Internet and Prostitution Activities

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Abstract. Internet and social media increasingly play a role in prostitution activities in Indonesia. Prostitutes are already utilizing internet technology to launch their activities, especially Indonesia is the fourth largest country in internet usage in the world. This article discusses two of them are about, the use of communication technology in prostitution activities and Optimization of internet technology for prostitution providers and users. Data were collected based on qualitative research methods, conducted in Bandung and Banjarmasin. The theoretical research is based on the opinion of Poster (1995) predicted, the Internet as a new media will change the society order. According to Littlejohn (2008) New media can provide open and flexible usage, but can also lead to chaos and confusion. New media has a positive aspect, but it also raises its negative aspect. The results show, the use of the Internet made it easier for prostitution activities, transactions become easier, cheaper, practical and efficient in terms of time and energy. Optimization of technology, for the lower class it became a promotional tool, while for the upper class, internet is also used for reservation of airline tickets, hotels and transfer payments for prostitution services.

1. Introduction

The rapid development of communication and information technology, especially the internet, caused a huge change in the life fields of humans. In addition to the positive benefits, it turns out the development of internet technology also impacts negatively in social life. Social change is also ongoing, the Indonesian people are economically still lagging behind other countries, though the internet usage in Indonesia is very high and actually Indonesia has become one of the largest countries in the world that uses the communication technology.

Indonesian people have the tendency to communicate and interact with friends and relatives. This is the reason why smartphones as an information and communication media are now favorable for them. Various community groups also emerged on online media social groups, starting from play groups, school groups, alumni groups, organizations, colleagues or any other groups. This has risen up the ownership of smartphones across Indonesia, it is reported that Indonesia is placed as the fourth biggest country of smartphone buyers around the world.

The world of prostitution, formerly was once only an exclusive area approached by daring consumers, but now anyone is able to do it because people do not need to go to the localization or visit the night entertainment arena or down the dimly lit corner- the corner of the city that is usually used for prostitution to hang around. Now everything can be done through the internet even the prostitutes, they do not need to hang around in a dark place to wait for clients. They can just wait at home.

Based on previous research conducted by the author with the title ‘Fenomena Iklan Baris Kesehatan di media Cetak’, it was found that since ten years ago prostitutes have been advertising
themselves through a line in the newspaper to promote services which are wrapped in as a treatment and massage services, whereas in reality they are prostitutes.

In the last five years, in the classified advertisements, these massagers included their BB pin or their WA number so that their profile picture can be seen through the Display Picture in social media. This is interesting to be investigated, to what extent prostitution is practiced online, in the domino effect, anyone can access pornographic content on the internet through his/her smartphone to vent his or her lust now people can do prostitution online.

2. Research Metode
This paper was written based on a qualitative method in Bandung, Surabaya and Banjarmasin in 2016. The purpose of this research are to describe a). the benefits of social media and online media in the world of prostitution, b) the optimization of the use of communication technology in the world of prostitution, c) the criminal prostitution on-line aspects in the world of prostitution, the internet, pornography and prostitution impact.

Bandung and Surabaya were chosen because of their high prostitution activities rate. West Java was one of the most well-known prostitution suppliers in Indonesia. Banjarmasin was one of the cities outside Java where the perpetrators of prostitution utilized information technology.

This study used qualitative research methods. According to Creswell[1] Denzin and Lincoln[2] qualitative research is a study aimed at understanding the situation and conditions about what happened and experienced by research subjects, such as behavior, perception, motivation and actions holistically by way of describing in the form of words in a natural special context by utilizing scientific methods.

3. Result and Discussion
The Internet is like a double-edged knife, it can have great benefits for social life, but it can also have a negative impact on various areas of life, because what appears on the internet is not always useful information, but also useless waste information. For example pornographic content whether it is seen as texts, images or videos.

Pornography content is feared to affect the young generation negatively, especially children and teenagers. Nowadays many children and teenagers have been provided smartphones by their parents. ‘Pikiran Rakyat’ newspaper reported a result of a psychologist study that as many as 96 percent of primary school-aged children in Indonesia have accessed pornographic content through their cell phones. According to these researchers, this habit is very dangerous for the development of children.

Prostitution is a social aberration. Psychologist Dr. Kartini Kartono [4] places prostitution as a social “disease” in addition to gambling, corruption, and crime. According to him, social diseases are essentially social diseases that are considered not in accordance with the norm and violate the various social rules in general or customary and religion, in other words, it is not integrated with general behavior.

Mark Poster, the author of ‘The Second Media Age’ [5] has predicted that the internet as a new medium will change the social society order. Previously television was considered to poison the mass, especially the younger generation but then began the era of the 90s which changed that consideration. Mark Poster concept was the beginning of the growth of the New Media era.

The first media era has characteristics as below[6]:
- a. Centralized production
- b. One-way communication
- c. Control situation for a large audience
- d. The existence of reproduction social stratification and media differences
- e. Audience dispersed
- f. Intended for social awareness.

While in the era of the second media has the following characteristics:
a. Decentralization of messages.
b. Two-way communication
c. Beyond the control of the situation
d. Leads to democratization
e. Raise individual awareness
f. The existence of individual orientation.[6]

According to Charles Soukup in Little John [7] cyberspace has given a pseudo-meeting place that expands the social world. It creates new knowledge opportunities and provides a place to share views widely. The new media, as stated by Littlejohn may provide flexibility in usage, but also created new time demands as well. The new media is not a face-to-face interaction, but it provides a new form of interaction that takes a person in a personal relationship.

Littlejohn again stated that the New Media may provide an open and flexible usage, but it can also cause chaos and confusion. In short the new media has positive and also negative aspects.

O In America, the Internet has changed the landscape of human trafficking in the last ten years. In the world of prostitution has also migrated to the online market. Pimps and prostitutes blatantly advertise sexual services with photographs[8]. In 2000, the internet and access to it have grown substantial for some in the sex industry seeing it as a marketplace. As use of the internet has grown, so has the use of the sex industry[9]. The internet also makes it easier for people to become sex workers without anyone else knowing[10]

Online media and social media are new media products that have positive and negative impacts. This device with all the sophisticated invention inside can be bought cheaper and cheaper. It can access on-line media and social media which make it more practical, unlike the conventional PCs or conventional computers that are usually placed in the areas or the home, smartphone devices become personal tools where others cannot touch. It can be taken anywhere and anytime. It can also open anything, including opening sites or various prostitution offerings.

The results of this study found:

3.1 The benefits of internet technology for providers and users of prostitution service

a) Online media was considered to provide a cheaper cost on promoting prostitutes than in the printed media.
b) Online media was considered more practical, the transactions can be done anywhere, and it can be done in the office, on campus even at home. It can also be done at any time. Transactions are not limited by time and space.
c) The actors (the prostitutes or the customers) do not need to come to the localization or night entertainment area to do a transaction.

3.2. Optimization of internet technology for providers and users of prostitution services.

a) For lower-class prostitutes, the use of social media is limited as a media campaign only.
b) For upper-class prostitutes, internet is used from the beginning until the end of a transaction. Which includes promoting, communicating, reserving hotels and airline tickets and also transacting payment.
c) For the upper class prostitutes, distance is no longer an obstacle. Prostitutes can fly between cities, even between islands. Everything is organized on-line.

3.3. Criminal Acts in On-Line Prostitution

a) Customers are often deceived from photos that were displayed. Prostitutes on display seemed so beautiful, though it turns out that the physical evidence is often different.
b) Prostitutes often became disappointed when customers cancel their transactions.

3.4. Links between the Internet, Pornography and the rise of On-line Prostitution.
a) Pornographic contents on the internet encourage people to release their sexual desires.
b) Through social media, potential customers do not have to bother coming to a localization or a
nightspot to find a prostitute.
c) It encourages both men and women to engage on prostitution business.

4. Conclusion

The Internet makes it easier for commercial sex workers in their operations. Their promotion is getting
cheaper and easier. The prostitute user also does not need to come to the prostitute center, with
communication using social media. They can come directly to the hotel or other places. Hotel costs,
inter-city prostitutes transportation and service payments are also made online. However, the testers of
many prostitutes who fooled, it turns out very different prostitute photos, the picture is more beautiful
than the prostitute.

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