

Unrevealing the Role of Social Media on Online Sex Trafficking: A Case Study and Conceptual Model of Cyber Prostitution in Indonesia

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ABSTRACT

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Online prostitution is an example of cybercrime which is increasingly happening in today's digital era. Even though online prostitution cases have been well documented, in Indonesia itself there is no criminal law regulation that specifically addresses prostitution cases that occur on social media. Likewise, there is a lack of research that discusses the process of how online prostitution cases can occur from start to finish and social media interventions in these cases. The average previous research only focused on law violations that occurred at the final stage or at the exploitation stage. This indirectly ignores the role of social media in the process of building trust between perpetrators and victims (trust building), the process of trading or advertising (advertising), and the process of transactions between perpetrators and potential buyers (transactions). Therefore, in this study the author will discuss the role of technology in online prostitution cases and their relationship with criminals, victims and members of the police. The research design used by the author is Research & Development Level 1. The data in this study were obtained using in-depth interviews with informants and analysed by a deductive approach adapted from Nunamaker's research. Based on the results of the data analysis that has been carried out, the author finds that the social media most used by the actors is the MiChat application as much as 44%, Facebook 26%, WhatsApp 12% and other applications as much as 18%. In addition, this research also produces a conceptual model that describes the various processes that occur in online prostitution cases and the role of each social unit and social media. The conceptual model has been tested and validated by experts using the rating scale method. Obtained a percentage value of 86.67%. The results of this assessment prove that the conceptual model created is very feasible.

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1 Introduction

Developments and changes that occur in daily life cannot be separated from the influence of Information and Communication Technology (ICT) (Budiman, Arifudin, et al., 2022; Nasution et al., 2020). This statement is supported by the results of research that proves the benefits of Information and Communication Technology (ICT) in the business world by finding a positive correlation between Information and Communication Technology (ICT) and bank profitability in Nigeria (Simanjuntak & Handoko, 2019). This research also proves that the role and adoption of Information and Communication Technology (ICT) in an organization or industry can increase the profits and income of the organization. In addition, information technology is used so that every business process in industrial companies becomes more effective, efficient and well controlled (Khoirunnisa et al., 2021). This strategy is based on the ease of information systems that can be accessed and used as business tools (Budiman, Adi, et al., 2022).

Information and communication technology has a positive impact on everyday life. One example is the use of social media. Along with the development of technology and the internet, people are starting to frequently use social media in their daily lives because of the ease of internet access which facilitates communication between two or more people and is not affected by how far the distance is between one person and another (Budiman et al., 2020). Even though Information and Communication Technology (ICT) has many positive impacts on everyday life, Information and Communication Technology (ICT) is still widely used by humans to commit crimes.

Crimes that use Information and Communication Technology (ICT) or all types of computer networks and cyber technology are called cybercrimes or cybercrime (Naro et al., 2020). Cybercrime is touted as any malicious behaviour related to computers. Cybercrime has a broad definition, but at its core cybercrime is crime assisted by technology, often occurring on the internet (Payne et al., 2019). The true impact of cybercrime on society is difficult to assess, as it has financial and social impacts depending on what type of crime has been committed. In addition, cybercrime can also be defined as the act of changing, damaging, deleting, or using computer data with the intention of deceiving, using computer services without permission, interfering with computer services, assisting others in accessing computers illegally or inserting viruses or bugs into system or network (Indrayani & Maharani, 2022). One example of cybercrime that is currently being widely discussed is the case of prostitution which utilizes Information and Communication Technology (ICT) in the form of social media in carrying out its actions (Nurgiansah, 2020). Online prostitution can be defined as a crime of prostitution that has begun to take advantage of social media and will continue to develop along with the development of Information and Communication Technology (ICT) (Chan et al., 2019).

One example of research that discusses the use of Information and Communication Technology (ICT) in prostitution cases is research discusses about young Korean women who are recruited by online prostitution criminals in the United States through advertisements spread through social media (Dalton & Jung, 2019). In addition, the results of this study found that Information and Communication Technology (ICT) has a significant role in assisting prostitution crimes. This research proves the role of social media not only as a medium for spreading advertisements, but also as a medium for recruiting young women in Korea to be used as a Commercial Sex Worker (PSK). The role of Information and Communication Technology (ICT) is very diverse and includes all processes that occur in online prostitution cases. In addition, in online prostitution cases, it was found that social media has many roles. For example, as a tool to find potential customers, transact with potential customers, provide access and tools to disseminate information about prostitution services (Duke et al., 2018). This statement is also supported by the results of research discusses the use of the social media Twitter in the online prostitution case (Hernández-Álvarez, 2019). This research produces evidence that there is an element of kidnapping in online prostitution cases and perpetrators use social media Twitter to lure their victims. From this study it was also concluded that there is a stage of trust building between victims and perpetrators of crime.

Lack of parental supervision and understanding of the dangers of social media will cause or direct minors to cybercrimes. Pew Research has researched the activities of teenagers in cyberspace. This research found that as many as 92% of youth aged less than 18 years will interact in cyberspace every day (Yuhermansyah & Zahara, 2018). Nearly 3 out of 4 people or 75% have a smartphone and 88% have at least one smartphone. In fact, 89% of teens reported using at least one social media site or app, and 71% said their minors used two or more sites. This can have positive and negative impacts on children's social change (Fitri, 2017). Therefore, research is needed to discuss the dangerous role of Information and Communication Technology (ICT), especially in online prostitution cases. This is because online prostitution cases involve almost all smartphone users. In addition, cases of online prostitution will continue to grow along with the development of digital technology.

The case of online prostitution in Indonesia that can be an example and needs more attention is the case that occurred in a 14-year-old girl in the city of Bandung. In this case, the victim was kidnapped and then sold as a Commercial Sex Worker (PSK) through MiChat social media. This case began when the perpetrator approached the victim via social media. After getting acquainted, the perpetrator asked the victim to meet, then the victim was kidnapped after the perpetrator gave the victim liquor. The search process was carried out by the family using the help of Facebook social media where the family wrote a request for help on their status page. The perpetrator was successfully tracked down when one netizen saw the information spread by the perpetrator on the MiChat application and the victim was rescued 7 (seven) days after the kidnapping. These cases can be categorized not only as

cases of prostitution, but also as cases of kidnapping, cases of human trafficking and cases of exploitation of minors. Apart from that, from the cases described above, it was also found that there was a process of approach or trust building carried out by the perpetrators through social media to kidnap their victims. This proves that social media has many roles in online prostitution cases, not only as a marketing medium, but also used by perpetrators as a tool to approach potential victims. The author also finds that the tracking process is still carried out in a simple manner by the family and the general public or internet users who do not yet have knowledge about the patterns of behaviour of criminals to facilitate the tracking and identification process.

Even though cases of online prostitution have been well documented, discussions about the process flow and the role of social media in this crime case are still being ignored. Policy making, service provision, and past research have often focused on criminal offenses that have occurred in the late stages or during the exploitation stage. This indirectly ignores the role of social media in the process of building trust between perpetrators and victims (trust building), the process of trading or advertising (advertising), and the process of transactions between perpetrators and potential buyers (transactions) as previously discussed. Indonesia's positive legislation still does not meet the needs of society in dealing with criminal acts of prostitution that often occur. This is because there is still a lack of knowledge and laws that ensnare more specific cybercrimes such as online prostitution cases. The crime of prostitution only applies to people who promote prostitution, in this case pimps. Those who practice prostitution, in this case commercial sex workers and users of prostitution services, cannot be prosecuted under the current positive law.

Therefore, a conceptual model is needed to explain in detail online prostitution cases which are too complex. It is hoped that this conceptual model can become a benchmark to assist the police in increasing the efficiency of the process of tracking perpetrators as well as a reference for making new laws that can deal with more complex prostitution cases. In this study, the authors will discuss the creation of a conceptual model that highlights the role of social media in online prostitution cases that have occurred in Indonesia from 2020 to 2021.

Even though there has been research that discusses the behaviour patterns and characteristics of online criminals or cybercrimes as well as research that produces conceptual models of online crime cases, there are still differences from the research that the authors conducted with previous studies. Previous research that has similarities with research conducted by the author is research conducted by Demetis and Kietzmann (2021). This research examines the phenomenon of online child sexual exploitation in England. This study uses a ground theory approach to examine the role of technology and social actors in online child sexual exploitation cases. The similarity of the research conducted by Demetis with the research conducted by the author is that this research both describes how the use of technology triggers and mitigates a cybercrime phenomenon. In addition, this research produces model construction, generalizes the interrelationships of technology and discusses the role of information systems in overcoming cybercrime cases. While the difference from this study is in the research subjects. Demetis chose the phenomenon of child sexual exploitation as the subject of his research, while the author chose the phenomenon of online prostitution as the subject of his research.

2 Model

2.1 Research Model

Qualitative research is a research procedure that describes or describes an object of research based on observable characteristics so that truth is found that can be accepted by the human mind (Brown-Saracino, 2021). Qualitative research is a type of research that produces data that can be achieved or obtained using statistical procedures or other means of quantitative measurement. A qualitative approach requires writers to have plans or guidelines for conducting research, where the data collected is in the form of opinions, responses, information, concepts and explanations in the form of descriptions (Lobe et al., 2020). This analysis was carried out with the intention of knowing the role of information technology or social media in online prostitution cases in Indonesia.

Descriptive qualitative uses several methods or research steps based on observations of phenomena that can be explained in detail and scientifically. Observations were made starting from narrow or small topics and moving on to broader topics. This research uses qualitative research methods to produce descriptive data in the form of graphic images, flowcharts, frameworks, written words,

observable observations or observations of a person's behaviour, and results from interviews or someone's speech. This study uses descriptive analysis, which is an analysis that provides an overview of an object in the form of a sentence based on the selected research title, namely the role of information technology or social media in online prostitution cases.

The author uses a netnographic research design. Netnography is a research design through ethnographic research that combines online archives and interactions (Annisa, 2019). Netnographic research retrieves data from interactions or communications carried out by humans using computer media. In netnography, the process of collecting data either by observation or observation is done digitally. For this study, the authors decided to use a pure netnographic research design. Therefore, the data that the writer will take comes from informants or informants and matters relating to the object of research. The author uses the Research & Development level 1 model as the research design. Model Research & Development level 1 is usually used to create product designs or models which will later be validated internally by someone who is considered an expert in their field (Tapo, 2019). This is done so that the resulting data is tested for validity, reliability, objectivity and completeness. The stages of research on the Research & Development level 1 model can be seen in Figure 1.

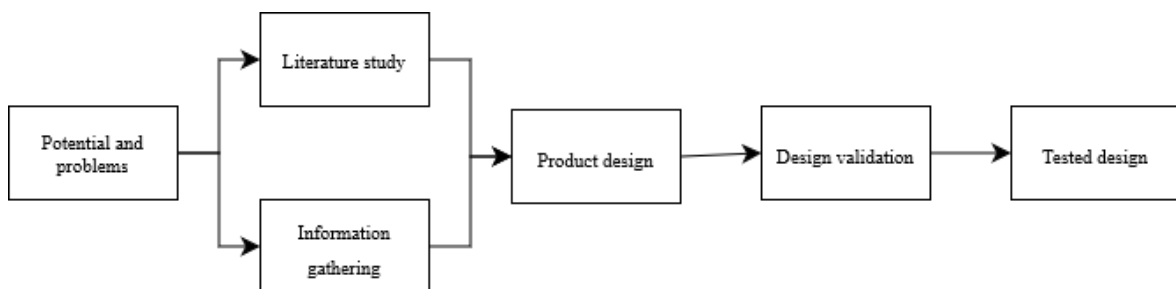


Figure 1. Research & Development Level 1 model

Research always begins with a potential or problem. Potential is anything that if utilized will have added value. Problems can also be turned into potentials, if the author can utilize the problem. Problems will occur if there is a deviation between what is expected and what is happening. This problem can be overcome through R & D, namely by researching it, so that an effective integrated management model, system or pattern can be found that can be used to overcome this problem. The potentials and problems raised in a study must be demonstrated by empirical data. Data on potentials and problems do not have to be searched alone, but can also be based on other people's research reports or from documentation of activity reports originating from certain individuals or agencies that are still up-to-date. After the potential and problems can be shown factually and up-to-date, the next step is to collect various information and literature studies that can be used as material for planning to make certain products that are expected to overcome these problems. This study is aimed at finding concepts and theoretical foundations that can strengthen a product, especially those related to educational products, for example products in the form of programs, models, systems, software, approaches, and so on. Through this literature study, the authors will examine the scope of a conceptual model, the breadth of use, the supporting conditions so that the conceptual model can be used or implemented optimally, as well as its limitations and advantages. Literature study is also needed to find out the most appropriate steps in developing the product.

The products resulting from a Research & Development Level 1 study are very diverse. The product produced in this study is a conceptual model for reconstructing online prostitution cases. The author makes a conceptual model design based on interviews with expert sources and assessments and suggestions provided by experts so that weaknesses can be found in the conceptual model. The author examines references related to the role of technology in online prostitution cases along with other indicators. The end result of this research is a conceptual model that is complete with specifications. This design is still hypothetical, because its effectiveness has not been proven, and can only be known after passing tests. The conceptual model design must be embodied in the form of an image or chart, so that it can be used as a guide for assessing and making it, and will make it easier for other parties to understand it better.

Design validation is an activity process that aims to assess whether the rational design of a conceptual model will be appropriate in content and context or not. It is said rationally, because validation at this stage is still an assessment based on rational thinking, not yet based on field facts.

Conceptual model validation can be carried out by presenting several experts or experts who have experience providing an assessment of the designed conceptual model. Each expert was asked to provide the value of the new design, so that the next steps can be identified strengths and weaknesses. Design validation can be carried out in a discussion forum. Before discussing, the author presented the research process until the design was found, along with its advantages. After the conceptual model design was created and validated through discussions with experts and other experts. Then the weaknesses will be known. These weaknesses are then tried to be reduced by improving the design. The author is in charge of improving the design of the conceptual model.

3 Method

3.1 Sampling

The samples in qualitative research are not called respondents, but sources or informants (Syaripudin et al., 2020). The sample in qualitative research is also not referred to as a statistical sample, but rather a theoretical sample because the purpose of qualitative research is to generate theory. The sample is part of a number of characteristics possessed by the population (Ichsan, 2020). Sampling is done if the study has a large population and has limitations in conducting research. As for sampling, this sampling must be truly representative, so that the data taken can represent the entire existing population. In addition, there is no specific benchmark for the number of samples for qualitative research (Ismiati & Andayani, 2021). Apart from the data collection method that uses observation, interviews, and discussions which of course require a long time so it is not possible to take too many samples (Azwari & Rajab, 2021). Qualitative research does not recognize a minimum sample size (Yanny & Sianturi, 2021). Generally, qualitative research uses a small number of samples. Even in certain cases using only 1 informant.

The author decided to use a sample collection technique with purposive sampling technique. Purposive sampling can be defined as a sampling technique for data sources with certain considerations (Miatun & Santoso, 2020). The author uses a random sampling method where the targeted sample group has certain attributes. A purposive sample that focuses more on selected informants or sources who have in-depth knowledge of the topic under study (Jessica & Angraini, 2022). Certain considerations meant by the writer are people who are considered to know best about what the writer hopes for which will make it easier for the writer to explore the object or social situation to be studied. The samples in this study were key informants, namely Mr. Dedi Dahrudin E.P, S.H.; Mr. Ibnu Akbari, S.H. and Mr. Yudho Asmoro

3.2 Data Collection

Various data collection strategies in qualitative research can generally be grouped into two types of methods, namely interactive and non-interactive data collection methods or techniques. Interactive data means that there is a possibility of mutual influence between the author and the data source. Non-interactive techniques have absolutely no influence between the author and the data source, because the data source is in the form of objects, or the data source is human or something else. Qualitative research techniques are basically an investigative process, meaning that the writer can make sense of social phenomena in stages, then carry them out, mostly by contrasting, comparing, reflecting, and classifying the objects of a study. All of these activities are sampling, to find the uniformity and generality of the social world, and activities are carried out continuously and repeatedly by qualitative field writers. Data collection can be done in various settings, various sources, and various ways. In qualitative research, data collection is carried out in natural settings (natural conditions), primary data sources, and data collection techniques are more on participatory observation as well as in-depth interviews and documentation. Based on this explanation, the data collection techniques that the authors use include interviews, observation and documentation.

3.3 Data Validity

Checking the validity of data basically, apart from being used to refute accusations against qualitative research which say it is unscientific, is also an integral element of the body of knowledge of qualitative research. The validity of the data is done to prove whether the research being carried out is truly scientific research as well as to test the data obtained. Data validity tests in qualitative research

include credibility tests, transferability tests, dependability tests and confirmability tests. At this stage, the Cirebon City Police acts as an expert to test the validity of the data that the author uses. The data validity test that carried out is as follows.

3.3.1 *Credibility*

Data credibility is also obtained through a triangulation process. The type of triangulation can be seen from different individuals, data types, theories, and data collection methods. This is to ensure that the research will be accurate because the information refers to various sources of information, individuals, or processes. In this study, the authors used various sources in the form of interviews with police officers as primary sources, and observation and document review as secondary sources. The type of data is the results of interviews, observations and news reviews of online prostitution cases. In addition, in using theory, the writer collects and examines several written sources from various literature related to the topic to build research instruments.

3.3.2 *Transferability*

The author uses detailed and varied descriptions, as well as detailed and systematic reports on the steps to find research results. The results of this study are expected to be understood clearly and can be applied to other or similar situations, phenomena, or subject characteristics. In this case, the research findings can be applied to online prostitution cases in various cities in Indonesia.

3.3.3 *Dependability*

The dependability test in qualitative research is carried out to test the entire research process. the author conducts research systematically from the beginning to the conclusion guided by the supervisor. the author also checks the data to get the certainty and stability of the data. To ensure that the data is coherent with the research questions, the authors ensure that the process of data collection and data analysis is in accordance with the results of data collection. In this study, the findings of the data were consulted and discussed with the thesis supervisor and one member of the police as an expert.

3.3.4 *Confirmability/Objectivity*

Objectivity is determined by examining the internal relationships between data analysis, findings, interpretations, and recommendations. Materials that can be used in this aspect include field notes, memos, manual coding, process notes and so on. To achieve objectivity, the authors provide all the data and ask for expert reviews to provide comments, opinions, and suggestions regarding data analysis. Then, the results were reviewed by expert experts. The author obtains information or data in different ways, namely observation, interviews and documentation. This emphasizes the use of different techniques to obtain the same data.

3.4 **Data Analysis**

The author uses a data analysis process model from research conducted by Elo and Kyngas with the title "The Qualitative Content Analysis" (Armat et al., 2018). The data analysis process model can be seen in Figure 2.

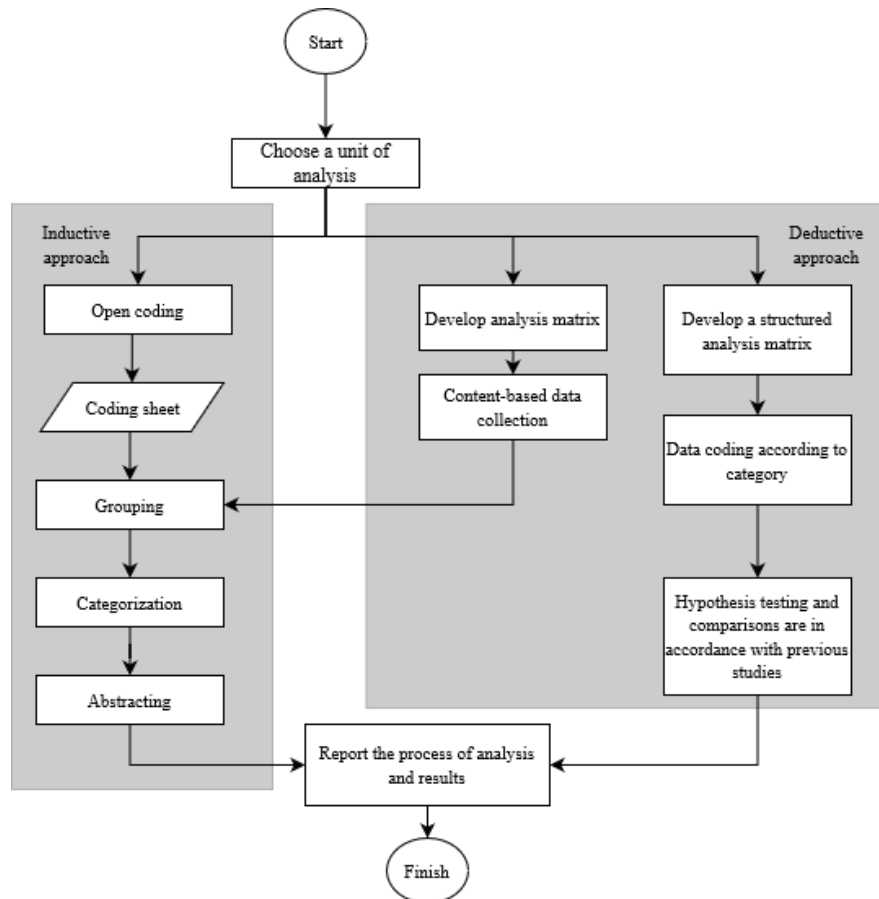


Figure 2. Content analysis process

3.4.1 Preparation Phase

The Content Analysis process is divided into 3 main phases, namely preparation, organizing, and reporting. However, there are no systematic rules for analysing data. The purpose of Content Analysis is to analyse large amounts of text data, then classify the data into more specific categories. The preparation stage begins with the selection of analysis data. Research shows that the most suitable unit of analysis for qualitative data is all the results of interviews or observational protocols that are large enough to be considered as a whole and small enough to be remembered as context during the analysis process (Suryani & Suharyanto, 2016). When starting the analysis, the author also has to decide whether to analyse only the manifest content or also the latent content. There is some debate about whether the hidden meanings found in documents can be analysed, because the analysis usually involves interpretation (Halid, 2022).

3.4.2 Inductive Content Analysis

The author has chosen to use inductive analysis, the next step is to organize qualitative data. This process includes open coding, category creation, and abstraction. Open coding is defined as breaking data into discrete parts and creating codes or symbols to label them. Open coding aims for the writer to find new theoretical possibilities when the writer analyses the qualitative data. The written data is then read back as many times as needed, important notes are written in the margins to describe all aspects of the content. After that, the titles are collected from the margins to the coding sheet and the categories are generated independently at this stage.

After the open coding process, data grouping is done based on what the author wants. The purpose of grouping data is to reduce the number of categories by grouping categories that look similar to one another. The purpose of categorizing is to provide a means of describing certain

phenomena and increasing understanding to generate knowledge. When formulating categories with inductive content analysis, the writer arrives at a decision, through interpretation, which data will be included in the same category. Next is the process of abstraction. The process of abstraction is the process of formulating an overview of the research topic through the creation of categories.

3.5 Internal Testing and Validation

The design validation test was carried out after the conceptual model was created. In this study, the authors validated the conceptual model that had been created using the Focus Group Discussion (FGD) technique with the Cirebon City Police. The Cirebon City Police act as experts in order to discuss the results of the conceptual model design that has been made. the author will provide an assessment validation sheet and input from experts to assess the conceptual model. The assessment results from the validation sheet will be calculated using a rating scale measurement (Sugiyono et al., 2019). The rating scale calculation formula can be seen in Formula 1.

$$P = \frac{\text{Actual score}}{\text{Ideal score}} \times 100\% \quad (1)$$

Explanation:

P = percentage figure

Actual score = Total score given by all validators

Ideal score = Highest score x number of respondents x number of items

The results of these calculations will be used as qualitative data using an interpretation scale. The interpretation scale is changed to a form of presentation by dividing the criterion score multiplied by 100% as shown in Table 1.

Table 1. Classification of validation calculations based on rating scale

No.	Interval	Criteria
1.	81 – 100	Very good
2.	61 – 80	Good
3.	41 – 60	Pretty decent
4.	21 – 40	Not good
5.	0 – 20	Very unworthy

4 Results and Discussion

The results of the data analysis that has been carried out by the author, these data are summarized based on the research focus.

4.1 Results of Data Collection

The results of collecting interview data and written documentation or news are presented in the form of data analysis tables which have been categorized based on the social media used and the area where the online prostitution case occurred. In addition, the author also analyses whether the online prostitution cases have other elements of crime.

4.1.1 Preparation Phase

The preparation phase begins with the process of collecting data to be analysed. In this study the authors used cases of online prostitution that occurred in 2020-2021. Data on online prostitution cases that were successfully collected by the authors amounted to 34 data. After the case data has been collected, the authors group the data into more specific categories and provide codes to make the analysis process easier.

4.1.2 Inductive content analysis

Inductive content analysis is divided into three parts. The first part is open coding, which is followed by grouping data and creating categories. The last part is the process of abstracting or formulating the results of the analysis based on the grouping of data that has been done. In this section, the authors classify prostitution cases based on whether the prostitution cases occurred using social media or not. The author also categorizes the case based on the area where the case occurred and the social media used. In addition, the author also re-analyses these cases to test whether there are other elements of crime in online prostitution cases. In this study the authors will examine whether there are elements of commercial sexual exploitation of children (CSEC), kidnapping and child pornography in cases of online prostitution in the analysis process. Social media data that is most used by perpetrators and other cases indicated in online prostitution cases can be seen in Table 2.

Table 2. Recapitulation of data on online prostitution cases in 2020-2021

No	Online Prostitution Cases	Cases	Total
1.	Social media used		
	Facebook	9	
	Michat	15	34
	WhatsApp	4	
	Other	6	
2.	Another crime case indicated		
	Commercial Sexual Exploitation of Children (CSEC)	16	
	Child pornography	6	34
	Kidnapping	10	
	Other	2	

Based on the recapitulation results of 34 data on online prostitution cases that occurred in 2020-2021, the authors found that the application most used by criminals was the Michat application with a percentage of 44%. Other applications that were also used by the perpetrators were Facebook by 26%, WhatsApp by 12%, and other applications by 18%. From the results of the analysis of these cases, the authors found that there were other cases which indicated cases of online prostitution. The most frequently found cases were cases of commercial sexual exploitation of children (CSEC) by 47%, cases of child pornography by 18%, kidnapping by 29% and other cases by 6%. Based on the results of the data analysis that has been carried out by the author, these data are summarized based on the research focus. The recapitulation of the results found by the authors can be seen in Table 3.

Table 3. Research findings

No.	Research focus	Research Findings
1.	The role of the police in online prostitution cases.	<ul style="list-style-type: none"> • The police disguise themselves as children or potential buyers of prostitution services on social media with the aim of communicating, exposing and pursuing criminals. • The police use fake identities to approach the perpetrators using the same method as the perpetrators of the crime. • Using the criminal law setting in Indonesia as a benchmark for identifying a criminal case. • Members of the police are tasked with monitoring, investigating and arresting perpetrators of crimes in online prostitution cases.
2.	The role of criminals in online prostitution cases.	<ul style="list-style-type: none"> • Criminals have the ability to approach victims by disguising themselves as public figures or other people to attract victims. • Perpetrators communicate with each other to exchange information about online prostitution services. The perpetrators can also share some pornographic photos or videos.

No.	Research focus	Research Findings
		<ul style="list-style-type: none"> • Information about online prostitution is becoming widespread, perpetrators earn income from this activity. • Criminals have the ability to edit images and change their appearance with the help of computer technology.
3.	The role of social media in online prostitution cases.	<ul style="list-style-type: none"> • Social media is currently used by the police as a medium for collecting reports sent by the public. • During the undercover mission, members of the police used social media accounts to approach the perpetrators. • As a tool that assists members of the police in identifying, tracking, approaching and arresting criminals. • The filter feature on social media is used by perpetrators to change or edit their profile photo. • As a medium used by the perpetrator to build the victim's trust. • As a medium for promoting prostitution services and as a medium for spreading pornographic images or videos.

4.2 Data Validity Test Results

The validity of the data is carried out to test the correctness of the author's perspective. In qualitative research, the research results or data obtained by the author can be declared valid and reliable if there is no difference between what is reported by the author and what actually happened to the object under study. In addition, data can be proven objectivity if the data and research results have been agreed upon by many people.

The truth and legitimacy of this research has been validated by Mr. Sanusi as the Head of the Integrated Police Service Center Unit Cirebon City Police. Mr. Sanusi assisted the writer in correcting the correctness of the data used by the author, especially the written documents on prostitution cases which were sourced from the news. According to Mr. Sanusi, news on the internet can be used as data if the news meets several criteria. First, the news must include the name of the source and the name of the news writer. Second, the date of the incident and publication of the news is recorded clearly. What is third is that the source is someone who can be trusted and at least is a member of the police or an expert. The signed statement letter can be seen in the attachment section.

4.3 Conceptual Models

4.3.1 *The process of online prostitution*

Based on the results of the analysis that was carried out by the author with the three sources, the authors identified 7 stages that occurred in online prostitution cases (Figure 3). These stages are the stage of searching or selecting potential victims, the stage of starting contact or initiation of contact, the stage of establishing trust or trust building, the stage of kidnapping, the stage of marketing or advertising, the stage of the transaction, and the final stage, namely the stage of exploitation or prostitution. the writer also found that information technology and computers have different roles at each of these stages.

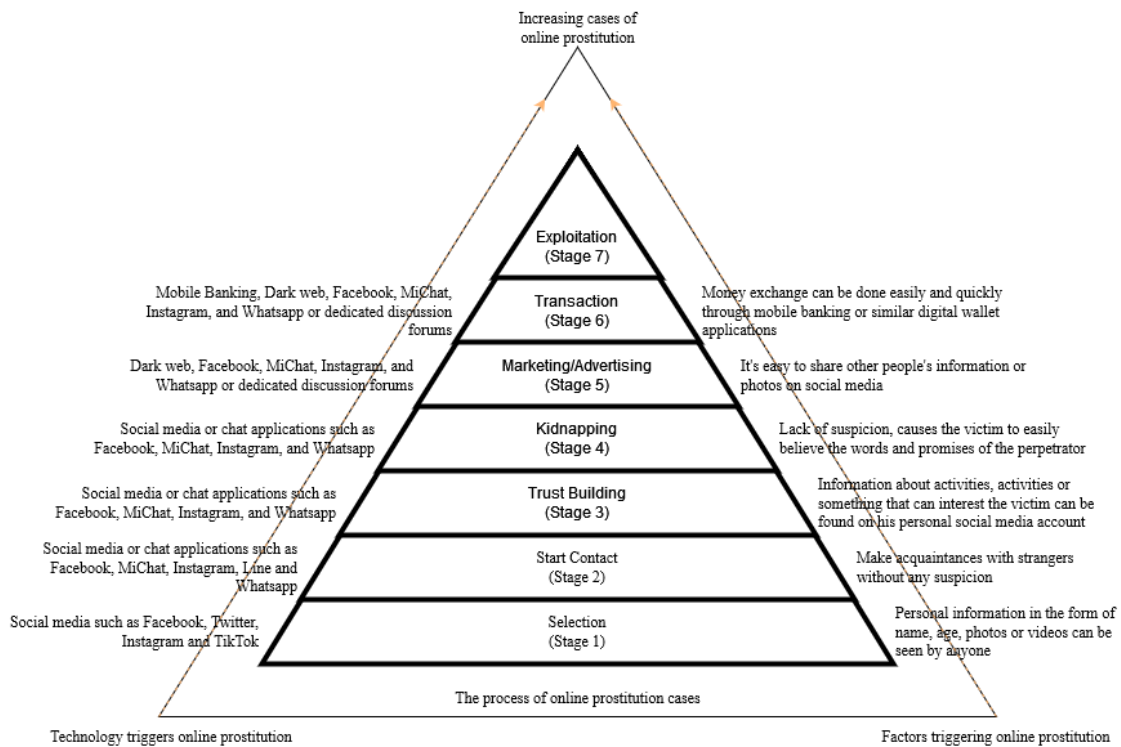


Table 4. The process of online prostitution cases

a. Selection

Selection is the stage where criminals look for potential victims on social media such as Facebook, Instagram or Twitter. First of all, the perpetrator will see the personal information of social media users such as name, photo, age, and location or area of residence of the potential victim that is spread on his social media account. Perpetrators have certain criteria in selecting potential victims, for example, perpetrators select victims based on age, gender and location or area where the victim lives. The perpetrator also chose his victim based on the photo uploaded by the victim. The perpetrator will choose the victim who is considered to have an appearance that can attract the interest of the buyer. Therefore, it is hoped that children will not easily share their personal photos on social media. These photos can be used as media to extort victims (children).

Factors that trigger online prostitution of minors are the child's personal information such as name, age, gender, especially photos and videos uploaded by social media users, which can be seen by anyone without exception. Photos and videos of children uploaded on social media trigger a sex offender to feel interested in approaching the victim. The most used information technology at this stage is web or social media applications that allow users to share photos or videos such as Instagram or Facebook.

b. Initiate contact/initiate contact

The perpetrator chooses his potential victim, the perpetrator will start trying to approach the victim. At this stage the perpetrator uses a fake account using a fake identity. At this stage, the sex offender approaches the victim by using a fake profile by pretending to be a public figure. The purpose of the perpetrator using the fake account is to protect the real identity of the perpetrator himself and attract the interest of potential victims. The purpose of attracting the interest of potential victims is that if the perpetrator wants to attract the interest of a teenage boy, then the perpetrator will use the name and photo of a beautiful woman on his social media account and vice versa.

The factor that triggers the occurrence of online prostitution of minors is a lack of vigilance or suspicion when someone is invited to meet strangers through social media. Information technology that is most widely used at this stage is an application or social media that allows users to communicate or chat, such as Michat, Facebook or WhatsApp. There are several cases where the victim tries to approach the perpetrator first. This is because the victim feels attracted to the fake

account used by the perpetrator. On these fake accounts, the perpetrators usually post several topics that can interest someone.

c. Formation of trust (trust building)

The goal of this stage is to gain the victim's full trust and dispel any suspicions. The formation of trust or trust building carried out by the perpetrator to the victim requires quite a long time. The most common mode used by perpetrators to build the victim's trust is to approach the victim with the intention of wanting to make friends or have a romantic relationship with the victim. The perpetrator will provide special attention and comfort to the victim during the trust-building period. Building trust or trust building, computer technology used by criminals is image editing software to change their account profile photo. In addition, the researchers found another computer technology used by the perpetrators during this trust-building process, namely a face-swap application that allows users to change their faces in videos or photos in real-time. This swap-face application is used by the perpetrator when communicating with the victim using a video call.

The triggering factor for online prostitution of minors is the ease with which perpetrators get information about things that are of interest to potential victims. This information can be seen on the victim's social media account. Using social media, perpetrators can easily find out which groups the victim is in, what photos or videos the victim likes, and who the victim's close friends are. This behavior is referred to as Cyberstalking. Cyberstalking refers to the use of the Internet, email, social media or other telecommunication technologies to stalk other people. The purpose of someone doing cyberstalking is to get information about other people, usually not the knowledge of the account owner using the social media platform. Therefore, it can be concluded that at this stage, information technology is not only used as a medium to approach potential victims, but social media is also used by perpetrators to obtain personal information belonging to victims.

d. Kidnapping

The perpetrator will invite the victim to meet in person at a predetermined location. Victims who have put their trust in the perpetrator will agree to the invitation without the slightest suspicion. After the victim arrives at the location, there the perpetrator will kidnap the victim and take him to a place such as the perpetrator's house or other residence. In that place the perpetrator would threaten and torture the victim until the victim did not have the courage to fight the perpetrator. The results of interviews conducted with informants found that at the stage of the kidnapping of the victim, the triggering factors were the victim's lack of vigilance towards the perpetrator, the lack of parental supervision regarding their child's social interactions in cyberspace and the perpetrator's ability to persuade the victim. after the victim was persuaded and came to the promised place, that's where the perpetrator carried out his kidnapping action.

e. Marketing/advertising

The perpetrator will upload photos and victim information, such as name, gender, and age to social media, personal chat, and special forums or groups with the aim of attracting potential buyers of prostitution services. The results of an analysis of online prostitution cases involving the kidnapping of minors, the authors conclude that the triggering factor for online prostitution of minors at this stage is the ease with which perpetrators download and distribute photos and videos of their victims. Perpetrators easily market their prostitution services through social media by displaying photos and videos of victims to attract potential buyers.

f. Transaction

Prospective buyers who are interested in buying these services, buyers can contact the perpetrators via social media. Buyers and actors will determine the date and location of the meeting. The most common location chosen by perpetrators is in a hotel or small boarding room. The results of interviews conducted with informants found that prior to the Mobile Banking application or other digital wallet applications, buyers mostly paid for prostitution services to perpetrators using cash. However, after the existence of the Mobile Banking application or digital wallet application, these buying and selling transactions have become easier for buyers.

g. Exploitation

The perpetrator will determine the date and location then bring the victim to that place and meet the buyer. Based on the results of interviews conducted with informants, it was found that the perpetrators of sexual crimes have their own forums or discussion groups whose members are potential buyers of prostitution services, fellow sex offenders or someone who has an interest in pornography. The results of interviews conducted with informants found that members of the discussion group would exchange information about online prostitution services in their area or simply share collections of pornographic photos or videos. In addition, if there is someone who wants to join their discussion group, then that person must first pay a certain amount of money to the owner of the group. In addition, real identity must also be included when you want to register as a member of the group. The existence of group gatherings full of criminals like this will later become a new challenge for the police to eradicate crime in cyberspace.

4.3.2 *Conceptual model of online prostitution cases*

This research reveals a combination of different law enforcement information systems in helping to pursue cybercriminals. Such information systems include network monitoring systems, data screening systems, systems that enable law enforcement to conduct triage, systems to prioritize the severity of lawbreakers, risk assessment tools, and digital forensics specialists. In the following subsections, the author discusses how the system works and how the police fight online prostitution cases. The author explores cases of online prostitution in the context of police organizations and manages to find evidence that various kinds of information technology are used to combat this phenomenon. Therefore, in the following subsections, the author will discuss the systems and technology used by the police and how they fight online prostitution cases.

a. Network monitoring

The process of Network monitoring is the process by which the police monitor social media accounts that are suspected of being used by perpetrators of sexual crimes. For example, the police use the Facebook application to monitor groups or accounts that sell prostitution services. In addition, the police also monitor several special terms that are often used by criminals on social media. Based on the results of interviews with informants, informants stated that the term often used by online prostitution actors, but the term most commonly used by prostitution service providers on social media is 'open BO'.

b. Collect data

Interviews that have been conducted by the author, at the data collecting stage the police collect data relating to victims and perpetrators. Examples of data collected by the police are data obtained from the victim's social media account, data on the social media account suspected of belonging to the perpetrator, and conversation history between the victim and the perpetrator. These data will later be analysed and used to assist the police in the search process and as evidence that the account really belongs to the perpetrator.

c. Triage

The large number of cybercrime cases that need to be handled, the police must make a priority scale based on the severity or severity of a criminal case. Triage or Triage is a division or classification system used in the medical world to identify victims based on their injuries. After identifying the victim, the system will classify the victim into several categories to determine which victim is at higher risk and requires immediate medical assistance. Similar to the medical world, the police also use a classification system similar to triage to determine the priority level of handling a criminal case. Triage in the police world is a classification system used to determine the severity or severity of a criminal case before it is forwarded to the forensic team. The cases are divided into 3 categories, namely immediate, urgent, and non-urgent.

d. Risk Assessment

After these cases have been prioritized, the next step is the risk assessment stage. At the risk assessment stage, the police will identify the hazards that will be faced, calculate the impact of the hazards that will occur, and analyse whether further action is needed to eliminate the dangers during missions to rescue victims and arrest criminals. From the previous explanation, it can be said that risk

assessment is a very important stage because this stage concerns the safety of members of the police when carrying out their duties.

e. Digital Forensics

Special members of the police who have been trained will conduct an analysis of the hardware or software that has been confiscated by the police. If any hardware or software is locked using a password, the forensic team will try every way to hack the device until the data that is on it is obtained. Apart from that, the forensic team will also collect physical evidence in the field such as letters, bills, and other things considered important by the police. After that combine it with electronic information that has been collected. The results of the analysis from the forensic team will later be taken into consideration in the triage process. The process of online prostitution cases and how the police tracked down the perpetrators of these crimes has been summarized by the author into a conceptual model. The conceptual model can be seen in Figure 4.

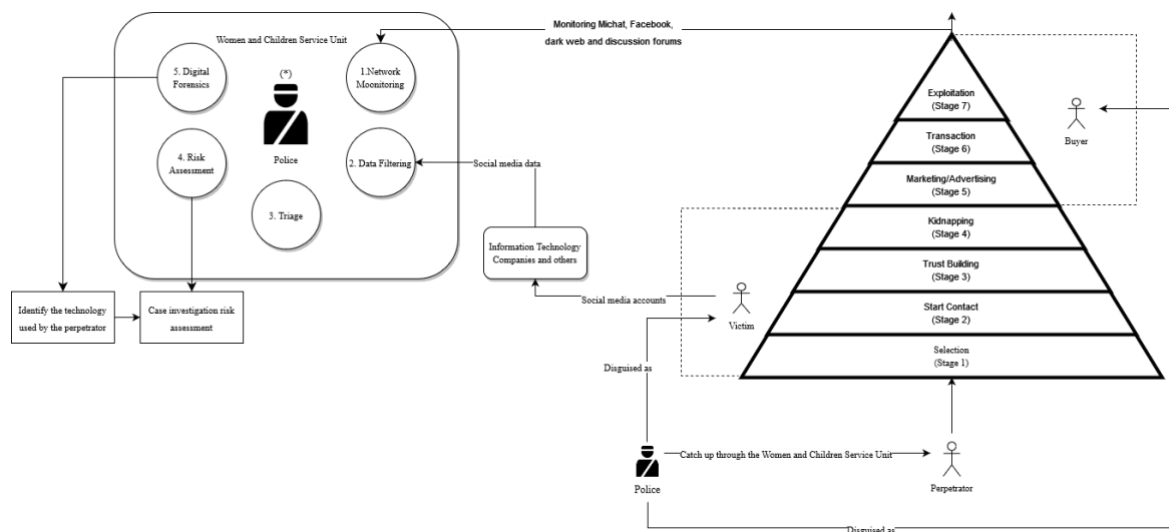


Figure 4. Conceptual model of online prostitution cases

4.3.3 Conceptual Model Validity Test

Conceptual model validation aims to find out whether the conceptual model that has been made is feasible or needs further improvement or correction. In this study, the validation of the conceptual model was carried out by three validators who would assess the context and content aspects. The results of the assessment can be seen in Table 4.

Table 4. The results of the conceptual model assessment

Dimensions	Indicator	Validators 1	Validators 2	Validators 3	Total score
Context	Presentation of the conceptual model design for the reconstruction of online prostitution cases.	5	5	5	15
	The structure of the conceptual model design for the reconstruction of online prostitution cases.	4	4	4	12
	The design component of the conceptual model for the reconstruction of online prostitution cases.	4	4	4	12
Content	The design of the role of the police in the design of the conceptual	4	4	4	12

Dimensions	Indicator	Validators 1	Validators 2	Validators 3	Total score
	model for the reconstruction of online prostitution cases.				
	The design of the role of social media in the design of the conceptual model for the reconstruction of online prostitution cases.	4	4	4	12
	The design of the role of criminals in the design of the conceptual model for the reconstruction of online prostitution cases.	5	5	5	15
	Total score	26	26	26	78

Table 3 shows two indicators that get a total score of fifteen. The two indicators are a presentation of the design model and design of the role of the perpetrators of crimes in online prostitution cases. The results of this assessment prove that the presentation of the conceptual model that has been made is very interesting and the design of the role of the perpetrator in the conceptual model is very appropriate. Then for the results of the next assessment, four indicators were obtained which got a total score of twelve. The four indicators are the structure and components of the conceptual model design as well as the design of the role of the police and social media in online prostitution cases. The results of this assessment prove that the structure of the conceptual model design is easy to understand, the components in the conceptual model design have met the needs, the role of the police and social media in the conceptual model is appropriate. However, there are still a few shortcomings that the author needs to add.

$$P = \frac{\text{Actual score}}{\text{Ideal score}} \times 100\%$$

$$P = \frac{76}{90} \times 100\% = 86,67\%$$

To measure the feasibility of the conceptual model the authors use the rating scale formula. The total score of the assessment results given by the validator is 76. The score is then divided by the total ideal score, which is ninety. The result of the division is then multiplied by one hundred percent to get the percentage value. Based on the results of the calculation of the suitability of context and content from the conceptual model using the rating scale formula, a percentage of 86.67% is obtained. Based on the percentage interval in the validation calculation classification based on the rating scale (Table 11), the value of 86.67% enters the 81 – 100% interval. So, the conceptual model made by this writer can be said to be very feasible.

4.3.4 *Tested Conceptual Model*

The conceptual model created by the author can be said to be appropriate and feasible to use. However, the conceptual model found several things that still need to be revised again. One of them is the additional role of the community in providing information or reports regarding suspicions of criminal acts committed by someone or that occurred somewhere. Based on the report, the police began to investigate the truth. Apart from that, in several cases that have occurred, the public has a very important role in reporting social media accounts that offer online child prostitution services. Thanks to these reports, the search for and arrest of criminals is faster.

The validator suggested the author to add the role of the police's e-government as a media for collecting public reports into the conceptual model. One of the Indonesian police's e-government sites that can be accessed at this time is patrolsiber.id. The new patrolsiber.id site was launched in August

2019. Through this e-government site, people only need to upload evidence in the form of photos or videos and write down the things they want to report. After that, the public report will enter the verification stage to be re-examined whether the report is true or not. After the report is verified, then the report is followed up. The conceptual model that has been revised based on the suggestions given by the validator can be seen in Figure 5.

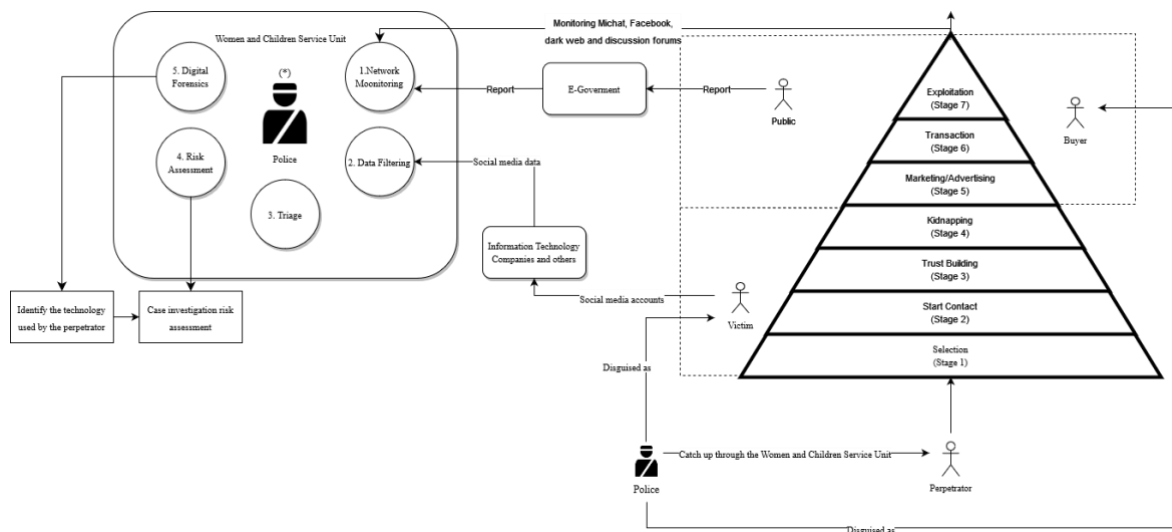


Figure 5. Tested conceptual model

5 Conclusion

The author uses the Research & Development level 1 method to describe online prostitution cases and their relationship with information technology and analyse the role and capabilities of technology in these cases, this research contributes to a deeper understanding of this phenomenon. The involvement of information technology and its impact on other social units prompted the authors to conduct this research. This study aims to find out whether online prostitution cases have other criminal elements, to find out the role of social media in online prostitution cases in more detail, to find out how the relationship between information technology, the police, criminals and victims in online prostitution cases can be happening, and to find out which social media is most widely used in cases of online prostitution. Based on the results of the research discussed in the previous chapter, it can be concluded that:

- a. The author analysed 34 cases of online prostitution in 2020-2021, the author found other elements of crime in online prostitution cases. The case that the writer found the most was the case of Child Commercial Sex Exploitation (CSEC) with a percentage of 47%.
- b. The results of interviews conducted with Mr. Dedi Dahrudin, Mr. Ibnu Akbari and Mr. Yudho Asmoro as members of the Cirebon City Police Chief, this research succeeded in proving that information technology, namely social media has a very important role in online prostitution cases. Social media has various roles, namely as a tool to promote prostitution services, as a media liaison between victims and perpetrators and also as a tool to assist the police in tracing the whereabouts of perpetrators.
- c. The results of interviews conducted with Mr. Dedi Dahrudin, Mr. Ibnu Akbari and Mr. Yudho Asmoro as members of the Cirebon City Police Chief, it can be said that there is a proven relationship between social units and social media. In the case of online prostitution, almost all social units use social media. The relationship between Information and Communication Technology (ICT) and social units is shown in the conceptual model that has been discussed.
- d. The author found that the social media most used by criminals was Michat with a percentage of 44%.

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