

ABSTRACT

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**PENGARUH AKUN INSTAGRAM @DEARCATCALLERS.ID
TERHADAP TINGKAT PEMAHAMAN FOLLOWERS MENGENAI
PELECEHAN SEKSUAL**

Keywords: Instagram, dearcatcallers.id, sexual harassment, understanding level

(xiv + 100 + Appendices)

Nowadays, the level of crime that is happening in Indonesia is sexual harassment, and the lack of education about sex education refers high rate of sexual harassment crime. Instagram social media can be one of the platforms that serve to obtain various information, including educational information about sexual harassment. The purpose of this study aims to determine whether the Instagram account @dearcatcallers.id is influencing the level of followers understanding about the sexual harassment of. This study uses the Stimulus-Organism-Response theory (Effendy, 2003) and new media theory (Pierre Levy, 1990).. The method used in this research is quantitative (survey) by spreading online and offline questionnaires to 400 respondents. From this study, the coefficient of determination is 0.779, which means that there is a strong effect between the @dearcatcallers.id Instagram account and the level of followers understanding of sexual harassment. The results of the hypothesis test state that H_a is accepted and H_o is rejected, it can be concluded that there is an influence of the @dearcatcallers.id Instagram account on the level of understanding.

Bibliography (1938-2022)

