

# The social marketing strategies implemented by SPEK-HAM Surakarta for violence prevention in 2024

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## Abstract

Social marketing in violence prevention serves as a strategic approach to raising public awareness, changing behavior, and building a safe and violence-free social environment. This study aims to analyze the implementation of social marketing strategies carried out by SPEK-HAM Surakarta in violence prevention efforts throughout 2024, based on the social marketing theory proposed by Kotler and Andreasen, using an analytical framework of stages and the 4P+3P marketing mix. This study employs a descriptive qualitative method through a case study approach, with data collected through in-depth interviews and documentation. The results show that SPEK-HAM's social marketing strategies are implemented through digital media-based education and direct activities such as socialization and training. However, the implementation in digital media is not yet optimal due to the lack of clear positioning in developing educational messages and continued dependence on other organizations' campaigns. In addition, limited human resources also pose a challenge to information dissemination. Therefore, it is necessary to strengthen the social marketing strategy through consistent positioning and varied digital content formats to enhance the effectiveness of educational messages.

## Keywords

Social marketing, Violence prevention, Digital media, Marketing mix, SPEK-HAM Surakarta

## Introduction

Violence against women and children remains a serious global issue. The World Health Organization (WHO) reports that one in three women worldwide has experienced physical or sexual violence in her lifetime [1] indicating that legal approaches alone are insufficient to address the deeper socio-cultural roots of the problem. This global evidence suggests the necessity of preventive strategies that target behavioral change and social norms transformation, rather than relying solely on reactive legal mechanisms.

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In Indonesia, the Ministry of Women's Empowerment and Child Protection (KemenPPPA) recorded 35,533 cases of violence against women throughout 2024, an increase of 2.4% from the previous year. Children and adolescents accounted for 46.38% of the total victims, while students were identified as the largest victim group [2]. At the local level, Surakarta is also experiencing an increase in violence cases. With a population of 589,242 people, data from the Badan Pusat Statistik (BPS) in 2024 recorded 539 cases of physical violence, 410 psychological, and 218 sexual violence against adult women, as well as 1,369 children who became victims of violence [3][4]. These figures underscore the urgent need for preventive social interventions, including the involvement of community-based organizations.

The preventive approaches implemented thus far remain predominantly oriented toward victim protection and legal enforcement and therefore have not sufficiently addressed the behavioral factors and social norms underlying acts of violence. Social marketing offers a strategic framework grounded in the principles of the marketing mix (4P+3P) to promote sustainable behavior change [5][6]. Numerous international studies have demonstrated the effectiveness of this model in various public health and social issue campaigns, including anti-violence initiatives [7]. Within global communication and marketing scholarship, social marketing is conceptualized not merely as promotional activity but as a systematic behavior-change process involving audience segmentation, value exchange, and long-term engagement strategies. However, much of this literature has been developed in Western institutional contexts, leaving questions regarding how such frameworks are operationalized by grassroots civil society organizations in developing countries.

In Indonesia, the implementation of social marketing by local community organizations remains relatively underexplored. Previous studies, such as those by Supriani & Ismaniar on the prevention of child sexual violence [8], and by Simatupang et al. regarding the evaluation of social marketing in Medan [9], have not specifically examined how civil society organizations design, adapt, and implement social marketing strategies within their socio-cultural context. Existing research tends to focus on program outcomes or educational interventions rather than the strategic communication processes underpinning campaign development.

Building on this theoretical and empirical gap, the present study analyzes the social marketing strategies employed by SPEK-HAM Surakarta throughout 2024 in preventing violence against women and children. By positioning the analysis within international social marketing and communication literature, this study moves beyond identifying a local empirical gap and instead contributes to the broader discourse on how global social marketing principles are adapted in Global South contexts. Theoretically, this research expands the application of social marketing scholarship to violence prevention initiatives in Indonesia. Practically, it is expected

to provide strategic insights for civil society organizations in designing more context-sensitive and sustainable prevention campaigns.

## Method

This study employs a descriptive qualitative case study approach to examine the social marketing strategies implemented by Solidaritas Perempuan untuk Kemanusiaan dan Hak Asasi Manusia (SPEK-HAM) Surakarta in violence prevention efforts. A case study design was selected to enable an in-depth and contextual understanding of organizational practices within their real-life setting [10]. Informants were chosen through purposive sampling based on their direct involvement in prevention programs, namely Galih (Head of Research Division) and Atik Wahyuni (volunteer in violence prevention and response). The selection criteria included active participation in campaign planning or implementation and comprehensive knowledge of the organization's activities.

Data were collected through semi-structured interviews and document analysis. The interview protocol was developed based on the extended social marketing mix framework (4P+3P), ensuring systematic exploration of each strategic element. Interviews were recorded and transcribed, while campaign materials and organizational documents were examined to complement the primary data [11]. To enhance credibility, data triangulation was conducted by cross-checking interview findings with documentary evidence. The data were analyzed through the stages of data reduction, data display, and conclusion drawing [12].

## Results and discussion

### Results

#### 1. Situational analysis of social marketing

In the 1990s, Solidaritas Perempuan untuk Kemanusiaan dan Hak Asasi Manusia (SPEK-HAM) was established out of concern for the conditions faced by women in Indonesia, who were confronted with various forms of injustice, violence, and limited legal protection. Based on this concern, SPEK-HAM was officially founded on 20 November 1998 and later formalized as a foundation on 6 January 1999. From the outset, SPEK-HAM positioned itself as an independent, autonomous, and pluralistic organization in order to advocate for humanitarian issues free from external pressure. The organization was founded with a strong commitment to defending and fulfilling human rights, particularly women's rights. It is driven by the spirit of volunteerism and solidarity to foster socially just and dignified change. In carrying out its mission, SPEK-HAM adopts perspectives on gender, human rights, pluralism, and environmental sustainability. To realize this vision, SPEK-HAM developed several core strategies, one of which focuses on the prevention and handling of violence against women.

SPEK-HAM Surakarta conducts situational analysis as an initial step in formulating educational programs for violence prevention. This process involves internal stakeholders, beneficiaries, partners, and assisted communities to map field needs and the challenges faced by women. The results of this mapping serve as the basis for drafting a five-year strategic plan, which outlines program policy directions. The strategic plan is prepared through a series of validation stages with stakeholders and is subsequently ratified as the guiding document for the organization's vision, mission, and work programs across its four main divisions.

## 2. Audience segmentation

Segmentation is conducted demographically and geographically. Demographically, the focus is directed toward women and children as the groups most vulnerable to violence and human rights violations. The identification of target needs is carried out through coordination with local communities assisted by SPEK-HAM, such as Integrated Service Posts and Paralegal Cadres. Geographically, the intervention areas are determined based on levels of vulnerability and community readiness. In 2024, Boyolali and Klaten became the primary program focus. Areas assessed as independent are handed over to local cadres with periodic monitoring, while SPEK-HAM expands its interventions into new regions.

## 3. Positioning Strategy

The positioning of SPEK-HAM is reflected in its use of hashtags in digital campaigns, where the organization does not create its own institutional hashtags but instead adapts hashtags from national institutions such as Komnas Perempuan. This practice is carried out to align its campaigns with nationally highlighted annual issues, particularly those related to women's protection and violence prevention. The use of these hashtags is especially prominent during major campaign moments, such as the commemoration of the International Day for the Elimination of Violence Against Women, thereby strengthening the alignment of SPEK-HAM's messages with broader advocacy agendas.

## 4. SPEK-HAM Surakarta's 7P marketing mix strategy

SPEK-HAM's implementation of the 7P marketing mix integrates the elements of product, price, place, promotion, public, partnership, and policy within its violence prevention programs. The social products offered include educational campaigns, reporting services, and legal assistance, all of which are delivered through field activities as well as digital campaigns on Instagram and Facebook. In terms of price, SPEK-HAM minimizes social-psychological barriers experienced by survivors by ensuring confidentiality and providing a safe space throughout the reporting process. The distribution channels (place) combine direct outreach in high-risk areas such as Boyolali and Klaten with digital information dissemination to reach a wider audience. Promotional strategies are carried out through field campaigns, educational posts, and activity publications to strengthen public awareness of violence-related issues. The

primary target publics are women and children, accompanied by broader community involvement as supporters of violence prevention efforts. Partnerships are established with local governments, healthcare institutions, and community groups through coordinated activities and collaborative campaigns. All initiatives are guided by internal policies concerning reporting and data protection, and aligned with external regulations such as the Law on the Crime of Sexual Violence (UU TPKS), which provides legitimacy for SPEK-HAM's advocacy and educational activities in accordance with the prevailing legal framework.

## 5. Program implementation and evaluation

### a. Program implementation

In 2024, SPEK-HAM implemented four major programs as part of its efforts to strengthen advocacy and public education on gender-based violence issues. The first program was the Free Legal Aid Outreach, conducted in Klaten and Boyolali, focusing on the discussion of the Sexual Violence Law (UU TPKS), the Domestic Violence Law (UU PKDRT), as well as reporting procedures and protection mechanisms for victims. Furthermore, SPEK-HAM participated in the government-led 16 Days of Activism Against Gender-Based Violence Campaign, involving various civil society organizations through radio broadcasts, podcasts, and peaceful demonstrations as forms of public advocacy engagement. SPEK-HAM also implemented a Gender-Based Violence Sensitization Program for medical personnel in Boyolali and Klaten, covering topics such as victim identification, handling protocols, documentation standards, and cross-agency coordination. In addition, the organization strengthened its digital campaigns through Instagram and Facebook by producing 60 educational content pieces throughout 2024, although the use of TikTok, YouTube, and the official website remains suboptimal due to limited human resources and technical constraints.

### b. Program Evaluation

SPEK-HAM conducts routine evaluations consisting of five-year evaluations and annual evaluations. The five-year evaluation is carried out at each organizational period transition as a comprehensive review of the institution's achievements and strategic direction. This evaluation includes updating internal policies, determining new intervention areas, and formulating program strategies for the upcoming period based on the outcomes of previous activities. Meanwhile, the annual evaluation is conducted at the end of each program year and focuses on assessing the effectiveness of program implementation throughout the year. This process involves reviewing target achievements, identifying implementation obstacles, and formulating recommendations that serve as the basis for planning and improving programs in the following year.

### Discussion

The situational analysis conducted by SPEK-HAM reflects the fundamental principle of social marketing, namely understanding the audience before designing behavioral change strategies [13]. However, because this analysis serves as an initial process, the mapping carried out remains limited to identifying basic needs and general community conditions. This limitation affects the audience segmentation stage, where the determination of priority areas tends to be influenced by practical considerations such as community readiness, rather than more in-depth social research on norms, behaviors, and specific social dynamics. In addition, monitoring still relies on reports from paralegal cadres and Integrated Service Post (PPT) cadres, resulting in indirect information. Within the framework of social marketing, more intensive monitoring is crucial to ensure that behavioral changes and social dynamics are addressed in a timely manner. Insufficient direct monitoring increases the risk that shifts in community needs may go unidentified at an early stage [14].

Another impact of the limited depth of analysis is evident in the positioning of SPEK-HAM's digital campaigns. The use of hashtags remains situational, following national annual issues, causing the organization to act more as a follower rather than establishing a strong digital identity. The absence of a primary campaign hashtag in the 2024 Strategic Plan indicates that positioning has not yet been designed as a long-term strategy [15].

These limitations are further reflected in SPEK-HAM's implementation of the 7P social marketing mix. Although the social products offered are relevant, the program orientation remains more focused on case handling rather than prevention. Social barriers such as stigma and patriarchal norms are also not fully addressed, even though the organization provides safe spaces for survivors. Promotional strategies, which rely on informative content without strong persuasive narratives, indicate the absence of a solid digital identity, aligning with the weak positioning. Additionally, although cross-sector partnerships are an asset, they remain operational in nature and have not expanded toward more strategic policy advocacy. While SPEK-HAM has internal policy support and refers to national regulations, the integration of policy frameworks with campaign strategies still needs to be strengthened to produce more systematic and sustainable behavioral change.

Furthermore, SPEK-HAM's 2024 program implementation demonstrates several weaknesses affecting the effectiveness of its social marketing strategy. In the Free Legal Aid Outreach program, the practice of combining all participant groups children, adolescents, housewives, and older adults into a single session indicates that audience segmentation has not been fully applied. The absence of segmentation reduces the effectiveness of legal communication, as the content and delivery methods do not match the comprehension capacities of each group. This situation limits educational impact and the sustainability of the program. This aligns with Kotler & Roberto's (1989)

argument that segmentation is a fundamental step in tailoring messages to the characteristics and needs of different audiences [6].

In the 16 Days of Activism Against Gender-Based Violence Campaign, reliance on government programs results in SPEK-HAM appearing less independent and less proactive in violence elimination advocacy. Sustainable social change requires women's empowerment and strengthened civil society organizations, not merely compliance with government agendas [16]. This indicates that SPEK-HAM needs to expand its independent advocacy capacity to serve as a more strategic agent of change.

In the Gender-Based Violence Sensitization Program targeting healthcare workers, implementation was conducted only once without follow-up assistance or monitoring. Yet this training is designed to enable medical staff to identify violence cases that are often disguised as routine medical complaints. The lack of continuity prevents the full development of medical personnel's capacity, as competencies in identifying and responding to violence require continuous reinforcement.

In the digital sphere, SPEK-HAM's use of Instagram shows early adoption of social media for violence prevention education. However, dependence on influencers and limited internal capacity results in self-produced content being dominated by activity documentation. Consequently, Instagram functions more as a publicity channel rather than an interactive educational platform, failing to build a consistent digital communication identity [17].

A similar situation is observed on Facebook, where most uploads merely mirror Instagram posts without adjustments for the platform's distinct audience characteristics [18]. The use of rigid and overly formal language reduces the communicative clarity of educational messages for rural communities, one of SPEK-HAM's key audience segments. Language plays a crucial role in shaping social reality and triggering behavioral change; thus, the lack of linguistic adaptation and audience-oriented presentation shows that SPEK-HAM's social marketing strategy on Facebook is not yet responsive to audience needs. Furthermore, the dominance of press-release-style content indicates that educational dimensions have not been prioritized [19].

Meanwhile, the organization's website, TikTok, and YouTube remain underutilized due to limited human resources, despite TikTok being a highly effective platform for visual and short-form educational campaigns. The suboptimal use of these platforms reflects that SPEK-HAM's digital strategy is not yet maximized and has not adapted to evolving media trends [20]. Overall, these findings reveal a gap between social marketing objectives and their implementation, indicating the need for more systematic digital planning and stronger internal capacity-building to support sustainable behavioral change within communities.

## Conclusion

This study concludes that SPEK-HAM's social marketing strategy for violence prevention throughout 2024 still faces several challenges in the stages of planning, implementation, and digital media utilization. In the planning stage, the situation analysis conducted does not fully comply with the principles of social marketing because it lacks a continuous monitoring system and audience segmentation based on behavioral research. This results in weak territorial segmentation decisions and an unclear organizational positioning, especially in digital campaigns.

These planning limitations continue into the implementation phase. The free legal counseling program, the 16 Days of Activism Against Gender-Based Violence campaign, and sensitization education for healthcare workers demonstrate the organization's educational commitment. However, their implementation remains ineffective due to the merging of diverse audiences without proper segmentation, dependence on government agendas, and training models that are not designed for sustainability. The absence of follow-up mechanisms and material reinforcement leads to suboptimal behavioral change, which is the core goal of social marketing.

In the digital sphere, the use of Instagram, Facebook, and other platforms has not yet been fully optimized. The reliance on external collaborators, the dominance of documentation-style content, language that does not match audience characteristics, and the limited production of persuasive educational content indicate a weak digital communication identity for SPEK-HAM. Limited human resources further restrict the organization's ability to utilize high-potential platforms such as TikTok, YouTube, and the website.

Overall, there is a clear gap between SPEK-HAM's social marketing objectives and their implementation in the field. To enhance the effectiveness of violence prevention efforts, it is essential to strengthen continuous monitoring systems, apply more precise audience segmentation, establish consistent digital positioning, and improve internal capacity in content production and independent advocacy. These improvements are crucial for ensuring that SPEK-HAM's social marketing strategies can drive more systematic, persuasive, and sustainable behavioral change within the community.

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