

A Precise Persuasive Communication Strategy to Solve Child Exploitation Problem Due to The Financial Pressure of Marginalized Families

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Abstract

The phenomenon of street children is a global social problem and has reached an alarming point. According to UNICEF, there are 100 million street children in the world. According to Child Hope Asia, it is estimated that there are around 2,530 million street children in Asia. The Indonesian Ministry of Social Affairs announced there are 9,113 street children in the year 2022. In a survey by the Indonesian Child Protection Commission (KPAI) in 2020, from 20 provinces and cities in Indonesia, more children were employed for prostitution and became street children than in previous years. The issue became more complex because the COVID-19 outbreak had a significant impact on the economy and social problems. The Women's Empowerment and Child Protection Office (DP3A) has to have the right persuasive communication strategy to overcome this problem. This research uses descriptive qualitative methods that view social reality as something complex and dynamic. DP3A needs to collaborate with universities to provide community service, maximize mobile consultation activities, be more active in social media to create small discussion forums to make it easier for people to report incidents that harm children, and work with retailers to make donations to people in need during socialization to the community.

Keywords : *child exploitation, family economic condition, persuasive communication, social issues, street children*

Introduction

One of the social problems that is growing rapidly in Indonesia today is the increasing number of poor people, street children, buskers, and people with other social problems. It affects every aspect of people's lives, including the inability to provide for families as well as maintain public order and security. Poverty can lead to an increase in the number of children dropping out of school and eventually potentially taking to the streets.

Law Number 23 of 2002 concerning Child Protection explains the existence of four basic rights of children: the right to live, to grow, to participate, and to be protected. Every child has these four basics from birth, as well as other rights to have the opportunity to grow physically, mentally, and socially. Article 15 of Child Protection Law (UUPA) states that every child has the right to self-protection from abuse in political activities, from involvement in arms disputes, social welfare issues, and events, containing elements of exploitation, violence, and sexual crimes.

We should realize that the delay in fulfilling children's rights, especially street children, has an impact on the survival of children and their families, as well as the welfare of the nation. The family is the first social environment that tends to have the most influence on children's growth. According to (Ariani, Alimsyah, & Ikramullah, 2022), the family's

function is to fulfill and implement the psychological and social functions, also family tasks, including the functions of care, material support, role fulfillment, and socialization to children. This definition focuses on the tasks performed within the family. Children's development will be much more effective if they live with a harmonious family because their economic, educational, social, and psychological needs are met. If this need is not met by the family, then the child tends to try to meet his or her own needs such as doing activities on the streets like street children.

The presence of street children has become an everyday phenomenon in big cities in Indonesia. This phenomenon has an impact on the rapid flow of urbanization and the development of urban environments (Rochatun, Suprayogi, & Sigalingging, 2012). Child exploitation is an attempt by a person or group of people to employ children for public or private gain. In poor families, children are the source of family income, so children are used to practicing from an early age to earn their own money on the streets (Tumangger, 2020).

Street children earn a living on the streets and usually do not receive the proper education they are entitled to. The existence of street children is very contrary to public order and decency because they are usually caught in various crimes. Various negative perceptions and stigmas about street children make them increasingly neglected and difficult to claim their rights. In the end, street children are increasingly undesirable in society. This situation makes their lives riskier, mentally and emotionally unstable in socializing.

The phenomenon of street children is a global problem that has reached an alarming point. According to UNICEF, there are 100 million street children in the world. In Asia, according to *Child Hope Asia*, there are an estimated 2,530 million street children. Based on data from the Ministry of Social Affairs SIKS-NG Application Dashboard as of May 26, 2022, there are 9,113 street children in Indonesia. In addition, a survey by the Indonesian Child Protection Commission (KPAI) in November 2020 on child labor conditions during the Covid-19 pandemic, from 20 provinces and cities in Indonesia, found that most children were employed in prostitution and as street children. This issue is our common concern because Indonesian children are very vulnerable and at high risk of being on the streets. In 2020, the issue of child exploitation became more complex when the COVID-19 outbreak had a significant impact on economic and social shocks in Indonesia. This has a domino effect on child laborers and their families. (Detik News, 2021).

The Bogor City Government gave the task to the Women's Empowerment and Child Protection Service (DP3A) to have the right communication strategy and clear objectives to jointly tackle the problem of exploitation of street children. The strategies used to tackle the problem of child exploitation require time and careful preparation to get good, effective, and maximum results as expected. A persuasive communication strategy is needed to solve this problem. The direction of communication is oriented towards positive effects or impacts. According to Soemirat and Suryana (2017), a persuasive communication strategy is a combination of persuasive communication planning and communication management. Therefore, the strategies implemented to achieve the desired and expected goals can influence a person's attitudes, opinions, and behavior.

The existence of street children or People with Social Welfare Problems (PMKS) in Bogor City is a burden for the Bogor City government in terms of maintaining the aesthetics of the city. The Bogor City Government is intensively conducting raids on people who have

social problems. One of the raids was carried out on street children in several parts of Bogor City based on reports from the public (AyoBogor.com, October 2020). From the data in Table 1.1 below, the communication strategy carried out by the Bogor City Social Office and in collaboration with the Bogor City Office of Women's Empowerment and Child Protection so far in dealing with PPKS, especially the problem of street children, is still not optimal. A total of 123 street children are boys and 19 of them are girls. The number of Social Welfare Service Requirements (PPKS) in Bogor City is shown below:

Table 1.1 Number of Social Welfare Service Needs in Bogor City

No.	Types of PPKS in Bogor City	Boys	Girls
1.	Data on abandoned toddler	76	14
2.	Data on abandoned children	126	38
3.	Data on children facing law consequences	66	0
4.	Data on street children	123	19
5.	Data on children with disabilities	275	174

Source: Bogor City Social Services, 2022

These unwell-educated street children do not know how to develop and improve their standard of living from what they have received now. In Bogor City, many points become nests for street children, such as in Pajajaran Street, Bangbarung Street, and Pandu Street. Initial observations made by researchers found several children begging and busking in the three street areas mentioned. The children from morning until late at night begged in several places, until they brought home sacks containing used cardboard, and used plastic in considerable quantities.

Table 1.2 Data on Street children at Pandu Street

No.	Name	Age	Address	Category
1.	Agil	12 years	Tegal Lega	<i>Children on the street</i>
2.	Erwin	12 years	Tegal Lega	<i>Children on the street</i>
3.	Adit	13 years	Tegal Lega	<i>Children on the street</i>

Source: Bogor City Social Services, 2022

In the initial observation, an interview was conducted with one of the street children in Bangbarung Street who was begging with other friends. This child was employed by his parents because of the family's poor economic problems (Tumengkol, 2016). Children were forced to earn money until late at night on the streets by their parents. Some street corners are their favorite location for begging and busking. The role of parents should be very important in the physical and mental development of children. If in reality, the child becomes a source of family income at an early age, then this is categorized as physical exploitation because the child is employed for the benefit of his or her parents.



Source: Researcher documentation

Figure 1.2 Street children in front of VIP Pajajaran Bogor

In the picture above, a street child was found begging at 11 p.m., this needs serious attention from the government because the child necessarily needs more time for his or her education and enough time to play. The Bogor City Office of Women's Empowerment and Child Protection has strategic goals in fulfilling children's rights and improving children's quality of life. Mayor Bima Arya stated that Bogor City has not been optimal in handling the problem of street children, but continuously strives to implement Bogor City as a Child-Worthy City (KLA), by formulating a program to embrace street children to get a good education and a decent life. The purpose of this study was to analyze the social, economic, educational, and environmental impacts of street children toward the city. This study also analyzes persuasive communication strategies that have been carried out by the Office of Women's Empowerment and Child Protection in overcoming cases of child exploitation so far. It also provides recommendations for more targeted forms of persuasive communication to better solve the problem of street children in Bogor City.

Method

This research uses a descriptive qualitative method based on the post-positivism philosophy, often referred to as a paradigm that views social reality as complex and dynamic (Sugiyono, 2017). Through this qualitative method, it can build and increase understanding of various cases of exploitation of children on the streets of Bogor City, especially around Pajajaran Street, Bangbarung Street, and Pandu Street.

This research uses purposive sampling. Qualitative research usually involves small samples and emphasizes process rather than product. It is limited to a single case. In this study, some people became key informants, informants, and triangulation, namely:

Table 3.1 Key Informant, Informant, dan Triangulation

No.	Name	Position / Status	Description
KEY INFORMANTS			
1.	Rina Andriana	Bogor City DP3A Assistant in the Social Sector	Child exploitation is included in social problems, this key informant works with child exploitation cases in Bogor City.
2.	Iit Rahmatin, S.H., M.H.	Bogor City DP3A Legal Expert in the Field of Child Protection	Street children have special legal rights to be protected, therefore this key informant also works closely with child exploitation problems in Bogor City.
3.	Sumedy, S.E	Commissioner of the Regional Child Protection Commission for Bogor City	The Child Protection Commission has a role and efforts to deal with the problem of child exploitation in Bogor City. KPAID particularly gives its attention to children who are exploited by their parents.
STREET CHILDREN AS INFORMANTS			
1	Agil (12 years)	A street child in Pandu Street area	Agil is one of the street children who make money by begging in Pandu Street area.
2	Erwin (12 years)	A street child in Pandu Street area	Erwin is one of the street children who make money by begging in Pandu Street area.
3	Adit (13 years)	A street child in Pandu Street area	Adit is one of the street children who make money by begging in Pandu Street area.
TRIANGULATION			
1	Silviany Fitria, S.Psi, M.M.	Psychologist	A source triangulation is to test the credibility of the data

Results and Discussion

1. Social, Economic, Educational, and Environmental Impacts on Street Children

1.1. Social Impact

Street children with various kinds of stigma and social conflicts are difficult problems to solve. Children's social behavior is influenced by where they live or where they are. The behavior of street children is influenced by the instability of physical, mental, social, and economic development in their lives. Street children are often found wearing dirty clothes and looking filthy. According to (Rochatun, Suprayogi, & Sigalingging, 2012), the assumption of society and the social stigma that has been attached to street children is that they are socially isolated and unable to

change their condition. Another stigma, they find it difficult to interact with society in general.

This condition is one of the macro problems that lead to the alienation of street children in the social order society. The negative stigma that accompanies it such as juvenile delinquency, crime, and drug abuse worsens the reputation of street children by society. Moreover, supported by their thug-like way of dressing, dirtiness, and tattoos make these underage street children have deviant social behavior, it can even be bad for the surrounding community and the environment where they live. In reality, these street children ignore negative talk about them so they can focus more on helping the family's economy. They continue to carry out activities on the streets from 5 pm - 12 pm. It takes them a long time to earn money on the streets, but these street children do not feel that they are in an alarming position, vulnerable to violence, and threats on the streets.

1.2. Economic Impact

The economic impact of street children begins with a crisis that occurs in the family, especially in families with a large number of members because it can instantly damage the family's economic health. Many needs must be met with an insufficient amount of money. This unstable economic condition drives parents to employ their children on the streets by busking or begging around the red lights. Children are supposed to get love from both parents, but in reality, they are urged to work on the streets with risks that are harmful to children.

Article 13 Paragraph 1 of Law Number 23, year 2002 concerning Child Protection has been explained and affirmed that every child while still in the care of parents, guardians, or parties responsible for custody rights, has the right to protection from discrimination, economic exploitation, cruelty, sexual, persecution, violence and other negative treatment that harms child development.

Employing children for the reason of meeting the daily needs of the family that cannot be met by parents in their daily lives, is called an act of exploitation towards children. Families in poor financial conditions are forced to encourage children to work to ease the burden on their parents at home, according to the following interviews:

"..... A day I can get 50,000 rupiahs from 5 pm to 1 am, the result is I give my mother for daily needs at home. You see, mom doesn't work, dad only works as a builder." (interview with Adit – street kid).

This boy let his sleeping hours decrease to make money on the streets, ignoring his health condition especially when it rains, and without considering his safety. Children usually beg in restaurants, coffee shops, and *cafes*. This activity is carried out so they can bring money home for their parents. Parents at home do not worry about their children begging late at night. The location of the begging is also very far from home, according to the results of the interview as follows:

"..... Parents at home say it's okay I'm on the street until night, I'm on the street so I can get money to help the elderly cook meal. You see, my father only gives me 2,000 rupiahs a day." (interview with Agil – street kid).

The unstable family economy makes these street children continue to carry out their daily activities on the streets to make money, by doing activities on the streets they get money for their daily lives.

"..... My father's job is a driver, but his job is not every day so my mother's job is to be a babysitter for the neighbor's child." (June 23, 2022 interview with Erwin – street kid).

1.3. Education Impact

The education of street children is threatened and some even have to drop out of school. Education is essentially indispensable for further survival. Street children should have the right to proper education. However, it is ignored by parents with lower incomes. They tend to escape from the responsibility for their child's future. According to (Husin & Guntara, 2021), the problem faced by these street children is limited access to education, and it is difficult for them to change for the better in education.

Parents of street children usually have a low understanding of their children's rights that should be safeguarded and fulfilled. The chances of child exploitation become greater when parents do not pay attention to these rights. The treatment of parents who direct their children to busking and begging is a form of poor parental education (Yuniarti, 2012). They even choose not to understand how to educate children well.

"..... I'm in the 1st grade of junior high school in Kampung Pasar Jumat. It is located far away in Ciampea. I live with my uncle in Ciampea during school days. During vacation, I live here with my parents. But sometimes I don't go to school if my father doesn't have a job, so it won't cost me to go there." (interview with Adit – Street boy).

"..... I'm just like Adit, but I'm in the 6th grade of elementary school. I used to live and go to school in the Leuwiliang area and now I have moved to Tegal Lega, so I don't go to school anymore because it's too far away, and mom says the cost is too expensive." (interview with Agil – Street boy).

The thinking of low-income parents is that working on the streets can earn enough money without having to think about education. The case of parents who teach to beg and exploit street children in Bogor City, especially in Pandu Street and Bangbarung Street can be seen from the low level of parental education. Parents who exploit their children, on average, have finished elementary school or even are not educated.

"..... Mom and dad never went to school, because there used to be no money to go to school." (interview with Adit – street kid).

"..... my mother and father went to elementary school, and after they graduated they were told to work in Leuwiliang." (interview with Edwin – street kid).

Poorly educated parents do not understand the problems of the Law on Child Exploitation.

"..... when we educate parents who exploit their children, so far they do not know that there is a law regarding the fulfillment of children's rights. If the child is already on the street, it means that this child is not given rights by his parents. The education factor of parents, especially mothers, is very influential in raising their children." (interview with Rina Andriana – DP3A Social Affairs Assistant).

Parental education factors become obstacles to children's motivation to go to school, as the interview results as follows:

"..... This child must get a proper education because it is very influential on these street children. What kind of education will bring them forward, what will they become, and what kind of jobs will they get to meet the needs of their families? Education is a benchmark for their success in the future. I believe if these street children get more attention from the government, then the education of street children in the future will improve." (interview with Iit Rahmatin, S.H., M.H. – Legal Expert DP3A Bogor City).

1.4. Environmental Impact

Environmental conditions are included in the driving factors for the exploitation of children. In general, children who experience exploitation live in slums, lower layers, and irregular communities. Irregular community life has a negative impact on street children, the areas or neighborhoods that are usually occupied by low-income families can affect children's mental health.

"..... I live in the rented area of Tegal Lega, my friends also like to go to the streets to make money." (interview with Edwin – street kid).

"..... My friends often bring me along to this area. Sometimes someone will bring a guitar but they are older than me. If they are the same age as mine, we will go together begging at restaurants. sometimes when sitting on the side of the road, sometimes people give me money or food." (interview with Adit – street kid).

The key informant explained his opinion:

"..... Street children are in a bad environment, affecting the child's growth. The environment of these street children has a lot of bad effects." (interview with Sumedy, S.E – Commissioner of KPAID Bogor City).

The environment influences these street children, on the behavior, interaction, motivation, traits, values, and personality. Street children can get motivation from peers to take to the streets. The nature of children who do not yet have a firm stance makes them easily influenced.

"..... My peer once said that if you hang out on the streets, you can get a lot of money. When I went to the streets, he was right. I can get money for me to buy snacks and give them to my younger siblings." (interview with Agil – street kid).

"..... If I get 20,000 rupiah, I am already happy, so that tomorrow I can buy snacks. Usually, my father would not give me any pocket money because 20,000 is big for my snacks. But sometimes I like to give 10,000 to my mother." (interview with Edwin – street kid).

The act of persuasion carried out by his peers managed to make Agil take to the streets because on the streets he could earn money. Peers greatly determine the thinking, development, and even behavior of children. In this case, children must be embraced by parents to be wise in determining playmates and to grow and develop in a good friendship environment. Families can teach the importance of education for their children's future, establish good and comfortable communication so that children feel protected, and get their rights that have been stipulated by child protection laws (Machmud, Alim, & Rasmi, 2020). In reality, many street children waste their time outside their home earning money for their families, neglecting their study time, and not getting support from their parents to get a proper education.

2. Persuasive Communication Strategy Carried Out by the Bogor City Office of Women's Empowerment and Child Protection in Overcoming Child Exploitation Cases So Far

The persuasive communication strategy in handling child exploitation cases in Bogor City carried out by the Bogor City Women's Empowerment and Child Protection Office assisted by UPTD PPA Bogor City, Social Services, SAT POL PP Bogor City and KPAID Bogor City is by providing socialization and approaches. These activities are carried out for street children and communities who are vulnerable to exploitation and other social problems. DP3A Bogor City makes approaches so that information or socialization messages reach the community following the strategy set by DP3A in collaboration with various parties. The persuasive communication strategy that is carried out can be categorized based on the concept developed by (Soemirat, 2017) as follows:

2.1. Persuader

The persuader that handles the problem of child exploitation is DP3A Bogor City, UPTD PPA Bogor City, and KPAID Bogor City. DP3A is given the task by the Bogor City Government to oversee the problems of children and women including children who do not get basic rights, women who get domestic violence, and sexual

crimes. DP3A's vision, mission, goals, and functions are dedicated to children and women's protection in Bogor City.

UPTD PPA Bogor City is one of the Technical Implementation Units in the issue of protecting women and children. UPTD PPA is assigned by the Bogor City Government under the auspices of DP3A to provide services for women and children who experience violence, discrimination, and need special protection. UPTD PPA helps DP3A to solve the problems of children and women and provides synergy in reducing children's problems including the exploitation of street children in Bogor City in particular.

DP3A and UPTD PPA convey messages verbally and nonverbally. Verbally, DP3A and UPTD PPA held socialization by meeting the community directly. Target communities have been pre-mapped according to the severity of problems involving children and women. Nonverbal socialization carried out by DP3A and UPTD PPA is carried out through Instagram accounts by making *posters* or posts on social media about children's and women's problems (Siregar & Muslem, 2022). DP3A acts as a public informant, educator, and persuator. As an informant, DP3A provides information related to the vision and mission that has been set, information that can be accounted for regarding women's problems, children's problems, and especially child exploitation. The information conveyed by DP3A is educational, providing an understanding of human values, the importance of children's rights, and the importance of children living in harmonious families. In addition, the information conveyed by DP3A is persuasive, inviting the public to be able to understand children's rights and understand child exploitation so as not to be mistaken in the future.



Source: UPTD PPA Documentation

Figure 4.5 Socialization of UPTD PPA in Cimahpar Distri

2.2. Persuadee

The supporters of DP3A, UPTD PPA are children and women, in the issue of street children exploitation on the street. They are the children who do not have the basic right to live and develop in a harmonious family, children who are not given protection by parents or family, and children who are used physically as material for exploitation for economic purposes, such as sexual exploitation. Based on persuadee indicators, the first factor of a communication strategy is to know the audience and know that the aims of the message conveyed by the communicator are conveyed on point. In addition, it creates togetherness in the interests between communicators and communicates. The audience usually consists of individuals, groups, communities, and masses. In conveying information or messages to a wide audience, the most important thing is to know the background of the audience and their needs from the message. So, the communicator can easily compile the message and the message will be conveyed well by the audience. The analysis in determining the audience carried out by DP3A and UPTD PPA are those who are vulnerable to economic exploitation or sexual exploitation. These vulnerable communities need to be considered and given education and socialization about the negative impacts of child exploitation.

Social Service, SATPOL PP, and KPAID have their respective roles in solving the problem of child exploitation. In their socialization activities, these three communicators must know their audience well. The Social Service has a role to monitor conditions in the field, SATPOL PP has a role to bring order to targets when conducting surprise inspections in the field, and KPAID acts as a commission that protects the rights of street children in Bogor City.

2.3. Perception

The perception that DP3A wants from society to reduce the impact of child exploitation is to change mindsets, behavior, and culture. Perception in the science of sociocultural strategy is an attitude that is influenced by people around. In the case of street children, attitudes are influenced by peers, family, and environment. These street children are invited and seduced to take to the streets by busking or begging on Pandu Street by friends who have taken to the streets first.

A change in mindset means that the intended audience knows and understands that child exploitation, such as economic exploitation or sexual exploitation is not allowed for any reason. If violated, it will get sanctions and punishments for the crime. Changes in behavior mean that the intended audience is more courageous to report social problems including child exploitation in their environment. Cultural change means that people will not ignore child exploitation for any reason.

2.4. Persuasive Message

A message is everything conveyed by a person with a symbol of perception and received by an audience with various meanings (Cangara, 2013). Persuasive messages in persuasive communication components are claims, warrants, and data. "Claim" during socialization is the content of the message that is easily conveyed using simple words that can be understood by all levels of society. "Warrant" is

socializing by inviting or persuading people to no longer use their children for begging or busking. Meanwhile, "data" is used to reinforce the message of DP3A by outlining the provisions of the law issued by the Bogor City Government on the prohibition of child exploitation and providing valid data on the number of street children exploited by their parents.

DP3A's socialization message is conveyed and designed in such a way as to attract the attention of the intended audience. The message must match the expected purpose. The message conveyed is persuasive or invites the community to avoid child exploitation. For parents who have exploited their children, DP3A takes a direct approach in the form of coaching. In its socialization activities, DP3A Bogor City said that everyone is prohibited from allowing, placing, committing, ordering, or participating in the economic and sexual exploitation of children, referring to Article 761 of the Child Protection Law Number 35 of 2014.

The preparation of messages in DP3A socialization as communicators in this socialization are needed to adjust the message to the intended audience. This is due to the different levels of understanding in audiences that have been mapped to be given a deeper focus on the social problems they experience.

2.5. Persuasive Channels

The persuasive channel carried out by DP3A in socialization to reduce child exploitation is to go to the field directly to meet with the community, especially those who experience social problems or are vulnerable to social problems. These actions aim to reach a wider audience. When receiving reports from residents or local communities, DP3A immediately went to the field in collaboration with the Social Service and SATPOL PP for wider outreach.

The persuasive channels carried out by DP3A to deal with the problem of child exploitation are verbal and nonverbal. In verbal there is a program called "*Koling*" or mobile consultation (*konsultasi keliling*). This program was designed by DP3A to help people who experience social problems. For nonverbal channels, DP3A activates social media by posting information related to child exploitation and children's rights.



Source: UPTD PPA Documentation

Figure 4.6 Socialization of UPTD PPA in Muara Sari District

2.6. Feedback and Effects

Feedback and effects of socialization are expected by DP3A from the community so that they understand the importance of safeguarding children's rights and understand the adverse effects of child exploitation. DP3A provides education on children's problems. The expected feedback and effect from families are to change mindsets and behaviors so that street children no longer wander around in the middle of the night begging or busking at red lights or streets. Feedback and effects determine the effectiveness of the socialization message delivered by the Agency. When the socialization message is easy to understand and provides a new view of children's rights, this socialization is said to be able to persuade people not to commit child exploitation continuously. The socialization that has been carried out should be able to produce a positive impact so that it can run well and give a good impression in front of the community.

The main feedback and effect desired by DP3A is the occurrence of meaningful changes for society through socialization. The socialization that has been carried out has slowly made people aware of the importance of understanding and implementing children's rights in the family. Children's rights to be protected and efforts to change people's attitudes are increasingly an obstacle because these changes in attitudes or feedback cannot be controlled by DP3A. After socialization with the community, the next step is for DP3A to evaluate the results of socialization by conducting periodic evaluations to obtain feedback from the community.

Conclusion

The conclusions of this research are as follows:

1. The persuasive communication strategy implemented by the authorities to deal with child exploitation is divided into seven instruments: persuader, persuadee, perception, persuasive message, persuasive channel, feedback, and effect.
2. The persuasive communication strategies used by this study can overcome child exploitation problems with the seven instruments mentioned.

Suggestion

1. The Bogor City Office of Women's Empowerment should collaborate with Child Protection by involving Universities to provide community service by running a Halfway House or "*Rumah Singgah*" activity in Bogor City.
2. The Bogor City Women's Empowerment and Child Protection Office should maximize mobile consultation "*Koling*" or "*Konsultasi Keliling*" activities to various regions in Bogor City to reduce child exploitation.
3. The Bogor City Office of Women's Empowerment and Child Protection should actively activate social media to create small discussion forums to make it easier for people to report incidents that harm children, for example, child exploitation.
4. It is better for the Bogor City Women's Empowerment and Child Protection Office to hold a *Memorandum of Understanding (MoU)* with the *supermarket* to donate to residents in need during socialization in the community.

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