

Social Media and Human Trafficking: Using Social Media in Education of Human Trafficking Case Study on Operation Underground Railroads (Ours)

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Abstract. Social media is a powerful platform for disseminating information about human trafficking regardless of regional boundaries. So it is necessary to see the role of social media in increasing public knowledge through education provided by social media platforms, one of which is how social media OURrescue to eradicate acts of human trafficking. This research will aim to see how Twitter social media in Operation Underground Railroads (Ours) increases public knowledge about the issue of human trafficking by concentrating on three main issues: Social media content, OURrescue social media account activity, and The influence of narratives in providing education related to human trafficking to the public through social media. The qualitative method is the method taken in this study which uses a data analysis approach, namely Qualitative Data Analysis Software (Q-DAS), explicitly using the Nvivo 12Plus application through qualitative descriptive. The results of this study have three main points: First, in the content dichotomy, the @OURrescue account has participated in combating human trafficking. Second, the @OURrescue account in disseminating information and education to the public still needs to be more consistent than in 2016, which was very active in social media. Third, the @OURrescue account shows the dissemination of narratives related to the fight against human trafficking and plays a role in establishing relationships with actors who often raise issues of human trafficking. Focusing on research on human rights which is analysed through Twitter social media, shows a novelty from this research.

Keywords: Education, Social Media, Human Trafficking

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1 Introduction

As more and more people, technology in this world also advances by creating many things or tools that can connect humans. One of the technologies that are developing rapidly is telecommunication which is getting more advanced and modern so that social media is created for people worldwide to communicate. Social media is present because of the development of communication tools. Social media communication is also present for several interests, such as the interests of government, companies, politics and others. Social media is proliferating, one of which is Twitter, where one of these social media is to convey critical information; you can use hashtags and make it trending, so people around the world can find out topics that are very important and hot to discuss. What is that? Based on the accounts in the databox submitting reports on We Are Social and Hootsuite, there are 556 million Twitter users worldwide as of January 2023, and the most Twitter users counted so far this year are in the United States [1].

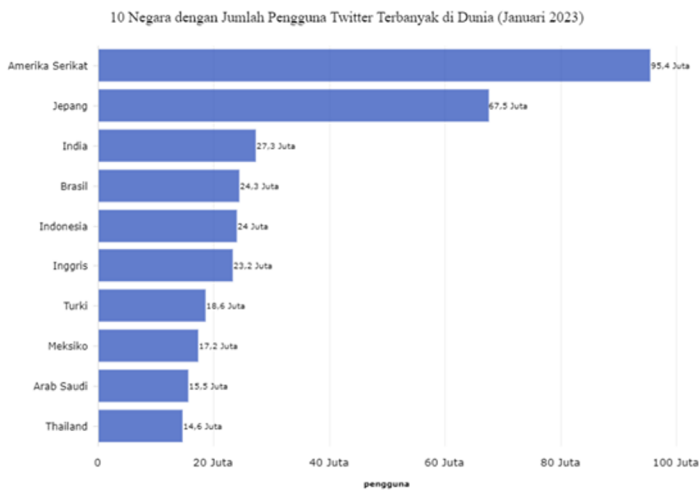


Fig 1. Twitter User Ranking in the World

Source: We Are Social, Hootsuite

Indonesia is also predicted to be one of the highest social media users according to data from WE Are Social Indonesia reaching 191 million social media users as of January 2022. This total continues to increase from 12.35% from the previous year of 170 million people [2]. Meanwhile, being ranked as the fifth most Twitter user in the world, which has reached 24 million Twitter accounts, the use of social media will continue to increase in number along with the times and also the daily communication needs of society, not only for communication but also social media is placed as a place to convey all information and world news in the form of pictures, videos and more.

Social media is beneficial in terms of educating about Human Trafficking because it reaches social media throughout the world social media is a place to raise our awareness of the dangers of human trafficking not only social media can be a tool for victims to tell their stories to educate and provide experiences for those suffering through platforms such as Twitter in order to minimise this happening again. Unfortunately, social media is also a field in human trafficking; the suspect highlights human trafficking victims through social media. The human trafficking hotline describes more than 1000 cases of prospective human trafficking taken from the Internet platform [3].

Human trafficking or human trafficking is a crime that harms many people. This crime often occurs in various countries, including Indonesia. Along with the rapid development of technology, human trafficking can now be done easily through social media. This shows the media's important role in educating the public about the dangers of human trafficking. Even though more and more organisations are working to combat human trafficking, many people are still unaware of the dangers of this practice. One of the organisations active in combating human trafficking is Operation Underground Railroad (OURrescue). OURrescue is a United States-based organisation focused on saving children from trafficking. OURrescue has accounts on various social media such as Instagram, Facebook and Twitter to provide education regarding the dangers of human trafficking.

Through the OURrescue account, the public can obtain information about human trafficking, how to avoid this crime, and recognise the signs of children who are victims of human trafficking. OURrescue also utilises social media to inform the public about their actions to save children. However, many people are not too familiar with using social media to provide education regarding the dangers of human trafficking. This shows that efforts are still needed to increase public awareness regarding the dangers of human trafficking and its role in providing education.

This study aims to look at the use of social media as a medium in tackling Human Trafficking on the Operation Underground Railroad (@OURrescue) account. The use of social media, Twitter, has helped the organisation gain community support and increase public awareness of the dangers of human trafficking. Therefore, there needs to be a collaboration between organisations and the community in fighting human trafficking by utilising social media to provide education. The title is set in bold 16-point Arial, justified. The first letter of the title should be capitalised with the rest in lowercase. You should leave 22 mm of space above the title and 6 mm after the title.

1.1 Literature review

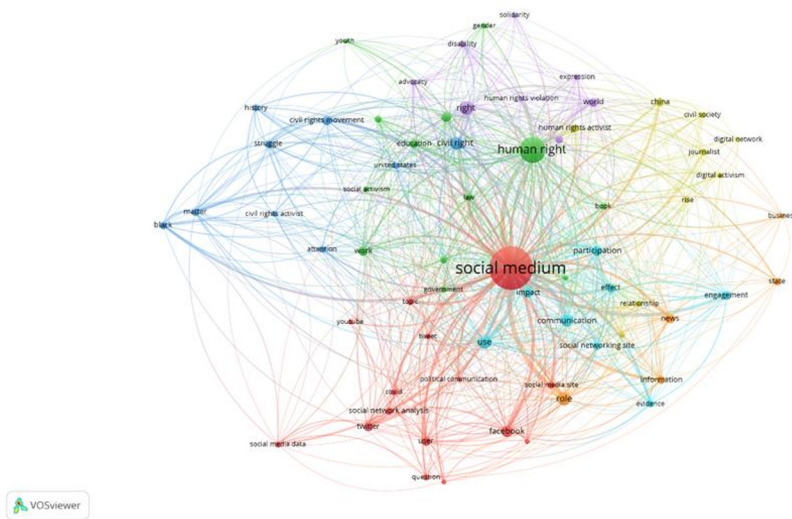


Fig. 2. V.O.S. Viewer Analysis of Social Media Activism and Human Rights on Google Scholar

Table 1. Fig. 1. V.O.S. Viewer Analysis of Social Media Figure 1. V.O.S. Viewer Analysis of Social Media Activism and Human Rights on Google Scholar

Keywords	Cluster
Covid, Facebook, Paper, Political communication, Question, Social Media Data, Social Media Site, Social Medium, Social Network Analysis, Social Network Site, Topic, Tweet, Twitter, User, Youtube	Cluster 1
Book, Education, Gender, government, Human Rights , Law, Scholar, Social Activism , Social, Justice, Social Networking, Woman, Work, Youth	Cluster 2
Attention, Black, Civil Rights, Civil Right Activist, Civil Right Movement, History, Matter, Struggle, United States	Cluster 3
China, Civil Society, Digital Activism, Digital Network, Human Rights Activist , Journalist, Relationship, Rise, Social Media Activism	Cluster 4
Advocacy, Disability, Expression, Freedom, Human Right Violation, Rights, Solidarity, World	Cluster 5
Communication, Effect, Engagement, Evidence, Impact, Participation, Social Networking Site, Use	Cluster 6
Business, Information, News, Role, State	Cluster 7

The results of the vos viewer analysis related to the keyword Social Media Activism and Human Rights in the Google Scholar database show that discussions related to activists in social media and human rights are still focused on only two clusters. Where are the keywords human rights, social activism, human rights activist, and social media activism? Meanwhile, the other clusters still need to show a relationship with the topic of activists on social media and human rights; in particular, there is no connection with topics that refer to social media, such as Twitter. This shows the lack of research related to human trafficking, which is analysed through Twitter. Thus, this becomes a novelty or novelty in this study which focuses on human rights, which are analysed through Twitter.

Efforts to address gender-based violence online require the intervention of technology companies that regulate commercial Internet to prevent and combat abuse across networks and services [4]. There are four main points: first, online movements have similarities to traditional social movements; secondly, for the success of this movement, it is essential to have a strategy by presenting social mediators using different hashtags but having the exact cause (such as #FreeAJStaff and #FreeShawkan); third, this study found the influence of social media actors (social mediators) in achieving the success of this movement, as seen from the influence caused between many individual and organisational actors including the media, journalists, human rights organisations, political leaders, other political actors and social elites; fourth, understanding the function of hashtags in information flow and conversational contexts among activists participating in these social media movements will become more accessible, especially by analysing muted and mediated tweets (such as the non-FreeAJStaff hashtag movement) [5].

The Free Youth network on Twitter is still loosely connected through weakly bonded community groups, not tight-knit crowds. Thus, the authors say that the challenge for F.Y.M. activists is to support relationships across online networks that will strengthen over time, thereby minimising risks to ephemeral networks of convenience that can only be mobilised on an ad-hoc basis [6]. Victims who tell their stories often have psychological problems, feel helpless, and have problems with the police. Furthermore, hashtags show social media activism discussing issues of sexual violence in light of relevant political and social issues, including sharing information to help victims of sexual violence and promoting social action such as holding protests and voting. However, this study also analyses that some tweets still express opposing ideas [7].

The depiction of cases of racism experienced by the people of Papua gave rise to a movement through the hashtag #PapuanLivesMatter. Through an analysis of the use of these hashtags on social media, Instagram, Twitter or YouTube as a form of prosecution for justice and equality. This form of social media use makes it easier to reach so that users can spread

and receive information widely. However, this movement also only got a partial response. There are still negative responses on social media, especially regarding differences in skin colour [8]. This algorithm technology has enormous implications for encouraging social media users to be subjective in carrying out various actions, such as commenting on friends' photos and so on. In addition, unknowingly excessive use of social media can lead to misunderstanding of information. Until now, there is still a debate about the existence of views related to the algorithm itself, such as understanding the balanced relationship between humans and algorithms because both influence and shape each other [9].

The involvement of persons with disabilities in urban development is an essential point at this time because the data obtained by researchers shows that more than 50% of persons with disabilities live in cities. In addition, it is estimated that by 2050 there will be 6.25 billion people living in urban centres, which means that nearly 1 billion people living in cities are persons with disabilities. Thus, in creating an inclusive city, it is necessary to involve stakeholders and marginalised communities (persons with disabilities) in urban planning, train the I.C.T. industry, develop cities, design solutions and actively solve solutions [10].

The digital opinion movement through this hashtag has a large number of negative sentiments because it shows the public's disappointment and distrust in handling the case. In addition, this low centralisation rate shows that the Digital Movement of Opinion through the hashtag #UsutTuntas is digital activism that occurs without any interference or control from an organisation or any party [11]. Individuals are more interested in participating in activism through social media and activism directly if they are motivated by specific issues; in other words, they are interested in collective action regarding issues in the social media environment and direct participatory behaviour [12].

The thousands of content in these hashtags have used their features well, and the freedom to voice opinions on social media has become part of a new social movement. These contents really focus on one point of the lawsuit related to sexual violence and focus on one issue, namely passing the P.K.S. Bill. The drawbacks of this research are that it only focuses on critical analysis of a discourse #validateRUUPKS, so there is a lack of data sources used in research [13]. The phenomenon of human trafficking can occur due to various aspects (internal and external), especially the socio-cultural aspects of young people and the mass media [14]. Trafficking in human beings is an uproar in various countries, including Indonesia and developing countries, where this matter has become the leading world concern of the United Nations. Human trafficking is categorised as a criminal act, which is, more specifically, a specific crime [15].

Closing access to cross-border posts is not effective enough in suppressing cases of trafficking at national borders. Various efforts have been made by the Indonesian government, starting from implementing policies to working with various stakeholders, namely the government as a regulator, policymakers, as well as law enforcers, and the private sector as business actors/labour recruiters and banks, as well as civil society organisations [16]. In Indonesia, there are also special regulations regarding trafficking in persons, namely Law No. 21 of 2007. Even though there are laws and regulations that control this crime, it seems that they are still unable to provide a sense of justice, security, and comfort for the target or victim. Other legal regulations are still needed to protect victims of criminal acts [17].

The Indonesian government, through state institutions, is coordinating to eliminate the crime of trafficking in persons. Immigration, as one of the institutions that deal with immigration traffic problems, has a significant function in efforts to prosecute the Crime of Trafficking in Persons [18]. There are several factors behind human traffickings, such as economic deprivation; this condition can occur to an offender and even to the victim himself because the necessities of life must be met with a low economic income. In addition, other factors are the environment and the association of the people concerned [19]. Human

trafficking is an act of violation of human rights. This criminal act of human trafficking often occurs; this is a form of human slavery whose implementation is carried out much more modernly. This is because this action is carried out in a very structured manner so that it involves many parties whose purpose is only for their commercial interests [20].

Now, the community needs to receive education and outreach regarding the dangers of human trafficking. Especially for T.K.I. before they are sent to their respective destination countries, considering that there are so many cases of T.K.I. who are victims of acts of human trafficking at this time. Therefore, the government must take strategic steps to respond to these problems [21]. Social media often becomes a place for perpetrators of human trafficking to carry out their actions. Through social media, the perpetrators make subtle approaches to the victims through the emotional fulfilment of their potential victims so that intimacy between the perpetrators and the victims is established [22]. At present, socialisation and public seminars are urgently needed as a form of effort to prevent human trafficking. This is done to add insight into the community and become a form of anticipation for people still unfamiliar with human trafficking itself [23].

2 Method

This article uses a qualitative approach, which aims to uncover certain social phenomena for education related to human trafficking and case studies on Operation Underground Railroads (Ours). Nvivo 12Plus [24], [25]. Nvivo 12Plus analysis is used to make it easier to describe and narrate the data that has been processed [26]. This study uses descriptive analysis to narrate and describe the analysis results that have been processed before. The stages of data analysis in this study are:

- Collecting data at this stage, the existing data is collected by referring to the phenomenon under study, namely the Use of Social Media in Education related to Human Trafficking.
- At this stage, data filtering aims to filter incoming data from Operation Underground Railroads (Ours). The data filtering stage is the stage in analysing existing data.
- Coding data. At this stage, the existing data is analysed using specific indicators called nodes to be analysed for the theory used.
- Presenting data, at this stage, the data that has been analysed is given a narrative and linked to theory and developed into perfect data.

Account	Description
@OURrescue	Operation Underground Railroad (O.U.R.) has significantly impacted the fight to end sex trafficking and sexual exploitation by assisting in rescuing and supporting thousands of survivors in almost 40 countries and 50 U.S. states. Our approach is adapted to geographical location, the needs of survivors, and best practices in the field. This organisation carries out its roles, such as the existence of international operations, domestic law enforcement relations, aftercare, and children-need families.

4 Findings and Discussion

4.1 Effect of Operation Underground Railroads (Ours) Twitter Account Activity on Human Trafficking

The Operation Underground Railroads (Ours) organisation has a vision "We lead the fight against child sex trafficking and sexual exploitation around the globe. Our work has no boundaries- we go to the darkest corners of the world to assist law enforcement in rescuing children and ensure ongoing aftercare. We provide critical resources for law enforcement and preventive efforts that benefit at-risk children worldwide. Our resolve never fails, and we will faithfully persevere until every child is safe." Through this vision shows that this organisation will focus on fighting human trafficking, especially children. This organisation also has a mission "to shine a light worldwide on the global issue of child sex trafficking and exploitation, and in doing so rescue more children from slavery and assist law enforcement to seek justice for those who violate children." this mission shows that the Operation Underground Railroads (Ours) organisation is trying to carry out its role to fight against human trafficking in children, especially in fighting the impact of human trafficking on sex trafficking and sexual exploitation. Thus, the author will analyse the Twitter account @OURrescue to see its activities in carrying out its role in providing education about the fight against human trafficking.

4.1.2 Crosstab Query analysis based on content dichotomy on @OURrescue Twitter account

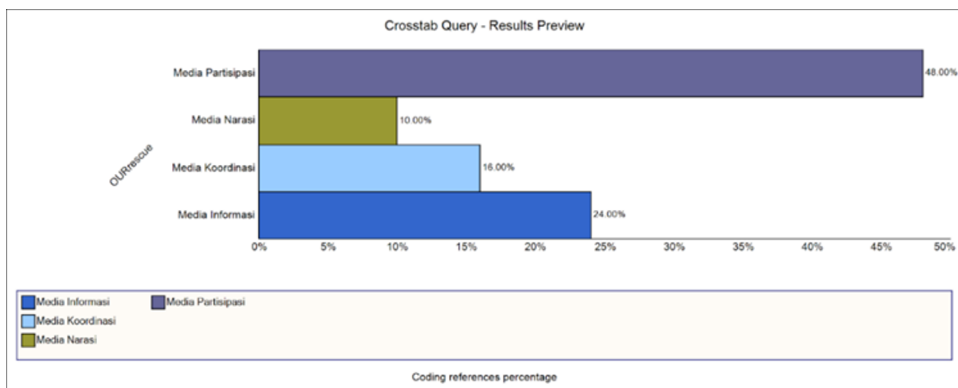


Fig. 2. Content Dichotomy Analysis on Twitter
Source: Processed by the author using Nvivo 12Plus

Table 2. Content Dichotomy Analysis on Twitter

	Media Information	Media Coordination	Media Narrative	Media Participation	Total
OURrescue	24.18%	16.48%	10.99%	48.35%	100%
Total	24.18%	16.48%	10.99%	48.35%	100%

This analysis uses Crosstab Query analysis on the Nvivo 12Plus feature based on the content dichotomy on the Twitter account @OURrescue. In the dichotomous analysis of the content on the Twitter account @OURrescue, there are four categories of content that frequently appear on OURrescue Twitter. The results of the analysis show that the most critical content used by @OURrescue is participation media, with a percentage of 48.35%; this content is used to invite the public to participate in combating human trafficking. In addition, the use of content as a medium of information, with a percentage of 24.18%, shows that the @OURrescue account also provides information related to human trafficking. Furthermore, we can see that there is also the use of content as a coordinating medium with a percentage

of 16.48%; this also shows that the @OURrescue account presents content as a coordinating medium for all elements of society related to human trafficking issues. Moreover, finally, there are narrative media with a percentage of 10.99%; this shows that there needs to be more use of narrations in @OURrescue content. With that, the conclusions drawn from the content analysis show that the content from the @OURrescue account does not prioritise the narrative but how @OURrescue can invite people to be more aware and participate in preventing human trafficking.

4.1.3 Number of References (Timeline by Year) Analysis of @OURrescue Twitter account activity

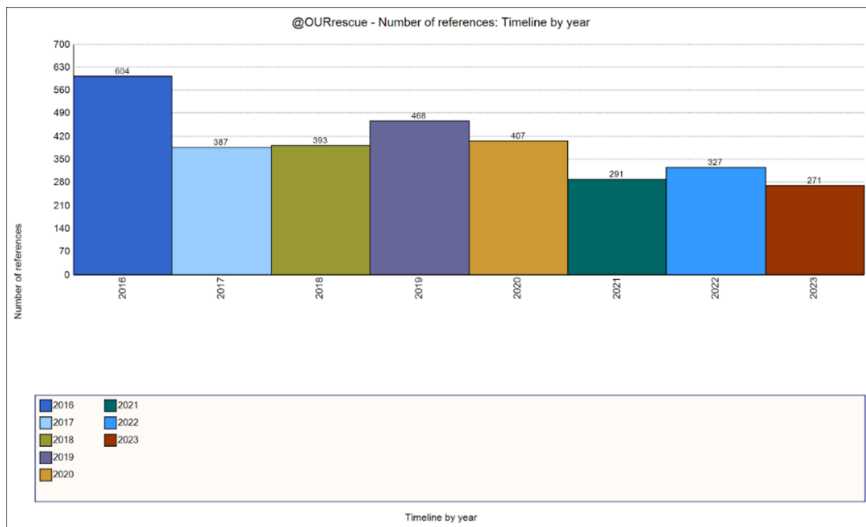


Fig. 3. Analysis on Twitter @OURrescue Number of References

Source: Processed by the author using Nvivo 12Plus

Based on the results of an analysis of account activity seen from the Number of References, it shows that from 2016-2023 the @OURrescue account in posting tweets was very volatile. This can be seen in 2016, there were 604 posts; in 2017, there were 387 posts; in 2018, there were 393 posts; in 2019, there were 468 posts; in 2020, there were 407 posts; in 2021, there were 291 posts; in 2022, there were 327 posts, in 2023 there were 271. The fluctuating results show that this account has not been consistent in disseminating information and educating the public on social media.

4.1.4 Post Type Analysis on Twitter @OURrescue

This analysis shows the spread of posts on the Twitter account @OURrescue. This analysis looks at posts with graph analysis on Nvivo 12Plus. The results of the analysis are shown in the figure below.

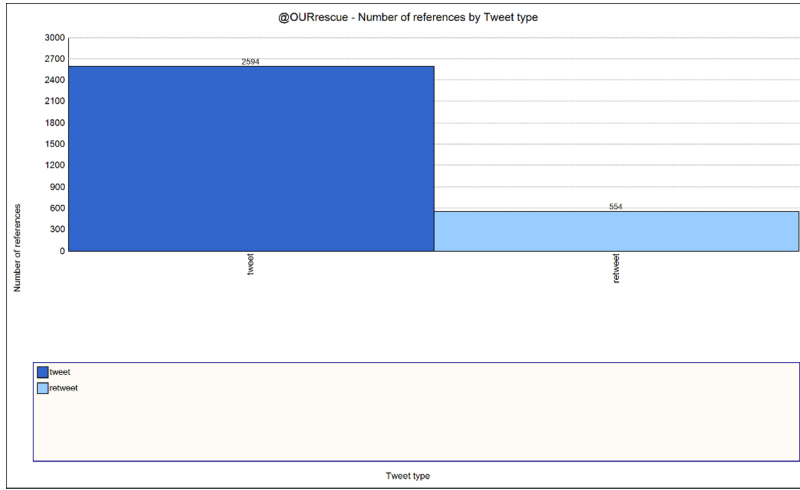


Fig. 4. Twitter Post Type Analysis @OURRescue
Source: Processed by the author using Nvivo 12Plus

The results of this analysis indicate that the types of posts on Twitter are tweets and retweets. Therefore, this shows that the type of tweet that dominates the most, with 2594 tweets, differs from the type of retweet post, with 554 retweets. Thus, we can see that the Twitter account @OURRescue produces its content, while a small part of the tweets refers to other accounts. This is what shows the originality of the Twitter social media account @OURRescue.

4.2 The Influence of Narrative Content on Operation Underground Railroads (Ours) Twitter Account in Human Trafficking Education

Knowing the impact generated by the Operation Underground Railroads (Ours) account's involvement in providing education about human trafficking, it will be studied using Wordcloud analysis based on the dominant narrative or content on the Operation Underground Railroads (Ours) Twitter account. This analysis was limited to the 15 dominant narratives on social media @OURRescue. The results of the analysis are shown in Figure 5 and Table 3.



Fig. 5. @OURRescue Twitter Narrative Analysis
Source: Processed by the author using Nvivo 12Plus

The results of analysis on the Twitter account Operation Underground Railroads (Ours), an organisation engaged in fighting against child sex trafficking and sexual exploitation of children around the world, can be seen by the emergence of several hashtags, including #humantrafficking, #endhumantrafficking, #saveourkids, #childtrafficking, #rapevictim, #trafficking. The use of several hashtags shows harmony with the vision of the Operation Underground Railroads (Ours) organisation to educate many people about protecting children so they do not become victims of human trafficking. Apart from showing similarities with the organisation's vision, hashtags also have an essential role in disseminating information about the importance of preventing acts of human trafficking and saving victims. This shows that the form of having a good impact on using hashtags for Twitter users makes it easy to access information so that people are quickly educated and influenced [27].

In addition to showing resistance to human trafficking using hashtags, it is also shown in the relationship between the Operation Underground Railroads (Ours) Twitter account and activists concerned with human trafficking; some of these activists include; 1) Tim Ballard, is the founder of Operation Underground Railroad, who used to be a former secret agent who has handled various cases, one of which is dismantling a child trafficking network. 2) Barack Obama is a U.S. president who is very concerned about tackling human trafficking. During his reign, he made anti-trafficking a leadership priority. One of Barack Obama's policies related to the prevention of human trafficking, which is very well known to the public, is the Trafficking Victim Protection Act (TVPA) [28]. The emergence of accounts from influential actors using our narratives refers to people focusing on human trafficking issues. The use of narratives related to the issue of human trafficking by these activists is inseparable from the rise of human trafficking in the United States. Known as a superpower, its privileges do not seem to apply because, until now, the United States is still one of the countries where human traffickers go [28]. Human trafficking cases in the United States are often caused by the large flow of immigrants from neighbouring countries, including immigrants from Mexico, who are the most in the United States [29].

The form of education on the Twitter account @OURrescue, besides using hashtags and account relationships with several activists, there are also single narratives that are present which are related to human trafficking crimes such as; 1) Survivor, this narrative shows survivors of human trafficking, 2) End Predator, shows narratives related to people who commit human trafficking, on average, are paedophile predators, so education is needed for everyone to fight against human trafficking, 3) Abuse, present as a form of sexual harassment in the form of coercive actions that occur in human trafficking where they are often used as sex slaves (sex slaves), 4) Police, this narrative shows people who are authorised to handle human trafficking issues, 5) School, this narrative shows that victims related to human trafficking are still at school age. So based on these single narratives, it shows that human trafficking must be prevented together.

In the analysis of data related to the 15 dominant narratives on the Twitter account @OURrescue, it can be seen that the narratives being developed are still oriented towards narratives that invite everyone to fight against human trafficking issues and human trafficking activist accounts. This is shown by the top 5 narratives, namely, four of which are devoted to narratives against human traffickings, such as #humantrafficking, #endhumantrafficking, #trafficking, #saveourkids and one other intended for human trafficking activist accounts such as @barackobama. Apart from that, other developing narratives do not only come from narratives of resistance to human trafficking and activist accounts. However, several other narratives of survivors show that there are still people who have managed to survive human trafficking [30]. Then some old kids and women show that this group is a group that is very vulnerable to human trafficking [31]. Apart from that, there are also narratives related to sexuality which show that victims of human trafficking are often employed as commercial sex workers [32].

Table 3. @OURrescue Twitter Narrative Analysis

Word	Count
#humantrafficking	3530
#endhumantrafficking	1568
#trafficking	714
#saveourkids	438
@barackobama	305
#rapevictim	302
@michelleobama	302
survivor	293
old	272
America	258
sexual	256
kids	255
#childtrafficking	241
@timballard	236
women	228

Based on the analysis that has been carried out above, there are three critical findings from the research as follows:

1. The dichotomy analysis of OURrescue social media content shows that content from OURrescue accounts prioritises action by inviting all members of society to pay more attention to and participate in preventing human trafficking rather than just spreading educational narratives. This is shown by the percentage dichotomous analysis of content from the OURrescue Twitter account using Nvivo 12Plus, which shows that the most important content of the OURrescue account invites the public to participate in the fight against human trafficking.
2. An analysis of the OURrescue Twitter account's activity shows that from 2016 to 2023, posting tweets from the OURrescue account was unstable. For this reason, this shows that the OURrescue account from 2016 to 2023 in disseminating information and educating the public regarding the dangers of human trafficking on social media, in this case, Twitter, is still inconsistent.
3. Through this analysis, we can see that social media Twitter, in this case, is used to spread narratives related to education on the dangers of human trafficking through the use of hashtags. The use of hashtags for Twitter users makes it easier for people to access information so that they can influence people to participate in fighting human trafficking.

5 Conclusion

So from the results of the discussion, three conclusions can be seen: First, in the content dichotomy, the @OURrescue account has participated in combating human trafficking. Second, the @OURrescue account in disseminating information and education to the public still needs to be more consistent than in 2016, which was very active in social media. Third, the @OURrescue account shows the dissemination of narratives related to the fight against human trafficking and plays a role in establishing relationships with actors who often raise issues of human trafficking. This research is expected to be a reference source used in developing similar research in the future so that it is even better.

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