

THE INFLUENCE OF PODCAST CONTENT THROUGH INTENTIONS ON BEHAVIOR IN FIGHTING SEXUAL HARASSMENT AMONG THE "JAKARTA FEMINIST" COMMUNITY

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Abstract

Podcast as the currently popular mass media with their convenience, has a great impact in presenting the life issue in public, such as sexual harassment which is discussed in video content. Through its content, it will affect the intentions toward both active and passive behavior against sexual harassment in the circle of Jakarta Feminist Community. Planned behavior theory was used to analyze this research. The main focus of this theory is creating individual behavior whereas behavior is influenced by intentions. Moreover, the intentions are influenced by some factors, namely an attitude toward behavior, subjective norm, and perceived behavioral control. This research included attitude, subjective norm, and perceived behavioral control into podcast content dimension that will affect the intentions in creating active and passive behavior against sexual harassment. The object of this research was the podcast content which discussed the issue of sexual harassment in the form of audio and video. This research used a survey explanatory method by using a quantitative approach. In the quantitative method, the author used the questionnaire and library search to collect the data. Besides, the questionnaire form had spread to 100 respondents of Jakarta Feminist community followers. Here, the number of samples was obtained by a simple random sampling technique. The result showed that the intentions are the key for the individual behavior both passive and active which can be identified based on the intentions. The podcast content which included dimensions of behavior, subjective norm, and perceived behavioral control could interest individual intentions against sexual harassment which start from passive to active behavior in the circle of Jakarta Feminist Community.

Keywords:

Podcast, Theory of Planned Behaviour, Media, Sexual Harassment

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INTRODUCTION

The rapid development of technology accompanied by the emergence of the internet presents various forms of digital-based mass media that offer convenience compared to analog media. The internet has the capacity to enable people to communicate, not just receiving messages, they are able to do it in real time according to John Vivian (in Latepo, 2016).

The result of the role of the internet in technological progress is the phenomenon of media convergence. The emergence of podcasts is one of the things that leads to the phenomenon of media convergence. Berry (2006) defines podcast as a converged application that is able to produce, compile, and freely distribute audio and video programs in various formats such as mp3, ePub, and downloads which are combined in one container so that it can be accessed by audiences from all over the world.

Currently, podcasts are becoming a massively accessible digital medium. This is evidenced through a survey conducted by a media company from Indonesia, namely Daily Social, in 2018 to 2023 Indonesian smartphone users. There are 67.97% of respondents are familiar with podcasts and as many as 80.82% of respondents have listened to podcasts in the last 6 months (Dailysocial.id, 2018). The JakPat mobile survey platform also conducted a survey regarding podcast listeners in Indonesia, which are dominated by young people, to 2,368 respondents from October 5, 2020 to December 11, 2020. The survey results show that 22.1% of respondents who listen to podcasts are aged 15-19 years. Another 22.2% of podcast listeners are aged 20-24. In the age range of 25 - 29 years, the number of podcast listeners is 19.9%.

The presence of podcasts as a mass media product is expected to be able to package issues that occur in social life that are inevitable into messages and information broadcast in the form of informative content in the form of audio.

For example, discussing the issue of sexual harassment. Sexual harassment has a definition as an act or act that has a sexual nature that is done to a party, but the party does not want the sexual act to occur. Sexual harassment seems to have become a common problem felt by some people.

Based on the CATAHU of Komnas Perempuan (2021), the number of cases of violence against women that occurred in the personal and community spheres throughout 2020 was 299,911 cases. Through these data it is known that sexual harassment is included in the type of sexual violence. Of the 1,983 cases, sexual harassment ranks fifth as the highest type of sexual violence in the personal sphere such as family or household with as many as 220 cases. Then, related to the province with the highest cases of violence against women, DKI Jakarta recorded 2,461 cases (CATAHU Komnas Perempuan, 2021).

Based on the data and phenomena above regarding cases of sexual harassment in Indonesia, it is ironic if we see that the situation of women and men is far from safe. Even in the family realm, what we think of as a safe zone can in fact become a danger zone. Sexual harassment is not a small problem but a big problem and must be eradicated for the welfare of citizens.

One way to eradicate it is to voice the issue of these social problems to the public. Of course, a mass communication medium is needed in disseminating messages to reach a wide, diverse audience. Podcast as a popular mass media today is expected to act as a strong institution in society. As for some examples of podcasts that turn the issue of sexual harassment into content, namely the #GritteBukaPraktek Podcast, DariTaDi Yu Ya Yukk podcast, Denny Sumargo podcast. Podcasts as mass media play a role in presenting a reality in people's lives. The issue of sexual harassment is a terrible reality that must be confronted in social life.

Because the theory explains that behavior is formed because of the intention, where the intention is influenced by attitudes toward behavior (Attitude toward the behavior), subjective norms (Subjective norm) and perceived behavioral control (perceived behavioral control). Considering that in this era the audience plays an active role in interpreting a problem.

The Jakarta Feminist Community is one of the concrete evidences as an active audience in strongly opposing acts of sexual harassment and violence. This is evidenced by the Jakarta Feminist Community in 2016 who mobilized the #NyalaUntukYY action in the field to demand



justice for junior high school students who were victims of rape and murder in Bengkulu. The Jakarta Feminist Community is a feminist group that fights for gender justice in Jakarta and its surroundings.

Considering that DKI Jakarta Province has become a province with the highest cases of violence against women. Then there is the identification of the problem as follows:

1. How big the influence of attitudes on podcast content through intentions towards behavior against sexual harassment among Community Jakarta Feminist?
2. How big the influence of subjective norms on podcast content through intentions on behavior against sexual harassment among Community Jakarta Feminist?
3. How big the effect of perceived behavioral control on podcast content through behavioral intentions to fight sexual harassment among Community Jakarta Feminist?

LITERATURE REVIEW Theory of Planned Behavior

Theory of planned behavior is the development of the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen (1975) in which this theory determines how individual behavior is formed because it is influenced by an intention (intention). Intention is a component within the individual that refers to the desire to perform certain behaviors (in Sukmaningrum, 2017).

In TPB, Ajzen (2005) adds perceived behavioral control as a factor that influences intention. Intention is assessed as an indication of how much effort an individual will spend to do something (in Sukmaningrum, 2017). The stronger the intention, the greater the resulting performance.

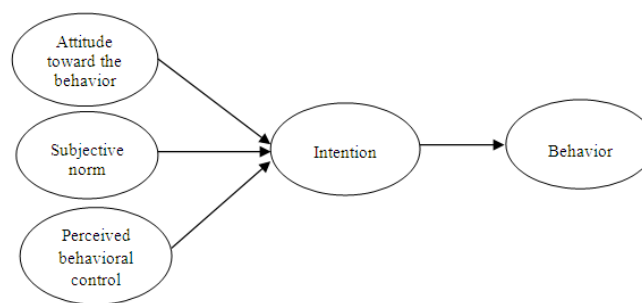


Figure 2.1
Chart Theory of Planned Behavior
Source: Google.com

Based on the chart above regarding the Theory of Planned Behavior, individual behavior (behavior) is influenced by an intention (Intention). Meanwhile, the intention is determined by three factors, namely attitudes toward the behavior, subjective norms about behavior (subjective norms), and perceived behavioral control. There is a brief explanation regarding the three factors that influence intention:

Attitude is a condition in humans that can move the human intention to take an action or vice versa (Khanifah et al., 2017). As stated by Ajzen (2005) attitudes towards behavior are determined by beliefs about the consequences of a behavior or briefly called behavioral beliefs. These beliefs are related to the individual's subjective assessment of the world around him, the individual's understanding of himself and his environment.

This belief can strengthen attitudes towards the behavior if the evaluation carried out by the individual can provide benefits for him. Someone who believes that displaying behavior that leads to positive results will have a favorable attitude towards displaying behavior, while people who believe that displaying behavior that leads to negative results will have an unfavorable attitude (Ajzen, 1988 in Mihartinah, 2018).

Subjective norm is an individual's perception of the perceived social pressure to perform or not to perform a behavior (Ajzen, 1991). If the attitude is determined by the individual's belief in the behavior to be carried out, the subjective norm is determined from the normative belief

obtained from the views of others on the behavior to be carried out and the desire to follow (motivation to comply) a behavior (Ajzen, 2005, p. in Mihartinah, 2018).

According to Bobek and Hatfield (2003) the perception of control over behavior is a belief about the presence or absence of factors that facilitate and hinder individuals from taking certain actions. This refers to the individual's perception of the difficulty of carrying out the desired behavior, related to the belief that the opportunity is available or not required to realize certain behaviors by reflecting past experiences and anticipation of obstacles (Khanifah et al., 2017).

In short, the perception of behavioral control is an individual's perception of the ease or difficulty of realizing a certain behavior (Ajzen, 2005). The greater a person has the opportunity and how many obstacles can be anticipated, the greater the control that will be felt over the behavior (Ajzen, 1988).

In essence, in the formulation of the TPB, favorable attitudes and supportive subjective norms provide motivation to engage in behavior but concrete intentions to do so are only formed when the perceived control over the behavior is strong enough (Ajzen, 2020).

Mass communication

Mass communication is a communication process that occurs between humans using mass media. The goal is that mass media audiences can understand simultaneously the meaning of the content of the message conveyed by the communicator, both messages from individuals and messages representing an agency or an institution. The rate of development of mass communication is so fast and has its own value weight on each side of socio-cultural life which is full of changes in people's behavior (Tambunan, 2018).

There are various definitions of mass communication put forward by experts. One of them, according to Meletzke who defines mass communication as any form of communication that conveys statements openly through indirect and one-way technical dissemination media to the dispersed public. The term spread shows that the communicant as the recipient of the message is not in one place, but is scattered in various places (in Romli, 2016).

The presence of mass media certainly has an effect that we call the effect of mass communication. According to Fitriansyah (2018) there are three dimensions of the effect of mass communication, namely: cognitive, affective, and conative. Cognitive effects include increased awareness, learning, and additional knowledge. In cognitive effects, we discuss how mass media can help audiences learn useful information and develop cognitive skills.

Affective effects relate to emotions, feelings, and attitudes. The factors that influence the occurrence of affective effects include the following: 1) emotional atmosphere will affect our response to an information. 2) cognitive schema which is a script in our mind that explains the flow of events. 3) the situation of exposure (setting of exposure). 4) individual predisposing factors where this factor shows the extent to which people feel involved with the characters displayed in the mass media.

While the conative effect is related to behavior and intention to do something in a certain way. This effect is the result that arises in the audience in the form of behavior, actions or activities.

Romli (2017) reveals several characteristics of mass communication as follows. First, the message is general because mass communication is intended for everyone, not just a specific group of people. Mass communication messages can be facts, events, or opinions.

Second, the communicant is anonymous and heterogeneous because the communicator does not know the communicant directly. In addition, mass communication communicants consist of various different layers of society so that they can be grouped based on age, gender, education, occupation, cultural background, religion, and economic level.

Third, the mass media creates simultaneously because the number of target audiences or communicants they achieve is relatively large and unlimited, and they can even get the same message in the same time. Fourth, communication prioritizes content over relationships. Fifth,

mass communication is one-way because the communication is through mass media, so the communicator and the communication cannot make direct contact.

New Media

Media is a means to convey messages from communicators to communicants. In general, the media is divided into three, namely; visual media, audio media and audio visual media. Currently audio media is increasingly showing its strength in the digital era. This is supported by the existence of podcasts and new audio devices (smart speakers) which are rapidly gaining popularity worldwide (in Pratiwi et al, 2021).

The presence of podcasts is also concrete evidence that technology contributes greatly to the development of media, especially new media. New media is a term to describe the convergence of digital communication technologies that are computerized and connected to a network. New media are everything that can channel information (intermediaries) from information sources to recipients of information (Efendi et al, 2017).

New media offer digitalisation, convergence, interactivity, and development of networks regarding message creation and message delivery. Its ability to offer interactivity allows users to have a choice of what information is consumed, while controlling the output of information generated, and making the choices they want. This ability to offer interactivity is the central concept of new media (Flew, in Watie 2016).

According to Fitriansyah (2018), the functions of new media include: First, as a communication medium. Second, to find information or data or sources of information that are important, accurate, fast, and easy. Third, as a community function that forms a new society consisting of internet users from all over the world to seek information and so on.

With the Internet, human life will be very dependent on the media. Because by using the Internet, human needs will be more quickly and easily fulfilled, and this is ultimately why the media is said to be a determining factor in human life.

Podcast Content

Merriam Webster defines podcast as a music or talk program available in digital format for automatic download via the Internet as an audio file attached to an RSS (Really Simple Syndication) feed that allows podcast content to be heard anywhere (in Kencana, 2020).

In simple terms, podcasts are defined as audio or video material available on the internet that is automatically transferred to a computer or portable media player, either free of charge or subscription (Fadilah, 2017).

Where as in its article, Apple defines podcasts as episodes of programs available on the Internet. Podcasts are usually original audio or video recordings, but can also be recordings of television broadcasts or radio programs, lectures, shows, or other events. Podcasts typically offer each episode in the same file format, such as audio or video, so subscribers can always enjoy the program the same way (www.Apple.com, 2019).

Geoghen and Klass (2007) state several things that make podcasts different, making audio and video recordings uploaded via the web so superior. First, podcasts can be automatically downloaded to a listening computer or device. By offering a subscription service through an RSS feed feed in the form of a web feed type that allows users and applications to receive regular updates from websites or blogs of their choosing.

When listeners have subscribed, listeners will automatically receive notifications about new shows on their favorite podcast programs. So listeners no longer have to waste time searching for content on the internet and visiting multiple websites just to listen to their favorite shows. There are several applications that can be used to enjoy podcast content, namely; Anchor, Podbean, Castbox, Spoundcloud, Spotify and Youtube (Voffice.co.id).

Second, podcasts are easy to control. On podcasts listeners play a big role in being in control. Podcasts let the audience decide what content they find interesting, so listeners can easily control what content or shows they want to hear by subscribing.



Third, podcasts are portable. Most podcasts are MP3 audio files which are relatively small in size, so podcasts can be downloaded easily from the internet or transferred to a portable media player such as a CD (Compact Disc). Then the listener can take the audio file anywhere easily and can listen to it whenever the listener wants.

Fourth, podcasts are always available. Podcasts are basically radio broadcasts that are on demand or on demand. What this means is that listeners can adjust their schedule to enjoy podcasts whenever they have time. Therefore, listeners don't have to worry about missing their favorite shows. Podcasts free listeners from the consumption-based promises dictated by traditional media.

Burns (2007) also concludes that podcasts have a number of advantages over traditional communication media, including the following: first, podcasts facilitate listeners to listen to recordings as they wish, listeners can access podcasts wherever and whenever they want.

Second, Podcast production is relatively inexpensive and results in eliminating the transfer of costs to listeners or in other words podcasts can be accessed for free. Listeners do not need to spend a penny to subscribe to listen to their favorite podcast content.

Third, podcasts are digital, so podcasts are available online and allow listeners from all over the world to access them. Fourth, podcasts are very user-friendly. Many podcast aggregators, such as iTunes, manage podcasts by finding and downloading the latest podcasts to the listener's MP3 player, iPod, computer, or player.

Then there are 3 mandatory elements in the podcast production and distribution process which is relatively simple. First, podcast material. Second, the provider of RSS (Really Simple Syndication). Third, the catcher (podcatcher). The size of the document (file) ranges from 1 mb to 200 mb (depending on the frame rate, size etc.). The next element is an RSS provider or storage on a cloud server such as www.soundcloud.com (in Fadilah et al, 2017).

Podcasts divided into 3 types. First, the podcast interview where the host will conduct interviews with different sources for each episode. Second, solo podcasts are podcasts performed by the host alone or in monologues. The goal is to convey an opinion, share information, or conduct a question-and-answer session. Third, multi-host podcasts with more than one host. The goal is to discuss by looking at different opinions and perspectives (Voffice.co.id).

Podcasts as a mass media is believed to have various implications for its listeners. In addition to having an entertainment impact, gaining new insights, as well as being a medium in conveying the latest information, news and trends. Podcasts can also change the way people think.

This is because podcast content presents issues that are relevant to everyday life, so that the audience feels a close relationship with the content creator as well as provokes the listener's emotions. As a result, the audience seems to be able to feel the conditions experienced by the content creator (Ramadhany, 2020).

Bonini (2015) reveals podcasts as a technology used to distribute, receive, and listen to on-demand content produced by both professional and amateur radio (in Zellatifanny, 2020). Podcast is an interesting media development technology because it can involve anyone to express themselves, exchange ideas, or pitch their products.

Podcasts puts the power to communicate into the hands of individuals without a system and rules. It can reach a more geographically diverse audience than radio stations with the world's most powerful AM/FM transmitters. All done podcasts without transmitters, satellites and regulations. Then every individual is empowered by being given an equal voice (Kencana, 2020).

In this study attitudes, subjective norms and perceived behavioral control are included as dimensions of podcast content. Both attitudes, subjective norms and perceptions of behavioral control are strong and significant predictors of the purpose of using podcasts themselves (Mou, 2015).

Fishbein and Ajzen in the journal Mou (2015) define attitude as an individual's positive or negative feelings about performing the target behavior. Mou's research (2015) suggests that the reason someone uses podcasts is because they are accompanied by a sense of belief that podcasts

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are a useful technology in their lives. Podcasts allow us to access a lot of news and other information. Apart from being a source of information, podcasts can be a means of entertainment.

Whereas subjective norms refer to other people's perceptions of certain behaviors, such as the perceptions of those around us or even our families towards the effective use of podcasts.

While the perception of behavioral control refers to the perceived ease or difficulty in performing the behavior in question (Ajzen, in Mou, 2015). Podcast is considered as a technology that makes human life easier because it is easily accessible.

Intention

In a Big Indonesian Dictionary it is said that intention is the purpose or intention of an action and the will or desire from the heart will do something. According to Ajzen and Fishbein (1991) in Sukmaningrum (2017) explain the notion of intention as an individual subjective probability dimension in the relationship between self and behavior. Intention is assessed as an indication of how much effort an individual will spend to do something (in Sukmaningrum, 2017). The stronger the intention, the greater the resulting performance.

Behavior

Behavior is an individual's response to a stimulus (stimulus) or an action that can be observed and has a specific frequency, duration and purpose, whether consciously or not. Behavior is a collection of various interacting factors (Wawan, 2018).

Wawan (2018) divides behavioral responses into 2 forms. First, passive behavior. Passive behavior is an internal response that occurs in humans and can be seen indirectly by others. Passive response can be summed up as one's inner knowledge and attitude.

Second, active behavior. This behavior is clearly directly observable. In contrast to passive behavior whose response is just an attitude, active behavior has manifested a form of real action (practice) in response to a stimulus.

Sexual Harassment

Sexual harassment is a form of sexually oriented action that is unilateral and coercive towards someone who does not want the act. Even such actions tend to make a person feel humiliated.

Meanwhile, Rusyidi et al (2019) explain that sexual harassment refers to behavior characterized by unwanted and inappropriate sexual comments or sexually oriented physical approaches that are carried out in a work place/situation, professional or other social sphere.

Meanwhile, according to Komnas Perempuan listed in Hellosehat.com (2021, accessed in December 2021), sexual harassment refers to acts of sexual nuance that are conveyed through physical or non-physical contact, targeting a person's sexual body part or sexuality.

This act is in the form of whistling, flirting, comments or remarks of a sexual nature, showing pornographic materials and sexual desires, touching or touching body parts, gestures or gestures of a sexual nature, causing discomfort, offence, feeling humiliated, and may cause health and safety problems.

Reporting from Hellosehat.com (2021), sexual harassment is divided into 5 categories, namely; first, gender harassment: Sexist statements and behavior that insult or demean women. For example, comments, pictures or writings that insult and demean women, even make obscene jokes or humor about sex are also gender harassment. Second, seductive behavior in the form of offensive and unwanted sexual behavior. Like inviting unwanted sexual acts.

Third, sexual bribery in the form of requests for sexual activity or other sex-related behavior with the promise of reward. Fourth, sexual coercion in the form of coercion of sexual activity or other sex-related behavior with the threat of punishment. Fifth, sexual offenses such as touching, feeling, forcibly grabbing or sexually assaulting.

As for the behavior indicated as sexual harassment, for example, such as; make sexual comments about someone's body, make sexual advances, provide sexual touch, send sexual



Influence	Original samples	T statistics	P value
Attitude (X1)→Intention (Y)→Passive Behavior (Z1)	0.086	1,711	0.088
Attitude (X1)→Intention (Y)→Active Behavior (Z2)	0.088	1,931	0.054
Subjective Norm (X2)→Intention (Y)→Passive Behavior (Z1)	0.124	2.035	0.042
Subjective Norm (X2)→Intention (Y)→Active Behavior (Z2)	0.126	2,401	0.017
Behavioral Control Perception (X3)→Intention (Y)→Passive Behavior (Z1)	0.306	2.855	0.004
Behavioral Control Perception (X3)→Intention (Y)→Active Behavior (Z2)	0.312	3,135	0.002

Source: PLS SMART Data Processing Results, 2022

Based on table 1, it can be seen that the results of hypothesis testing through the bootstrapping method provide significant results. The results of the data output above show that there is an indirect effect between podcast content (X)→behavior against sexual harassment (Z), attitude (X1)→passive behavior (Z1), attitude (X1)→active behavior (Z2), subjective norm (X2)→passive behavior (Z1), subjective norm (X2)→active behavior (Z2), perceived behavioral control (X3)→passive behavior (Z1) and perceived behavioral control (X3)→active behavior (Z2) which must go through the intention (Y) first.

Here intention (Y) acts as an intervening variable which gives a full mediating effect in influencing the relationship between endogenous variables and exogenous variables. podcast content (X), attitudes (X1), subjective norms (X2) and perceived behavioral control (X3) are endogenous variables in this study. While passive behavior (Z1) and active behavior (Z2) are exogenous variables in this study.

This is evidenced by the value of T statistics obtained by the seven relationships > the value of t table (1.65) and the P value of the six relationships < 0.100 which means that it is worthy to be declared significant. And the original sample value of the seven relationships shows the direction of a positive relationship.

Podcast content (X) through Intentions (Y) on behavior against sexual harassment (Z) obtained T statistics of 7.282 > 1.65 and p value of 0.000 < 0.100 which means it is significant with the original sample value of 0.510 indicating a positive direction of relationship. So it is proven that podcast content (covering attitudes, subjective norms and perceptions of behavioral control) has a positive effect through intentions towards passive and active behavior in fighting sexual harassment.

Attitude (X1) through intention (Y) towards passive behavior (Z1) obtains T statistics of 1.711 > 1.65 and p value of 0.088 < 0.100 means significant, the original sample value of 0.086 indicates the direction of a positive relationship. Attitude (X1) through intention (Y) towards



active behavior (Z2) obtained T statistics of $1.931 > 1.65$ and p value of $0.054 < 0.100$ which means significant.

The original sample value of 0.088 indicates the direction of a positive relationship. Then it is proven that the attitude towards podcast content has a positive effect through the intention (Y) towards passive and active behavior in fighting sexual harassment.

Subjective norm (X2) through intention (Y) towards passive behavior (Z1) obtained T statistics of $2.035 > 1.65$ and p value of $0.042 < 0.100$ means significant, original sample value of 0.124 indicates a positive direction of relationship. Subjective norm (X2) through intention (Y) towards active behavior (Z2) obtained T statistics of $2.041 > 1.65$ and p value of $0.017 < 0.100$ which means significant.

The original sample value of 0.126 indicates the direction of a positive relationship. So it is proven that subjective norms on podcast content have a positive effect through intention (Y) on passive and active behavior in fighting sexual harassment.

Perception of behavioral control (X3) through intention (Y) towards passive behavior (Z1) obtained T statistics of $2.855 > 1.65$ and p value of $0.004 < 0.100$ which means it is significant with the original sample value of 0.306 indicating the direction of a positive relationship. Perception of Behavioral Control (X3) through Intention (Y) on active behavior (Z2) obtained T statistics of $3.135 > 1.65$ and p value of $0.002 < 0.100$ which means significant.

Equipped with the original sample value of 0.312 indicating the direction of a positive relationship. So it is proven that the perception of behavioral control on podcast content has a positive effect through the intention of passive and active behavior in fighting sexual harassment.

Podcasts as an easy-to-use technology, it has been shown to have a positive effect in the fight against sexual harassment. Podcast content is considered to be helpful in accessing information about fighting sexual harassment for free, due to the automated nature of podcasts.

Then through its easy-to-control, portable, available and on-demand nature, it enables us to decide for ourselves which information we want to know about fighting sexual harassment. With their digitally dispersed nature, podcast content can distribute the fight against sexual harassment across all audiences.

It is also known that the perception of behavioral control on podcast content has been shown to be the strongest predictor in influencing the intention to engage in passive and active behavior in fighting sexual harassment.

CONCLUSIONS

Based on research conducted by researchers regarding the influence of podcast content through intentions on behavior in fighting sexual harassment among the Jakarta Feminist Community, the authors draw the following conclusions:

1. Attitudes to podcast content have a positive and significant effect through the intention of passive and active behavior in fighting sexual harassment among the Jakarta Feminist Community. Attitude through intention to passive behavior has an effect of 0.086 with a significance of 1.711. Attitude through intention to active behavior has an effect of 0.088 with a significance of 1.931.
2. Subjective norms on podcast content have a positive and significant effect through the intention of passive and active behavior in fighting sexual harassment among the Jakarta Feminist Community. Subjective norms through the intention to passive behavior have an effect of 0.124 with a significance of 2.035. Subjective norms through the intention to active behavior have an effect of 0.126 with a significance of 2.401.
3. Perceptions of behavioral control on podcast content have also been shown to have a positive and significant effect through the intention of passive and active behavior in fighting sexual harassment among the Jakarta Feminist Community. Perception of behavioral control through the intention to passive behavior has an effect of 0.306 with a significance of 2.855. Perception of behavioral control through intention to active behavior has an effect of 0.312 with a significance of 3.135.





SUGGESTION

Based on the conclusions that have been described, there are several things that are suggested by the author as follows:

1. Researchers provide suggestions for future researchers in order to improve the existing limitations in this study, because this study uses indicators that are the result of the author's own thoughts.
2. The researcher also gives advice to the Jakarta feminist community to use podcast as a medium to disseminate information about the importance of fighting sexual harassment, based on the results of this study, it proves that podcast media as a mass media has a positive and significant influence.
3. Then suggestions for podcasters (podcast content creators) are expected to be able to raise more issues in social life such as sexual harassment so that more people are aware of the importance of fighting sexual harassment.

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