Public Relations Campaign, Sexual Violence, Public Attitudes

INTRODUCTION

Public Relations is a management function that aims to build and maintain good and beneficial relationships between an organization and the public, which can impact the success or failure of the organization. Every element within an organization or company requires the role of public relations in developing communication strategies and supporting the achievement of organizational goals (Fariastuti & Pasaribu, 2020). Therefore, in this era, it is important for public relations to create campaigns that can disseminate information about the products or services offered.

Fundamentally, campaigns have numerous benefits in various fields, such as providing solutions to various problems in the surrounding environment, educating and informing about social and environmental issues, and serving as a platform to promote a company's products or services (Putri Mulia & Fauzi, 2021). The target audience, which is the public, is of utmost

importance in campaign activities. This is because campaign activities aim to provide literacy targeted at the public, in order to change behavior in accordance with the goals of the campaign (Priliantini et al., 2020).

Public relations campaigns involve continuous and planned efforts to provide enlightenment, motivation, and understanding of an activity through communication procedures and processes. The goal is to achieve positive publicity and create favorable impressions (Putri Mulia & Fauzi, 2021). The various objectives represent efforts of change carried out by a campaign, aiming for responses from affective, cognitive, and conative aspects. Thus, these three aspects determine whether the conducted campaign successfully changes the intended behavior of the public (Priliantini et al., 2020)

Social media have been widely used by public relations practitioners as the medium for their campaign. There were variety of previous studies that discussed about the campaign from the communication perspectives, for example : campaign on green movement and sustainability (Karim & Yulianita, 2021)(Priliantini et al., 2020)(Rohman, 2021), (Sari et al., 2022) on Indonesian tourism (Pasaribu, 2021), on health especially Covid-19 (Fariastuti & Pasaribu, 2020)(Savitri et al., 2022) and reproductive health (Arindita & Naura, 2023). These researched suggested that social media have been mandatory medium in communicating public relations campaign from various fields.

When discussed about communication campaign, one of theories that can be used to analyze such concept is Stimulus Organism Response (S-O-R) theory. This theory consists of several components, including attitudes, opinions, perceptions, affections, and conations. The basic assumption of this theory is that behavioral change is impacted by the quality of stimuli (stimulus) that communicate with the recipient. The S-O-R model demonstrates that communication is a process of reactions. In other words, this theory suggests that specific words, nonverbal cues, and symbols can stimulate others to react in certain ways. The S-O-R model can result in positive or negative responses (Rahmat abidin & Abidin, 2021)

Campaigns are not limited to politics only but also extend to social issues in society. Social campaigns are part of social marketing promotions conducted by an organization and external parties, aiming to understand social issues and study the problems faced in social matters (Kurnia et al., 2022). Social campaigns and social marketing are closely related and both are used in efforts to bring about social change. Kinanti states that a social campaign is a step that combines marketing communication principles and techniques, aiming to promote behavior change and improve the quality of life in a specific community or society (Sari et al., 2022).

One of the most pressing issues in society today is sexual violence against women. Based on data from the Ministry of Women's Empowerment and Child Protection (KemenPPPA), there were 8,615 cases of violence against women reported from January to May 29, 2023. These cases include physical, psychological, and sexual violence (Nordiansyah, 2023). Perpetrators of sexual violence often try to justify their actions by labeling them as "just a touch" and claim and defend themselves by stating that there was no physical violence involved at the time. However, it is important to remember that all these actions still constitute forms of sexual violence, whether against children or adults. Sexual violence can lead to feelings of guilt, shame, and self-rejection, even though it may not have physical impacts (Susanti & Maliki, 2019).

According to the National Commission on Violence Against Women (Komnas Perempuan), sexual violence and harassment refer to behavior of a sexual nature, whether through physical or non-physical contact, directed towards the sexual parts of the body or individual sexuality (Susanti & Maliki, 2019). Given the high number of sexual violence cases against women, it is important for society to be aware of this issue. To build awareness, the public must first have attitudes regarding sexual violence. According to Suprati, an attitude is the expression or feeling of liking or disliking towards an object, with the intention of depicting the behavior or action that an individual tends to take (Wayan & Suprati, 2013)

Currently, several brands are actively campaigning intensively on the issue of sexual abuse against women. Some brands that show concern for the issue of sexual violence against women include Gojek, L'Oréal, JakLingko, PT KAI (Persero), PT Commuter Indonesia (KCI), PT LRT Jakarta, PT MRT Jakarta, and PT Transjakarta (Gint, 2023). Gojek has taken concrete steps by launching the #AmanBersamaGojek initiative, aiming to create a safe public environment with a

focus on three main pillars: Education, Technology, and Protection. Since 2019, Gojek has consistently partnered with various organizations that share the same vision to create a positive impact in creating a safe public space for Indonesian society (Gojek, 2022).

Additionally, L'Oréal Paris and PT JakLingko Indonesia have conducted socialization regarding the 5D intervention methodology to combat sexual harassment. An article published on Indopos.co.id mentioned that the 5D method consists of "Detect," "Deter," "Defend," "Disclose," and "Dialogue." Through this approach, they strive to address the issue of sexual harassment with various concrete actions. They aim to increase public awareness of the issue and provide an understanding of preventive actions and appropriate responses. With the 5D approach, they are committed to fighting sexual harassment and creating a safe environment for everyone (Gint, 2023).

Among the brands that have campaigned on women's protection issues, The Body Shop stands out as the most consistent brand in advocating for the importance of addressing violence against women. The Body Shop (TBS) is a company that claims to be different from others in terms of products, promotions, and the values held by the company in conducting its business (Srihadi & Pradana, 2021). According to information quoted from thebodyshop.co.id, The Body Shop International Limited is a global company engaged in the manufacturing and sale of beauty and cosmetic products. The company draws inspiration from nature and produces these products while upholding ethical principles (Fajriani, 2019).

The Body Shop Indonesia has taken concrete steps to demonstrate their concern for the issue of sexual violence by launching a public relations campaign called TBS Fight For Sisterhood. Through this campaign, they strive to raise awareness of sexual violence issues and change public perceptions about it. The campaign which started in November 2020 aimed to provide education on how to address, prevent, and address cases of sexual violence that occur both on oneself and others. The Body Shop Indonesia believes that every citizen has rights that must be fulfilled without exception. Moreover, sexual violence includes any form of unwanted sexual contact, harassment, or assault. The #TBSFightForSisterhood campaign strives to create a safe environment where individuals can freely express themselves and live without the fear of experiencing sexual violence.

They believe that cases of sexual violence should not be covered up but reported so that justice can be achieved. More importantly, The Body Shop Indonesia had conducted advocacy through "Shoes in Silence dan Shoes Art Installation" and Virtual Tour. This event which collaborated with National Commission on Violence Against Women (Komnas Perempuan) in November 2020. The Body Shop Indonesia uses shoes as a means of communication to convey support for women and the endorsement of the Draft Law on the Elimination on Sexual Violence. This action and installation are inspired by the story of an artist from Turkey, Vahit Tuna, who created an installation using 440 pairs of high-heeled shoes displayed on a street in Istanbul to represent the silence of women of sexual violent victims there (Farhana, 2020).

This act had captured the attention of Indonesian People's Representative's Council (DPR). In February 2021, TBS was invited for a public hearing at the House of Representatives. The CEO of TBS had urged the government to enact the Sexual Violence Prevention Bill (RUU PKS) to create safe spaces for the public, both in public and private settings (Aditya & Rastika, 2021). Finally, in April 2022 government has ratified the Sexual Violence Prevention Bill (RUU PKS). This is an achievement for the brand because through the activities and advocacy it conducted, it successfully contributed for a change. For this achievement, the brand received two awards from UN Women Indonesia in the Women's Empowerment Principles (WEPs) Awards (Kurniawan & Sukardani, 2022).

This study aims to determine the impact of The Body Shop Indonesia's public relations campaign, TBS #FightForSisterhood, on the attitudes of the audience towards sexual violence against women. Based on the aforementioned background, the researchers aim to further explore the impact of the TBS #FightForSisterhood public relations campaign on the attitudes of the audience towards sexual violence against women. The decided research title is "The Impact of #TBSFightforSisterhood Campaign on The Attitudes of The Audience Towards Sexual Violence Against Women".

METHOD

This research employs the Positivism paradigm. Positivism is a structured method that combines deductive logic with accurate empirical observations of individual behavior to discover and confirm a series of probabilistic cause-and-effect laws, which can be used to predict general patterns in human activities (Neuman, 2015).

According to Nanang Martono, quantitative research is a type of research that utilizes quantitative methods. This method aims to describe social phenomena or phenomena quantitatively or analyze the relationships between social phenomena that occur within society (Sudaryono, 2017).

In this study, a cross-sectional research design is used to indirectly measure characteristics and levels of change by sampling different age groups that represent the population. According to de Vaus, cross-sectional research design has three distinct characteristics: it does not involve a time dimension, it focuses on existing differences rather than changes caused by interventions (such as experiments), and grouping is based on existing differences rather than randomization. Cross-sectional studies generally involve a larger number of subjects (Prajitno, 2013).

Population refers to the entire subject population of the study. If a researcher wants to investigate all elements within their study area, then their study can be categorized as a population study (Abidin, 2015). The population in this study is the active followers of the Instagram account @thebodyshop.impact, totaling 10,300 followers as of July 2023.

A sample is a portion of the population selected based on certain rules and used to collect information or data that reflects the characteristics of the population (Sugiyono, 2016).

The sampling technique used in this study is Non-probability sampling. According to Singarimbun, non-probability sampling is a subjective procedure in which each element of the population does not have an equal chance or probability of being selected as a sample (Sudaryono, 2017).

To obtain a sample that can represent the population, the purposive sampling technique is used. Purposive sampling is a non-random sampling method in which the researcher ensures illustrative collection by selectively determining special identities that align with the research objectives, aiming to respond to the research case (Lenaini, 2021).

In this research, the characteristics used are the respondents who are followers of the Instagram account @thebodyshop.impact. Respondents can be aware of the #FightForSisterhood campaign in each post on Instagram @thebodyshop.impact. The researcher will contact respondents who have participated in the campaign.

To determine the sample size taken from the entire population, the researcher uses the Slovin formula with the following conditions:

$$n = \frac{N}{1 + Ne^2}$$

Where: n = Sample size
 N = Population size
 e = Error rate

Based on the obtained data, the total population is 10,300 individuals. Considering time and resource constraints, and with a tolerance error rate of 10%, the sample size obtained from the total population is:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{10.300}{1 + 10.300(0,1)^2}$$

$$n = n = 99,03$$

From the calculation using the Slovin formula above, the sample size is 100 samples. Therefore, the number of respondents in this study is 100 samples with a 90% confidence level and a 10% error rate.

In this research, the researcher uses a digital questionnaire related to the Impact of The Body Shop #FightForSisterhood Campaign on Public Attitudes.

Primary data is the data source obtained directly by the researcher. This data is obtained using questionnaires distributed to the respondents, who systematically answer the prepared questions. On the other hand, secondary data usually takes the form of document files or is obtained from other sources. Researchers obtain additional data from various sources such as books, online journals, articles, news, and previous research as support or supplementary data (Sugiyono, 2018).

This method also utilizes a measurement scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of individuals or groups regarding events or social phenomena. By using the Likert scale, the variable to be measured is broken down into dimensions, the dimensions are further broken down into sub-variables, and the sub-variables are broken down into measurable indicators (Sudaryono, 2017).

Reliability testing is performed by comparing the Cronbach's alpha value. Reliability testing can be conducted simultaneously for all questions. If the Cronbach's Alpha value > 0.60 , then the results are considered reliable. If the Cronbach's Alpha value < 0.60 , then the results are considered unreliable (Noorhansyah & Pratomo, 2016).

Validity testing is conducted to measure the validity of each question/statement used in the research by comparing the calculated r-value (Pearson Correlation) with the r-table value. If the calculated r-value $>$ r-table value, then the research instrument is considered valid. However, if the calculated r-value $<$ r-table value, then the research instrument is considered invalid (Darma, 2021).

The analysis method used in this study is inferential statistics. Inferential statistics is a statistical technique used to analyze sample data and generalize the results to the population. Inferential statistics include parametric and non-parametric statistics. (Sudaryono, 2017).

According to Ketut, the research hypothesis is a statement that provides a temporary answer to the research problem, which is speculative in nature but based on theories or previous findings (Zaki & Saiman, 2021).

Ho: There is no impact of the TBS #FightForSisterhood campaign on public attitudes.

Ha: There is an impact of the TBS #FightForSisterhood campaign on public attitudes.

RESULTS AND DISCUSSION

Characteristic of Respondent

In this research, a survey conducted on the Instagram account @thebodyshop.impact obtained approximately 100 respondents. The respondents were predominantly in the age category of 15-25 years, accounting for 97% of the total. Additionally, 2% of the respondents were in the age range of 26-35 years, while 1% were in the age range of 36-45 years. The majority of respondents in the 15-25 age group indicate that millennials and Generation Z are active users of the Instagram social media platform. Furthermore, the majority of respondents in this study were female, accounting for 68%, while the remaining 32% were male. This finding also confirms that the followers of the @thebodyshop.impact Instagram account are predominantly female. However, it is also interesting to note that the number of male followers is considered reasonable for a brand that was first established for women. The number of male followers also show a good sign that the campaign's exposure reached both gender as both women and male have their significant role in mitigating the issue of sexual violence.

Descriptive Statistics

The following are the descriptive statistics of the research findings.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
XTotal	100	16.00	61.00	26.7000	8.38047
YTotal	100	11.00	38.00	19.4600	5.73386
Valid N (listwise)	100				

Sumber: Hasil Olah Data pada SPSS 25

From the above text, it can be concluded that the mean value for variable X (TBS #FightForSisterhood campaign) is 26.7000, and the mean value for variable Y (public attitudes towards sexual violence) is 19.4600. These numbers indicate that respondents generally show agreement towards most of the statements in the questionnaire. The standard deviation of each statement in both variables is lower than the mean value. This suggests that most respondents provided relatively similar answers and showed consensus on each statement.

Regression Test Result

The coefficient of determination indicates how much the dependent variable (public attitudes towards sexual violence) is impacted by the independent variable (TBS #FightForSisterhood campaign). Below is the regression test result for the coefficient of determination (R²) for variable X (campaign) on variable Y (public attitudes):

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	XTotal ^b	.	Enter

- a. Dependent Variable: Y
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717 ^a	.514	.509	4.01740

- a. Predictors: (Constant), X

Source: Data Processing from SPSS 25

Based on the table and the analysis using SPSS 25 with a sample size of 100 respondents, the result of determinant coefficient score is 0.717. This means that there is positive relations between the communication of #TBSFightForSisterhood Campaign towards the public's attitude regarding sexual violence against women for 71.7% while the rest 28.3% is impacted by other factors outside the scope of this study. The calculated value of R, which is 0.717, falls within the interval of 0.700 to 1.00, indicating a strong relationship. The R-square score is $0.514 \times 100\% = 51.4\%$. This indicates that the variable X (campaign) contribution towards public attitudes about sexual violence (Y) is 51.4%. The remaining contribution ($100\% - 51.4\% = 48.6\%$) is impacted by other variables not included in this study.

Hypothesis Test

The F-test is conducted to determine the impact of the independent variable (TBS #FightForSisterhood campaign) collectively on the dependent variable (public attitudes towards sexual violence). The following is the result of the ANOVA test:

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1673.171	1	1673.171	103.669	.000 ^b
	Residual	1581.669	98	16.139		
	Total	3254.840	99			

Sumber: Hasil Olah Data pada SPSS 25

- a. Dependent Variable: Y
b. Predictors: (Constant), X

Based on the data above, the F-count > F-table. The F-count value is 103.669, which is greater than the F-table value ($\alpha = 0.1$) of 2.675. This indicates that variable X (campaign) has an impact

on variable Y (public attitudes). The Sig score of 0.000 is less than 0.005, indicating that X (campaign) has a significant impact on Y (public attitudes).

Inter-Variable Correlation

Correlations

		XTotal	YTotal
XTotal	Pearson Correlation	1	.717**
	Sig. (2-tailed)		.000
	N	100	100
YTotal	Pearson Correlation	.717**	1
	Sig. (2-tailed)	.000	
	N	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Sumber: Hasil Olah Data pada SPSS 25

From the correlation test using SPSS 25, a coefficient value of 0.717 is obtained, indicating a strong correlation. Therefore, it can be said that there is a strong relationship between the TBS #FightForSisterhood campaign (Variable X) and public attitudes towards sexual violence (Variable Y).

Coefficient Test

After establishing the correlation between variable X and variable Y, it is necessary to determine the impact of variable X on variable Y through a T-test. The following is the result of the coefficient test (T-test):

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.362	1.348		4.721	.000
	XTotal	.491	.048	.717	10.182	.000

Sumber: Hasil Olah Data pada SPSS 25

The t-test is used to test each variable.

X has a significant partial impact on Y by 71.7%.

X has a significant impact on Y.

The calculated t-value using the t-test formula is 10.182. The T-table value for a significance level of 0.10 and $df = n - 2 = 98$ is 1.660. Based on the calculation, the T-value is greater than the T-table value, i.e., $10.182 > 1.660$. Thus, the t-test results indicate that the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. In other words, there is an impact of the TBS #FightForSisterhood campaign on the public attitudes towards sexual violence among the Instagram followers of @thebodyshopimpact.indo.

According to Kotler and Roberto in Venus, in a social campaign carried out by a group to an audience, it contains persuasive appeals to change individual attitudes and behaviors. Persuasion is defined as a communication act that aims to make the audience understand the ideas and concepts of the communicator regarding a specific action. All campaign activities are based on persuasive principles that stimulate the public to consciously and voluntarily accept campaign information (Anandra et al., 2020).

Hence, to ensure its success, there are several important aspects to consider in communicating the campaign, such as message formulation (including content and structure of

the message), campaign actors, and campaign channels. At this stage, all campaign program content is aimed at influencing knowledge, attitudes, and skills. These three aspects, according to scientific literature, are considered prerequisites for behavioral and attitudinal changes, taking into account cognitive, affective, and conative aspects (Priliantini et al., 2020). In this regard, the #TBSFightForSisterhood Campaign the main actors are the brand itself and the social-media influencers related to the campaign. While the channel used is the Instagram account of @thebodyshopimpact.

However, this research does not focus on how the campaign was created but rather to study the effect of the campaign. There are seven elements of effective communication as stated by Cutlip and Center (Cutlip, 2006). These seven elements namely courtesy, completeness, concreteness, correctness, conciseness, clarity, consideration. The effective communication elements are also applicable to discuss about the concept of communication campaign.

Based on the data obtained regarding the respondents' feedback, in terms of the courtesy dimension, it can be concluded that the messages of concern for the needs of followers presented in the #TBSFightForSisterhood campaign were well conveyed. The same thing also applied in the indicator of interest, although there are few people who do not agree with the statement that message on the campaign showed interest towards followers' need (8.7%). In the concreteness dimension, it also shows that the theme and depiction highlighted by The Body Shop are in line with the issue of sexual violence against women.

Furthermore, in the completeness dimension, the content of the messages in the #TBSFightForSisterhood campaign aligns with what is needed by the public for the prevention, rejection, and handling of sexual violence. In terms of correctness, the respondents' feedback regarding the #TBSFightForSisterhood campaign messages indicates that they contain accurate information. On the conciseness dimension, majority of people stated that the #TBSFightForSisterhood campaign messages were delivered in a concise and straightforward manner. Nevertheless, there are few respondents who did not agree with such statement (10.6%).

In the clarity dimension, respondents stated that the #TBSFightForSisterhood campaign messages were easily understood as they contained clear information. However, there are few people who disagreed that the messages were easily understood and conveyed clear information (9.6%). Then, in terms of consideration, majority of respondents agreed that the messages displayed by the #TBSFightForSisterhood campaign were relevant to the situations and events that often occur in society.

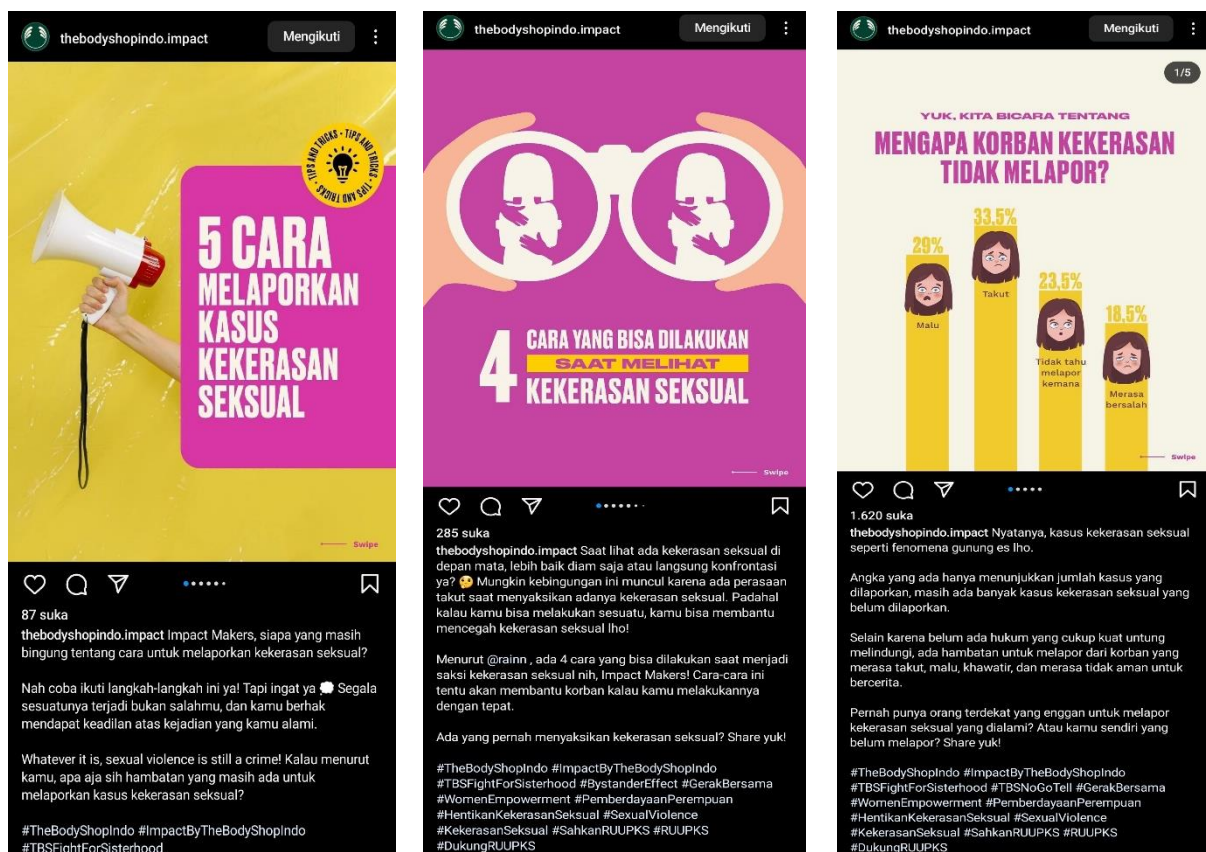
Based on the findings, #TBSFightForSisterhood campaign of the account @thebodyshopimpact.indo has delivered the elements of effective communication well and the messages were perceived positively by majority of followers. There are some room for improvement as well for several elements. The elements that could have been developed better namely courtesy especially in the aspect of showing interest towards the followers need, conciseness and clarity.

The Body Shop campaign falls under social campaigns because the issue raised or the underlying issue of The Body Shop campaign is a social issue that occurs in the surrounding environment. Kinanti explains that a social campaign is a combination of marketing communication principles and techniques aimed at changing behavior and improving the quality of life in a community (Sari et al., 2022). In this case, the #TBSFightForSisterhood campaign focuses on women, with female respondents dominating at 68.27%, or approximately 68 out of 100 people. However, there are also male respondents for about 31,7% who have participated on the study. This is a good sign because men should have the sufficient knowledge and be conscious about the issue of sexual violence against women. As noted in many cases, male have been seen as the perpetrator of this particular violence this far. The awareness and strong attitude towards the issue from the male perspective should always be improved. Because both genders should work together to mitigate this issue for a better community.

This research examines the impact of the #TBSFightForSisterhood campaign in the Instagram account @thebodyshopindo.impact on the public's attitude towards sexual violence. Currently, the use of social media platforms, such as Instagram, supports individuals in generating innovation in disseminating information. This finding is aligned with previous study that notes that social media facilitates many people in conveying messages through various forms, not only

in writing but also through photos and videos that can be quickly and easily accessed within a short period of time (Rohman, 2021). The result of this research also confirmed earlier study also stated that the Instagram's community content and exposure has significant impact over the follower's attitude regarding the issue of mental health for mothers (Arindita et al., 2023).

The Instagram account of @thebodyshopindo.impact through its feeds, reels, caption and stories features have been the medium to communicate the message of #TBSFightForSisterhood campaign. The words, the picture and the overall messages posted on the Instagram of @thebodyshopindo.impact with regards to #TBSFightForSisterhood campaign, have stimulated the followers who have seen the posts to generate certain response. In this case, the response generated are as expected by the brand. Their attitudes towards the sexual violence against women are negative. They all agree that such issue should be fought together. Below is the example of the campaign posts:



Source : <https://instagram.com/thebodyshopindo.impact?igshid=MzRIODBiNWFIZA==>

From the result presented earlier, it is evident that the #TBSFightForSisterhood campaign, has an impact on the public's attitude towards sexual violence using the Stimulus Organism Response (S-O-R) Theory. The S-O-R model demonstrates that communication is a process of reactions. In other words, this theory argues that specific words, nonverbal cues, and symbols can stimulate others to react in certain ways. The S-O-R model can generate positive or negative responses (Rahmat Abidin & Abidin, 2021). The response on this study is about the attitude of followers of Instagram @thebodyshopindo.impact sexual violence against women.

The attitude is the expression or feeling of liking or disliking towards an object, with the intention of depicting the behavior or action that an individual tends to take (Wayan & Suprpti, 2013). Once the attitude is formed, it would be one step easier to direct the change. The emerging attitude is impacted not only by the current conditions of the object being faced but also by past experiences, current situations, and future expectations (Syafrikurniasari & Widiani, 2020). In the context of this research, the desired change in attitude is the public's attitude in dealing with cases of sexual violence and protecting women from it. From the data findings of this study, respondents have showed the desired attitude regarding the sexual violence against women.

To examine the relationship with the public's attitude, there are three indicators of attitude: cognitive attitude or perceptual attitude and statements about beliefs, affective attitude or sympathetic nervous system attitude and expressions of affection, and behavioral attitude or conative attitude in the form of actions and arrangements regarding behavior (Nurlaili & Wahjuti, 2018).

Based on the data obtained regarding the respondents' feedback in the questionnaire, they gained valuable knowledge from the #TBSFightForSisterhood campaign in the cognitive dimension. They acquired an understanding of the actions that constitute sexual violence and need to be avoided, as well as other knowledge about the prevalence of sexual violence in various places. Once the cognitive needs of the respondents are met and their understanding increases, achieving the goal of the #TBSFightForSisterhood campaign to change the public's attitude towards sexual violence will become easier.

The next response relates to the affective aspect. Respondents showed emotional responses to sexual violence. The majority of respondents experienced high levels of emotion regarding sexual violence in their environment. The affective aspect reflects their emotional feelings such as anger, disgust, and sadness towards sexual violence in society.

Unfortunately, the data obtained also indicates a low impact of the campaign on the conative attitude of the respondents who are followers of @thebodyshopindo.impact. The majority of respondents only engage to the extent of liking posts related to sexual violence but have not reached the stage of reposting, commenting on sexual violence content, and tend to not join anti-sexual violence communities. This is the interesting finding of the study that could be further researched to the brand itself.

After receiving stimuli in the form of stimuli, individuals will respond by expressing positive or negative attitudes based on their existing beliefs. This is because acceptance or rejection attitudes (predisposition) will occur if individuals receive stimuli continuously from an object. Therefore, there needs to be stimulation originating from persuasive campaigns to change a person's attitude (Anandra et al., 2020). In this case, the campaign activities carried out by The Body Shop Indonesia are one of the public relations activities that provide enlightenment and persuasion to the public to cultivate a caring attitude towards sexual violence that often occurs in the surrounding environment. This phenomenon can be observed from the increasing number of cases of sexual violence against women each year and the discovery of many distressing facts, one of which is the tendency to downplay sexual violence, which makes victims reluctant to speak up and ashamed to bring it to public attention.

Based on the data obtained regarding the respondents' feedback in the questionnaire, they gained valuable knowledge from the #TBSFightForSisterhood campaign in the cognitive dimension. They acquired an understanding of the actions that constitute sexual violence and need to be avoided, as well as other knowledge about the prevalence of sexual violence in various places. Once the cognitive needs of the respondents are met and their understanding increases, achieving the goal of the #TBSFightForSisterhood campaign to change the public's attitude towards sexual violence will become easier.

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However, if the purpose of the campaign is only to raise awareness and create an attitude towards the issue, the #TBSFightForSisterhood campaign can be considered successful. The #TBSFightForSisterhood campaign conducted by The Body Shop consistently and continuously advocates for an anti-sexual violence attitude and other social issues. It also aims to educate the public about the importance of protecting themselves from potential acts of sexual violence in

their surroundings. The public needs to realize that sexual violence is not only limited to nonverbal communication that is harmful and repulsive.

The success of the campaign can be attributed to various factors. First, The Body Shop Indonesia effectively utilized the Instagram platform to reach a large audience, particularly millennials and Generation Z users who are active on social media. These age groups are more likely to engage with social issues and support campaigns that promote social justice and equality.

Second, the campaign's message was well-crafted and impactful. The content focused on raising awareness about sexual violence, educating the public about its prevalence, and encouraging individuals to take action. The campaign emphasized the importance of reporting cases of sexual violence and seeking justice, challenging societal norms that perpetuate such violence.

Third, The Body Shop Indonesia actively engaged with its followers and encouraged them to participate in the campaign. By fostering a sense of community and solidarity, the campaign motivated individuals to support the cause and spread awareness to their own networks. While the level of engagement varied among respondents, many expressed their emotional responses to sexual violence and displayed a willingness to contribute to the cause.

Despite the overall positive response, it is important to note that the campaign's impact on behavioral attitudes (conative attitude) was relatively low. Many respondents indicated that they engaged with the campaign by liking posts related to sexual violence but had not taken further actions such as reposting or commenting on sexual violence content. Additionally, the majority of respondents had not joined anti-sexual violence communities. This suggests that while the campaign successfully impacted cognitive and affective attitudes, there is still work to be done in motivating individuals to actively participate and take concrete actions against sexual violence.

The #TBSFightForSisterhood campaign conducted by The Body Shop Indonesia has shown a significant impact on the public's attitude towards sexual violence. The campaign successfully raised awareness, educated the public, and elicited emotional responses from its followers. However, further efforts are needed to encourage individuals to translate their attitudes into concrete actions. By continuing to advocate for an anti-sexual violence attitude and empowering individuals to actively participate, The Body Shop Indonesia can contribute to creating a safer and more inclusive society, free from the scourge of sexual violence.

Concrete actions have been taken by The Body Shop Indonesia to demonstrate their concern for the issue of sexual violence through a public relations campaign called #TBSFightForSisterhood. Through this campaign, they strive to raise awareness of sexual violence issues and change public perceptions. They believe that cases of sexual violence must be reported to achieve justice and should not be concealed. Additionally, The Body Shop Indonesia urges the government to enact the Sexual Violence Prevention Bill (RUU PKS) to create a safe environment for the public, both in public and private spaces. With this advocacy, they aim to fight for a peaceful and non-discriminatory life for all members of society.

This is supported by the data analysis, which shows a strong impact of the #TBSFightForSisterhood campaign variable on the public's attitude towards sexual violence. The t-test used to test each variable yields results indicating that the T-value is greater than the T-table value which means the hypothesis is accepted. Furthermore, the regression analysis results show the contribution of campaign toward the public attitude on sexual violence is 51.4%, which means there is reasonable contribution of the campaign. The direction of impact is also positive, which means when the communication of campaign is increased, the attitude of public towards the sexual violence is also increased.

The results of this study are in line with past studies that discussed about the impact of social campaign towards the attitude of public. Previous studies mostly focused on the attitude of public towards environment issue. Like the one that researched about the effect of the #PawaiBebasPlastik Campaign on environmental care behavior of Instagram followers @iddkp. The result of this study noted that campaign has a strong impact on the environmental care behavior of Instagram followers @Iddkp and the impact is positive (Hanifah et al., 2022). Moreover, there is another study that highlighted the effect of the "Bogoh Ka Bogor" (Love to Bogor) campaign on the attitude of the people of Bogor City. The study indicated that the communication campaign has a positive effect on people's attitudes, so if the communication

campaign is improved then the attitude of the community will increase (Wulandari et al., 2019). From the perspective of campaign through advertisement as published on the article of Impact the #KasihLebih Advertising Campaign Carried out by Gojek Indonesia Had on Public Perception, the outcome also said that there was a strong relationship between the impact of the #KasihLebih advertising campaign on public perceptions. The #KasihLebih advertising campaign impacts public perceptions due to thoughts, interests, changes in behavior, participation, feelings, behavior and consequences (Gunawan et al., 2021). The results of the alike concept of researches suggested that communication campaign has significant impact over the attitude of audience. This could further be utilized by other brand, organization or corporation to contribute to the betterment of society by supporting relevant social issue to the core value of their entity.

CONCLUSION

Based on the research findings, the researcher concludes that there is a relationship and impact between the #TBSFightForSisterhood campaign and the public's attitude towards sexual violence. The presence of this relationship and impact indicates that after viewing the #TBSFightForSisterhood campaign on Instagram @thebodyshopindo.impact, there is a growing anti-sexual violence attitude among the followers of Instagram @thebodyshopindo.impact. This conclusion is supported by the testing of the obtained data, as follows: The analysis was conducted using SPSS for Windows version 25 to perform regression and correlation tests, resulting in a strong impact of the #TBSFightForSisterhood campaign (variable X) on the public's attitude towards sexual violence, as it falls within the range of 0.60-0.799. The coefficient test confirms that there is an impact of the #TBSFightForSisterhood campaign on the public's attitude towards sexual violence. Based on these calculations, it can be concluded that there is an impact of the #TBSFightForSisterhood campaign on the public's attitude towards sexual violence.

This study has been a follow up and complementary to previous research about the public relations campaign strategy of TBS regarding sexual violence (Kurniawan & Sukardani, 2022). When in earlier research noted about the strategies conducted by the brand, this research has confirmed that the campaign has positive effect towards public attitude regarding the issue. However, in order to get a better insight from the public there should be a more comprehensive interview or focus group discussion which was not conducted on this current research. For example, to find out why on the conative aspect of the attitude the score was still low. The next study could present the public perspective by using the qualitative approach to better understand the issue and how the brand could assist to address it.

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