

Fatayat Nahdlatul Ulama Communication Strategy in Minimizing Prostitution Kluwih Village Branch, Bandar District, Batang Regency.

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Abstract

This study aims to describe the communication strategy of fatayat nahdlatul ulama in minimizing prostitution on the branches of Kluwih village, Bandar sub-district, Batang district. Prostitution is an uncontrolled behavior that is fatal for those who do it. The main factors behind the occurrence of prostitution are economic, environmental and broken home factors. This has become a public controversy, in addition to environmental economic problems that also affect the occurrence of prostitution so that the fatayat of Nahdlatul Ulama wants to minimize prostitution. The communication strategy used is from Anwar Arifin's communication strategy who knows an audience who will receive a message so that the audience understands a message that is conveyed, the next step is to compose a message so that the message to be conveyed does not deviate from the theme and the last one uses a method so that the event to be held running smoothly. Furthermore, Fatayat uses the Word Of Mouth strategy to attract an audience to take part in the event to be held by finding an audience to attend the event by using information from friends to friends, motivating the community by participating in the event to get a facility, and then giving ideas to develop career. By using this strategy, the community is enthusiastic about participating in events that have been organized by fatayat nahdlatul ulama.

Keywords: Prostitution, Communication Strategy, Prevention

INTRODUCTION

The issue of prostitution is of one the complex issue (Fadri, 2020, p. 216). Where this prostitution, is often used as a field to make money quickly without spending a lot of capital, relying only on an attractive body and professionals willing to be traded. That's why this business is promising and easy to do (Ritaudin, 2019, p. 192). This phenomenon has also occurred since ancient times throughout the world, including in Indonesia. The phenomenon of prostitution to this day is still an unresolved problem (Kartono, 2005, p. 204). Prostitution in the form of selling services or also called sex workers is considered one of the diseases of a society that has a long history, even considered one of the perversions of sacred marriage. The law prohibits the practice of prostitution, which is

juridically designated in article 296 of the Criminal Code, which also aims to protect persons who engage in sex trafficking (Sunarlin, 2022, p. 33).

Some of the above factors are clear in the religion of Islamic teachings to prohibit doing things that God forbids, such as intoxication in prostitution. However, prostitution is increasingly minimized but growing because it is used as a business event. In the world of prostitution, a woman enters into prostitution only because of ignorance, poverty, deception, and frustration. The people who are blamed and considered inferior and sanctioned by society are only women. The existence of prostitution in society is very ironic because it occurs in the environment of Indonesian society that upholds God Almighty, just and civilized humanity. Prostitution is contrary to a godly human being. God forbids adultery of a person who works as a prostitute, treating man as a tradable object incompatible with Islamic law. He must humanize other human beings and behave well (Sulistiyowati, 2009).

To minimize prostitution preventively and curatively, it is very necessary to play the role of proselytizing carried out by fatayat nahdlatul ulama as one of the organizations under the auspices of Nahdatul Ulama which regarding the activities of young women is needed by Nahdatul Ulama, considering that this organization is sufficient to be available to socialize its programs among the younger generation. Seeing a condition in the era of global modernization at this time, it would be better when the activity is still preserved by young women, the purpose is to direct advantage and also to add insight into knowledge about religion, strengthen religious guidelines in living life, as a guide for the younger generation in welcoming the future

RESEARCH METHODS

The type of research used is descriptive qualitative, which is a research procedure that produces descriptive data in the form of written words or speech from people and observed behaviors. A description is a form of the statement that contains scientific knowledge that is descriptive by providing a detailed description of forms, structures, roles, and objects. It is called descriptive qualitative research because this study emphasizes the analysis of the relationship between deductive and inductive conclusions, as well as the analysis of the dynamics of the relationship between the observed phenomena using the scientific method.

Based on the statement above, it can be concluded that this research is descriptive qualitative research, because the data presented is in the form of questions related to the strategy carried out by Fatayat Nahdlatul Ulama, the branch of Kluwih Village, Bandar district, Batang regency. This study uses a phenomenological theoretical approach, which means that phenomena in the field are used as the object of observed research. Phenomenology is one of the philosophical foundations of qualitative research that argues

that the truth of something can be obtained by capturing phenomena or symptoms that emanate from the object to be studied.

DISCUSSION

1. Factors Causing Prostitution

a. Environmental Factors

From some of the data collected, one of the causes of prostitution in Kluwih Village is environmental factors. Environmental factors are a great cause of the occurrence of prostitution because people usually look at their surroundings and will imitate them if the activity or work makes a lot of money. Many are found in the field, such as not advancing education. This makes children's opportunities free among teenagers.

From some of the information above, the social environment becomes one of the backgrounds that make a person do commercial sex work. Promiscuity is one of those deviant associations that cross the boundaries of obligations, terms, and feelings. The definition of promiscuity is the interaction between individuals or groups regardless of obligations, rules of demands, religious norms, and Pancasila.

Seeing these many events, the existence of education is very important because humans can humanize as well, and can balance development and social progress. Education is a process so that education can be used as a role model by individuals to interact appropriately in society. Education is organized for the people of Indonesia so that the Indonesian nation can develop themselves, improve their quality of life, increase dignity, and dignity to achieve goals, and avoid deviant behavior.

Prostitution is an easy alternative path for those who are now commercial sex workers (PSK). A prostitute is a sex worker who has sold himself to someone else for a reward. We need to know that prostitution and human trafficking are acts of social violence against women and violations of women as human rights. Prostitution around the world is increasing due to many factors including economic, social, and cultural.

b. Economic Factors

The main factors that cause most cases of prostitution in various places, especially in Kluwih village, are mostly insufficient economic factors. Usually, the person who does the work is due to a difficult economy and there is no other job alternative. Many of them are wasted by their husbands so they have to earn their income. Usually, there are also those who are not supported by their husbands, so they take this non-lawful job. Most of them have targets and goals in carrying out their profession as prostitutes, including to fulfill a

luxurious lifestyle because they are jealous of their neighbors, or want to look rich by working as a prostitute, they can go home to buy what they want.

Nowadays, one lifestyle is more important than others to the point of selling self-esteem to fulfill a luxurious lifestyle. Economic factors are one of the causes of women doing prostitution work due to economic deficiencies. So, when women do not have the skills to work or work but their salary is not sufficient for the needs of their families, they are willing to do this work to meet the needs of their families or the needs of themselves. Because by doing work as a prostitute, they earn a lot of money without struggling, get their satisfaction and they can buy whatever they want.

c. Broken Home Factor

The family is the source of a person's personality. In the family, there can be several basic elements that make up a person's personality. The family environment and parents play a huge role in the personal development of the child. The home environment, especially for parents has become very important as a place for further growth and development. Interpersonal relationships in the family that include relationships between parents and siblings become a factor of good behavior.

So it is necessary to know together that the family, in general, is divided into two, namely: the family that is not whole (broken) and the family is intact. It is necessary to know that a destroyed family is not only a family whose parents divorced but a family that cannot meet physical, economic, psychological, and social needs. Sometimes also a family that is not intact does not necessarily have a divorce but between the two parents doing an affair but not a divorce but doing marriage with someone else. That's especially painful compared to a broken home. Growing up in an incomplete family often experiences a change in behavior, disorder, or problem. The person is more introverted, does not trust others, is easily anxious, likes to blame himself, and has unstable emotions and prolonged sadness.

From the explanation above, it can be concluded that the prostitutes in Kluwih village who carry out prostitution are caused by association, the economy, and broken homes. From the data obtained, children or people who have broken up home families must have bad behavior, such as falling into the world of sex. At first, he tried to comfort himself from thinking about family problems and they were frustrated after his hopes of getting his family's affection were not fulfilled. Children who come from broken home families mostly choose to leave their families and make ends meet for themselves.

2. Fatayat Communication Strategy in minimizing Prostitution

Strategy by (Fatikasari & Sunarya, 2021, p. 9) (Zamzami & Sahana, 2021, p. 34):

a. Getting to Know the Audience

Getting to know the audience is used to see who and what the characteristics of the audience will be encountered in the process of delivering material. Getting to know this audience is very useful for determining the steps on how to communicate most effectively and can be resolved.

The audience that Fatayat Nahdlatul Ulama faces is the whole society. The audience is then divided into individuals, groups, and society in general. Then it is classified by age type. This is done because the classification of the audience is also closely related to the message to be conveyed, the method used by the selected media, and the goals to be achieved.

Talking to individuals is different from talking to a group. The material will be presented to adolescents about the risks of becoming a sex worker while mothers fill in about developing talents and the dangers of becoming a sex worker.

This strategy is used by Fatayat to get to know the audience who will participate in the event. Before doing the event, we first get to know the character of each audience face, and that, the filling of the event will be free to communicate with the existing character.

b. Compose a message

Using this strategy for something to be delivered will not go out of the theme already discussed and adjust what will be talked about. It is also in anticipation of a da'i who will convey not to do anything wrong.

c. Assigning methods

In organizing an event, we must establish a method or strategy to launch an event so that it is carried out properly and according to expectations. By focusing on what is happening, this method changes aspects of his thinking.

With the success of the event organized by Fatayat Nahdlatul Ulama, there was a Word-of-mouth strategy that launched the activity. Several aspects include:

- 1) Talkers (speakers), with this, there are always many who participate in the event because the public often shares information about the activity. This information spread because other people talked to their neighbors and their neighbors informed their relatives and family. It is said to be getuk tular or woro-woro, one person to another.

- 2) Topics (topics), every activity must have such a thing as the excellence of the event, which Fatayat does to attract the audience by luring a facility so that curious people will follow the activity.
- 3) Talking part (participation), with the enthusiasm of the community to this activity always gives them the freedom to choose a program that Fatayat has planned so that it can be useful for themselves or others.
- 4) Tracing (supervisor) Fatayat Nahdlatul Ulama did not conduct supervision because it would interfere with their activities, but Fatayat appreciated the participation of the intended person to attend the event.

CONCLUSION

The communication strategy carried out by Fatayat Nahdlatul Ulama in minimizing prostitution in Kluwih village by using the word of mouth method to disseminate information to the community, especially commercial sex workers. The efforts or activities carried out are holding regular recitations every month once, socialization about HIV / AIDS, and skills training programs.

From the results of research that has been carried out, it can be concluded that the factors that cause prostitution in Kluwih village, Bandar district, Batang regency, are environmental factors, namely, because of the large number of promiscuity and lack of education that results in someone taking bad steps, such as becoming a commercial sex worker, then economic factors, namely low job opportunities, make a person take this job to make a lot of money, some do because to pay for the family, to please themselves or for the needs of the child because it has been left behind by the husband, and for the latter factor is broken home, namely because of being accustomed to the pain caused by the parents, a child pleases himself by becoming a Commercial Sex Worker. A person who lacks affection will find his identity to make himself happy even though he has to work as a commercial sex worker.

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