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SOCIAL CAMPAIGN TO PREVENT ONLINE GAMBLING AMONG WOMEN

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A B S T R A K

This research explores a social campaign conducted by the Office of Women Empowerment, Child Protection, and Population Control of West Jakarta, aimed at raising awareness among women about the risks of online gambling. The phenomenon of online gambling has seen significant growth in Indonesia and has had a considerable negative impact on women, including financial, psychological, and social pressures. The study employs a descriptive qualitative approach, based on observations and interviews. Primary data was collected through interviews with the Head of the Women's Empowerment Section and three other participants: a housewife, a member of the Family Welfare Movement, and a representative from the Social Affairs Office. Direct observation of the campaign implementation also served as a key data source, while secondary data was gathered from campaign documentation. The findings indicate that the online gambling prevention campaign conducted by the Office of Women Empowerment, Child Protection, and Population Control successfully brought attention to the dangers of online gambling, particularly among women in West Jakarta. Future research is recommended to expand the range of informants beyond housewives and Family Welfare Movement, by involving women from various backgrounds such as workers, students, and young women, in order to obtain a more diverse range of perspectives.

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PRELIMINARY

The phenomenon of online gambling has grown rapidly with the advancement of digital technology and wider Internet penetration in Indonesia. Online gambling (cyber gambling) is a form of gambling that is played online using computers or sophisticated devices such as smartphones. Access to this game is through the Internet network (Najemi & Herlina, 2024). In this game, each player is required to select and set a betting table before starting. After that, the player chooses one of the various options available and has to make the right decision. If the player's choice is correct, he is declared the winner, while the losing player has to forfeit the bet according to the agreed amount. Some examples of online gambling games are poker, domino, capsa, casino, ball betting and others.

Although the regulations governing online gambling activities in Indonesia are explicitly regulated in Article 27 paragraph (3) of ITE Law No. 11 of 2008, which states that any person who intentionally and without right distributes, transmits and/or makes accessible electronic information or documents containing gambling content as referred to in Article 27 paragraph (3) shall be punished with a maximum of 6 (six) years imprisonment and/or a maximum fine of Rp1,000,000,000.00 (one billion rupiah) (Isnaini, 2023). The economic impact of online gambling is significant and damaging. Many families experience a household financial crisis as money that should be used for daily needs is instead spent on gambling. As a result, mounting debt and personal bankruptcy are common. In addition, work productivity declines due to the time and energy spent on gambling, negatively impacting performance and financial stability. For them, losing at gambling is not seen as a failure, but rather as "almost winning," so they continue to chase the winnings they believe will soon be achieved (Annisa Laras et al., 2024). From a psychological perspective, online gambling can cause stress, anxiety and depression, as well as sleep and other mental health problems.

In addition, the lack of support and attention from loved ones, such as family members or partners, is a factor that exacerbates the situation for women. Previous research has shown that the social impact of online gambling can make women more likely to isolate themselves and socialize less. Psychologically, online gambling can lead to stress, depression and aggressive behavior. Health effects also include sleep disturbances and mental health problems, further exacerbating their condition (Widhiatanti & Tobing, 2024). The increasing involvement of women in online gambling is a serious concern because of its potentially devastating effects on families. Previous research suggests that online gambling addiction can lead to severe financial problems, household disharmony, increased risk of domestic violence, and significant psychological distress for all family members (Tondi et al., 2023). This is especially true for

children, who may experience significant emotional distress due to the lack of attention and supervision provided by parents who are addicted to gambling. This can impair children's cognitive and emotional development and increase the risk of behavioral and learning problems later in life.

Women are easy targets for online bookmakers, especially those who are unaware of the risks involved. Without sufficient understanding, they are more easily tempted to try online gambling, which ultimately leads to financial losses as women play a role as financial managers in the household. Data from the 2024 National Survey on Financial Literacy and Inclusion organized by OJK and BPS show that the financial literacy index of women (66.75%) exceeds that of men (64.14%) (OJK (Financial Services Authority), 2024). As much as 85% of household financial decisions, including monthly purchases and major purchases such as houses or vehicles, are influenced by women. This suggests that women have significant control over the family's financial stability, severe psychological stress, and household breakdown. This is consistent with previous research showing that women involved in online gambling disrupt family finances and damage family harmony. Previous research shows that online gambling can lead to addiction, economic instability, family disharmony, and increased crime rates related to gambling debt (Nur Aisyah et al., 2024). The increasing involvement of women in online gambling is a serious concern because of its potentially devastating effects on families. Previous research suggests that online gambling addiction can lead to severe financial problems, household disharmony, increased risk of domestic violence, and significant psychological distress for all family members (Tondi et al., 2023). This is especially true for children, who may experience significant emotional distress due to the lack of attention and supervision provided by parents who are addicted to gambling. This can impair children's cognitive and emotional development and increase the risk of behavioral and learning problems later in life.

The growing participation of women in online gambling activities has been shown to have a significant impact on their reduced role in domestic and maternal responsibilities. This, in turn, can have a negative effect on the quality of education for their children. Women in the role of motherhood are entrusted with responsibilities that extend beyond the mere provision of affection and protection. They are also tasked with the crucial mission of instilling fundamental values, including moral, social, and intellectual principles (Koestanti et al., 2024). Concurrent research indicates that mothers with a broad knowledge base are better equipped to respond to their children's inquiries and serve as exemplary role models in behavior and speech (Syukri et al., 2021). Consequently, the mental preparedness of the mother is of paramount

importance, as she assumes a pivotal role in her children's education and serves as a fundamental element in the resilience of the family unit. The psychological repercussions of women's engagement in online gambling extend to their children, exerting an indirect yet detrimental influence on their moral and emotional development. Therefore, there is a necessity for comprehensive prevention efforts so that women can continue to fulfill their strategic roles within both the family and societal contexts.Women are particularly vulnerable targets for online gambling services, especially among those who are unaware of the risks involved. A lack of sufficient understanding of the potential consequences of online gambling can lead to increased susceptibility to its allure, which can result in financial losses. This is particularly salient for women, who often serve as financial managers within their households. According to the 2024 National Survey on Financial Literacy and Inclusion, conducted by the OJK (Financial Services Authority) and BPS, the financial literacy index for women (66.75%) exceeds that of men (64.14%). A substantial proportion of financial decisions within households, encompassing monthly expenditures and significant acquisitions such as residential properties or vehicles, are influenced by female decision-makers. This finding indicates that women have a considerable degree of influence on the financial stability of their families, as well as on the occurrence of severe mental stress and household breakdown. This finding aligns with the conclusions of previous research, which demonstrated that women involved in online gambling are likely to experience disruptions to their family's financial stability.

The Office of Child Protection Empowerment and Population Control (PPAPP) plays a pivotal role in the provision of education and protection for women. The PPAPP Office, an institution that is responsible for the promotion of women's empowerment and the protection of children, has identified the necessity to raise public awareness regarding the adverse impact that online gambling has on women and families. Consequently, there is an imperative for comprehensive prevention efforts to ensure that women can continue to fulfill their strategic roles within their families and within society at large. A body of research indicates that a mother who ideally assumes the role of the primary madrasa for her children may experience a loss of this role due to online gambling addiction (Raisah Surbakti, 2020).

As a strategic measure to address the impact of online gambling on women, the West Jakarta Office of Child Protection, Empowerment, and Population Control (DPPAPP) has initiated various social campaigns. These campaigns aim to increase public awareness and understanding of the risks associated with online gambling. The primary objectives of social campaigns are threefold: first, to raise public awareness of a social problem; second, to shape

public opinion; and third, to encourage positive behavior change in the long term (Pangestu, 2019). The following characteristics are indicative of social campaigns: The following four factors were identified as crucial in the creation of a successful promotional campaign: the initial objective of the campaign, the targeted audience, the timeframe in which the campaign is implemented, and the sequence of organized communication actions (Prabowo Amal, 2019).

In their analysis, researchers employed the agenda-setting theory to examine the social campaign to prevent online gambling on women that was conducted by the West Jakarta PPAPP Office. Agenda-setting theory posits that media outlets or campaign organizers can influence public attention to specific issues by strategically prioritizing them in news and social discourse (Yanti et al., 2018).In this context, online gambling serves as the primary focus of the social campaign, wherein the media plays a pivotal role in enhancing public awareness regarding the associated dangers and adverse impacts, particularly among female demographics. By centering the discourse on the issue of online gambling, this social campaign endeavors to cultivate within the community a discernment that perceives online gambling not merely as an individual concern, but as a social menace that warrants meticulous consideration, both from governmental entities and the broader community.

The objective of this research is to elucidate the strategies employed by the West Jakarta Office of Child Protection Empowerment and Population Control (DPPAPP) in its social campaign, which aims to raise awareness among women regarding the perils associated with online gambling. Furthermore, the objective of this research is to investigate the impact of social campaigns on the economic, social, and psychological well-being of women, particularly in relation to the perils associated with online gambling. Additionally, this research endeavors to examine prevention strategies that have the potential to empower women in the face of the menace posed by online gambling.

RESEARCH METHODS

This research employs a qualitative approach, defined as "a research process aimed at comprehending social phenomena by constructing a multifaceted representation that can be articulated in words, through the articulation of detailed perspectives obtained from informant sources, and in a natural setting" (Rijal Fadli, 2021). According to the aforementioned definition, the objective of this research is to comprehend the social phenomena associated with social campaigns executed by the West Jakarta Office of Child Protection, Empowerment, and Population Control (PPAPP). This endeavor seeks to furnish a multifaceted depiction of the perils associated with online gambling on women.

This research employs descriptive research, defined as the study of existing phenomena with the objective of providing a comprehensive description of the phenomena in question (Rijal Fadli, 2021). Descriptive research is employed to elucidate the social campaign to prevent online gambling on women. The research methodology employed in this study is a case study, which is a method of examining a particular phenomenon, event, or situation in depth and comprehensively (Muhajirin, 2024).The case study method was selected to explore the phenomenon of a social campaign to prevent online gambling.The objective of this research is to understand how the social campaign conducted by the West Jakarta Office of Child Protection Empowerment and Population Control (DPPAPP) in an effort to sensitize women to the dangers of online gambling. Furthermore, the objective of this research is to investigate the impact of social campaigns on the economic, social, and psychological well-being of women, particularly in relation to the perils associated with online gambling. Additionally, this research endeavors to examine prevention strategies that have the potential to empower women in the face of the menace posed by online gambling.

Data collection techniques included in-depth interviews, observation, and documentation. The first technique is the conduction of interviews. In-depth interviews are a communication process involving interaction between two or more people, where one party, the interviewer, asks questions, while the other party, the respondent, provides answers (Devi et al., 2022). The individuals who provided information for this study included the Head of the Women's Empowerment Section and three participants who participated in the campaign. The participants in question were housewives, PKK mothers, and other Service Tribes. Secondly, observation is defined as the process of collecting data through direct observation of the object of research (Hasanah, 2016).

The observation carried out in this research is to directly observe the implementation of social campaigns through the Zoom platform. Thirdly, literature study is defined as a systematic process of collecting, reviewing, and processing relevant library materials as a theoretical basis and supporting data in research (Abussamad Zuchri, 2021). The present study is predicated on a comprehensive review of the extant literature, the results of which will assist researchers in the analysis of the study's results.

Data collection techniques included in-depth interviews, observation, and documentation. The first is conducting interviews. In-depth interviews are a communication process involving interaction between two or more people, where one party, namely the interviewer, asks questions, while the other party, namely the source or respondent, provides answers (Devi et al., 2022). The individuals who provided information for this study included the Head of the

Women's Empowerment Section and three participants who participated in the campaign. The participants in question were housewives, PKK mothers, and other Service Tribes. Secondly, observation is defined as the process of collecting data through direct observation of the object of research (Hasanah, 2016).

RESEARCH RESULTS AND DISCUSSION

A Social Campaign for the Prevention of Online Gambling

Social campaigns are defined as planned communication efforts designed to influence people's attitudes and behaviors towards certain issues through systematic and persuasive message delivery (Raka Wicandang & Kristiana, 2021). This assertion is corroborated by the seminal contributions of Rogers and Storey, who conceptualize a campaign as a meticulously designed series of communication initiatives aimed at eliciting specific responses from a substantial audience, executed in a sustainable manner within a defined timeframe (Venus, 2019). The social campaign program is also carried out by the DPPAPP as an effort to influence the attitudes and behavior of the community, especially women, towards the impact of online gambling.

This social campaign was conducted by the Office of Women's Empowerment, Child Protection, and Population Control (PPAPP) in response to the alarming rise of online gambling in West Jakarta, particularly in the Cengkareng subdistrict. According to interview findings, more than 14,000 individuals have been involved in online gambling activities, with a circulation of funds reaching IDR 176 billion in 2024. This data served as the primary rationale for initiating the campaign. Siti Nurhayati, S.ST., Head of the Women and Children Division, emphasized:

"The data formed the basis of our decision to carry out this campaign, as a total of 14,782 individuals have engaged in online gambling activities, particularly in Cengkareng, West Jakarta, which has the highest concentration. The total amount of money circulating in this illegal activity has reached IDR 176,000,000,000." (Interview, 2025).

These findings highlight the importance of this social campaign, particularly in raising awareness among women regarding the dangers of online gambling within families. The impact on women extends beyond financial strain to include social and psychological consequences. As central figures in the family, women must understand the risks associated with online gambling. The campaign was implemented by the West Jakarta PPAPP Office on Thursday, October 3, 2024, via the online platform Zoom. The primary objective was to enhance women’s awareness of the risks posed by online gambling. This phenomenon is increasingly concerning,

as it not only affects individuals who become addicted but also disrupts the socio-economic stability of families. The campaign specifically targeted housewives, members of the Family Welfare Movement (PKK), and representatives from other municipal offices, recognizing their influential roles in disseminating information and shaping public opinion in their communities, particularly in efforts to prevent online gambling practices.

This highlights the need for broader and more intensive efforts to disseminate the campaign so that it can reach a greater number of women. Through more extensive education, women can gain a deeper understanding of the dangers of online gambling and take appropriate preventive measures to protect themselves and their families. This point was reinforced by Siti Nurhayati, S.ST., Head of the Women and Children Division, who stated:

"Mothers play a crucial role in the household. That's why through this campaign, we aim to provide information that helps them be better prepared to face the dangers of online gambling." (Interview, 2025).

The interview underscores the vital role of women in safeguarding families from the threats posed by online gambling. As the first educators of their children, women serve as the foundational figures in the family (Wahyu Mahardhika et al., 2024). Their role is therefore essential in fostering a healthy, gambling-free family environment.

To promote awareness of the dangers of online gambling, the Office of Women's Empowerment, Child Protection, and Population Control (PPAPP) has conducted a social campaign that included speakers from two key institutions: Astrid Wen, Head of Theraplay Indonesia, and Maria Mutia Rini from the Indonesian Commission for the Protection of Women and Youth (KPPPRI). This was further emphasized by Siti Nurhayati, S.ST., who stated:

"We invited two guest speakers—Astrid Wen, a child and family psychologist specializing in Theraplay, and Maria Mutia Rini from KPPPRI, who has extensive experience and insight on this issue." (Interview, 2025).

As indicated in the interview, the involvement of these experts aimed to provide insight into the psychological and social impacts of online gambling, particularly on women and children. By combining educational approaches with the lived experiences and expertise of the speakers, the campaign seeks to raise awareness among women about the risks of online gambling.

Women's Awareness of the Dangers of Online Gambling

This campaign functions not only as a source of information but also as a medium for fostering self-awareness within the community—particularly in recognizing the negative

impacts of online gambling. Self-awareness refers to a state in which individuals focus attention on themselves and become cognizant of internal standards and how they are perceived by others (Farid Effendi et al., 2019). In this context, the campaign serves not only as a tool for disseminating information but also as a means of encouraging individuals to reflect on the harmful consequences of online gambling. Through the campaign, participants were able to clearly understand that online gambling has significant adverse effects on women, and they recognized the importance of their role in preventing family members from engaging in such activities. Furthermore, several participants reported having begun to adopt preventive measures in line with the content delivered during the campaign. However, increased awareness does not always translate directly into behavioral change, as individual actions are often influenced by additional factors such as existing habits, social norms, and the level of support from one's surrounding environment (Annisa Kamila, 2025).

The Importance of Communication Media in Social Campaigns

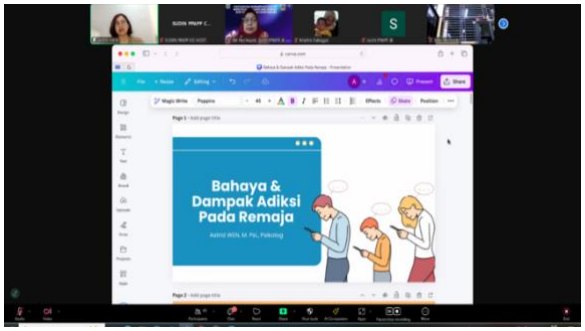
Based on the findings, the selection of appropriate communication media plays a crucial role in determining the effectiveness of message delivery in social campaigns. Online media was considered effective in reaching a broader audience, with the platform Zoom being utilized to facilitate the dissemination process. By using digital platforms, key messages can be conveyed more easily, directly, and on a larger scale, thereby reaching diverse groups of people. This point was reinforced by Ramadani, a housewife and campaign participant, who stated:

"Even though it was held online, the material was easy to understand, and many participants shared their experiences, which made the discussion more engaging." (Interview, 2025).

The interview indicates that despite being conducted via Zoom, the campaign facilitated enjoyable and meaningful interaction among participants. Additionally, participants were able to access new information that they might not have known previously, highlighting the campaign’s effectiveness in delivering essential educational content—even through digital media. This aligns with previous research, which found that digital-based campaigns can enhance information accessibility and enable faster and more efficient dissemination of messages (Kinata Banurea, 2023).

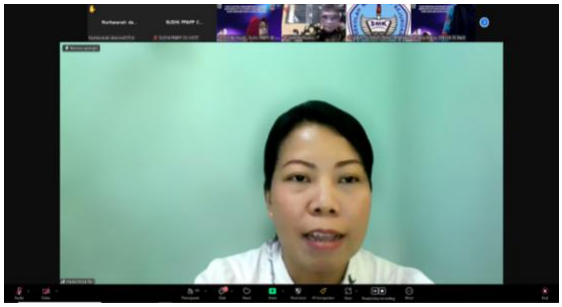
The social campaign conducted by the Office of Women's Empowerment and Child Protection focused on educating the public about the dangers of online gambling and its impacts on women and families. In addition to providing information on how to avoid online gambling, the campaign also offered support to women affected by it—whether economically,

psychologically, or socially. The materials presented by the speakers during the campaign facilitated audience understanding, particularly by illustrating the real-life consequences of online gambling across various aspects of women's and families' lives.



Picture 1

Presentation by Astrid Wen



Picture 2

Presentation by Maria Mutia Rini

The social campaign aimed at preventing online gambling, conducted by the Office of Women's Empowerment and Child Protection in West Jakarta, seeks to raise awareness among the public—particularly women—about the dangers of online gambling. This campaign was designed with a community-based approach, capable of shaping understanding, changing attitudes, and stimulating preventive actions among women. Women were chosen as the primary target due to their strategic role in family oversight and decision-making, which is crucial. The campaign utilized online media with interactive methods such as discussions and Q&A sessions, providing a participatory space that encouraged active community involvement.

Based on field findings, this research helps raise awareness among women about online gambling. Participants in the social campaign, including housewives, members of the Family Welfare Movement (PKK), and the Social Department, have become aware of the prevalence of online gambling among women and its economic, social, and psychological impacts. They also explored preventive strategies that can be implemented to empower women in facing the threat of online gambling. This research has several strengths, including addressing a highly relevant social issue: the rise of online gambling within the community. The campaign also used a community-based approach with an appropriate target group—women, who play an essential role in the family. Additionally, the use of interactive methods during the campaign, along with supporting theories, strengthens the validity of this research. However, there are some limitations, as the research is qualitative and covers only minimal data, making it difficult to objectively capture perspectives from other women. The study is also limited in terms of informants, as it focuses only on housewives, PKK members, and the Social Department, and is restricted to women, excluding children or adolescents. Future research should expand the scope of informants, not only limiting it to housewives and PKK members but also involving

women from diverse backgrounds, such as working women, students, and adolescent girls, in order to gain a broader range of perspectives.

CONCLUSION

The social campaign aimed at preventing online gambling, conducted by the Office of Women's Empowerment and Child Protection in West Jakarta, seeks to raise awareness among the public—particularly women—about the dangers of online gambling. This campaign was designed with a community-based approach, capable of shaping understanding, changing attitudes, and stimulating preventive actions among women. Women were chosen as the primary target due to their strategic role in family oversight and decision-making, which is crucial. The campaign utilized online media with interactive methods such as discussions and Q&A sessions, providing a participatory space that encouraged active community involvement.

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