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PROCEEDING

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Symposium  
HUMAN TRAFFICKING



# Combating Human Trafficking

The Role of Government and Communication  
in Combating Human Trafficking  
Sept. 25-26, 2012



UNIVERSITAS PADJADJARAN



@2012

**Proceeding**

International Symposium on Combating Human Trafficking 2012

The Role of Government and Communication in Combating Human Trafficking

**Organized by:**

Faculty of Communication Science Universitas Padjadjaran, Indonesia

Monash University, Australia

**Steering Committee:**

Prof. H. Deddy Mulyana, MA., Ph.D.

Dr. Atwar Bajari, M.Si.

Dr. Susanne Dida, M.M.

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Efi Fadilah, S.Sos., M.Pd.

Andri Yanto, S.Sos., M.Ikom.

Reza Ganiswara, S.Sos.

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Ipit Zulfan, S.Sos., M.Ikom.

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# Welcome from the Rector of Universitas Padjadjaran

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## **Dear the Honorable Symposium Participant**

The data which were published by International Organization for Migration (IOM) and Anti-trafficking Non Governmental Organization estimated 43%-50% or about 3 to 4,5 million Indonesian labors became victims of human trading. IOM and Indonesian Government have identified 3.840 “trafficking” victims after they were back home. 90% of them were female and 56% among them had been exploited for domestic work as housekeepers. IOM’s data in 2010 also shows about 82% labors were traded abroad and 18% inside this country. Unicef estimated 100 thousand women and children were traded every year for sexually exploited, and 30% female prostitutes in Indonesia were in the age under 18. About 40 – 70 thousand children were victims of sexual exploitation.

## **Dear the Honorable Symposium Participant**

Many efforts had been done by the government, NGOs, and international bodies to find real solutions. The government of Indonesia through the Ministry of Women Empowerment and Children Protection collaborated with IOM, UNFPA, WHO and Indonesian Police Department launched a program called EMPOWER to enforce government capacity in protecting and empowering victims of human trafficking. Another activity was a workshop on Criminal Problem Mapping in Human Trafficking through education. This workshop was conducted at the Center of Gender Research and Development, Division of Research and Social Service Universitas Padjadjaran recently. This workshop revealed that 99% victims were female. Data from National Project Coordinator Labor Counter Trafficking IOM Indonesia showed, most of the cases happened in West Java region. With the small scale of the activities and many unknown cases, it is difficult to solve this human trafficking problem in Indonesia.

## **Dear the Honorable Symposium Participant**

Based on the above, as the head of the university, I appreciate the implementation of the International Symposium on the theme of Combating Human Trafficking initiated Padjadjaran University Faculty of Communication in collaboration with Monash University in Australia and the Government of West Java Province. I hope this symposium generate alternative solutions or recommendations for solving various problems of Trafficking in Indonesia, especially in West Java

**Prof. Dr. Ganjar Kurnia, Ir. DEA**  
Rector of Universitas Padjadjaran

# Welcome from the Dean of Faculty Communication Science, Universitas Padjadjaran

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The Faculty of Communication Science, Universitas Padjadjaran, Bandung is pleased to host the International Symposium on Combating Human Trafficking. We are proud to cooperate with Monash University, Australia and the Government of West Java, Indonesia to organize this International Symposium. This symposium also marked the 52<sup>nd</sup> Dies Natalis of our Faculty as the oldest Communication Science Faculty in Indonesia.

As a part of intellectual community, we have to actively participate to encourage the movement in combating human trafficking. As the staggering statistical number on human trafficking cases in global, regional, even in the internal country demand the greater attention not just from academics community, but also from government, NGO, journalist, and wider public. The communication science contributions to combat human trafficking need to be perfected to face the facts that the Human trafficking issues are hiding deep in our everyday practices. Like an iceberg silently wait to sink our civilization and humanity. The significant number of victim from women and children also must raise our awareness as our future rest on them.

As the Dean of the Faculty of Communication Science at the Universitas Padjadjaran, I would like to welcome all speakers, presenters, and participants to the International Symposium on Combating Human Trafficking. I would especially like to thank Mr. Basuki Kosasih, Prof. John Arnold as the chief of Monash University delegates, and all speakers and presenters from Monash University. I also express my greatest gratitude to the honorable speaker especially the Vice Minister of Law and Human Rights of Republic of Indonesia, The Governor of West Java Province, Mrs. Netty Prasetyani Heryawan as Chairman of P2TP2 of West Java, our beloved Rector of Universitas Padjadjaran, and all the presenters and participants, who have come all the way from different parts of the world to join us today.

Welcome to the symposium and once again thank to the organizing committee for providing this atmosphere so beneficial to new collaboration and opportunities.

Sincerely,

**Prof. Deddy Mulyana, M.A., Ph.D.**  
Dean of Faculty Communication Science

# International Symposium on *Human Trafficking*

Joint Collaboration between Universitas Padjadjaran, Indonesia and  
Monash University, Australia Supported by Government of West Java Province

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The issue of trafficking in Indonesia is not only a complex issue being faced by the countries of destination, but also as transit and sending countries. Concern country by establishing the Law No. 21 2007 about Combating the Crime of Trafficking, it does not provide a solution to the rampant cases of trafficking.

Rampant cases of trafficking, not only as a depressed fact that occurred in the society, but the country's reputation would be a gamble, because as a sovereign and independent state, it seems the elite country with all his ability, has not shown serious concern. Even the state should be doing or deliberate omission and the practice of trafficking. Cultural hegemony and elite bureaucratic structure of the state in an indication of how the state (government) has been absent in solving the rampant cases of trafficking. The presence of various NGOs and government agencies formed in trafficking has not yet reached the maximum effort and a lot of expectations.

The data which were published by International Organization for Migration (IOM, 2010) and Anti-trafficking Non Governmental Organization estimated 43%-50% or about 3 to 4,5 million Indonesian labors became victims of human trading. IOM and Indonesian Government have identified 3.840 "trafficking" victims after they were back home. 90% of them were female and 56% among them had been exploited for domestic work as housekeepers. IOM's data in 2010 also shows about 82% labors were traded abroad and 18% inside this country. Unicef estimated 100 thousand women and children were traded every year for sexually exploited, and 30% female prostitutes in Indonesia were in the age under 18. About 40 – 70 thousand children were victims of sexual exploitation.

Based on the above, as the head of the executive committee, I appreciate the implementation of the International Symposium on the theme of Combating Human Trafficking initiated by Faculty of Communication Science-Padjadjaran University in collaboration with Monash University in Australia and the Government of West Java Province. I hope this symposium generate alternative solutions or recommendations for solving various problems of Trafficking in Indonesia, especially in West Java.

Sincerely,

**Suwandi Sumartias**  
Head of Executive Committee

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## *Plennary Session*

**Media and Human Trafficking**  
Dadang Rahmat Hidayat



**Human Trafficking: Polictical Communication Perspective**  
Suwandi Sumartias





## Media and Human Trafficking

**Dadang Rahmat Hidayat**

Department of Journalism Studies, Faculty of Communication  
Faculty of Communication Science, Universitas Padjadjaran, Indonesia  
dangerha@yahoo.uk

### **Abstract**

*Within the framework of the theory of agenda setting, when the media convey information to the public, the media actually have assumptions, goals, or a particular desire to audiences. The process is often not appreciated by the mass media itself. When the media began issuing specific issue is often no other words that the media has its own agenda to the public setting.*

*But the latest developments through various studies, discourse in the mass media, including news print media are cultural constructs generated ideology, as a product of mass media, news media uses specific framework for understanding social reality. So in this case the mass media agenda setting has a weighting again, so it is not just what is considered important by the mass media should be considered important by the audience, but also the mass media gives further meaning in presenting the realities that are considered important.*

*The events raised by the mass media is a complex product and can involve not only the factual objectivity, but it is already a well compiled thoughts even ideological interests of the media itself. Therefore, it is appropriate that the mass media discourse that appear to be treated critically analyzed in an attempt to find the reality behind the discourse. One such alternative paradigm is to use framing analysis.*

*Similarly, when the mass media show events trafficking problem, how reality is shown through a compilation of the various interests and concerns of the mass media. The mass media often displays trafficking as an event without deepening their social responsibilities to participate in dealing with the problem. Media should be able to map the problem of trafficking, outlining the cause, providing moral appraisal resolve problems and make recommendations through the frame message. Media should be able to map the problem of trafficking, outlining the cause, providing moral appraisal resolve problems and make recommendations through the frame message.*

**Keywords:** *agenda setting, framing, trafficking*

### **A. INTRODUCTION**

Conversations about Human Trafficking were already discussed for a long time, but the controversy in various circles seems pretty open these days, including in the mass media. Therefore, there is a bit of both local and national media who raised this issue, including the mass media in Indonesia.

Human Trafficking can be related to economic, social, political, and cultural problems. Economic and social problems are associated with the origin and purpose of life of both the victims and the perpetrators of human trafficking. Political issues are